

Organ plays at 9, 11, 11.55 and 4.50
Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Cloudy

The Whole Store Is Abloom With the Dainty Things That May Brings

In the Month Just Closed Eight and Fifty Years Ago

At six-thirty in the morning of the eighth the writer of this unlocked the old wholesale store of the Levicks, forty by fifty-five feet in size, and the initial step of this business was taken on the spot where the Schuylkill Bank had failed and where the Levicks later on were closed up by the Civil War.

It was a very little store, occupying two stories, with a small stock of clothing paid for, which took all our capital and left us only a large stock of enthusiasm and courage, surrounded though the location was by well-known stores with large stocks of goods. The two bosses and the one employe did all the work for this new store and had time to spare.

Alexander T. Stewart, thirty-eight years earlier, began in New York in a similar way, with a small stock, doing all the work himself for a long time.

Sons of poor men we were, and there were others on the same long, long trail toward making a name and a reputation; and we wish "Good Luck" now to the boys today just beginning to travel that same old well-worn trail.

Franklin was a journeyman printer and son of a tallow-chandler and soap-boiler.

Oliver Cromwell was the son of a London brewer.

Shakespeare was the son of a wool-stapler.

Robert Burns was a plowman in Ayrshire.

Ulysses S. Grant was a tanner.

Commodore Vanderbilt was a ferryman.

Abraham Lincoln, a farmer's son.

General Nathaniel P. Banks said he graduated at a university which had a water wheel at the bottom and a bell at the top.

Some one has said, "Not many nobles are called." He did not say, "Not ANY," but "Not many."

From the once little bush, down the street—still in my brother's family—in the Centennial year we came into the sheds vacated by the Pennsylvania Railroad, owing to the break-up of the four lovely squares located and named for William Penn, the founder of Philadelphia, whose name was taken down to accommodate the city hall.

Some day, not far away, Broad street should be restored; Market street, so woefully hurt, should be spliced together again, and we should have a new city hall commensurate with the city's needs, if it takes the whole of Washington Square, which was once a graveyard, or of Logan Square, now that Fairmount Park and the boulevard plans have drawn our great park closer to the city.

It is a timely moment for the formation of a well-digested plan and a movement to make a new Philadelphia, to stop the wastes of public money, to reduce the taxation and to compel the razing and rebuilding of East Market street.

Old men sometimes have a second youth—why not old Philadelphia?

THE MAY SALE OF WHITE

belongs on the shopping lists of any women who see reason for making their money go as far as possible—and that means practically all women. Women who are getting together trousseaus, women who are laying in supplies for their children, women who want good, everyday undermuslins which give a full money's worth.

Here is lovely hand-made, hand-embroidered lingerie from the Philippines—garments priced at \$1 to \$6.75, and really marvels of daintiness and perfection.

Here are domestic undergarments such as pink batiste nightgowns and chemises, pink silk camisoles, pink crepe de chine nightgowns, plain hemstitched petticoats, high-necked nightgowns—a collection as good as the utmost care can make it.

Prices all through the Sale are 10 to 33 1-3 per cent less than regular, with a few as small as 50 per cent less.



Kindred Garments in the Sale of White

For tomorrow we have plenty of—
Sample negligees at \$5.50 to \$25.
Silk petticoats at \$3.85 to \$6.50. Almost all kinds.

Kimonos at \$2.85—colored Jacquard cottons.
White aprons at 18c to 75c.
House dresses at \$1.85 and \$2. Mostly gingham.

Cotton petticoats at 85c and \$1.
(West Aisle, Market Street Outpost and Third Floor, Central)

Prices in the White Sale On Regular Sizes

Nightgowns, \$1 to \$6.75.
Corset covers, 50c to \$1.50.
Drawers, 50c to \$1.85.
Chemises, 85c to \$2.75.
Combinations, \$1 to \$1.65.
Short petticoats, 65c to \$1.50.
Long petticoats, \$1.25 to \$3.75.

On Extra Sizes
Nightgowns, \$1.65 to \$2.85.
Corset covers, 65c to 85c.
Short petticoats, \$1 to \$1.65.
Long petticoats, \$1 to \$5.
Combinations, \$1.50 to \$2.25.
Drawers, \$1 to \$2.25.

Thousands of Waists in the Sale of White

Georgette crepes and crepes de chine, mostly in light colors, \$3.85 to \$5.
Cotton veils, lace trimmed, white organdies and novelty cottons at \$1.85 to \$2.85.

Plain white batistes, white voiles, plain or with a little color or trimming, dotted swisses and colored voiles, \$1.50 and \$1.65.
White voiles, many machine embroidered, \$1.

(East and West Aisles) (Market Street Outposts)

New White Pique Coats Join the Children's White Sale

\$5, \$6 and up to \$8 is the way prices go on these coats, which are in 1 and 2 year sizes, are of fine white pique and are hand embroidered. There are several styles suitable for little girls or boys.

\$12 for children's white cashmere coats, silk lined and hand embroidered. These also in 1 and 2 year sizes.

75c for children's khaki overalls, in 2 to 6 year sizes.

\$1.25 for slipover pajamas in 4 to 12 year sizes.
\$1.50 for nightgowns of white madras, in 4 to 10 year sizes.

\$1 for white madras creepers, in 1 and 2 year sizes; \$2 for others of colored crepe.

\$2 for colored crepe rompers, and \$1 for white or colored rompers in three styles—2 to 5 year sizes.

\$1 to \$3 for long white petticoats, 32 to 36 inch lengths.

75c to \$2 for nightgowns in 1 to 16 year sizes.
35c to 85c for drawers, 2 to 16 year sizes.
75c to \$2 for Princess slips, 2 to 16 year sizes.

(Third Floor, Chestnut)

Corsets in the White Sale

L. R. corsets at \$1, \$1.25, \$2.50 and \$3—a very considerable variety of styles most wanted for the Summer season.

Warner Rustproof corsets at \$1, \$1.50 and \$2.
Wanamaker Specials at \$1.25, \$1.50 and \$3.
Some pink coutils among them, also a front-lace model.

American Lady corsets at \$2.50 and \$3.50.
Kabo corsets at \$2 and \$2.50.

(Third Floor, Chestnut)

The New Summer Fashions in Silk Wraps

One style is a graceful draped cape of black satin, and it may be worn on the reverse side which is of satin in another shade; \$65.

There are lovely silk poplin coats, tailored models, with pleats and belted; \$67.50.

Fine black silk moire capes with vivid-colored linings, \$67.50.

New long coats with cape sleeves, roll collar and colored silk linings, \$67.50.

Also some most attractive silk faille cape coats with inlaid moire collar and crossed straps ending in tassels, \$97.50.

(First Floor, Central)

The Best Specials We Know in White Wash Silks

These particular values are so good that we have not been able to find any adequate comparisons elsewhere. And this means that, as far as possible, women should buy now for future needs because prices are continually rising.

Newly imported Japanese habutais, better even than the ones we have been selling at the same prices, 85c, \$1, \$1.35, \$1.65, \$1.85 and \$2 a yard.

Japanese white wash satin, 1 yard wide, \$1.75 a yard.
Domestic white wash satin, 1 yard wide, \$1.50 a yard.

(First Floor, Chestnut)

Women's New "Fashioned" Stockings at Old-Fashioned Prices

By "fashioned" stockings we mean those that are knitted to shape on the looms—the better kinds.

No other kind of hosiery is so scarce just now. The absence of skilled knitters and the recent strike have so curtailed production that prices have risen. But here are some that were purchased over six months ago, and marked at the old prices.

75c a pair for fine lisle in black, white, mahogany, chestnut, brown, Piping Rock and field mouse.

85c a pair for mercerized lisle in black, white, tan, mahogany, chestnut, brown, navy, tan, nickel and field mouse.

\$1 a pair for a few fine black mercerized lisle.

85c a pair for lisle and \$1 a pair for mercerized lisle in black, knitted extra wide.

(First Floor, Market)

Good News of a New Lot of Mocha Handbags

The demand for these soft and beautiful bags is hard to keep up with and new arrivals are always welcome.

These are in brown, beaver, gray and mouse and are all of fine quality skins.

Chiefly door-top styles, at \$10 and \$15, though at the latter price there is also a two-compartment style which is virtually two bags in one and which has a regular frame top.

(Main Floor, Chestnut)

A Trio of New Books

"Victorious," by Reginald Wright Kauffman, \$1.75. The first big novel of America's participation in the world war, and one of intense interest.

"Dickens, How to Know Him," by Richard Burton, \$1.50. An original and illuminating piece of literary criticism.

"The Symbolist Movement in Literature," by Arthur Symons, \$3. Beginning with Balzac and ending with Maeterlinck, Mr. Symons shows us the sustained course of the movement, "leading through beautiful things to the eternal beauty." The volume is enlarged and revised so as to be practically a new contribution.

(Main Floor, Thirteenth)

DINNER-SET NEWS EXTRAORDINARY!

150 New American Sets at the Lowest Prices in Three Years—
\$10, \$13.50 and \$15 a Set

First of all, we would advise everybody desiring one of these remarkable sets to be here as early as possible.

These are a new purchase of sets, some of 100 and some of 112 pieces, in both border and spray patterns. There is hardly any need to point out what an opportunity they present to summer home furnishers; and even if not needed until June or July, it will certainly pay to buy now, because there is no likelihood of another such opportunity in a good while.

The make-up of the sets is somewhat different from our usual combination, but this is immaterial in view of the extraordinary lowness of the prices.

(Fourth Floor, Chestnut)

Fashion Waits on the Young Man

It is the royal prerogative of youth to lead the fashion and to command it. As men get on in years, their styles have a natural tendency to become standardized, or stabilized—but youth is always yearning for novelty and variety and individuality in the style of its clothes.

We can tell our young men friends that the more of these qualities they like to find in Spring suits, the better they will like the Spring suits that we have to show them.

To anybody who comes into this store of men's clothing with open eyes and open mind, it will be as clear as anything can be that in our stock of young men's suits there is all the variety, all the "difference," all the novelty and all the individuality, all the vim and swing and dash and buoyancy that the heart of any young man can desire.

And it is all backed up with the soundest of woolen fabrics and hand tailoring of the most workmanly kind.

The prices—\$28 to \$50.

(Third Floor, Market)

May Time Is Camera Time

People use cameras when the apple blossoms are out who don't use them at any other time of year. Here is a folding camera which makes a picture the size of a post-card, has a single lens and costs only \$9. With a double lens it is \$10. Both styles use the standard roll film.

(Main Floor, Chestnut)

Saturday Will Be Straw Hat Day

Men who are leaders will start out with new straw hats in the morning. In order to do that they must get them tomorrow.

And men who are leaders will wear Lincoln-Bennett and Redleaf London straw hats, shown only at Wanamaker's. These hats are famous not only for their fine fashion but for the superior finish, which keeps them clean much longer than other straw hats.

Lincoln-Bennett straw hats, \$3.50, \$4 and \$4.50.
Redleaf straw hats, \$3, \$4 and \$5.

(Main Floor, Market)

Ready With New Wash Suits for the Boys

Ten tables are pretty well heaped with them, and there are cases filled with them.

"Oliver Twist," junior Norfolk, Middy, short Russian—all these styles are here in such standard washable fabrics as chambrays, linens, kindergarten cloths and striped galateas in an ample assortment of color effects—tans, browns, grays, blues, blue and white stripes and so on. Collars on many suits are neatly trimmed with white and colored braids.

These are the best modeled and most reliably-made suits of the kind to be had anywhere for the money—\$3.25 to \$6.50, in sizes 3 to 10 years.

(Second Floor, Central)

Men's Fine Spring Shirts With Separate Soft Collars

Shirts and collars are made of an excellent grade of woven madras in good spring and summer weight.

The majority of the designs are hairline stripes and tiny checks, though there are other striped patterns, too.

Well made throughout, on Wanamaker specifications.

Price \$3.50.

(Main Floor, Market)

Men's Oxfords to Suit Every Purse and Taste

A man can get a pair of good-looking, serviceable shoes for \$5.50, or he can pay \$15 for a pair of extremely smart and elaborately perforated cordovan brogue oxfords. And there are many prices between.

For young men there is an excellent selection of cordovan shoes on narrow-toe English lasts and in brogue styles. Also some shapely shoes in black and tan calfskin.

For more conservative men there are round toe and wide toe oxfords of black and tan calfskin and black kidskin.

(Main Floor, Market)

Now We Have Some Fine Single Pieces of Furniture at One-Third Less Than Regular Prices

These are part of the \$50,000 purchase of bedroom and dining-room furniture which we secured to sell at one-third below the standard prices. The great bulk of the purchase is made up of complete suits, but a number of individual pieces have come along to supplement the assortment, and these are now on sale at savings of one-third.

They are of the same fine quality as the pieces comprised in the suits, which is very high praise for them.

- For the Bedroom**
\$58 for a mahogany toilet table, Georgian style.
\$78 for a 48-inch figured mahogany chest of drawers.
\$11.50 for a figured walnut sonnoe, Queen Anne style.
\$90 for a walnut chifferobe, Louis XVI style.
\$60 for a full-size walnut bed, Louis XVI style.
\$20 for an enamel sonnoe, Louis XVI style.
\$60 for an enamel full-size bed, Louis XVI style.
\$19 for an enamel bedroom chair, Louis XVI style.
\$13.50 for an enamel bench, Louis XVI style.
\$14.50 for an enamel chair, Louis XVI style.
\$105 for an enamel dressing table, Louis XVI style.
- \$14 for an Adam mirror, in mahogany, 24x40 inches, oval.
\$10 for a plain mahogany-frame mirror, 22x32 inches.
\$9 for a Jacobean oak mirror, 22x35 inches.
\$16 for an English oak mirror, 29x34 inches, carved oval frame.
\$11.50 for a Jacobean oak mirror, 20x32 inches.
\$8.75 for an enamel and decorated mirror, 14x20 inches.
\$19 for a carved English oak mirror, 32x40 inches.
\$12 for a Colonial mahogany mirror, 18x33 inches.
\$7.50 for a walnut mirror, 20x32 inches.
- \$121 for a 48-inch figured mahogany inlaid china closet, Georgian.
\$67 for a 39-inch Sheraton inlaid mahogany china closet.
\$114 for a 46-inch figured panel mahogany china closet, Sheraton.
\$77 for a 54-inch inlaid Sheraton mahogany extension table.
\$108 for a 54-inch extension table, Georgian.
\$124 for a 48x62-inch oval table, Heppelwhite.
\$83 for a 60-inch inlaid mahogany extension table, Sheraton.
\$40 for a 42-inch mahogany server, Queen Anne style.
\$95 for a 48-inch inlaid mahogany serving table.
\$73 for a figured mahogany serving table, Chinese Chippendale.
- (Fifth Floor, Chestnut)

John Wanamaker
Citizen



Foulard, Taffeta and Georgette Crepe Frocks for Women Prices \$32.50 to \$47.50

Foulard alone, foulard with Georgette crepe or taffeta; Georgette crepe, printed and plain but especially printed, alone or with taffeta; taffeta alone—you will see few dresses prettier or more generally useful. A great many are carried out in navy or black with white, and these are among the smartest; some are of navy or tan or blue-and-white or green-and-black checked taffeta and these are especially quaint and consequently charming.

Prices are \$32.50 to \$47.50.

(First Floor, Central)

Lovely New Commencement Dresses Are Here

Already girls are looking ahead to graduations and thinking of commencement gowns, so we have brought the new dresses in, and here they are, ready to try on.

Crepe georgette, fine white net and crisp, snowy organdies are the materials in fashion this year. The dresses have full skirts, many have a number of tiny frills or ruffles and folds or tucks as well.

Some are quite fluffy with laces and ribbons, others are very simple and girlish. There are styles to suit all types of girls.

They are such dresses as may be used for Summer wear after the important event, and many may be tubbed when they need it.

Prices start at \$16.50 and go on to \$35, and there are 14 to 20 year sizes.

(Second Floor, Chestnut)