

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

"An Agreeable Place Which People Can Visit and Enjoy"

The Dominant Note

of this New Kind of Store has never wavered nor been lost. It touched a welcoming spirit in the hearts of the people, who promptly responded and approved it from the first weeks in March so many years ago.

To restate our purpose then in a plain, orderly manner—

[First]—To create an agreeable place to which people could come as often as they pleased, to visit and enjoy without being made to feel that they should purchase something.

[Second]—To provide the largest, most complete assortment of trustworthy merchandise and by greatly augmented sales to offer lower and lowest prices.

[Third]—To grant the privilege of return of unwanted, uninjured purchases and instant return of cash paid without a question. (Somewhat changed under war influences during the past two years.)

[Fourth]—To set one price without deceit.

[Fifth]—To create a new note in advertising that would spell reliability of methods.

[Sixth]—To introduce new courtesies and hospitalities in shopping.

[Seventh]—To ask confidences of purchasers, with assurances of a like return on the part of the one who sells.

[Eighth]—To maintain a safe, healthful place for the educated workers and the patrons to enjoy, with the knowledge that every device known to architects and mechanics has been utilized in construction to insure convenience and security from fire or accident by use of many exits and brick and stone fire towers from foundations to roof.

The many years that have come and gone are recalled at this time with pleasure by ourselves and our friends, and our promise for the future is not only to preserve the dominating note, but also to improve upon it in every way possible.

[Signed] *J. Wanamaker*

May 2, 1919.

Girls' Spring Frocks at Their Loveliest

May has brought new fashions and a whole bevy of delightful new dresses.

Frocks for Young Women

Cases in the Gray Salon are overflowing with fascinating new things. Here are just a few—

A handsome dark blue moire silk (and moire is one of the new fashions) with deep blouse, a new sash and a vest of soft gray silk. \$45.

A very simple, straight-line frock of midnight blue silk tri-colette, with a little braiding and buttons of lighter blue, is charming and is \$40.

An exquisite little frock is of pearly gray moire crepe, with the daintiest collar and cuffs of fine white mull and Valenciennes. It's like a breath of Spring! \$50.

Just tucks—rows and rows of them—are used on a Chinese blue taffeta dress that is quite smart and quite new. It is \$35.

Of soft, clinging crepe Georgette is another blue frock, which has the fashionable collarless neck and a clever arrangement of blue beads. \$40.

And a piquant little frock of shimmering blue taffeta has a two-tier skirt in scalloped effect and a trimming of narrow, picot ribbon in lighter blue. It has the new scalloped short sleeves. \$47.50. All in 14 to 20 year sizes.

A Special Silk Frock at \$14.50

is of checked silk, in a youthful, pretty style, with white crepe frills at the neck and sleeves, a wide girle and two pockets. 8 and 14 years.

(Second Floor, Chestnut)



Other Dresses for Younger Girls

include scores of new wash dresses—new white voiles and transparent organdies at \$6.75 to \$30.

Dainty net and crepe dresses in white or flesh, \$20 to \$32.50. Colorful tub dresses—all new—\$6.75 to \$25.

Silk frocks in dark colors, taffetas and Georgettes, \$25 to \$37.50.

All these in 6 to 17 year sizes.

(Second Floor, Chestnut)

200 Women's Spring Suits Reduced—Now \$25 to \$38.50

Broken sizes of excellent practical suits which include tweeds, mixtures, silver-tones, serges, gabardines, triclines and pinstriped worsteds. Also among the sports models—jersey cloths. Colors are dark and light—navy and black, of course; then browns, grays, checks, tans and mixtures. Styles are plain and braided or otherwise trimmed; and the choice is wide enough to make the collection a very tempting one to women who have been waiting till after Easter to choose their Spring suits.

(First Floor, Central)

Particularly Good Skirt Specials at \$2.50, \$3.50 and \$3.75

New khaki-colored gardening or sports skirts, made with full-gathered back, two large patch pockets and belt. \$2.50.

New white gabardine skirts, fully gathered, with small tucks in three groups and a button-trimmed girle, \$3.50.

New white needecord pique skirts with novelty pockets and gathered back. \$3.75.

(First Floor, Central)

Short Capes Are the New Fashion for Young Women

Little ripply affairs that come just below the waist-line. Some have gathered collars, some jacket effects in front, some are in yokes.

Quite a few are of the soft, pretty silver-tone velour, a few new ones are of black velvet, or plain velour.

\$27.50 to \$70. Other capes of serge, poplin or velour, in longer lengths and many different styles, are \$40 to \$80.

14 to 20 year sizes. (Second Floor, Chestnut)

THE SUMMER SALE OF WHITE

This Sale is different from earlier Sales in that—labor conditions having made it impossible to get all our orders in for its opening—we are receiving fresh lots of merchandise every day. Tomorrow, for instance, there will be shipments of—Nightgowns at \$1—nainsook, V-necked and pink stitched. Nightgowns which are remarkable at \$5—being made of an excellent quality of pink crepe de chine with hemstitching. Brassieres of nainsook and other cottons, various styles, at 50c and \$1. Camisoles of pink crepe de chine with lace, price \$1.50; and of pink wash satin with lace at \$1. And now is the time to buy such things to wear under sheer waists. Other nightgowns of nainsook with V-necks and pink hemstitching at 85c. However, these are small items compared with the great mass of undermuslins on sale in the Underclothes Store—garments snowy white and carefully chosen to give full money's worth to the purchasers. They include domestic and Philippine-embroidered pieces, and many of them are for the larger women. All prices are 10 to 33-1/3 per cent less than regular. (Main Floor and Third Floor, Central)

Of allied garments we have—Silk petticoats at \$3.85. Kimonos at \$2.85. White aprons, 35c to 75c. House dresses, \$1.85 and \$2. Cotton petticoats, 85c and \$1. (West Aisle, Market Street Outpost and Third Floor, Central)

Fine Lingerie—Special Some of the simpler Philippine-embroidered lingerie in the French Room is in the White Sale—scalloped straight chemises at \$2.50; envelope chemises at \$3 and \$3.50; nightgowns scalloped round the foot at \$3.85. Lingerie made in New York and trimmed with real Irish lace includes nightgowns at \$5, envelope chemises at \$4.75, straight ones at \$3.75 and bloomer drawers at \$3. (Third Floor, Chestnut)

Waists for Less Than Usual Of White Sale waists we can promise for tomorrow—Plenty of Georgette crepes and crepes de chine at \$3.85 to \$5. These are oftentimes delicate in color. Plenty of cotton waists at \$1.50 and \$1.65—white batistes, white voiles, colored voiles. Plenty of cotton waists at \$1—white and colored cross-bar voiles. (East and West Aises, and Market Street Outpost)

Parisienne and Letitia Corsets in the White Sale Among Letitias—one of pink batiste has low bust, free hip and strong boning in the back and abdomen. \$3.50. Another—a girle top—is of pink batiste with tricort elastic gores in skirt front. \$4.50. A topsell of pink coutil with insertion of elastic at the waist is \$4.50. Among Parisiennes—A charming model of striped material with low bust and long skirt, with double hose supporters. \$7. Another of white broche heavily boned for full figures. It has elastic gores in skirt and broad abdominal clasp. (Third Floor, Chestnut)

In the Children's White Sale Nightgowns, 75c to \$2 for 1 to 4 years; \$1 to \$2 for 6 to 16 years; many styles. \$1 to \$1.50—2 to 10 year sizes, white cambric, cross-barred muslin or crepe. Drawers, 35c to 85c—2 to 16 year sizes. Bloomers, 50c to \$1.25—6 to 12 year sizes and in white or flesh color. Princess slips, 75c to \$2—2 to 16 year sizes. Long white petticoats, \$1 to \$3—cambric or nainsook, 32 to 36 inch lengths. White saten petticoats, \$2—with double panel front and back, 32 to 36 inch lengths. Children's white dresses, \$1.50 to \$5—6-months to 6-year sizes. Hundreds of dainty new dresses. Bloomer dresses, \$3.50 and \$3.75—2 to 6 year sizes; striped percale and chambray. (Third Floor, Chestnut)

Gold-Plated Lockets in New Shapes—\$1 and \$1.25 Flat lockets in the much-liked green-gold finish, effectively set with imitation sapphires, amethysts or topaz. Two styles that women and girls will like—the lockets alone at \$1 each; or on black ribbon sautoirs, \$1.25. And lockets are quite the fad now. (Jewelry Store, Chestnut and Thirteenth)

New Crepes de Chine \$1.65 and \$2 a Yard Even better grades than we have been selling for the same prices and there are all the colors most fashionable for street and afternoon and evening frocks and for linings. This includes black and white. Both kinds 39 inches wide. (First Floor, Chestnut)

Raspberry Caramels, Cream Dipped, 80c a Pound If you would know the superlative degree of caramel, try the cream-dipped variety! Chocolate, vanilla or fresh strawberry, cream-covering with caramels of assorted flavor inside the cream—all 80c a pound. (Down Stairs Store, Chestnut)

So Many Women Want Low-Heel Oxfords that there will be general interest in an assortment as large as ours. Straight lace and blucher oxfords in black, tan and mahogany calfskin, black glazed kidskin and white canvas and white buckskin. All kinds of toes from wide to narrow, with some very smart shoes for young women. Prices \$6 to \$11. (First Floor, Market)

Cotton Remnants at a Third Less There are ginghams, voiles, shirtings and almost every kind of cotton dress goods in pieces from enough for a blouse or small child's dress up to a dress pattern for a woman. (First Floor, Chestnut)

The Dependence of This Men's Clothing Store Is First, Last and Always Upon the Goods

When all is said and all is done, the whole question in men's clothing comes down to one thing, and that is the clothing itself.

With us, this is no new discovery, but an old, old principle. And it is as plain as day. For the last word always belongs to the clothing itself. Our aim from the beginning has been to have suits that will speak the last word of good service and satisfaction, so as to bear out whatever good words we may have to say about them. The point is that our dependence is always upon the goods.

Our men's Spring suits this year are of the finest description to be had. We make it a principle to keep to that kind, believing that it is best for ourselves no less than for the men whose good opinion we value, and value highly. We are as sure as anybody can be of anything, that we can give every man who comes here tomorrow for his suit the best he can get for his money in correct fashion and dependable fabrics and tailoring; and nothing will give us greater pleasure than to make good our word.

Prices from \$28 to \$65, with a remarkably attractive waist-seam model for the young men at \$28 to \$50. (Third Floor, Market)

Men's Clocked Silk Half Hose for \$1.50 \$1.50 is little enough these days for good plain silk socks, yet here are new, full-fashioned, thread silk half hose with embroidered clocks at that price. Black with black and white clocks. Navy with navy and white clocks. (Main Floor, Market)

New Rain Parasols of Novelty and Charm The post, meaning the part near the handle, is in white and relieved with a touch of color. At the end, or head of the post—the part that people picturesquely call the handle—a novel feature is introduced. In one case it is a tiny elephant and on the tip of each rib is a still tinier elephant "to match." It would be hard to match this for originality. Sometimes, however, in place of the elephant at the end of the post, or handle, there is a delicately carved rose or a mischievous little monkey. Of course, you know what a practical thing is a rain parasol. It is made of umbrella silk and is equally good for rain or sunshine. So you see the novelty and originality of these newest ones are particularly worth-while. Prices—\$10, \$12 and \$15 each. Other rain parasols, \$4 to \$10 each. (Main Floor, Market)

Little Mirrors Specially Priced These are the little mirrors, high and slender, or broad and long, which make such pleasant spots of light in a room, and are peculiarly adapted to use in Summer cottages. They are all of French plate glass, framed in dull gilt and some of the frames are hand-carved. Prices are \$3 to \$40. (Fifth Floor, Market)

If You're a Man and Need Handkerchiefs here are some good Irish kinds, all specially priced—\$3.75 a dozen for generous size, plain hemstitched handkerchiefs, with quarter-inch hems. \$4 a dozen for initial handkerchiefs, of good Irish linen, well made. The values are exceptional. (West Aisle)

Men's Dressing Cases in Black and Brown Leather The brown cases are in a smooth, boarded effect and the black ones are pebble and long-grain leather. Both kinds are good looking and serviceable. The fittings are of black ebony and are a practical size. Prices \$10 to \$27.50. (Main Floor, Chestnut)

Lace-Trimmed Scarfs Special at \$1.25 Each Just a little lot, all of them made with centers of fine plain Irish linen and trimmed with a liberal flounce of lace in four different styles. They come in one size only, 18x50 inches. (First Floor, Chestnut)

Maytime Gives a New Charm to the Great Summer Furniture Display

The fickleness of the weather notwithstanding, it will be Summer before you will have realized it. The time to prepare for Summer is now.

One of the things to be looked to is Summer furniture for porch, lawn, veranda, garden, living-room, breakfast-room and sleeping-room.

For the requirements of each of these places we have a collection of reed, rattan, willow, fiber, crex grass, hickory, cypress and cedar furniture which is known to be the largest and most attractive in this vicinity.

In it will be found every desirable type of Summer furniture, as well as some excellent types that cannot be found outside of it. We can show you a collection of complete suits for Summer breakfast-rooms, living-rooms and bedrooms without a counterpart in novelty and beauty of design, coloring or decoration.

Our entire Summer assortment presents a range of choice in individual pieces going all the way from a maple rocker for the porch at \$2.25 to a fine daybed at \$190.

At this moment we have 850 sample pieces of wicker on the floor, and back of the samples many times more. Wicker takes in reed, rattan, willow, fiber and crex.

There is a delightful choice of pieces prettily upholstered in cretonne in colors and patterns of much novelty and charm.

The garden furniture of cypress is believed to be the best collection we have ever shown. (Seventh Floor, Central)



Straw Hat Day Tomorrow!

Tomorrow is the day when straw hats bloom on the streets of Philadelphia. Every man who keeps up with the procession will get one.

Some men will get fine straw hats and others will get commonplace straw hats. In a month or two the men who have the commonplace straw hats will wish they had bought the better kind.

For fine fashion and comfort and for the length of time they keep clean, Lincoln-Bennett and Redleaf London straw hats have no equals.

Lincoln-Bennett straw hats, \$3.50, \$4 and \$4.50. Redleaf straw hats, \$3, \$4 and \$5. At Wanamaker's only. (Main Floor, Market)

Men's Summery Shirts in Goodly Assortment

Every kind of shirt a man wants, now or later. Mostly madras and percale, but a very fine lot of silk shirts in richest colorings.

Shirts with separate soft collars to match and with reversible soft cuffs. Stripes still predominate in designs, but there are also some pleasing checks. Prices range from \$1.65 for a fine percale shirt to \$10 for a superb silk shirt. (Main Floor, Market)

Seasonable Bed Coverings in Satisfying Choice

The old-fashioned spreads of the hand-knotted "candlewick" variety, so appropriate and charming on Colonial "four-poster" beds, are shown in interesting assortment and in exclusive designs at \$11 each in the double-bed size.

Bright and charming English black-printed spreads, now quite scarce, are here in a choice of pretty colors and floral designs at \$2 each in single size and \$3, \$4.50 and \$6 each in the double-bed size.

Of corded and rippled dimity spreads our assortment is excellent—in three sizes at \$2.50 to \$4 each.

Very reasonable also are the Summer blankets, as thin as muslin sheets, all of them cut and bound separately so that they can be used one at a time if desired. Some are of fine, all-wool single-bed sizes, 60x90 inches, \$9.50 to \$20; double-bed sizes, 72x90 inches, \$12.50 to \$26; extra-long sizes, 80x90 inches, \$15 to \$30 each.

We are also showing a great many new quilts, some filled with cotton and covered with silk-line—very practical and serviceable for Summer homes and cottages—at \$4 and \$5 each.

Others are filled with mixed cotton and wool and some with all-wool. In these there is a choice of silk-line, silk mull and real silk and satin coverings. Prices from \$9 to \$24.50. (Sixth Floor, Central)

CERTAIN unframed photographs, colored and not colored and bought from a famous firm which recently closed its New York office—are selling for extremely small prices—\$1.50 to \$3.75. They are nearly all after famous paintings.

(Fifth Floor, Market) **THE Oriental Store has just received a little shipment of plain-colored crepes for garden smocks, children's dresses and cottage curtains, width 32 inches; colors dark blue, old blue, orange, brown, pinks. Price 65c a yard.** (Fourth Floor, Chestnut)



(Seventh Floor, Central)