

Band plays at 9.
Organ plays at 11, 11:55 and
4:50.
Victory Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Rain

Now for a Good Start for the Week After the Loan

Mother!

My first love was my mother, and my first home was in her heart. My first bed was upon her bosom. Leaning little arms on her knees, I learned my first prayer.



A bright lamp she lit in my soul that never dies down or goes out, though the winds and waves of fourscore years have swept over me.

That light she kindled still sheds a helpful glow over days and ways with many changes.

Can it not be that each of us may keep younger by nearness to the one who listened to you with her heart like Mary's Son?

[Signed] *John Wanamaker*

May 10, 1919.

Airy, Transparent
Black

MILLINERY

For Dress Occasions

Picturesque and beautiful hats of fine black horsehair, trimmed with Paradise, burnt goose or ostrich.

They are the creations of our own milliners and very new and very handsome, and are such hats as women will like for afternoon, theatre or dinner use.

Each hat is different and distinctive and prices begin at \$22.

(Second Floor, Chestnut)

Women's Solid Color Handkerchiefs, 75c Apiece

are of cool, firm linen in charming colors—amber and tan, a sea green, a soft violet tone, two rose shades and French blue. And they are finished with hand-whipped edges.

(Main Floor, Central)

Fine Oriental Rugs in a Special Sale

Several very attractive new purchases* of Oriental rugs have lately been opened up, bringing an interesting choice of carpet and smaller-sized pieces. Monday we shall offer these in a special sale at notably low prices, together with some excellent lots of carpets taken from our regular stock and reduced.

Keeping in mind the state of the Oriental rug market, in which supplies are still limited and prices continue to show a rising tendency, the offering of such a good assortment of authentic and desirable weaves as you will find in this sale at such low markings is a distinctly unusual event, of which anybody needing an Oriental rug, or likely to need one later on, should take quick advantage.



In and Out and Round About the House

If you never made the acquaintance of a fireless cooker before it is time to make it now. The "Superb" is the finest cooker we have yet been able to discover in the market, and may be had in six different types, prices running from \$15.25 to \$38.50.

Dettol is an insecticide which is pretty accurately described by its common name: "The comes in 1 pint, 1 qt. and 5 gal. cans, for 50c, \$1 and \$2.85 respectively.

Among preparations to discourage the moth there are tarine flakes at 10c a pound and moth balls at 18c a pound.

The Moth Meecher tube is a handy thing to place at each end of the inside of the piano—the moths don't love its smell, though to human olfactory the latter is agreeable. 25c a tube.

Among mothproof clothing boxes we recommend the cedar-scented at \$1 for \$2 and the tarp at 75c to \$1.00. Sizes in both groups are made for business suits and automobile coats.

Weighted waxing brushes for polished floors have the time of their lives during housecleaning. Prices \$2 and \$3.50; weights 15 and 25 pounds.

Old English flour wax—to be applied by the waxing brush—is 7c the pint, \$1.40 the quart.

Now is the time when well-disposed hens choose to lay; also the time to put down eggs. Water-glass for the putting down, 50c to 75c a bottle.

Paint the old straw hat and thereby extend its career of usefulness. A bottle of Kwik-Kol at 25c will turn the trick for several hats.

It's a thrifty housewife who buys her soap by the case and lets it dry. Pearl soap is \$10.75 for one hundred cakes; Oval Queen soap is \$8 for the same quantity and \$8.25 for eighty-four cakes.

H. and H. carpet soap has been fencing ruzs and carpets, silks and woolsens for twenty years on a cake.

Flax soap is a reviver of paints and varnishes by reason of the flaxseed oil in it. 40c and \$2 a can.

Presto is true to its name when it comes to cleaning painted walls, 50c a package.

Put the solid silver away clear for the summer. The Lightning Silver Cleaner removes tarnish but not silver. Single pair, \$2 to \$5; double pair, \$3 to \$8.

Bicarbonate of soda to use in the silver cleaner is 50c for 5 pounds.

Powdered ammonia is better liked by some people than liquid, 15c a package.

A sweeping compound which lays the dust is 20c and 40c a can.

Canna bulbs—promising white, yellow and red flowers—are the each of \$1 a dozen. Last call.

(Fourth Floor, Market and Central)

Really Fine Ginghams in Every Style Needed

And that means stripes, checks, large plaids and plain colors, for all are used in making up the morning frocks in the fashionable Summer wardrobe.

American ginghams of the better quality, 65c, 75c and 85c a yard.

Scotch ginghams, the finest made, \$1.25 a yard.

(First Floor, Chestnut)

The Waist Store Has Just Received

more of those tailored pongee waists at \$5.50. They are so heavy and the style so good—they have the round necks with square collars—that we wish we had many more of them.

Also new are some dainty Georgettes in horizon blue, white, and bisque, with white frills. \$5.50.

(Third Floor, Central)

Prettier White Silk Skirts Would Be Hard to Find

Take, for example, a simply made gathered crepe de chine with up-and-down pockets, trimmed with small buttons. It is only \$10.75. Another crepe de chine, pleated all around, is \$11.75, and an accordion-pleated one with deep hem and girle of baronet satin is \$19.50.

Then there is a handsome white wash satin skirt at \$16.50 and a lovely quality silk broadcloth at \$18.75.

One of the new silk Paulette skirts with pockets is \$22.50.

Finally, in snakeskin are two styles, one with the satin stripes running up and down and the other with the stripes going around. These are beautiful skirts and the material is very scarce. They are \$27.50 and \$25.

(First Floor, Central)

Hundreds of Cool, Airy Summer Dresses for Women—\$10 to \$50

Ready for women planning their going-away or staying-at-home wardrobes—ginghams; voiles—hosts of them; organdies, white and colored; tissues, percales, linens, nets and challies, in white and light and dark colorings; many plain, still more printed. There are particularly a great many dark voiles, both checked and figured; there are linens which combine white skirts with long colored blouses, heavily embroidered; and you may see almost any material most fetchingly frilled.

Prices are \$10 to \$50.

(First Floor, Central)



The Way We Overcame a Silk Stocking Shortage

Women have been so eager for fine black silk stockings with openwork ankles or openwork clocks that they bought up the market. When we tried to get more, a short time ago, there were none to be had.

But we had a surplus of colored hose of these styles of a splendid quality of silk. And as our customers much preferred black we had these stockings dyed black and Monday we put them on sale at the regular price. So far as we know, they are the only stockings of this kind to be found in Philadelphia.

Openwork clocks, \$2.75, \$3.50, \$4 and \$5.

Openwork ankles, \$3.50, \$5 and \$6.

(First Floor, Market)

The Finest White Shantung Silks Come Only at Long Intervals

Four or five years between the importations is about the usual period, and now there is a new importation.

They are beautiful crepes and plain white Shantungs, hand loomed and with the exquisite crepe characteristic of these Shantungs and the unevenness of the threads.

England and France think highly of these silks for embroidered shawls and kimonos, the finest of blouses, negligees and lingerie. It is almost impossible to wear them out, so they are one of the best silks for men's shirts and women's dresses.

The importation is a fairly small one, but there are two grades of crepe and three of pongee. All things considered, the prices are remarkably low, \$3, \$3.50 and \$4 a yard.

(First Floor, Chestnut)

WHITE SALE NEWS FOR MONDAY

More Hand-Embroidered Undermuslins Have Arrived

They are so very much wanted and so very difficult to get, that we are doubly glad to announce this new shipment at White Sale prices. The nightgowns, with their lovely handwork, their deep hems and fine, solidly done scallops, are marvels for the money we ask for them—\$2.85 to \$5; and the drawers are worthy of them, at \$2.50 to \$3.85.

They may be found in the Little Nightgown Salon among the regular stocks of fine things.

Thousands of snowy fresh domestic undermuslins, also are in the White Sale and all at special prices.

(Third Floor, Central)

Plenty of Waists at \$1 to \$5

Those at \$1, \$1.50 and \$1.65 are of cotton—all white voile with colored stripes and cross bars.

Those at \$3.85 to \$5 of crepe de chine and Georgette crepe in light and delicate colors mostly.

(East and West Aisle)

There's Style to These Women's New Pumps and Oxfords

They are perfectly plain, but the lines are excellent. Toes are long and narrow and heels are Cuban style. Good shoes to wear with spats.

The pumps are in black calfskin at \$8 and patent leather at \$8.50. The oxfords are in patent leather at \$8.

And there is a black calfskin oxford of somewhat sturdier build, with indicated wing tip, at \$8.

(First Floor, Market)

The Finest of Blouses

both French and American made—may now be seen in the French Room. Voile, handkerchief linen and batiste are usually the materials, with hand embroidery, hand-drawn-work, tucks and frills, and occasionally real Valenciennes or some other lace for trimming.

Prices run from \$9.75 for the simplest to \$85.

(Third Floor, Chestnut)

Some of the Most Unusual Bead Necklaces

that we have seen are among the fascinating new things in the Jewelry Store.

They come to the waist, so you will see they are much longer than the usual necklace. Of richly colored beads, some are on metal chains, and some on silken cords. Sometimes carved wood beads are introduced, sometimes artistic metal beads or ornaments add to their charm.

Many have unique pendants—great silken tassels, or perhaps imitation shell ornament or an Egyptian-looking ornament. \$7.50 to \$13.50.

(Jewelry Store, Chestnut and Thirteenth)

Neckwear Sets and Vestees Half Price and Less

Fine organdie collar and cuff sets with pleated ruffles, lace trimming and some with colored bands or points. 60c a set.

The vestees are of pleated or printed Georgette crepe, net, organdie, embroidery, pique, madras or colored satin—a few of each only at \$1 and \$1.50.

(West Aisle)

Special Sale of Leather Goods

Wallets, Cigarette Cases and Dressing Cases at Savings of Third to a Half

In this disposal there are goods reduced from stock and goods specially purchased. It is not a little lot of odds and ends, but a large and satisfying assortment.

Men's wallets of various good leathers, chiefly black, 80c, \$1.25, \$1.75, \$2.25, \$2.85 and \$3.75. About half price.

Cigarette cases of leather and khaki, 50c, 75c and \$1.25. Less than half price.

Money belts, 35c, 50c and \$1. Factory cost.

Men's black leather dressing cases with black fittings, \$4.75, \$7.50, \$8.75 and \$9.75. About factory cost.

Women's leather dressing cases with white fittings, \$7.50. About factory cost.

(West Aisle)



Sanitas Luncheon Sets

are things to be most heartily welcomed by people who own cottages and bungalows in the country and who wish to save their fine table linens.

The sets are made of a white "sanitas" cloth decorated with cool blue, green or brown designs, and they need only to be wiped off with a damp cloth instead of laundered. Also they have none of the objectionable shininess which suggests oilcloth. There are thirteen pieces in the set, and the price is \$1.25.

(East Aisle and Second Floor, Central)

Thank London for These Lovely New Parasols at \$15

Of gay, English flowered cretonnes, these parasols are in a flat, Japanese shape, with slender sticks, long ferrules and straight handles with colored tips.

We have never had any sun shades quite like them before, for the covers are without seams, so that the beauty of the cretonnes and the designs is perfect.

The colorings are rich and beautiful, the combinations are charming and there are Japanese scenes, birds and flowers from which to choose.

\$15.

(Main Floor, Market)

For the Honor of Philadelphia This Old Store of the People

has added to the Fifth Victory Liberty Loan subscription since the statement of yesterday . . . \$1,620,000 to the already reported . . . 3,645,000

making the total through the Philadelphia National Bank . . . \$5,265,000 and our New York business had added . . . 1,000,000 since yesterday to the already reported sum . . . 1,100,000

making for that Store a total of . . . \$5,100,000

So that the two Stores together have taken of this last loan ten million three hundred and sixty-five thousand dollars.

With possibly more to follow.

Can any one born in Philadelphia be anything but a born American, without a limit to his patriotism?

[Signed] *John Wanamaker*
Citizen
May 10, 1919.

The Ampico Reproducing Piano Means More Music—And Better

The reason we play the piano is to make music—not to exercise our fingers.

And the ambition of every one who ever learned to play a piano was to play well.

Then along came the Ampico reproducing piano, which plays far better than all but a very, very few of us can ever hope to play. Is it any wonder that such an instrument is taking the place of the more limited piano?

Of course, there will always be people who like to play by hand and who get more satisfaction out of an indifferent performance of their own than out of the Ampico's perfect playing. An Ampico can be played by hand, if you like.

But the great majority of us prefer to listen to fine music—GREAT music—played by a reproducing piano, rather than to pick out something with one finger, even if it is our own special finger.

The Ampico reproducing piano is so nearly human in its performance that you never think of it as a mechanism. It seems almost as if the spirit of the artist it reproduces animated the keys. No one who has never heard an Ampico play can have any conception of the marvel of it.

The Wanamaker Store is the distributor for Ampico pianos in Philadelphia.

Chickering Ampico uprights, \$1300.
Schmoecker Ampico uprights, \$1275.
Haines Bros. Ampico uprights, \$1100.
Marshall and Wendell Ampico uprights, \$1000.

The celebrated Knabe Ampico uprights, \$1600 and \$1650.
Chickering Ampico grands, \$2600, \$2850 and \$3000.
The celebrated Knabe Ampico grands, \$2600, \$2850, \$3000 and \$3250.

Any of these instruments may be bought on convenient terms. (Egyptian Hall, Second Floor)

A New Reserve Lot of Irish Table Linen and Napkins

This is one of the good purchases secured by our linen representative while he was in the Irish market more than a year ago. It consists of heavy full-bleached Irish table linen with napkins to match, all made of pure flax and in several good designs.

The table linen is 70 inches wide at \$2.85 a yard. The napkins to match are 22x22 inches, and priced at \$7.75 a dozen; all good reliable merchandise for the money.

(First Floor, Chestnut)

Three Groups of Domestic Rugs at Good Savings

Standard Wiltons and Axminster and fresh lots of the rag rugs that have been selling so fast at a third below regular.

Standard Wiltons	Rag Rugs
9x12 fl., \$75	9x12 fl., \$10.85
8x10 fl., \$72.50	8x10 fl., \$8.85
6x9 fl., \$65	6x9 fl., \$6.85
	3x6 fl., \$2.75
Axminsters	20x30 in., \$2.25
9x12 fl., \$39.50 and \$43.50	24x48 in., \$1.45
8x10 fl., \$37.50	

(Seventh Floor, Chestnut)

4200 Initial Handkerchiefs for Men—\$4 a Dozen

Firm, good Irish linen, with narrow hemstitched hems and a good letter in one corner.

(West Aisle)

Now to Choose the Summer Bed Coverings

Our Bed Clothing Store has splendidly anticipated all the Summer needs of the bed—and splendidly provided for them. The newest arrivals—just unboxed—are Summer blankets for single and double beds.

All of these are 2½ yards long, but the widths vary, some being 12-3, some two and some two and a quarter yards wide. Some are of all-wool, and some of wool and cotton mixed; some are in the regular white and others bordered in pink or in blue.

Prices \$9.50 to \$30 a pair. Six grades to select from.

(Sixth Floor, Central)