

Organ plays at 9, 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
Fair

It Is Constant Coming and Going That Keep Stocks Fresh and New

Of Course the Store Closes All Day Thursday

and all our people join in

The Welcome to the Heroes Returning Home

But the city is full of strangers. Some of them are soldiers that returned weeks ago, who are visiting the city to add to the ovation that Philadelphia offers to all the soldiers of the State.

Therefore, be it known that we will open the Store from two to five to extend our hospitality to the out-of-town people principally.

There will be no goods sold under any circumstances.

The two bands of our Military Organization will add to the music of the great organ, and the Grand Court will probably ring with the voices of all who care to sing the favorite songs of the soldiers and the noble hymns that they like.

It will be necessary to notice that there will be only two entrances to the Store, one at the corner of Juniper and Market Streets. The people will pass through the West Aisle to Chestnut Street, and if they choose, may use the other entrance at Thirteenth and Chestnut Streets, and follow the East Aisle, which empties at Thirteenth and Market. When the Store is full, the doors will be closed until it empties in part and there is room again.

If the people entering the Store will keep moving, we shall be able to accommodate perhaps 100,000 people, who will enjoy their visit the more for the privilege that we offer.

The Grand Stand erected on Market Street contains less than a thousand seats, none of which has been sold, nor will any be sold. They have been reserved for the mothers of boys of the Store who have gone to war, and these can have every seat, if necessary, without pay.

Colonel Wm. R. Scott, the head of our military organization, has entire charge of these seats.

[Signed] *Joe Wanamaker*

May 13, 1919.

SOME very beautiful Hudson Bay sable neckpieces have just come into the Fur Salon. A six-skin stole is \$625; a four-skin boa is \$400, a two-skin boa \$200, and a one-skin boa is \$100.

(Second Floor, Chestnut)

For the Lass Who Wants a Fetching New Sports Suit

there are jaunty, comfortable suits of roughish tweeds to wear in town or out, soft wool jerseys that will stand much service and not show it, and clear black-and-white checks that are always youthful and attractive.

Some of the suits are in Norfolk style, some in sports style with pleats and pockets and belts, and all are very well cut and carefully tailored.

Brown and gray mixtures, heather mixtures, Copenhagen and Chinese blues, rose and other colors are included, and prices start at \$25 for the tweed and go on up to \$38.50.

14 to 20 year sizes.

(Second Floor, Chestnut)

Absolutely New and Pretty Are Mandarin Jacket Robes

You slip them on over a dress and wear them as a coat or, with a suitable foundation, they may be transformed into a very charming frock.

The material is dark blue or brown, Georgette crepe, made like a mandarin's coat with slashes at the side, and the Oriental touch is added by the embroidery done in gold and silver thread.

Two styles, one shorter than the other, both with embroidered material to make the sleeves and a plain piece for a belt. \$28.75 and \$40.



(Main Floor, Central)

More of the Best \$1 Nightgowns in the Entire Sale of White

have arrived—the white ones of nainsook made Empire style with fish-eye lace, and the pink ones of batiste with lace and a little colored embroidery.

Lots of other new things have come in—combination chemises and bloomers and pink chemises and nightgowns among them.

Please note that in this White Sale there are practically no prices above \$5.

(Third Floor, Central)

Wanamaker Special Corsets

are to be had just now at White Sale prices. At \$1.25. A low-bust model with medium-long skirt. It is made of net re-enforced at the waist and down the back with cord. Sizes 21 to 30.

Also another of pink coutil with low bust and long nip; sizes 20 to 28. At \$1.50. A topless of pink coutil, lightly boned, with insertion of elastic across the top, sizes 21 to 28.

(Third Floor, Chestnut)

There's a Sailor Hat Becoming to Most Every Type of Woman—

for the sailor is a broad and inclusive name this year and takes in hats of many shapes and sizes, and straws, too.

There are straight-brim sailors as well as others with brims that turn up or down—just as you like.

There are sailors with small, close brims and others with wide, mushroom-like brims.

There are fine straws and coarse straws, shiny straws and novelty braids and weaves.

And as to colors, there are purples and greens, bright reds and no end of blues, tans and browns as well as black or white.



And there's the same wide latitude as to price—\$3.50 to \$10.

(Second Floor, Chestnut)

Most Every Woman Wants at Least One Rhinestone Bar Pin

It adds such a dainty, pretty finish to one's frocks and blouses. All these new pins are of sterling silver, the designs are new, lacy and lovely, and all are finished with safety catches.

Bar pins, in charming patterns, \$5 to \$24. The new brooches, which are a cross between a brooch and a bar pin, begin at \$7.50 and go to \$18.

Bowknot brooches, \$4.50 to \$23. (Jewelry Store, Chestnut and Thirteenth)

Women's Afternoon Dresses of Moire Silk

Not the old-fashioned stiff moire of our grandmother's days, but a very soft fine taffeta with a moire surface.

The dresses are in several styles—with extension skirts and tunics with narrow tailored self-girdles or other girdles cross-stitched in gaily colored wools; long waists and long sleeves and lingerie collars among their features.

Colors are chiefly navy, black and brown. Prices \$38.50 to \$95.

(First Floor, Central)

More Colors This Year in the Stenciling of Curtains

Gorgeous peacocks and flower baskets, some patterns having as many as three or four colors, are among the new designs. Others, the least expensive, have only two.

The curtains themselves are the color of linen crash, and it makes the best sort of background for the brightly hued stenciling.

This stenciling, by the way, is done in oil, not water colors, and it stands being washed. On the door curtains it is done on both sides.

Window curtains with a valance, \$4 a pair. Door curtains \$5.25, \$5.50, \$6 and \$6.75 a pair.

(Fifth Floor, Market)

Wash Skirts Are Ready for Every Woman Wanting Them

Some button down the front, some button down the back, others have rows of buttons down the sides. Never have the fashions been as pretty or as varied.

Then, in materials one may have gabardines, tricootines, linens and piques, all carefully shrunken beforehand, and even the belts have been shrunken.

Prices modestly start at \$2.25 for a gabarding and go up to \$13.50.

(First Floor, Central)

Any Good Kind of Rag Rug You May Be Looking For

you will find in these large and comprehensive stocks. Rugs with plain centers and fancy borders and hit-and-miss and other Colonial effects.

9x12 ft., \$17.50, \$21, \$25 and \$38.

7.6x10.6 ft., \$13, \$16.50 and \$23.50.

8x10 ft., \$15.50.

6x9 ft., \$8.25, \$11.50 and \$17.50.

9x15 ft., \$26.50.

12x15 ft., \$36.

Hit-and-Miss Rag Rugs at Very Special Prices

9x12 ft., \$10.85.

8x10 ft., \$8.85.

6x9 ft., \$5.85.

36x72 in., \$2.75.

30x60 in., \$2.25.

(Seventh Floor, Chestnut)

Exquisite Paris Lingerie

It seems like old times to have these marvelous pieces of French hand work and real Valenciennes coming into the French Room again.

Handkerchief linen chemises and drawers show a curious and distinguished design of ivy-leaves and berries, wrought partly on the linen and partly on net. A simpler design of dots and drawn-work—this latter without lace—appears on sets which include nightgowns.

Pink nainsook chemises and drawers have the richest flower-sprays on net, set off by that most refined of all laces.

Prices run from \$22.50 for a chemise to \$37.50 for a nightgown.

(Third Floor, Chestnut)

Some of the New Styles in Women's Low Shoes

At \$4.50, white canvas oxfords with Cuban or low heels.

At \$6, black and mahogany calfskin oxfords with low heels and indicated wing tips, and black calfskin and patent leather pumps with Cuban heels.

At \$7, black and mahogany calfskin oxfords with Cuban heels.

At \$8, black and patent leather oxfords with Cuban heels and black glazed kidskin and dark tan calfskin oxfords with low heels.

At \$8.50, very low heel pumps with small leather bows, white canvas pumps with low heels, dark tan calfskin oxfords with indicated wing tips and patent leather pumps with Cuban heels.

At \$9, tan, calfskin oxfords with Louis heels, low-heel pumps in black and dark tan calfskin and patent leather and black calfskin oxfords with Cuban heels.

At \$9.50, patent leather oxfords with plain toes and Cuban heels.

At \$10, white buckskin pumps with very low heels, white buckskin oxfords with Cuban heels.

At \$11, white buckskin pumps with low heels and white buckskin oxfords with military heels.

(First Floor, Market)

Snapshots of the Parade

Our Camera Store keeps all the uncommon sizes of films not, as a rule, available in camera shops. As to cameras, we have a folding camera which makes the newest size picture—2 1/2x4 1/4 inches; has a double lens, uses the Eastman roll film and costs \$8.50—about half the price of any other camera of the same type.

(Main Floor, Chestnut)

Pocket Air Cushions Specially Good for \$1

Khaki cushions of comfortable size that may easily be inflated—and just as easily folded up to small space when not in use.

Some people may find them useful to sit on during the parade.

(Main Floor, Chestnut)

Straw Cushions, 10c

300 Japanese straw cushions, printed and plain, are to be cleared out at 10c apiece. Find them in the Oriental Store.

(Fourth Floor, Chestnut)

Special Prices on Auto Supplies

Boycer motometers, standard size, \$8.50.

Macbeth lenses, all sizes, \$4.50.

Windshield cleaners, for cleaning rain off windshield, \$1.50.

Pyrene fire extinguisher with holder, \$9.

Old English wax for cleaning car, 25c box.

Automobile mirrors, 90c.

Spot lights, complete with mirrors, \$3.50.

(The Gallery, Chestnut)

American Dinner Sets at Half Price \$13.50 a Set

Sets of 100 pieces in a border decoration of pink roses with gold decorations and gold traced handles.

Also a lot of French china dinner sets of 107 pieces in dainty floral patterns, fancy shapes, clouded gold handles, special at \$35 a set.

(Fourth Floor, Chestnut)

It's Well to Have an Extra Umbrella

for April seems to be sharing its fame with May when it comes to rainy days.

A Special Lot of 300 Women's Umbrellas \$3.75 Each

is especially timely now. The covers are of silk-and-cotton, the weaves are close, the frames are strong and well made, and the handles are of mission wood with colored tops and white and colored rings or silk loop cords.

(Main Floor, Market)

We Know the Clothing Needs of Young Men

And we know how to satisfy them.

Young men's suits are coming in here almost every day, and they have need to, because of the rate at which others are going out.

It is not our purpose to boast of the business we are doing—we merely want the young men to know that any day they come in here they are sure of finding a good assortment to select from, an assortment as different from the stale, picked-over assortment as a fresh, growing rose is different from a dried-up withered one. We mean to uphold the standing of this Store as the best store for a young man of character and fashion to buy his clothes in, and we are doing it solely by having the suits that best satisfy young men, by having them in a satisfactory variety and by keeping our stocks fresh and new every day.

Today we have a showing of young men's suits at \$28 to \$50 that can hardly be duplicated in this city, taking all points of excellence into account, especially their fine fashion lines and finished tailor work. But we are glad that there are some other stores trying to provide as good suits as ours and we are always willing to have ours put against any others for fair comparison.

(Third Floor, Market)

Men, Will You Raise Worn Old Hats to Your Country's Flag Thursday?

Or will they be clean, fresh straw hats of the newest and finest fashions?

We think we know.

You can get one of the finest straw hats in Philadelphia at any one of these prices—\$3, \$3.50, \$4, \$4.50 or \$5.

(Main Floor, Market)

Specially Priced Kit Bags

All men know the style, the capacity and the service of a kit bag—a piece of luggage designed after the type made celebrated by British army officers.

Because of their exceptional desirability, kit bags are usually rather expensive, but we have procured some that we can sell for less than regular.

They are handsome, sturdy bags of hand-boarded brown cowhide, with straps all around.

Sizes 18, 20, 22 and 24 inch. Prices \$36, \$37, \$38 and \$39.

(Main Floor, Chestnut)

"A Gentle Cynic"
Being the Book of Ecclesiastes by Morris Jastrow, Jr. Ph. D. LL. D.
A delightfully human book on the Omar Khayyam of the Bible, with a new translation of the original text.
Price \$2.
(Main Floor, Thirteenth)

For Afternoons One Chooses the Darker Colored Voiles
Finer of weave and with more elaborate printings than the more usual kinds, and they are strikingly beautiful.
Mostly they are American made, but a few of the oddest designs have come from England. Here is a large, clear check with white dots on the colored square and another has coin dots closely placed. There are many large figures and flowers, all-over patterns and some that have a silk stripe in the weave in addition to the printing.
The pricings range from 75c to \$1.50 a yard.
(First Floor, Chestnut)

Women's Good Handkerchiefs, \$1.75 a Dozen
Perfectly plain hemstitched handkerchiefs, of rare quality for the price.
Also new and also special are women's sheer and medium-weight linen handkerchiefs at \$2.75 a dozen. These have 1-16th-inch horns.
(West Aisle)

As the Home Is So Shall the Silverware Be
It is an important thing to remember when buying wedding gifts.
In the Wanamaker Jewelry Store you will find the finest sterling silver for the table in period patterns to harmonize with almost every style of home decoration. Moreover, the silver is true to the period it represents. It is of heavy weight and in every respect it is worthy to rank among the treasured possessions of a family.
Some of the favorite designs are
Colonial
Louis XV
Louis XVI
Pompeian
Harewood
(Jewelry Store, Chestnut and 13th)

We Have Given a Thorough Test to the Vitallic Tire
We have used it on our service cars in and around Philadelphia and find it is a good tire, doing equally good work with various standard makes.
Yet this tire, guaranteed for 3500 miles, sells at lower prices than other tires.
(The Gallery, Chestnut)

New Styles in Waists
One is a crepe de chine in white or pink, with open square collar and front heavily embroidered by machine. This is \$5.50.
The other is a tailored waist of heavy crepe de chine with satin stripes in color. This is \$7.50.
(Third Floor, Central)

Charming Living-Room Sets Abound in the Summer Furniture Display

The equipment of the Summer living-room presents a fascinating field of enterprise to the designer of novel furniture and one that is being explored with charming results.

The selection of complete sets, or sets, for the Summer living-room to be found in our Summer furniture display is believed to be the largest and best of its kind to be found anywhere.

Undoubtedly it is full of the charm of novelty both as regards design and decorating conceptions. One has to see a collection of this kind in order to realize what a delightful place a Summer living-room can be made.

\$63.50 for a 4-piece silver-gray willow set, upholstered seat and back in a tapestry-effect cretonne. The backs are all high and the table has a 24-inch top.

\$93.50 for a 4-piece fiber set in brown, upholstered in a taffeta cretonne with spring seats. This set consists of a 48-inch settee, an arm chair, a 24-inch hardwood-top table and a tea wagon with a glass tray over cretonne.

\$141 for a 4-piece set in willow, finished in drab and black, upholstered in cretonne in a flowered trellis pattern. The settee measures 54 inches. There is a rocker and a high, wing back arm chair. The table has a 30-inch top.

\$182 for a 4-piece set in willow finished in gray with a blue trim. The upholstery is tapestry with a parrot and floral figure. Rocker and arm chair have broad arms. Settee and the 30-inch glass-top table complete the set.

\$186 for a 4-piece brown set in fiber. This set has spring seats with separate spring cushions, very resilient. The backs and cushions are upholstered in cretonne in a Japanese effect. The 66-inch settee has a three-panel effect in the back. The rocker is of the same style, while the arm chair has a large pocket and a wing-effect pillow back. The 22x54-inch davenport table has two drawers and a hardwood top.

\$198 for a 4-piece set in willow finished in a beige enamel. The upholstery has a soft gray background decorated with baskets of flowers. The large arm settee is 71 inches long. One chair has broad arms. The other is a lounging chair with a 24-inch seat. The 37-inch table has glass top with cretonne underneath.

\$215 for a 4-piece reed set finished in brown with a grayish tint. The daybed measures 36x78 inches and has a box spring with a separate boxed-edge mattress. The covering on all the

pieces is a cretonne with a forest and pheasant pattern. The arm chair and rocker are winged. The hexagonal table has a glass top.
\$230 for a 4-piece willow set in ivory. The upholstery is in a soft shade of blue and ivory with a floral design. The 72-inch settee has a wing back. One winged chair is 42 inches high and there are also a regular height arm chair and a tea wagon with a removable glass tray and a wonderful amount of shelf space.
\$240 for a 5-piece set in brown fiber, with spring seats and backs in cretonne. The 75-inch davenport has three separate cushions, the daybed two separate pillows, the arm chair a separate leg rest and the drop-leaf table measures 42x54 inches when open.



(Seventh Floor, Central)