

Organ Plays at 9, 11 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Don't Be Deceived by Fickle April—Spring Is Really Here

## Do You Want a Blue Ribbon for Yourself?

You must win it by something you have said, written, invented or exploited. The Horse Shows and the Derby races are not the only methods of getting it. Charles Kingsley, a king among men, says in "Hypatia": "Do you want a blue ribbon around those white sides of yours, you monkey?" answered Orestes. "Because, if you do, the hippopotamus-hide hangs ready outside." Try a kindly act for a bruise or a blow, even when it turns the welt blue. A soft word for a bitter speech or a blast of anger will calm down many a storm.

[Signed] *John Wanamaker*

## White Crepe Blouses With a Touch of Gay Color

are quite popular now—so many women like them to wear with sports and other Spring suits. The rather high, round neck on the first blouse makes it quite youthful—and it has many small tucks in front and fastens down the front. It is piped with color on the collar and cuffs. \$10.50. The next blouse is of heavy white tub silk and is particularly pretty. It has a pleated frill, edged with color, on the collar, cuffs and down the front. \$12.75. Like the first blouse, the last one is also of white crepe de chine, with pipings and inset squares of color to make it gay. It is \$13.75. And for choice of color, you may have apple green, Copenhagen, apricot, orchid or peach color.

## A Hundred Shining Baronet Satin Skirts at \$9.75

Gleaming white, deep black, navy blue, a lovely orchid, soft gray and a pretty pink—these are the colors. The skirts are of good quality Baronet satin and made in two good styles, shirred at the waist, and with pockets. Some button trimmed. Plenty of sizes—and they are all fresh, and brand new.

## Just About the Finest \$5 Silk Handbags Yet

We cannot recall ever having had a finer bag of this type at this price—if we ever had as fine. And that is including pre-war merchandise, too. It is of an excellent quality of moire silk in black, navy, taupe and brown. In a smart new shape with beautifully ornamented metal frame and inner frame. Lined with rich plain color silk.

## Women's Nightgowns in Half a Dozen New Styles

Of soft cambrics and nainsooks, these nightgowns are all daintily made and in practical styles—and at practical prices, too. A cambric nightgown with low neck, hand stitching and ribbon run casing is \$3.50. Another gown with embroidery and lace, round neck and short sleeves is \$2.85. One of the prettiest gowns is made with much Valenciennes lace for trimming, and is \$4.85. If she likes a square-necked nightgown there is a new one with tiny tucks and pretty embroidery at \$3, and another at \$3.50. And a low-neck nightgown, open in front and fastened with little bows is \$3.50.

## Tell-Tale Shoes

"Any person coming down the street with his eyes fixed on the pavement so that he happened to see her shoes, would have said even without a glance at the wearer, 'Here comes a gentleman.'" And the same novelist says further of her heroine's shoes, they "looked a perfect indication of character—dainty, strong, of finest material." Every woman would like her shoes to speak for her like that. This is a Shoe Store that will give her just such tell-tale shoes—shoes that say as soon as you look at them that their wearer is a person of sense and character and good taste. We have chosen the styles with such care, and insisted on such perfection of materials and workmanship, that all that is left for you is the fitting. Prices are right.

## Wide Choice in Fine Domestic Gingham

Beautiful silky-looking textures, you will not wonder that gingham has risen to these higher uses. Priced 75c a yard in these finer weaves and including pin-checks, larger checks, plaids, stripes and plain colors. A really wonderful assortment.

## A Practical, Twenty-Three Piece Layette for \$10

It is a practical little layette—all the garments are well made and of dependable quality, and they include the necessary pieces. There are two shirts, two petticoats, two slips, two unders, two pairs of socks, a wrapper and a dozen diapers in all. Other layettes, in good assortment, are here for \$15, \$18, \$20 and \$25.

## Women's Silk Dresses for Many Needs—\$47.50

And not only suitable for many needs, but quite pretty enough for any of them! They are dresses that are especially good for \$47.50—well made, in smart styles, and of good materials. There are firm, close weave silk jersey dresses, there are the popular Canton crepes, lustrous crepes de chine and kitten's-ear crepe dresses, and they come in navy blue, the rich dark brown shades, taupe, the pretty beige, soft gray and sand shades. Some are embroidered, some beaded, some have flying panels, some are in two-toned effects, some have long tunics, some are planned on straight lines—all are new and effective. There are plenty of all sizes from 34 to 46 inches.

## Seashore and Country Silks

The lovely "sports" silks that will be wanted for beach and boardwalk, country club porch and green, are here in splendid variety, especially in the most wanted pinks and whites. Beautiful new novelty patterns, at \$5, \$6.50 and \$8 a yard. Two and a half yards will make any fashionable skirt. N. B.—We have a limited quantity of very good wash pink satin for lingerie and such purposes, remarkably low-priced at \$2 a yard.

## Colorful Bead Necklaces

The surprising feature is that the designers can think up so many new and interesting ways to make these pretty bead necklaces—for no two are alike! Beads of all the gay and pretty colors are used, some are round, some oblong, often they are combined with metal links and metal ornaments, and frequently the new ones are finished with dainty bead pendants or fringes. Prices \$1.25 to \$16.50.

## Why Not Save \$32.50 on a Fine 9x12 Ft. Rug?

We have some rug reductions that are remarkable. For instance, there are British and American chenille rugs in 9x12-ft. size, richly colored, at \$82.50 and \$87.50 each, which is \$32.50 less than yesterday. Other sizes at proportionate reductions, and some Axminster, velvet and tapestry rugs at a third less. English and American Chenille Rugs

9 x 12 ft., \$82.50 and \$87.50	6 x 9 ft., \$54
8.3 x 10.6 ft., \$80	3 x 6 ft., \$16.50
9 x 10.6 ft., \$80	
9 x 12 ft. Axminster rugs, \$37.50	
9 x 12 ft. velvet rugs, \$32.50	
9 x 12 ft. tapestry rugs, \$26.50	

## 50 Young Women's Tricotine Dresses Remarkable at \$35

They will be recognized as models that were very much higher-priced a little earlier in the season. Good, practical, street or business dresses in three models, two of them with long sleeves and the third with three-quarter sleeves. The dress with three-quarter sleeves is made with a tunic and has a brilliant touch of color in the way of a Roman stripe sash. It is in the favorite navy blue and in 14 to 20 year sizes.

## A Pocket Flashlight

is a handy possession on many an occasion. Every kind here, from the small vest-pocket flash at \$1.10 to a bull's-eye lantern flash at \$7.50. Fresh batteries received daily.

## Filet Crochet Laces 5c a Yard

This is an amazingly small price for these good laces—all of filet crochet in a number of good patterns and in different, practical widths. Use them for trimming curtains, for undermuslins, for children's clothes, for Summer draperies, bureau scarfs and other purposes.

## Electrical Aids for the Housewife

When old Ben Franklin pulled the lightning down from the sky, he little dreamed what he was doing for women. Electricity applied to the home has taken the work out of housework. It heats the housewife's irons, washes the clothes, cleans the house, does up the dishes and cooks any part or all of the meals. And does it all so neatly and cleanly and easily without either the distressing labor or heat of old-fashioned methods. Let us show you some of these modern labor-saving devices in the Housewares Store: Electric irons, toasters, grills, stoves and kitchenettes; percolators, chafing dishes, waffle irons, ice cream freezers, ranges, dishwashers, clothes washers, ironing machines, sewing machines, vacuum cleaners, immersion heaters, heating pads, curling irons, hair dryers, adapters to transform vases and candlesticks into modern lamps—everything electrical, in short, that has yet been devised for the home and its mistress.

## The Boys and Their Suits

To have the right suits at the right time at the right prices—that is the whole thing. The right Spring suits for boys are here in right good choice and at the lowest prices people can pay in justice to their own interests. Norfolk models in fancy mixed fabrics and blue serges, all designed and tailored with the expert care that makes Wanamaker boys' clothing different and better, \$16.50 to \$35, in sizes for boys of 8 to 18 years. Norfolk suits with extra trousers, splendid investments these—\$16.50, \$18, \$20 and \$25 in 8 to 18 year sizes.

## A Group of Fine Cut Glass Much Lowered

Of standard crystal, handsomely cut in several attractive designs. All have been taken from our regular stock and lowered mostly to half the prices they have been selling for up to now. Most of the pieces can be had in two or three patterns. Comptes, 7-inch size, \$3 each. Berry bowls, 8-inch size, \$3.50 and \$5 each. Low berry dishes, 8-inch size, \$3 and \$4 each. Mayonnaise sets, \$3.50 a set. Jugs, 4-pint size, \$4.50 and \$7.50 each.

## Two New Lots of Linen Napkins Both Extra Good

One Scotch, the other Irish. The Scotch goods are heavy, serviceable, full-bleached, pure flax in a choice of five floral patterns at \$6.50 a dozen, size 19 1/2 x 19 1/2 inches. These are the lowest priced napkins we have had in a long time and for general everyday service. They are remarkably good for the price. The second lot are fine, handsome, full-bleached damask napkins, dinner size, 24x24 inches, in five patterns, priced at \$12.75 a dozen, which is very moderate for napkins of such excellent and good-looking character. Both are absolutely new out of the cases.

## The Dimity Bedspreads People Want

Consider all that dimity bedspreads have to commend them. For sheer daintiness, what can surpass them? They are cool and light, easy to handle, easy to launder, and fresh and sweet to look at in any bedroom. It is said they are scarce, but we have a good supply and new lots come along every day or so to replace those that people are sending home so constantly. Rippled, or crinkled dimity spreads: 63x90 inches, \$2 72x90 inches, \$2.25 81x90 inches, \$2.50 Corded spreads, same weight as crinkled, only in the corded weave: 72x90 inches, \$2.25 81x90 inches, \$2.50

## Electricity Will Operate Your Player-Piano

Leaving you free to listen to its music without the distraction of having to operate the mechanism yourself. And when there is, a dance on the floor, this freedom from the task of producing the music is doubly welcome. We will install an electric motor in any player-piano—small, compact, complete, convenient, and not at all expensive, at \$150.

## The Best Opportunity to Buy Cord Tires That Philadelphia Has Seen in Many a Day

We are disposing (rapidly) of a carload of Beacon Red Seal, non-skid, cord tires at just a little above half price. Considering that these tires are guaranteed on a basis of 8000 miles (it is not unusual for them to run 20,000) and that they are nearly all 8-ply tires, they represent very unusual values. Any one who owns a pleasure car or a commercial car that uses pneumatic tires should certainly take advantage of the opportunity at once.

Size	Sale Price	Size	Sale Price	Size	Sale Price
30 x 3 1/2	\$18.50	34 x 4	\$31	34 x 4 1/2	\$34.75
32 x 3 1/2	\$23	32 x 4 1/2	\$33	35 x 4 1/2	\$35.75
32 x 4	\$29.50	33 x 4 1/2	\$33.75	35 x 5	\$43.50
33 x 4	\$30			37 x 5	\$45.50

Federal war tax included in the Sale price quoted. (The Gallery, Central)

## What Is a Man to Wear in April, Especially This April?

It is hard to tell, considering the pranks of the weather. But it is clear that a man must have a good, fresh, Spring suit for the real Spring days and a good precautionary Spring overcoat for the Wintry or unseasonably chilly days that come sandwiched in between them. He will find our Men's Clothing Store ready to supply either need, ready with a full selection of Spring suits of the one quality this Store will handle in Spring, Summer, Autumn or Winter—the best that can be had anywhere for the money. He will find it ready with Spring overcoats as fine in their field as the suits are in theirs, and nothing better could be said of them.

The suits are priced at \$30 to \$70, and we have suits in special designs for youths at \$28 to \$40. Spring overcoats, \$32 to \$65.

## Now a Fine Showing of Men's Knitted Ties

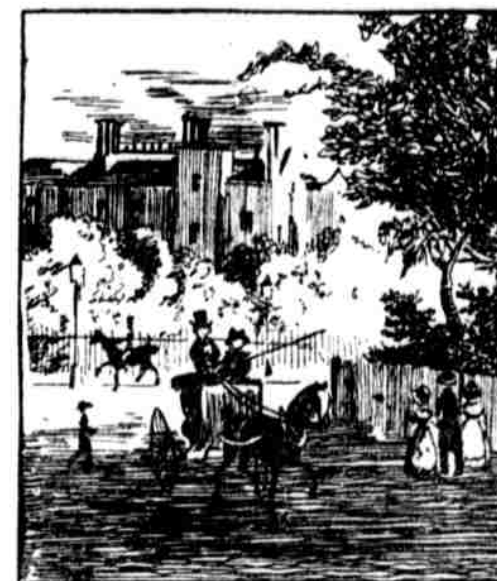
Best assortment of these well-liked neckties we have had in a long time. And men know that knitted ties are not only handsome to look at but splendidly durable. Crocheted and with heavy bias stripes in heather mixtures, \$2. Crocheted ties of finer quality, \$3. Firmly knitted ties of grenadine, \$3 in plain colors and \$3.50 in fancy effects.

## Men's Union Suits Back to Old Prices

These goods have not been so low priced since before the war: \$1.25 for fine, cream colored, light weight cotton suits in athletic style and with short sleeves and ankle-length legs. \$2.50 for light weight mercerized lisle suits in athletic and short-sleeve styles.

## Cordovan Oxfords That Young Men Like

Like their smart lines and rich mahogany color, their perforated tips, heavy single soles, wide shanks and low, flat heels. Mighty fine looking shoes and uncommonly good value for \$9 a pair.



## Men's "Combination" Suits in the London Shop

These suits are remarkable in that one of them answers the purpose of several suits of different kinds. It may be worn as a lounge or business suit, with long trousers, as a golf or general sports suit, with knickerbockers, or the coat may be worn with flannel trousers. There are three garments to each suit, a smart Norfolk coat, a pair of long trousers and a pair of knickerbockers. The style is excellent and the material is fine tweed, in gray, brown or tan, and in a light weight. The coat and long trousers are \$38.50. The knickerbockers are \$9.50. Uncommonly fine clothing for such moderate prices.

## Fine Handkerchiefs in the London Shop

Of beautiful quality linen, the handkerchiefs are in that very popular masculine style, with tape borders above the narrow hems. They'll look well with three black letters embroidered in one corner. \$1 each—\$12 the dozen.

## The Chinese Rugs So Much in Favor

They are rugs of fine quality and striking appearance. Many of them have come in only within the past week. The prices are very low—as low as they were regularly four of five years ago. Blues and golden shades are the prevailing colors. Fields in these colors decorated with floral and figure devices, many of them symbolic. Borders are variously enlivened. The general effect is distinctive but not harsh. As a consequence, these are rugs that will chime with the best schemes of modern decoration and furnishing. They stand out, but do not glare. For just such pieces there is now a constant call. We sincerely believe we are better able to answer it than anybody else. Carpet-size Chinese rugs from \$145 (for size 9x6.3 ft.) up to \$687 (for size 15x12 ft.). Small Chinese pieces \$25 to \$47.50, in sizes 2x4.6 to 3x5 ft.

## Eventually You Will Buy a Wardrobe Trunk But You Can Save Real Money On It Now

It is really our duty to the prospective trunk buyer to call his or her attention to these splendid trunk values. There are wardrobe trunks and wardrobe trunks. But there are no other wardrobe trunks in town like these from this celebrated maker, bearing this well-known label, at anything like these prices. Most people know the advantages of wardrobe trunks over every other kind. No seasoned traveler would be without one. Ours in this famous make, and at these very special prices, include every wanted size, in eleven different styles, from the small steamer wardrobe to the largest theatrical size. Wood, hardware, construction, fittings and finish are of the best. Prices are \$27 to \$90—and savings on each trunk are enough to buy quite a good deal to put in it. Steamer sizes, \$27, \$45 and \$60. Three-quarter sizes, \$32 and \$36. Regulation size, \$40, \$55, \$65 and \$85. Professional size, \$70 and \$90.

