

What Wonderful Days, With Wanamaker's Filled With Spring Values

We Are Less and Less Disposed to Fall Into... ways of storekeeping in this city and nowhere current for a lifetime.

This business is not a pen, pencil and square page of a newspaper. It is not a manuscript of any other store, but an original structure, a house upon a rock, bulged with the realities of over sixty years on Market Street, of study, skill and helpfulness along the line of facts and reasoning, always having in view that what is best for our customers is best for ourselves.

We are much encouraged and steadily going on toward an ideal of better things.

[Signed] John Wanamaker

Unique Styles Among Women's Newer Silk Wraps

No two alike unless in material—heavy Canton crepe and a supple faille as soft as a kitten's ear; or in having odd and beautiful linings.



Dainty Cotton Frocks Hurry in for Young Women

With warm weather well on the way, there is not a moment to lose. And the styles are so attractive this year!

There is nothing cooler or daintier than dotted Swiss or voile in delicate tints and there are many many delightful little dresses in both these fabrics with such moderate prices as \$22.50 and \$25. Just the things for a hot Summer afternoon.

Graceful Silk Capes—All-Black

Dignified as all-black should be, but extremely fashionable in design and usually made of Canton or some heavier silk crepe or of tricotine or velvet.

New Styles of Lace Tunics

Some are of Spanish patterned laces in white, black, gray, tan and brown, and have shallow necks, set-in sleeves and long waists.

Rubber-Soled "Keds" for Children and Young Girls

For children of about four to ten years the rubber-soled canvas shoes known as "Keds" can be had in high or low styles, and in white or brown canvas, the rubber sole matching. Sizes are 8 1/2 to 12, and the prices \$1.65 to \$2.15 a pair.

Growing girls' "Keds" are white only, in high or low styles, and sizes 2 1/2 to 7. Priced \$2.15 and \$2.50.

Prices Drop to \$48.50 on Women's Afternoon Dresses

Which means a saving of all the way from \$7 to \$15—enough to buy stockings or slippers to go with the dress.

avoidable this season for afternoon wear. Beaded and embroidered and tailored; in dark and light colors—including navy, black, fallow, bobolink, tan, delicate grays, rust and so on.

Black-and-White and White-and-Black in Silk

Equally effective is the black or wrap that flutters open revealing its lining of soft black silk printed in white.

Equally good are the white crepes de chine closely printed with small black figures, at \$3.50 a yard.

Silver Decorated Glassware is Delightfully Cool Looking

Consequently there is much of it used in Summer homes and many gifts of it given to Summer brides. One thing, too, that people like about it is the inexpensive price.

\$1 a Pair for Imported Long Chamois-Lisle Gloves

A special price on a fine suede-finish fabric glove made in Europe. 16-button length, in beaver, gray, pongee, covert, tan and black, with self-color embroidered backs.

Some Favorite Songs of Timely Interest

"My Wee Little Hut on the Hill." "There's a Corner in My Heart." "Little Town in the Old County Down." "Road That Brought You to Me." Each priced 40 cents. (Second Floor)

A Little Miss Wears Glove-Silk Underthings, Too

Just like her mother or older sister. And after all it is well, for the soft, soothing fineness of glove-silk underwear is a real refreshment in Summer.

Just 96 Decorated Toilet Sets at \$35 Each

The regular price of these sets is just about double. Each set contains eleven pieces—hair brush, comb, mirror, clothes brush and the usual boxes, jars and smaller pieces.

120 Dinner Sets One-Third Less

The China Store is doing things. 120 dinner sets are taken from the regular stocks and marked one-third less than market values.

A Children's Special—Stamped Dresses and Bonnets

The dresses are of unbleached muslin and sizes two, four and six years, price 50c.

Plenty of Furniture—WANAMAKER FURNITURE—at 20 to 50 Per Cent Less Than Market Prices



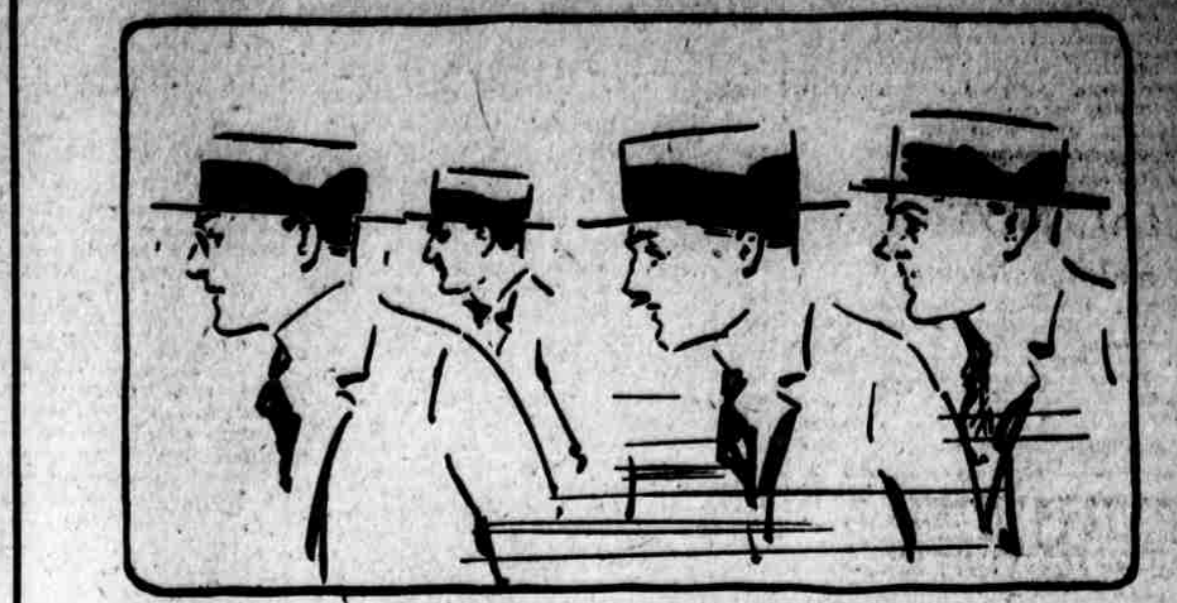
Bedroom furniture, living-room and library furniture and dining-room furniture, all at special markings in a most unusual sale.

The New Spring Surprise for Men Is a Silk Grenadine Tie at \$1

Silk grenadine ties all along have been a couple of times a dollar. But they are here at the popular price, and good ties every one.

Today New Shipments Come Into the Sale of White

Quantities of new lace-trimmed nainsook nightgowns at \$2 and \$2.25 and of nightgowns with casings and medallions at \$1; also of the colored nightgowns in pink, blue, orchid and honey-dew at \$1.50.



Custom Has Set Saturday as the Day for the Gentry of Philadelphia to Put on Straw Hats for Summer

And the Finest of All Straw Hats Are Ready at Wanamaker's

Beyond a Doubt, the Greatest Values in Philadelphia. Prices \$2.50 to \$5. Clear, bright, warm May and every man who is a man at all will step out in a straw hat on Saturday.

It Takes a Lot of Money to Buy Enough Cheap Clothes to Keep a Man Dressed Up

and many a bank account is a shriveled affair because it's main pilot is an economical man and always buys the suit that is "a few dollars cheaper."

In This Sale of Luggage There Is a Traveling Bag for \$10.75

Just one of the many surprising values that came with the hundreds and hundreds of pieces comprising the sample lines of two of the greatest manufacturers.

Among the Kindred White Sale Garments

Slip-on cotton crepe dresses in light colors at half. Crepe de chine petticoats with lace at \$3.85.

Time to Put Up the Vudor Porch Screens

Screens that shade the porch from the glare of the sun without making it dark or shutting out the breezes.

After All, \$8.50 Is Enough for a Man to Put in Shoes

There's no reason why a man can't get a smart, fashionable shoe and a serviceable shoe at that price, and he can—at Wanamaker's.

An Entire Day's Dishes Are Washed and Ready to Use in a Few Brief Minutes When a Dishwasher Does It

and a compact, sturdily built electric dishwasher is here for about the regular price of the motor, \$50. One of the best dishwashers obtainable. In its national advertising it is priced three times this amount and even in the special March Sale here it was \$25 more.

