That Wonderful Days, With Wanamaker's Filled With Spring

Are Less and Less Disposed to Fall Into

ways of storekeeping in this city and where current for a lifetime.

This business is not a pen, pencil and ure page of a newspaper. It is not a script of any other store, but an original cture, a house upon a rock, builded with realities of over sixty years on Market set, of study, skill and hopefulness along line of facts and reasoning, always having view that what is best for our customers is t for ourselves.

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



Unique Styles Among Women's Newer Silk Wraps

No two alike unless in naterial - heavy Canton crepe and a supple faille as soft as a kitten's ear; or in having odd and beautiful

4, 1928,

Here is a black wrap with blouse, shirred shoulders and a collar braided of heavy self cordings.

Another has heavy tucking outlining its shoulders and a dyed fox collar.

A double cape has a gray caracul collar and a deep azalea red lining.

A wrap with jade crepe lining has its front panels cut free to show the green. A navy wrap with gray caracul collar has a Georg-ette lining printed in tur-quoise, green and red tones. Prices are \$125 and \$145.



Dainty Cotton Frocks Hurry in for Young Women

warm weather well on there is not a moment And the styles are so

active this year,

re are the prettiest plaid check ginghams for morn-Prices start at \$7.75 and p to \$13.50 for a beautiful erted gingham dress, or \$15 a fine tissue gingham with orcollar and cuffs.

Graceful Silk Capes—All\Black Dignified as all-black should

but extremely fashionable design and usually made of anten or some heavier silk or of tricotine or

vetyn.
One has a stiff collar with s; another has a decoration rge French knots. Prices run from \$40

(Third Floor)

New Styles of Lace Tunics

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

Plenty of colors and styles for

young women from fourteen to

Summer afternoon.

twenty.

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

They are really almost complete, lacking only girdles, finishing and under slips, and cost

The others are of a lighter weight lace—an imitation filet, and are priced at \$12.75. (West Aisle)

Rubber-Soled "Keds" for Children and Young Girls

r children of about four to years the rubber-soled canvas ses known as "Keds" may be in high or low styles, and in te or brown canvas, the rub-sole matching. Sizes are 8½ and the prices \$1.65 to \$2.15

Growing girls' "Keds" are white only, in high or low styles, and sizes 21/2 to 7. Priced \$2.15

and \$2.50. Children's tan calfskin blucher oxfords with wide roomy toes and stout long-wearing soles, are \$4.25 and \$4.75, in sizes 81/2 to 2.

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 allppers to go with the dress.

A dozen styles at least are in the lot, all of the pretty

evitable this season for afternoon wear. Beaded and em-broidered and tailored; in dark and light colors-including navy, black, fallow, bobolink tans, delicate grays, rust and (First Floor)

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

or wrap that flutters open weal its lining of soft black wildly printed in white.

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

Silver Decorated Glassware Is Delightfully Cool

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.

Cream and sugar sets are an example. They are engraved glass, as are all the pieces mentioned below, and they are from \$3 to \$7 a set.

Lemon dishes and butter plates are \$7 each.

Vases, \$7 to \$47.

Sandwich plates, \$12.50 to \$21.

Berry bowis, \$20.

Candy jars, \$256 to \$22.

Boudoir pitchers, \$14 to \$20.

Mayonnaise bowis, \$7.50 to \$3.50.

Chesse and cracker stands, \$11.

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.

Bloomers, sizes 8 to 14 years, in several colors, are \$4.50.

Vests in the low neck and bodice style are \$3.50.

Princess Slips are in sizes 10 to 14 years and a host of dainty shades. Plain ones are priced \$10, embroidered and lace trimmed, \$12.

Nightgowns, delicate colors and tastefully embroidered fronts are for girls between 10 and 14 years and marked \$15.

(First Fleer)

(First Floor)

A Children's Special -Stamped Dresses and Bonnets

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

Pretty little bonnets to match, stamped in a butterfly and a floral design, 50c each.

Both dresses and bonnets are made up and the embroidery will be easy to do, as a model in the Art Needlework Store will

A stamped luncheon set of five pieces is also special at 50c.

\$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 em-broidered backs.

Fine quality Milanese silk gloves in 16-button length, with double finger tips, are specially priced at \$1.50 a pair. Black, white, pongee, and several shades of mode and gray.

Some Favorite Songs of Timely Interest
"My Wee Little Hut on the

"There's a Corner in My Heart."
"Little Town in the Old County Down."
"Road That Brought You to
Me." Each priced 40 cents.

Novelty Bracelets of imitation jade include plain or faceted hoops, beaded effects and flexible bracelets priced at 75c

We suggest them for gradu-uation gifts. (Main Floor) (West Alsle)

New Jacquard-Woven Summer Comfortables—\$5

Cool, serviceable blankets, woven on a Jacquard loom, from pure long-staple cotton.

For bed, or couch, and especially adapted for cottage use.

In four different patterns and

in a variety of color effectsdelft, old rose, brown, pink, lavender and light blue. Size, 70x84 inches, price, \$5

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

In a creamy ivory effect, richly decorated in azure-and-gold or coral-and-gold or black-and-gold. A few are decorated in azure only. The shape throughout is the favorite and dainty Du Barry pattern.

A more delightful present for a graduate or a bride scarcely could be chosen at the price.

If preferred, the pieces may
be purchased separately, at these prices:

Hair brush or cloth brush, Se ich. Mirror, \$7.50. Comb, \$1.40. Hair receiver or puff box, \$3 Mair soh, Cream jar, \$1.75, Buffer, \$3. Button hook, nail file or cuticle knife, each, \$1.18. (West Aisle)

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. Five different groups, each afford-ing a rare opportunity.

Theodore Haviland French china dinner sets of 51 pieces, in beautiful border patterns, coin-gold handles and edges, complete service for six persons, now \$42.50.

French china dinner sets of 105 pieces, choice of two handsome decorations, coin-gold handles and edges, now \$50.

American semi-china dinner sets of 106 pieces, pretty new border patterns, coin-gold edges and handles, now \$35. American semi-china dinner sets of 105 pieces in pretty semi-conventional border design, coin-gold handles, now \$37.50.

American semi-china dinner sets of 107 pieces, in a good gold conventional border, wide coin-gold edges and coin-gold handles, now \$40. (Fourth Floor)



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

All bright, fresh, fashionable; good and foremost among them are two real leaders among straw hats, the famous Lincoln-Bennett and Redleaf London hats.

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.

Doctor, lawyer and merchant chief, the office man and the college youth. They'll all be wearing them-it's a city-wide call, and he who would be up to the day will fall in line.

And he who would get a full-money's worth in fashion and service when he buys a straw hat will come to Wanamakers.

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

The grounds are black or brown or green or blue, while there is a maize of different patterns, mostly stripes or tiny figures in varied colors.

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-

White crepe nightgowns with colored stitching at \$1.50.

Short petticoats trimmed with lace at 50c and \$1. Corset covers with lace at \$1. Petticoats, lace-trimmed, \$1.50

Petticoats with double panels and embroidery for trimming,

Besides which there are thousands and thousands of other domestic undergarments, of the dainty Philippine things and the much-in-favor silks.

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. Tub silks with double panels

and scallops at \$2.75 and \$3.85.

hundreds and hundreds of pieces comprising the sample lines of two of the greatest manufac-

The sort of a traveling bag a man stands by through thick and

Traveling Bag for \$10.75 thin. Big and roomy, sturdy and

Of hand-boarded cowhide, soft

and heavy, hand sewn frames, solid brass trimmings and finely lined with leather.

And the price is about half.

Time to Put Up the **Vudor Porch Screens**

In This Sale of Luggage There Is a

from the glare of the sun without making it dark or shutting out the breezes.

They are of the ventilator type, made of broad strips of linden wood treated with waterproof color - green or brown - and rigged with metal slides, rope and safety device.

All widths from 4 to 12 feet with drop varying from 7 feet 6 inches and drop of 9 feet 6 inches are here. Prices are \$3.90

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."

It is a great sensation to step out in a bright, dazzling new suit and tell all "the boys at the office" that you beat their good buy by five or ten

But it is a sickening realization to look down at that real bargain-of-a-suit six months later and see that it needs a new one.

No doubt about it, the man who has been around and has had his lesson hammered home always gets his money's worth and

Duys Wanamaker Suits That Are Made "Cheaper By Their Goodness'

And it's a tailored-in goodness that won't come out as long as the cloth holds together. Wanamaker clothes are made by the best makers of

clothing in the country. Synonyms of quality from coast

And they are not expensive suits, being priced from (Third Floor)

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

when he intends to wear them every day-and wear them

There's no reason why a man can't get a smart, fashionable shoe and a serviceable shoe at that price, and he canat Wanamaker's. It matters not, a young man, an old man, any man will

find the shoe he wants at the one price.

Three popular lasts are: A rounded-toe modified brogue in black Viking, perfectly plain. Secondly, a real brogue toe in tan Viking, perfectly plain.

Then an English last in Viking as smart as a shoe co

n 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.

Stronger in construction, surer and swifter in action, better in many

The tub is built of solid copper and is rectangular in shape, measuring 1834 inches wide, 29 inches long, 13½ inches deep.

Inside is a large dish rack of electro-galvanized iron that will not rust the dishes and will stand years of service.

A Reed Pullman Baby Carriage at \$34 Is an Achievement We wanted to have the best white, cream or natural color.

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 spe-

Ten-Piece Dining-Room Suits

Now 20 to 50 Per Cent Less

\$200 for a suit of oak-finished in rich brown color.

\$255 for a suit of walnut veneer, Empire Colonial design.

\$295 for a suit of mahogany veneer, Heppelwhite design.

\$385 for a suit of walnut veneer, Heppelwhite design.

\$425 for a suit of walnut veneer, Queen Anne design.

\$450 for a suit of mahogany veneer, Sheraton design.

\$585 for a suit of mahogany veneer, Sheraton design.

\$500 for a suit of walnut veneer, William and Mary

\$695 for a suit of mahogany veneer, William and Mary

\$725 for a suit of mahogany veneer, Queen Anne design.

(Sixth Floor)

\$835 for a suit of mahogany veneer, Sheraton design.

\$920 for a suit of mahogany veneer, Sheraton design.

Here are twelve dining-room suits out of a

cial markings in a most unusual sale.

collection numbering scores.

reed Pullman baby carriage in the country at \$34, and this is

The best manufacturer in the country made it for us, and there is no other carriage at anywhere near the price that can compare with it.

Made of fine, round reed, in a new 1922 modely in a choice of

Reed Pullman conches, from \$22.50 878. Reed chariots, 880 to \$56.50. Bood strollers, with bood, 818 to

Reversible gear, cordurey up holstery, everything essential to unequaled excellence at the price.

and phrollers, \$11 to \$18.

A fine selection of other baby vehicles, including—