

Great Organ plays at 9, 11 and 4:50
Familiar Melody and Lenten Chimes at 11:55

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Clear

Tomorrow the Wanamaker Store Will Present the Lovely New Easter Fashions

This Store Has Become a Notable Part of the City

It has studied the city, her reputation, her progress, her growing importance, and it has taken its place in the line to advance her interests in every honorable way.

It has affiliated itself with the citizenry of the world, and has gone out to the uttermost parts of the globe to bring its treasures to this port.

It tore down the buildings of two and three generations ago and made new buildings from the ground up for the honor of the city and the convenience, comfort and safety of the people.

The Store buildings are a part of our very selves at your service, please.

[Signed] *John Wanamaker*

April 1, 1919.

The Particular White Silks Used for Graduation Dresses

And, it might be added, for confirmation dresses as well. First of all, the soft, fine white Japanese habutais, which are so much liked because they launder so well. One popular quality is only 85c a yard. Others are \$1.25, \$1.50, \$1.75, \$1.85, \$2, \$2.25 and \$2.50.

Crepe de chine is another favorite, 40 inches wide, \$1.50, \$1.75, \$2 and \$2.50 a yard.

White Georgette crepe, the daintiest and most graceful of all, \$1.75, \$2 and \$2.25 a yard, 40-inch width.

White pussy willow taffeta, a really beautiful quality and specially priced at \$3.50 a yard, 40 inches wide.

(First Floor, Chestnut)

Two New Capes for Girls—\$17.50 and \$25—

are of wool poplin and serge, in dark blue. Both are very well made, both have vests of the cloth in front and the new and correct collars for this Spring's capes.

They are button-trimmed, and the \$17.50 cape has its collar lined with a lighter shade of blue.

6 to 14 year sizes.

(Second Floor, Chestnut)

Still Plenty of Special Waists

Some at \$1—being white voiles, mostly tailored. Others at \$1.65—voiles, batistes, linsens, linenes; nearly all white; a few with a little color.

And the best group of all at \$3.85 to \$5. These are Georgette crepes and crepes de chine; mostly in light colors. Some are beaded, some embroidered.

(East and West Aisles)

Women's Spring Gloves All at Special Prices

Four groups of seasonable gloves—at prices to please her purse—75c a pair for white chamois-finished lisle gloves.

85c a pair for 2-clasp duplex washable gloves in white, buck, gray, brown and mastic; all sizes in the lot but not in every color.

\$1.65 a pair for washable capeskin gloves, with combination embroidery, in tan and champagne.

\$2 a pair for fine quality real French kid gloves, in white or black, with self or combination embroidery, and tan with combination embroidery.

\$2.25 a pair for mocha suede gloves of velvet finish in gray and tan.

(West Aisle)

Spring Shipment of Glove Silk Underwear

Some women wear this fine underwear all year round, but every woman likes it for Spring and Summer.

The new garments are priced as follows: Vests, \$2.15 to \$8.

Bloomers, \$2.50 to \$9.

Camisoles, \$1.50 to \$4.

Combination suits, \$4.50 to \$10.

(First Floor, Market)

Women's Louis-Heel Oxfords Severely Smart

With plain toes and otherwise perfectly plain, but with the long, graceful lines that spell distinction in a shoe. More like custom-made footwear than the other kind.

In patent leather and dull black calfskin, \$11 a pair.

(First Floor, Market)

50-Inch Blue Serge Special, \$2.50 a Yard

Showing how good this serge is, every one of the former shipments was sold in almost no time.

There are two shades of blue, midnight and a slightly lighter one (which, by the way, is as desirable as it is hard to get). The weight is medium and especially nice for suits, capes, dresses or skirts.

(First Floor, Chestnut)

Silk Petticoats Special at \$3.85

200 silk petticoats, all taffeta and jersey with taffeta flounces, all colors, price \$3.85.

(East Aisle)

Imitation Filet Lace Scarfs Specials, \$1, \$1.15 and \$1.25

So much like the real filet laces that they even have the characteristic cream color.

They are entirely made of lace and many women will see great possibilities in them for bureau or table scarfs for Summer homes.

The lengths are 36, 45 and 52 inches.

(First Floor, Chestnut)

Summer Suits for Tiny Boys

Such fascinating styles—Devoishire, Oliver Twist and middy blouse suits.

For materials there are plain colored linsens, chambrays (some striped) and rep. If the entire suit is in one color, there are collar and cuffs of white, or it may be the waist part is white with colored trousers buttoned on.

These suits look much more expensive than they are. \$2.50 to \$12 are the prices, and the sizes are 2 to 5 years.

(First Floor, Chestnut)

Easter Fashions

Enchanting new gowns from Paris; new American copies of Paris originals; other gowns and suits designed and made wholly in this country. And not only is every one of them lovely in line and texture and color, but every one of them is wearable to the last degree.

Their lines are straight; the sleeves of evening gowns are short or utterly non-existent; sometimes they consist of a few looped strings of beads, as in the crushed rose dress; and the necks are distinctly severe. Afternoon dresses frequently have very long sleeves. In the sports suits the coats are long, reaching almost to the knees.

An evening gown from Chanel is a gold lace tunic over black satin; the effect is long-waisted.

A distinguished navy charmeuse has a neck high and square at the back, with a V front, and curious hand-embroidery of grapes and leaves over the entire garment; it is held by a heavy girde with amazing tassels. This is from Rowland.

A wonderful gown draped with net designed with crushed rose beads is from Renee.

Jenny sends a navy tricotine with short sleeves, a Victory red girde in three tiny strips and a tulle scarf of Victory red.

Another Chanel of navy crepe de chine is embroidered with soft gray medallions. A large rose makes a splash of color at the neck.

A tunic of white silk, hand-knitted, is intended to be worn over a slip of china silk.

Among the copies are a white crepe gown with striking embroidery of Persian character in black; a white charmeuse slip-on with Victory red beads forming a line down the back and on the sash; a semi-evening gown of black satin with no sleeves but two bands of beads; a costume of heavy cream-colored crepe made with embroidered Chinese coat; an evening gown of silver-cloth with tunic of black net and immense jet beads.

Then there is a coat dress of checked taffeta, soft taffetas entirely "eyeleted" by hand; and many charming sports suits of faille silk and sweater cloth.

See them tomorrow in the Fashion Salons.

(First Floor, Central)

THE Women's Fashion Salons have just received 300 new Spring Suits at \$40 to \$65. They include tricotines, gabardines, mannish serges, Poiret twills; and silvertones, pin stripes, black-and-white checks, broken checks and solid colors—both dark and light. The collection includes extra sizes; also the higher-priced suits are novelties.

(First Floor, Central)

JUST from Paris and never before shown, are

New and Charming Hats

from well-known modistes. They are unusual models for Spring and Summer.

From Marcelle Demay
Rue Royale, Paris

are new and delightful chapeaux—also just out of their overseas boxes.

It will give us pleasure to show them to you.

(Second Floor, Chestnut)

The Day of Beautiful Skirts Has Certainly Arrived

Three things are responsible—the new, wonderful materials, exquisite colors and fashions far prettier than they have ever been before.

Georgette crepe skirts are simply irresistibly lovely—the new "Victory red" is here, in addition to many other colors and white. New also are Georgette crepes with embroidered designs or open-work embroidered borders, and new moire Georgette crepes with Baronet satin tucks.

Tricolette skirts, by way of a change, have a drawn work checked effect, due to a dropped stitch in the weave.

There is a new fancy Baronet satin with a slightly pebbled surface and the advantage of not musing.

Snakeskin skirts come in plaids, stripes and plain and practically all colors; some have Georgette crepe yokes.

A new wash crepe de chine skirt is accordion pleated and is finished with ivory buckles.

Finally, there are numerous styles in white silk broadcloth, some models fastening down the back. These all launder well.

Prices as a whole are \$18.75 to \$37.50.

(First Floor, Central)

New Fine Wraps Are Also Shown

Wraps of satin, of heavy faille silk, of the richest brocades, of tricolette and duvetyne, evora cloth and twill. Furs and fringes are the chief decoration, apart from the sumptuous metal and silk embroideries—the furs being of the lighter sorts, such as mole and gray squirrel.

There are such things as a brown silk poplin lined with brownish-rose satin; tricolette capes made simply of two brilliant contrasting colors; a blue satin wrap with marvelous gold beading and squirrel collar; a black satin wrap with no sleeves at all and gold embroidered medallions; short, fancy wraps of duvetyne with tiny buttons in rows; other soft woals with peculiar heavy wool embroidery.

They may be seen in the Women's Coat Salons.

(First Floor, Central)

New Afternoon Gowns of Charm and Distinction For Young Women

Some of the most charming gowns we've had to show you this Spring have lately come into the Young Women's Salons, and for girls and young women in search of little dresses for theatre wear, for afternoon and informal wear there is much of interest in the collection.

The new silky tricolettes, soft taffetas, the fashionable printed and plain crepes, figured foulards and novelty silks are all in the group, and there are the pretty light colors that are so well liked, as well as darker shades.

The styles are delightful, the gowns new and different, and the prices, which begin at \$35, go on up to \$80.

14 to 20 year sizes.

(Second Floor, Chestnut)

The Half-Price Disposal of Living Room Furniture Includes Many Excellent Chaises Longues, Day-Beds and Tables

Approximately there are 1200 different pieces of living-room furniture in 175 different patterns in this special disposal, every piece being marked at half the former price.

In an event of the kind—an event embracing such a variety of dependable and desirable pieces—nothing is so interesting as the goods themselves. These are some examples of the chaises longues, day-beds and tables, and they are typical of many others.

Chaises Longues and Day-beds

\$39 for a chaise longue in brown birch, canvas upholstered seat, adjustable cane head.

\$32 for a brown birch day-bed with cretonne box spring and separate willow.

\$55 for an enamel and decorated chaise longue with cretonne spring seat and pillow.

\$59 for a brown birch chaise longue with cretonne upholstered spring and pillow.

\$60 for a birch chaise longue spring seat with cane sides.

\$64 for a walnut chaise longue with cretonne upholstered spring and pillow.

\$68 for a canary and decorated chaise longue, cretonne seat and separate pillow.

\$86 for a longue with brown oak frame and a soft shade of brown genuine leather.

\$97 for an enamel and decorated day-bed, spring seat with separate box-head mattress.

Tables

\$14 for a brown birch center table.

\$17 for an amber oak library table.

\$19.50 for a brown birch davenport table.

\$20 for a blue and chrome library table.

\$25 for a brown birch hall table with drop leaf.

\$26 for a brown birch davenport table.

\$29 for a brown oak davenport table.

\$35 for a blue and chrome davenport table.

\$36 for a brown oak davenport table.

\$40 for a fumed birch davenport table with cane ends.

(Fifth Floor)

Ask to See the Acorn-Shaped Silk Handbag

It is one of the newest arrivals and is a dainty thing of satin-striped moire in black, navy, brown or taupe. Linings are fancy striped silk.

The frame is engraved nickel and each bag has a tassel.

Price \$4.

(Main Floor, Chestnut)

Boys' Spring Suits That Are Real Top-Notchers

The show-cases are filled to overflowing and practically every day brings in new lots. The selection is really fine. The suits themselves could hardly be finer.

They represent the top-notch in looks and lasting qualities, in excellence of tailorwork and correct modeling. The higher-priced ones are really superlative, but all are unsurpassed.

Speaking in absolute sincerity, we do not believe there is another such stock at these prices in Philadelphia—\$15, \$16.50, \$18 up to \$32 for suits in 8 to 18 year sizes.

(Second Floor, Central)

Some Irish Double Damask of Rare Merit at \$3.50 a Yard

This is the price for which identical damask sold fifteen months ago. They are now costing almost one-third more at wholesale—that is, when they can be had at any price.

They were made by one of the best damask-weaving concerns in Belfast and come in a choice of seven designs and in the 72-inch width, all being heavy, full-bleached goods, full of good service.

(First Floor, Chestnut)

Paris Strikes a New Note in Original Pillow Covers

Can you picture a most engaging black velvet cat, a yellow puppy, a couple of downy chicks, a mysterious domino, with a Venetian scene in the background—each one of these forms a decoration on the newest of Paris pillow covers.

Also there are more conventional applied flower designs, wonderful metal brocades and others.

We have had them made up into the loveliest of pillows, and the prices are \$16.50 to \$35.

Just from Paris also are real lace pillow cases for lingerie pillows. They are exquisite pieces, made with real filet, Cluny, Venetian, Flanders lace and eyelet embroidery. Various shapes and also round covers. \$40 to \$75.

(Fifth Floor, Market)

Odd Little Tables

In the furnishing of a perfect house no end of little tables are needed—tables for books, for work, for a smoker's needs, or a solitary luncheon or cup of tea; tables of a pleasant height and decorative quality.

The Little House has many of them at this moment—Little three-legged much-carved tables with triangular bases, of walnut, price \$35.

"Pick-up" tables of walnut or oak at \$25.

Little painted elbow tables at \$29.

Walnut and ebony tables in quatrefoil design at \$35.

Tiny octagonal tables at \$25.

And others—none of them high in price.

(Fifth Floor, Chestnut)

New Lot of Finest Wilton Rugs at 25 Per Cent Savings

These rugs are all in beautiful patterns and colors and present market conditions indicate that they are a good investment at the lowered prices. They are from one of the leading mills of the country.

9x12 ft., \$89 4x8x10 ft., \$36

8.3x10.6 ft., \$87 36x63 in., \$15

6x9 ft., \$61 3x12 ft., \$33

3x15 ft., \$46

Other 9x12 ft. Wilton rugs specially priced at \$49 and \$69, and 9x12 ft. Axminster rugs special at \$39 and \$48.

(Seventh Floor, Chestnut)

OFTEN films which can never be replaced are spoiled by careless developing. The Camera Store takes the greatest pains to insure good negatives and prints from all the films entrusted to it, and the charge therefor is not at all exorbitant.

(Main Floor, Chestnut)

The Young Men Are Taking to These Suits Exactly as We Expected

Youths, students, young men in the twenties, you will find as you get along in life that the one thing necessary to gain almost any object and to overcome difficulties is concentration.

Get all your will-power and all your wit-power to bear on the particular object you want to gain.

This is not intended as a lecture on "how to succeed." We are merely speaking from our own actual experience of what concentration can do in the production of the right kind of suits for you to wear.

We brought all our wit-power and all our will-power to bear upon the problem of securing youths' and young men's suits that simply could not be excelled and probably not equaled, and we have them. There is something significant in the way young men seem to recognize at a glance that these are the suits they want.

They are taking to them as ducks take to water—only with so much more discrimination. New lots of these specially made suits are coming in constantly, so that any day a young man comes in he is sure to find a variety to his heart's content in chevots and flannels, the former in gray, green, tans and heather mixtures, and the flannels mostly in plain shades of green, brown and tan.

Prices \$28 to \$50.

The full selection of men's suits goes from \$28 to \$65 and takes in everything that a man of taste and sound sense can desire.

Of Spring overcoats there is also a right good assortment in many favorite styles at \$35 to \$50.

(Third Floor, Market)

A Twin-Brother to the Men's Oxford Mixed Soft Hats

has just come in. It is also an oxford mixture, but, being designed for Spring wear, it is a lighter shade than the original.

In every other respect it is identically the same as the hat which has made so many friends.

Price \$6.

(Main Floor, Market)