

Organ plays at 9, 11 and 4:50  
Familiar Melody and Chimes at noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Unsettled.

# Tomorrow Comes the Great Day in the Sale of China

## It Is an Old and True Proverb That Every Man

"hath a cricket inside of his head and makes it sing just when he pleases."

Charity does not always begin at home, but a personal confession is good for the soul.

The ancient proverb is exactly true as to this business venture.

Each day reveals something new about it and not a day passes that somebody does not write a letter or call to ask questions about its beginnings, its history, who owns it now and how it is conducted. So the cricket sings and sings on!

It has something new to sing about every morning.

[Signed] *John Wanamaker*

Feb. 28, 1919.

## 2400 Waists—All Specially Priced in a Spring Sale

700 Waists are priced at \$5. They include Georgette crepes in white, flesh-color, bisque and blue; beaded, braid trimmed and embroidered. Also tailored wash taffetas, crepes de chine and striped tub silks—the last very pretty indeed.

1000 Waists at \$3.85. Georgette crepes and crepes de chine, in white, flesh and other light colors. Some of these are tailored; the others embroidered.

700 Waists at \$1.65. Samples of voile and batiste waists, mostly white, a few in color; some trimmed with linen, pique and madras.

(East and West Aisles)

Now is the time to buy china.

There are more reasons for this than you would have time to read if we printed them.

They are chiefly market reasons, arising out of industrial conditions, the law of supply and demand and what not.

But they all point to one thing, that is what we have stated at the beginning—now is the time to buy china.

The first day of March, 1919, will find our Spring China Sale thoroughly reinforced and going ahead full tilt.

It is as new as plenty of new goods can make it.

It has been invigorated by—

New French dinner sets.

New American dinner sets.

New Japanese dinner sets.

New American cut glass.

All of these goods are marked at 20 to 50 per cent below our own regular prices. The average saving on them is 33 1-3 per cent.

The dinnerware is exhibited on one long continuous counter in the center of the China Store, where you can see it to your own best advantage.

It has never been so easy to make intelligent and satisfactory selection from a stock of dinnerware, because the display enables you to see at a glance our entire assortment of patterns in French, English, American and Japanese wares.

The values are extraordinary. The qualities are the only kind we can afford to handle or that anybody who knows the difference can afford to buy.

The cut glass comprises a beautiful assortment of new pieces, all of good clear crystal in well executed, well finished cuttings.

Now is the time—this is the day—to buy china, and when we say china we also mean glass and related wares.

(Fourth Floor, Chestnut)



## Dinner Services 20 to 50 Per Cent Less Than Regular Prices

Japanese dinner sets, \$35, \$42.50, \$50, \$60 and \$75 a set.

French dinner sets, \$40, \$65, \$75, \$90, \$100, \$140, \$145, \$175, \$200 a set.

English dinner sets, \$22.50, \$25, \$27.50, \$30, \$32.50, \$35, \$37.50, \$40, \$45, \$50, \$65, \$75 and \$100 a set.

American dinner sets, \$17.50, \$20, \$22.50, \$25, \$27.50, \$30, \$32.50, \$35, \$37.50, \$42.50 a set.

## All the Rest of Our Men's Overcoats Go Into a Sale—a March Clearaway

Something like 300 fine Winter overcoats remain and are finally marked at two disposal prices.

\$28.50—for staple, silk-lined overcoats, fine, fashionable new town ulsters that have been \$10 to \$22 higher.

\$18.50—for good, sound, durable, all-wool, hand-tailored overcoats that have been \$12 and \$14 higher.

Now is the time to choose for next Winter, for if we take the manufacturers and wool merchants at their word there will be no more low prices in a long, long time.

(Third Floor, Market)

## Spring Fashions and Fabrics

### "Every Woman I Meet Is Wearing a Pretty New Spring Hat"

exclaimed a woman who came in for one for herself. And it does seem so—judging from the number of fetching new Spring hats that one sees on the street.

#### Hundreds of New \$10 and \$12 Hats

have just come in—hats of straw and hats of silk and straw and hats of satin and straw.

They are in the new small and larger shapes; are in all the new colors and ever so many charming styles.

And with all the variety and number from which one may choose, it will not be at all difficult to find something that is most becoming.

(Second Floor, Chestnut)

### Spring is Here, Say the Young Women's Salons—

and look what they have to show you—

Smart new suits—dress suits with the new straight-line jackets, dark suits with bright-hued vests, country suits and sports suits of roughish tweeds and Springlike checks, \$27.50 to \$38.50.

Charming new afternoon dresses—of soft Springlike foulards, or glistening satins, new printed crepes and other silks in charming styles and becoming colors, \$30 to \$65.

Spring coats and dolman capes—in many styles and suitable for general or better wear, \$25 to \$75.

All in 14 to 20 year sizes.

Sports skirts of wool plaids, and the new silk dress skirts in light and dark colors, \$16.75 to \$25, 34 to 37 inch lengths.

(Second Floor, Chestnut)

### The New Spring Silks Are Here Now

Some have just come—some are barely out of their wrappings. These are the new and fashionable silks and satins for Spring and Summer—the lovely weaves for gowns and blouses and lingerie and men's wear. Such silks are not easy to procure—but these were purchased months ago, when silks were lower than they are now, and consequently they are of especial interest not only in point of fashion, but as to price as well.

There are

New printed radiums

New foulards

New plain satins

New taffetas for Spring

New crepes Georgette

There are colors for street, afternoon and evening wear and the assortment is remarkable for its comprehensiveness.

Prices start at \$2 for a fine satin and go on up to \$7.50 for a novelty sports silk.

#### Also These Special Silks

Double-width foulards, \$1.65 a yard.

Checked and plaid sports Shantung, \$2 a yard.

Striped and plaid taffetas, peau de cygnes and louisines, \$1.50 a yard.

Plain white sports satin, washable, \$3 a yard.

Genuine Chinese Shantung, 65c and 85c a yard.

White crepe de chine, \$1.50 a yard.

White satin de chine, \$1.50 a yard.

(First Floor, Chestnut)

### Paris Has Some New Ideas as to Garnitures and Collars—

ideas lately expressed, and just come to us by recent steamer. The garnitures and collars are extremely new and different.

Done on fine black net, they are in new, though somewhat conventional shapes—the deep black square collar, and round and pointed effects. The net, however, is just the background for the French idea of soft wool embroidery, combined with chenille or gleaming beads. And some are worked out in jet beads.

Use them on your new spring gowns and blouses—you'll need little else for their adorning!

(Main Floor, Central)

### For Her Ears—

High in fashion are the close-fitting earrings—some small, some large, and in different styles.

Imitation coral, lapis lazuli, pearl or novelty earrings are much worn just now with the new small hats.

50c, 75c and \$1 a pair.

(Jewelry Store, Chestnut and Thirteenth)

### To Give Your New Suit an Air of Distinction Add a Handsome Vest—

or a waistcoat, as some women call them. Smart women wear them under dark suits to add a note of brightness or with plain suits to relieve the severity.

The vests themselves are beautifully made of rich brocades in gorgeous weaves, or of glistening sports silks and satins, and are fashioned in various new ways. Some are straight fronts to show only as the coat is opened; some have revers, some collars, too, and some even boast pockets.

Occasionally they are wholly of brocade; sometimes brocade and satin combined. There are dark colors and light colors, and others all in gleaming white.

\$6.50 to \$12 each.

(First Floor, Central)

### Women's Country Suits— Jersey and Tweed

Nothing is more practical and generally useful than such a suit and very few women feel they can do without one in their Spring wardrobes.

The coats have the "high-set" sleeves which give a trim look to the shoulders, and also have belts, backs with inverted pleats and plenty of pockets. The jersey cloth is in rookie brown, oxford, heather tones and Pekin blue; the tweed is mostly in browns and grays.

Prices are \$27.50 to \$45.

(First Floor, Central)

### Spring Plaids—to Make the Fashionable Skirts

Pleated skirts—and gathered skirts, full skirts and more scanty ones—all are made of the pretty wool plaids this Spring.

New materials for these skirts are here—and there are large plaids and smaller plaids and tiny checks. Colors are bright or more subdued—green and blues and violets and browns or more demure tones and combinations.

Velours and plain worsted fabrics, \$5.50 and \$6 a yard, 54 inches wide.

(First Floor, Chestnut)

### Ready for the Women Who Are Buying Low Shoes

And there are hundreds of them!

But not so many that we have not enough oxfords and pumps for them, and in all styles—with Louis, Cuban or low heels and plain toes or straight or indicated wing tips.

Patent leather, black, tan and mahogany color calfskin; black, tan and brown kidskin, and white buckskin and canvas.

Prices \$6 to \$11 a pair.

Spats to wear with these low shoes are \$2 to \$5.50. We have a little lot of black satin spats special at \$2.50.

(First Floor, Market)

### Dainty Kimonos \$3.85 and \$4.50

This is a surplus lot from one of our good makers, silk muslin kimonos in such pretty colors as rose and Copenhagen blue. The styles are good and some are fringe trimmed.

(East Aisle)

### Silk Petticoats at \$3.85 and \$5

They are of taffeta—good lustrous silk—in several colors.

Ever so many styles and all exceptional values at the price.

(East Aisle)

### Handkerchief Specials

Women's handkerchiefs, \$3 a dozen—and you save exactly

\$1.20 on each dozen. Sheer Irish linen with tiny hems and revering above. Dainty as can be and in good taste.

Men's handkerchiefs, \$3 a dozen—these at a saving of 60c on each dozen. Plain hemstitched kind, and of good Irish linen.

(West Aisle)

### Short, But Sweet—Candy News

Chocolate-covered nougat, fresh and delicious, 50c a pound.

Cream-covered caramels, 80c a pound.

Delicious assorted chocolates, \$1 a pound.

Novelties for March 17th are ready.

(Down Stairs Store, Chestnut)

### New Plaid Skirts for Spring—\$16.75 and Special

Just one style—a full box-pleated model and a style that women especially like.

These are skirts for sports wear and skirts to wear under fur coats.

Plenty of the light tan and brown effects; also pretty blue and gold combinations and overseas blue combined with navy blue.

Plenty of sizes—but only fifty in all.

(First Floor, Central)

### Women's Undermuslins Specially Priced

Samples and little odd lots of envelope chemises and night-gowns, all at prices decidedly below regular.

(East Aisle)

### Spring Styles in Umbrellas

There's fairly a riot of color—the new Liberty blues, rich purples, plenty of taupes, deep dark African brown and Irish green are some of them. They are of lustrous, firm silks and quite often have satin borders.

All are in such comfortable sizes—sizes that will swing on one's arm and clear the ground at the same time. And most all have handles that permit them to be carried easily—leather loops or silk cords or rings. There are ever so many rings, too—bakelite and imitation shell or amber.

Quite often the tips match the handles, and the ferrules match the tips, so that they are particularly effective.

\$5 to \$12 each.

(Main Floor, Market)

### Newly Come Into the Lamp Sale

are brass candlesticks and lampshades. The first, our own stocks

reduced, are all candlesticks imported from Japan, in several

different styles and finishes.

Their new prices are \$1 to \$7.50—

a third less than regular.

The lampshades are samples

and no two alike; sizes are 8 to

24 inches; prices \$1.50 to \$28.50.

Still a pretty good variety of

floor and table lamps in the Sale.

(Fourth Floor, Central)

### Brown Soft Hats That Men Will Find Hard To Equal

Designed to be worn Fedora shape and with a flattish, braid-bound brim and silk lining.

They are one of the best-liked hats we have shown for many a day, and the maker is kept busy keeping up with the demand. A new lot in for tomorrow.

Price \$5.

(Main Floor, Market)

### Back to the Comforts of a Union Suit

"One of the best things about getting back to civilian clothes," said a soldier the other day, "is getting back to the solid comfort of a union suit."

Very few men who have ever worn union suits will be satisfied with two-piece underwear again.

Union suits in all weights and sizes, \$1.25 to \$15.

(Main Floor, Market)

## March, March, Forward March in the Great Spring Sale of Housewares

This sale, never successfully imitated, unique in mercantile history, takes a fresh start tomorrow, with price savings of 10 to 50 per cent.

Here are some of the goods in the greatest and most valuable collection of housewares in the market.

Highest grade aluminum cooking utensils.

Enamel cooking utensils, pi quality.

Heavy, well-made tinware.

White, pantry utensils.

America's best cutlery.

Genuine Russia iron roasting and baking pans.

Old-fashioned iron frying pans.

Waffle irons, evens, etc.

Willow clothes baskets.

Bathroom furnishings, white and nickleed.

Coffee percolators.

Chafing dishes.

Casseroles.

Baking dishes.

Chamois (the famous Wanamaker kind that does not become hard).

Brushes by the thousands.

Sponges.

Scales.

Meat juice presses.

Vacuum cleaners (electric and hand operated).

Porcelain top kitchen and bedroom tables.

Cedar chests.

Clothes lines, not affected by weather.

Kitchen cabinets, the better kind.

Dress forms, adjustable at 14 points.

Much hardware.

Vapor bath cabinets.

Electric irons and electric room heaters.

Woodenware—ladders, pastry and ironing boards, kitchen tables.

Sewing machines, foot and electric power.

Wardrobe, steamer and dress trunks.



(Fourth Floor, Central, and Market)