

Anniversary Month Concerts
In the Grand Court at 9, 11 and 4:50
Familiar Melody at 11:55, with Chimes
at stroke of 12.
In Egyptian Hall at 2:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Unsettled

Much Good News of Fine Fashions and Important Sales

Grit!

"What did you mean, sir, by saying in your editorial introductory to your advertising page a few days ago, that Grit was essential, or at least an adjunct, in winning a foot race?"

So read the lines of a polite inquirer whose question we welcome and reply to with pleasure. Worcester's Dictionary defines "grit" as "rigidity, resolution and courage."

Some men have abundant strength, and they may also observe a system of dieting to be in excellent form for athletic sports, but are utterly lacking in purpose, persistence and energy to win in competitive developments of physical power.

They are without GRIT.

They need a William Muldoon or a Mike Murphy to push them "over the top" by shaming them, praising them, encouraging them and waking them up to realize that they possess plenty of power if they will only use it, and use it they must.

Theodore Roosevelt's finest quality was his grit, which controlled his faculties to do and dare and die, if need be.

It took some Grit to put this Store where it is.

[Signed] *John Wanamaker*

March 5, 1919.

150 Jersey Dresses for Women's Spring Wear at \$25

They are the new light-weight jersey dresses in the new colors and are made up in about fifty different styles.

They are charming in their new fashions, and they are something to meet the most particular fancy of every woman that wants them in a smart new way.

At \$25 they are specially priced, and all should go flying quickly.

(First Floor, Central)

The New Silks Are Very Attractive

This is especially true of the new woven jersey striped sports silks for southern wear. The greatest proof of their attractiveness is the unusual demand they are creating. They are particularly desirable for skirts and dresses, blouses and men's shirts. They can be had in a beautiful assortment in the new colored stripes. All are washable fabrics, 32 inches wide, and priced at \$3 a yard.

The new goods also include some excellent crepes de chine, one kind 36 inches wide, at \$1.50; another, 40 inches wide, at \$1.65 a yard.

Of much interest also are the new plain and changeable taffetas at \$2.50 a yard.

(First Floor)

NOTE: On two counters on the West Aisle you will find a good assortment of desirable silks, too varied to itemize, and marked at extraordinarily low prices, based on today's cost. They range from \$1 to \$3 a yard.

(West Aisle)

If She's Looking for a Spring Coat

here's a new one, of wool poplin, in a soft sand shade, a deep blue or black.

It is made in an entirely new style—with slightly high waistline, many tiny tucks in the back, rows of cloth-covered buttons, and a new long shawl collar of the cloth with a silk collar over that.

Two large pockets at the side loop somewhat like panels and add to its attractiveness.

It is half-lined and is \$37.50.

(First Floor, Central)

Women's Smart New Oxfords Special at \$7

We were fortunate in getting 1,000 pair of women's oxfords to sell at \$7 a pair that are notably superior to most shoes of this price.

They are of mahogany and black calfskin and are in rather an extremely fashionable shape, with unusually long lumps and arrow toes, blind eyelets, Cuban heels and much perforation. Uncommonly pretty shoes.

(First Floor, Market)

Exquisite New Blouses for Spring

All of crepe Georgette, all fitting accompaniments to the smartest new suits, all beautifully made and finished.

Of soft white, crepe is the first blouse, which is rather simple, but has many small tucks and just sufficient hand embroidery for loveliness. \$16.50.

More hand embroidery and insets of real filet lace make another blouse charming. It is in white, flesh or bisque and is \$18.

Loveliest of all is the last blouse, of heavier crepe in flesh and white, with a new long collar, real filet lace and exquisite hand work. \$23.75.

(Third Floor, Central)

For Service a Woman Chooses Duplex Gloves

Wear them hard and wash them often. They'll stand it! They're comfortable and sensible and look well on the hand. White, gray, mastic or buck, strap wrist at \$1.50, or two clasps at \$1.30 a pair.

(Main Floor, Central)

IN THE China and Cut Glass Sale are some charming water sets—pitcher and six tumblers—with wreath and initial as design at \$2.50; with initial only, \$2. (Fourth Floor, Chestnut.)

IT WILL soon be time to think of fixing up the porch, and we are showing lovely window boxes and jardinières in flower stands, pottery of different colors and styles. Prices, 35c to \$10. (Fourth Floor, Chestnut.)

IN THE Japanese Store are dainty tea sets in rose, wistaria, yellow or black with gold decorations, lovely for serving afternoon tea or for studio use. Priced at \$6 up.

FOLDING wicker tables, harmonizing well with the tea sets, are \$9 to \$19.50. (Fourth Floor, Chestnut.)

SMALL and convenient portable brass electric reading lamps come complete with cord and socket at \$3.50. (Fourth Floor, Chestnut.)

CASSEROLES of solid copper, nickel-plated pierced frames with vitrified insets are of 3-pint capacity and are priced \$2.75 for a round shape and \$3.25 for an oval one. (Fourth Floor, Central.)

VERY special in the Housewares Sale are round, satin-finished nickel trays, 13 1/4 inches in diameter, with pierced edge, \$2.65. (Fourth Floor, Central.)

FOR housewives looking forward to Spring cleaning—the Wanamaker chamois cloth that does not harden, 45c, 65c, 85c and \$1. (Fourth Floor, Market.)

THE time for putting away winter clothing is rapidly approaching—and the Housefurnishing Store is showing cedarized paper wardrobes at \$1 to \$2.

ALSO the Quaker Moth Chest, made of fiber board, light and easy to handle, will hold five suits of clothes, with button and tape fastening and contents label on the outside for easy identification. When not in use it can be folded up flat and stowed away in a corner. Price, \$1.50. (Fourth Floor, Market.)

WHITE enamel trays, size 12x19 inches, are priced \$1.25. (Fourth Floor, Market.)

RUSSIA iron baking pans, all at special prices; an 8-roul pan, \$1.35; single-loaf size, 50c; good-size roasting pans, \$1.35. (Fourth Floor, Market.)

IRON FRYING PANS are 70c, 75c, 85c and \$1, according to size. (Fourth Floor, Market.)

SINCE the first Spring songsters have already been seen in the neighborhood, it will be well to have their homes ready for them—rustic bird houses, in several designs, are \$1.50, \$1.75 and \$2. (Fourth Floor, Central.)

THIS is splendid weather for roller skating, and it is good, healthy sport for children. Roller skates, \$1.75 for plain bearing to \$3.75 for ball-bearing kinds. (Fourth Floor, Central.)

FINE wall-type coffee mills with glass container and good grind regulators are \$1.50. (Fourth Floor, Central.)

HOUSEHOLD scales, essential to the kitchen equipment, with no weights to lose and weighing up to 20 lbs. by ounces, are priced at \$2.75. (Fourth Floor, Central.)

THOUSANDS and thousands of paring knives at 15c, 18c and 20c. (Fourth Floor, Central.)

JUST now in the Spring Housefurnishings Sale you can buy a pair of shears for \$1, in various sizes. (Fourth Floor, Central.)

THE Dress Goods Store is showing some very lovely chiffon voiles in new Spring designs and colors, 40 inches wide, for 50c a yard. (First Floor, Chestnut.)

WE HAVE an expert here from our sewing machine factory who will be glad to give any information regarding the regulating of your machine or the adjusting of any of the attachments, and now that the Spring sewing season is at hand it is so necessary to have your machine in perfect order. This applies to any machine which you have, whether purchased in the Store or not. (Fourth Floor, Central.)

THE Art Needlework Store is offering a splendid elderdown wool, in various colors, at 12c a ball, which is suitable for knitting afghans, couch covers, etc. (Second Floor, Central.)



The Finest Pianos in All the World

Ampico reproducing pianos in the famous makes named here

To take a little group of pianos like this and say they are the finest in the world means that the person making the statement has either very excellent grounds for it or has small regard for accuracy.

The honor of the Wanamaker Store is too well known for the good faith of its statements to be questioned. There is no manner of doubt about

The Supremacy of the Ampico Reproducing Piano

over all other kinds of player and reproducing pianos. And no pianos in America are better or more favorably known than the five makes shown here which have been united with the Ampico.

These are high-priced instruments. Any of them can be purchased on convenient terms, but we do not pretend that they are inexpensive. They are pianos for those who want the best and can pay for it.

Ampico uprights

- Chickering, \$1500
- Schomaker, \$1275
- Haines Bros., \$1050
- Marshall and Wendell, \$950
- The celebrated Knabe, \$1550 and \$1600

Ampico grands

- Chickering, \$2500 and \$2900
- The celebrated Knabe, \$2500, \$2750, \$2900 and \$3150.

These instruments to be found at Wanamaker's only in Philadelphia.

(Egyptian Hall, Second Floor)

Such Fine Tailoring in Boys' Suits—

you have never seen as you will find in the new Spring selection of suits now being shown in the Boys' Clothing Store.

"Superfine," one of the most experienced makers of boys' clothes in this country called it—and he knew he was praising the goods of another maker. One must actually see the detail-work of these suits in order to appreciate how fine they are. Of course, everybody who knows anything about our kind of boys' clothing will be satisfied to hear that these new Spring suits are as good as we usually show.

What we want them to understand is that they are the best-made suits we have been able to show up to now.

Prices \$22.50, \$25 and \$28, in sizes for boys of 8 to 18 years.

(Second Floor, Central)

Thousands of Fresh, New Handkerchiefs—All Specially Priced

Brand new, every handkerchief, pure linen and exceptional for its price.

65c apiece for men's handkerchiefs—with tapes above a neat hemstitched hem.

25c apiece for women's handkerchiefs—one corner appliques; others with herringbone edges in color; others with half-inch hemstitched hems.

\$1.50 a dozen for women's handkerchiefs—the plain hemstitched kind that is always useful.

If your handkerchief box is empty, here's a chance to fill it.

(West Aisle)

Flexible Rhinestone Bracelets \$4—Special

See them to appreciate how pretty they really are—flexible silver bracelets set with gleaming stones in new and effective design. They look much more expensive!

(Jewelry Store, Chestnut and Thirteenth)

Silken and Lovely Are These Negligees

A new kimono of wash satin, light blue or pink is \$12 and has shirring below its yoke.

Of gold-colored messaline is a delightful breakfast coat, and this is \$12.50.

Of heavy, lustrous crepe de chine is a new negligee much fringed trimmed. It is in pink, rose or pale blue, and is \$20, and at the same price there is a two-toned satin kimono, cut plenty full, and that larger women will like.

But there are ever so many more, of satin, of crepe de chine, and trimmed in charming ways, at \$12.50 to \$45.

(Third Floor, Central)

Serge Comes Into Its Own Again—For Separate Skirts

A skirt at \$6.50 is cut full, shirred round the waist and finished with wide girdles, button trimmed. In blue or black.

Another serge skirt, also in blue or black, has novel trimming on the belt which forms a pointed yoke. It has sports pockets and self-covered buttons. \$7.50.

At \$8.75 is a wool poplin skirt in black or blue with a new girde, braided trimmed and pockets.

Also at \$8.75 is a full box-plaited skirt of black or blue serge with short slash pockets, button trimmed.

(First Floor, Central)

Many Children Sleep in Pajama-Drawers

which are sensible one-piece garments, that look somewhat like pajamas, fasten down the front, and are in white and colors. \$1.75 to \$2.50, 2 to 10 year sizes.

(Third Floor, Chestnut)

Little Girls Don't Call Them Combinations

they call them waists and drawers. They're comfortable, dainty little garments of soft nainsook, lace or embroidery trimmed, \$2.25 and \$2.50, 8 to 18 year sizes.

(Third Floor, Chestnut)

The robin's on the lawn and the pussy-willow has burst its buds—AND MEN'S SPRING SUITS ARE HERE.

There are these things in particular to say about men's new fashions for Spring, 1919:

The suits are as a rule somewhat darker than in other years.

They run more generally to softer effects.

And they are definitely lighter in the matter of trimming.

The fabrics are fine and durable. They are worsteds, unfinished worsteds, chevots and flannels.

They are 100% wool—and they are hand tailored.

We are perfectly confident of their acceptance by the most fastidious men of Philadelphia.

The new clothes are made for an easier swing—that is, they are not quite so military in effect as they were a year ago. Prices go from \$35 to \$65—for the best suits to be had.

(Third Floor, Market)

Men's Redleaf Half Hose in Fine Assortment

- Black cotton, \$1.50 a pair.
- Black merino, \$2.
- Black and white ribbed merino, \$2.25.
- Mottled black and blue hile, cloaked, \$2.50.
- Gray, oxford black and heather brown cashmere, \$2.50.
- Black, heather, gray and navy ribbed wool, \$2.50.
- White ribbed cashmere or merino, \$3.
- Accordion-ribbed wool with black, gray or heather alternating with red, white or blue, \$3.

(Main Floor, Market)

A Good, Stout Traveling Bag for \$9.50

Smooth, black cowhide is the leather used in it, and it is a fine-looking bag for the price.

Well made and in a shape that is both pleasing and roomy.

Leather lined, too.

Sizes 16, 18 and 20 inch.

(Main Floor, Chestnut)

Every Good Motorist Wants Non-Glare Lenses

There are some kinds that meet the automobile laws of all the States and other kinds that don't.

We have on display various kinds that do meet the requirements, and your machine can be equipped with them at once.

Prices, \$1.50, \$1.75, \$2.50, \$3.50, \$4, \$4.50 and \$5.

(The Gallery, Chestnut)

Automobile Chairs

In demand now that the touring season is open. These are folding chairs to be put out of the way when not in use. Price \$1.50 to \$2.50.

(The Gallery, Chestnut)

Envelope Books at Low Prices

Four new styles that are good to look at and well made.

Three are in dull leather and the fourth in shiny leather.

Prices range from \$1 to \$2.50.

(Main Floor, Chestnut)

Enough Satin Gloria Covers for 500 Umbrellas at \$2.85 Each

We've just that much material, and satin gloria is one of the best umbrella coverings we know for good, hard wear. They're good looking, too—and the covers have a silk selvedge. Bring in your old umbrellas!

(Main Floor, Gallery, Market)

Some Wonderful French Dinner Sets New in the China Sale

These are by far the best dinner sets we have had in a long time at the price—\$60 a set. Conservatively speaking, their normal value today is \$25 more. They are a favorable purchase from one of the most noted manufacturers in Limoges. All are in pink and green, with a chain effect on the edge and a festoon of roses underneath.

The full range of French china dinner sets in the sale goes from \$40 to \$200.

Japanese china dinner sets are \$35 to \$75 a set.

English semi-porcelain dinner sets are \$22.50 to \$100 a set.

American semi-porcelain dinner sets are \$17.50 to \$32.50.

These prices are 20 to 50% less than regular markings.

The new \$5000 lot of fine cut glass provides a beautiful choice of pieces, all of the purest, potash crystal, at one-third to one-half under normal values.

(Fourth Floor, Chestnut)

Bedspreads in a Special Sale

Hundreds and hundreds of snowy spreads, all of them taken from our own stocks and reduced 25 to 30 per cent from our regular rates. Roughly, there are one thousand satin-finished spreads in two sizes and two grades—80x90 and 72x100 inches at \$3 each, and 80x90 and 72x100 inches at \$4 each.

More than six hundred honeycomb spreads are in the sale. These are in sizes 66x86 at \$2; 76x86 at \$1.75 and 78x88 inches at \$2.75 each.

The third group is composed of dimity spreads, of which there are about three hundred in crinkled stripes, size 80x90 inches, now \$2.25 each.

(Sixth Floor, Central)

Order Your Awnings Now and Be Comfortable Later On

You will have them off your mind and the awnings will be ready just when they are needed.

A house well protected by awnings is cool and comfortable indoors and on the porch; it is possible to enjoy plenty of air even during Summer storms.

We have a good assortment of materials—but it is only fair to tell you that materials are scarce.

If you wish, we will make an estimate without delay.

(Fifth Floor, Market)

Another Great Shipment of Finest Aluminum Ware in the Household Sale

Aluminum ware is splendid for kitchen utensils—if it is the best. Cheap aluminum is a seriously bad thing to use in cooking.

In the special sale of houseware we have at special prices the product of America's three greatest makers of aluminum ware, including the finest cast aluminum. Every piece is seamless and absolutely pure.

Cast Aluminum Ware at 25% Saving

- | | |
|-----------------------|------------------------|
| Frying Pans | 3 quart..... 3.45 |
| 6 inch..... 1.65 | 4 quart..... 3.85 |
| 8 inch..... 2.45 | |
| 9 inch..... 2.65 | Side-Handle Griddles |
| 10 inch..... 2.85 | 8 inch..... \$2.70 |
| 12 inch..... 4.65 | 9 inch..... 3.15 |
| | Waffle Irons, Low Base |
| | 8 inch..... \$3.70 |
| | 9 inch..... 4.35 |
| | Coffee Pots |
| 1 quart..... \$1.45 | |
| 2 quart..... 2.40 | |
| 2 1/2 quart..... 2.85 | 2 quarts..... \$4.65 |

100 round seamless saucepans with covers and long handles.

5-quart size, \$5.

(Fourth Floor, Market)

