

Anniversary Month Concerts In the Grand Court at 9, 11 and 1:30 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 Store Closes 5 P. M.	WEATHER Colder
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It Is May in the Store, Though It Be March Outdoors

To Manage Well With a Little Is Not a Small Matter

It is a sign of a good chauffeur when you see him turn his car around in the little room of a close corner.

One must study hard to do a thing cleverly in a small space or with scant means.

Taking good care of a small sum, saved week by week, has been in thousands of cases the foundation of a large fortune.

It has been frequently stated during the recent war that many battles were lost and won back in the last half of a day of hard fighting.

The saying of Captain Lawrence: "Don't give up the ship," has redoubled the efforts of men in a struggle and turned the tide of disaster to success. We are never done trying to win out; every obstacle is making this a great Store.

[Signed] *John Wanamaker*

March 11, 1919

Madam, That Hat, Which Seems Just Made for You—

may be in this new collection which the Gray Salons have ready for your seeing.

There are little hats—to wear shopping, or with your new suit, or to business, or for motoring.

There are larger hats—perhaps you find these more becoming.

There are hats for dress and hats for better wear.

Hats of many sizes, of many shapes, and all the fashionable colors are included.

\$10 to \$30. (Second Floor, Chestnut)

This is the Time of Year Young Women Like to Wear Sports Suits—

judging from the numbers of requests from well-dressed girls that come to us every day for these trim, comfortable suits.

A whole new collection has come in within the past few days—suits of sturdy tweeds (and there are fine imported tweeds in the group), suits of soft wool jerseys in the fashionable colors; suits of clear shepherd checks and suits of soft wool velours.

You will admire their good tailoring, their good lines, their youthfulness and their simplicity.

All the smart Spring colors are here.

\$27.50 to \$37.50—14 to 20 year sizes. (Second Floor, Chestnut)

The Little Salon of Mourning Apparel is Showing New Spring Coats, Silk Suits, Cape Wraps and Afternoon Dresses; also some fine Neckwear.

(Third Floor, Central)

Three White Voile Waists

One with lace-edged knife-pleated frill round the neck and down the front at \$3.50.

One with broad, square collar and veining and a narrow black ribbon for relief. \$3.85.

A third with wide veining and lots of dainty little self-frills. \$5.50. (Third Floor, Central)

New Letitia Corsets

Spring models. One for an average figure has a long skirt and low bust and very well-boned back. \$4.50.

Two La Fillette models for very slender figures—one topless with few bones, price \$4; and one topless with a short elastic insert, price \$3.50.

All three are pink. (Third Floor, Chestnut)

NEW combinations with brassiere tops come in response to many requests for them. They are pink or white and some lace edged, at \$1.85 to \$5.

(Third Floor, Central)

New Moire Meteors Are Among the Incoming Silks

IN FACT, we have just received a good-sized shipment of these fashionable Spring silks and there are both darker shades for street dresses and lighter colors for evening, including white and pink. They are double width and \$5 a yard.

New also are some very odd but attractive Shantung silks for sports frocks or skirts. They are \$2 and \$4 a yard.

Special Silks From \$1 to \$3

And there are many kinds that women are asking for to make into Spring dresses or separate skirts.

These are all good fashionable silks that for one reason or another are less than usually priced.

(West Aisle)

Gay New Handkerchiefs at 25c—Irish and for Women

Violets, pinks, greens, blues and tans—you will find them all here, usually with one color and sometimes with another color or black.

Ever so many good designs, all 25c each.

And a lot of one-corner hand-embroidered handkerchiefs, some with tapes, are \$4 a dozen.

(West Aisle)



Spring Is Not Far Off When the New Silk Gloves for Women Come!

HERE are the new silk gloves for the Spring and Summer of 1919—the dainty, light-weight hand coverings which so many women want to wear with Spring suits and light frocks.

\$1.25 a pair for black, white, mode or mastic gloves with five rows of heavy embroidery, or white with black embroidery.

\$1.50 a pair for mastic, gray, navy and gunmetal with Paris-point embroidery; or mode and gray with heavy embroidery; or white with pongee or gray embroidery and band; or gray with white or black embroidery or band.

\$1.75 a pair for black, white or gray with Paris point or gray with heavy embroidery.

\$2.50 a pair for white or pongee with heavy contrasting embroidery, finished with embroidery at the top.

\$1 a pair for black, white, gray or tan gloves with heavy or Paris point embroidery.

(Main Floor, Central)

The French Workers Have Not Forgotten the Children—

as you'll see by the cases in the Children's Wear Shop. We've been busy unpacking new boxes and shipment of all sorts of fine, dainty things from overseas, and the Children's Store is quite ready for Spring.

New French dresses—hand made and beautiful, for babies and little children.

New French millinery—Paris creations for little girls.

New Spring coats, hats and caps—for children and small boys and girls up to 6 years.

Boys' suits and children's rompers—all brand new. (Third Floor, Chestnut)

A Little Collection of Rhinestone Bar Pins at \$5

are kinds that are seldom obtainable for such a moderate sum. They are of sterling silver, of course, and the designs, lace-like and beautiful, are worked out in glistening rhinestones or rhinestones combined with imitation sapphires, topaz, emeralds or aqua marines.

There are both bar pins and brooches, and both are in fashionable shapes and sizes.

(Jewelry Store, Chestnut and Thirteenth)

3000 Yards Mercerized Foulard Special at 38c a Yard

DARK blue or black grounds with stripes or pretty little chintz patterns, and they are 32 inches wide.

Scarcely necessary to tell any woman what useful and attractive morning dresses for shopping or business wear these dark-colored foulards make.

The price is much less than it has been for some time.

(First Floor, Chestnut)

The Boys Simply Must Have New Spring Suits

There is no getting away from that fact.

And in a boy's suit the one thing that matters most of all is reliability.

Leave it to the average sturdy boy to put the reliability of a suit of clothes to a test. The first essential of reliability in boys' clothing is, of course, good wool materials. The next is good tailoring—a very vital thing.

In both of these particulars the new Spring suits that we are showing are the best that can be turned out. In the tailoring they are especially fine—the finest we believe at retail in America for the prices. \$20, \$25 and \$30 in sizes for boys of 8 to 18 years.

(Second Floor, Central)

Women Looking Ahead to Summer—

will be glad to get these pretty hand-embroidered, imported robes of net or fine batiste.

They are all in summery white, are dainty as can be, and have plenty of material and embroidery for the skirt and bodice.

They are \$28.75 and \$33.75 each. (West Aisle)

For the Well Dressed Maid—

there are well made, sensible little morning dresses of plain pink or blue gingham, or attractive striped cottons, at \$3.50 and \$3.85.

For afternoon wear there are black or gray dresses—of cotton at \$3.50 and \$4.50; of mohair at \$6.50 and \$16.50.

White dresses for children's nurses, \$3.50 and \$4.50.

And white aprons for maids are 50c to \$3.50. (Third Floor, Central)

An Authorized Life of "The Tiger"—France's Grand Old Man

"Clemenceau, The Man and His Time," by H. M. Hyndman, a recognized leader of the British Socialists. Clemenceau is pictured as few of the noble living can afford to be, without reserve or palliation, but always as the single-souled champion of France. Price \$2.

"The Flail," by Newton A. Fuesle, is a story dealing with the problem of the American son of German-born parents. It is not a war book, but a book likely to arouse a great deal of lively discussion. \$1.60.

"The Firebrand of Bolshevism," by Princess Catherine Radziwill, is the true story of the Bolsheviks and the forces that directed them. \$2. (Main Floor, Thirteenth)

If You've Ever Owned a Folding Clock

it is safe to prophesy that you will never be without one. And this doesn't only mean travelers, it means anybody who likes to have the time where he or she can see it the last thing at night or the first thing in the morning.

Some of these convenient little leather-case folding clocks have radium dials, and they are all the good, dependable Waltham make. Almost any color leather case and from one-day movement at \$10 to eight-day movement at \$35.

(Jewelry Store, Chestnut and Thirteenth)

800 Yards of Irish Double Damask Table Linen—\$3.50 a Yard Special

This is the price for which similar goods sold two years ago. In the meantime, market value has gone up considerably. We have just unbanded this lot of 800 yards. The goods are of heavy, full-bleached double-damask, 70 inches wide and in variety of twelve excellent patterns.

For anybody needing some good, pure-flax table linen, now or for a good while to come, this is a remarkably good opportunity.

(First Floor, Chestnut)

Little Overnight Cases That Are a Joy

Women are delighted with these, which are about the size of a large vanity case.

They are of black enamel leather, moire silk lined, with white celluloid fittings and a mirror inside the lid. Regular little portable toilet tables.

Prices \$18 and \$20. (Main Floor, Chestnut)

Renewing the Bedspread Sale

SPRING housecleaning will call for many a new bedspread, which fact makes the bedspread sale that we are now holding all the more timely.

Several hundred new spreads have been added to this sale.

Notably a lot of satin-finished spreads in beautiful Mar-seilles patterns. These spreads are 80x90 inches and 72x100 inches, and are selling in both of these sizes at \$3 and \$4 each, which means a considerable saving.

The sale also takes in honey-comb spreads, size 66x86 at \$2, 76x86 at \$1.75 and 78x88 at \$2.75 each, all at good savings.

The dainty spreads, 80x90 inches, with crinkle-woven stripes are now reduced to \$2.25 each.

(Sixth Floor, Central)

There Were More Bicycles at Palm Beach

this season than there have been for many a year. And indications are that they will be more popular here this Spring and Summer.

Columbia Bicycles

Chainless, \$75; Superb, \$60; Roadster, \$50; Motorbike, \$60; Arch-bar, \$52.50; Service, \$55; Juvenile, \$40.

Wanamaker Bicycles

Coaster for men, \$40; for women, \$42.50. Continental for men, \$42.50; for women, \$45; for boys and girls, \$40.

Junior, for boys and girls, \$30 and \$32.50. Great Western bicycles for men and women, \$40 and \$45; for boys and girls, \$37.50. (The Gallery, Juniper)

NEARLY a thousand candle and boudoir lamp shades at half include silk and poplin, fringed, plain and decorated; in a great many different colors.

Prices run from 25c to \$2.50. (East Aisle)

NOTES

HAVE you seen the plump and joyous Kewpies in their new satin-ribbon and tulle dresses? They are novel and bewitching little affairs; the same dresses, by the way, may be seen on a few regular dolls. Also there are some dolly trousseaux in little round boxes which may be had for \$10—including the doll who is to wear them. (Seventh Floor, Market.)

THE March winds are fine for the farmer's future crops, but not so fine for women's complexions. A facial treatment in the Salon de Beaute often helps to relieve the roughness and wind-burn. (Third Floor, Chestnut.)

THERE is a certain Philippine hand-embroidered scallop which women who like the simplest of fine lingerie are very fond of. We have just received nightgowns and envelope chemises with it—the first priced at \$3.25 to \$4.50; the second at \$3.25. The latter have regular armholes or straps—whichever you prefer. (Third Floor, Chestnut.)

Many a Man's Best Spring Tonic

is the new Spring suit or overcoat or both. We put all our energies and all our experience into the work of providing men's suits and overcoats that we could offer with full confidence that there were none better than they and scarcely any as good.

Men's Spring suits and overcoats that answer that description are here in large assortment.

Any man of any age will find here the suit he wants, but young men, especially, will find suits that will open their eyes.

Whether a man's years are twenty or three times twenty he needs good tailoring.

The tailor-work in these Spring suits is about as fine as it is humanly possible to have it.

If you want your new Spring clothes to be right from foundation to finish, you will surely want to see what our men's clothing store has to show you.

New Spring suits—\$28 to \$65.

New Spring overcoats—\$35 and upward. (Third Floor, Market)

Men's Spring Shirts in Pleasing New Designs

White pin stripes close together on colored grounds give an effect that all men like. The colors are blue, green, pink and tan.

The material is a corded woven madras of a good Spring weight and the shirts are all soft-cuff negligee style.

Price \$2.50. (Main Floor, Market)

Four Good New Oxfords for Men at \$7

For young men the two styles in dull black and dark mahogany calfskin, on an English last, will be most acceptable.

More conservative men will like the black and tan calfskin oxfords with wider toes.

At the present price of shoes these are out of the ordinary for \$7 a pair. (Main Floor, Market)

This Special Sale of Wilton Rugs Is Real

It is a genuine and complete clearaway of all the rugs—large and small—that a large and famous factory had. They are among the finest Wilton rugs made. This is not a scattering reduction on odd lots.

Savings average 25 per cent. On a 9x12-ft. size, which is the one most in demand, the saving is \$34.50. Prices on the room-size rugs are—

9x12 ft., \$94.50.	9x9 ft., \$82.50.
8.3x10.6 ft., \$92.50.	6.9 ft., \$61.50.
10.6x12 ft., \$137.	

(Seventh Floor, Chestnut)

Cut Glass Opportunities Sparkle in the Spring China Sale

SCORES and scores of choice pieces of cut glass are offered at one-third to one-half less than regular prices, including these pieces, all of them made of fine potash crystal:

Berry dishes—\$2, \$2.75, \$3.50, \$5, \$7.50, \$9 each.	Water jugs—\$3.75, \$4, \$5, \$5.50 each.
Two-handled dishes—\$2, \$3.25, \$3.75 and \$5 each.	Celery trays—\$2.75, \$3, \$3.50, up to \$6.50 each.
Compartment dishes—\$4, \$4.50, \$5, \$6 each.	Computes—\$2, \$3, \$3.75 each.
	Biscuit trays—\$1.25, \$1.50, \$1.75 each.
	Loaf-sugar trays—\$1.25 each.
	Bonbon baskets—\$2, \$3 each.
	Vases—\$1.50, \$2, \$3.50, \$3.75, up to \$12 each.
	Lemonade bowls on feet—10-inch sizes, \$18.50 each.

(Fourth Floor, West Aisle)

The Toy Store Has a Most-Fetching Little Playhouse

on display—a portable house with screened casement windows, lattice fronts and little benches either side of the door. It would be a joyous possession for a child and is almost big enough for a grown-up—it actually would admit a grown-up's bunk. The price is \$250, complete.

Another portable house is much smaller—a real "screen house" for a child. It has a box floor, so that it can hold a sand pile—and the price is \$65. (Seventh Floor, Market)

Making the House Spick-and-Span and Ready for the Good Old Summer Time

With the house-cleaning season just ahead, our great Spring Sale of Houseware is ready. Different cleaning utensils of the most useful description at special prices.

In the first place, you can save \$5 on a fine electric suction cleaner—\$35 only during this sale. This one thing alone will do an immense amount of the housecleaning for you.

Other lists less notable but just as important utensils that our special prices include—

Wool wall dusting brushes—90c to \$2.50.
Dustless treated yacht mops—75c.
Dust absorbing floor dusters—85c to \$1.25.
Excellent grade corn brooms—90c and \$1.
Clothing and cleaning whisks—28c to 45c.
Ostrich and turkey feather dusters—25c to \$8.
Dustless cloths for hand dusting—2 for 45c.
Bristle hand dust brushes—45c to \$2.60.
Household sponges—50c to \$1.25.
Scrubbing brushes—15c to 28c.
Triangular dustless mops—85c.
Wanamaker-borax soap, case (60 cakes)—\$7.75.
Wanamaker oleine soap, case (100 cakes)—\$5.75.
Wanamaker cleaning chamois—45c, 65c, 85c, \$1.



(Fourth Floor, Market)