

Anniversary Month Concerts
In the Grand Court at 9, 11 and 8:30, 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

WEATHER
Fair

"We Are Only Givers of Information on This Page"

Many Good Friends Write That They Turn With Interest to This Page

A great many of the readers of our daily news, fresh every day, say that they feel that we are doing them a favor in calling their attention to what is going on in a world-wide business, to fashions, to new ideas, to arrivals of new productions of art, to new fabrics and to the latest fashions in jewelry shapes and metals and colors.

A logbook of an ocean steamer records every hour of the voyage, its incidents, weather and events of importance. This page is a logbook of the voyage of the Store yesterday, with probabilities of the ensuing day.

You must have noticed in our statements that we are only givers of information on this page.

Yet it is a fact that there are genuine "bargains" to be found every day for reasons of the changes in market values and reductions to close out the last remnants of merchandise, which are a consequence of the business every day.

Please buy what you want when you like in this Store, that studies your comfort, convenience and safety, in being prepared for crowds and yet avoiding methods to obtain crowds.

[Signed] *John Wanamaker*

March 12, 1919.

Women's New Wool Dresses Priced From \$25 to \$45

Dresses of tricotine, jersey and serge in tans, beige shades, emerald green, taupe, rookite brown and navy.

There are some severely tailored serge frocks with nothing but buttons for trimmings; some coat dresses with tricolette vests; some four-tiered; some tunic styles, and some styles more or less heavy with embroidery.

Altogether the variety of styles is considerable, and the prices \$25 to \$45.

(First Floor, Central)

Women Will Like These New French Gloves

that we've just taken from their boxes. They are brand new, and are not only in the new Spring styles and colorings, but are made with all the care and nicety that the French makers know so well how to put into gloves.

\$2.50 a pair for genuine French kidskins, pique sewn and with three rows of embroidery on the back, in white with white or black embroidery, and black with black or white.

\$2 a pair for French lambskin gloves in white, with one pearl clasp and heavy crocheted embroidery; pique sewn.

(Main Floor, Central)

Special Foulards Recall Before-the-War Prices

They are \$1.50 and \$2 a yard and 36 inches wide. Also they come in new Spring designs and unusually pretty ones, chiefly dark blue or black with white printings.

Many women will welcome this opportunity for one of the most useful dresses known.

(First Floor, Chestnut)

The First Big Shipment of Paris Dress Trimmings for Spring Has Arrived

This will really give you some idea of the lovely new dress trimmings for Spring. And dress trimmings, according to all the Paris news, are very much in fashion and very much in request for the new gowns, the new suits, the wraps and blouses.

And these are the very things Paris is using! New bead trimmings—and wood beads, by the way, small and larger, plain and carved, are quite the newest idea. Bright colored bands—masses of embroidery and beads, cleverly massed in new designs.

Separate ornaments and garnitures—ever so many of these. Handsome jet trimmings—these are perfectly stunning. Fringes of jet beads, net bands with jet designs in dull and bright jet, and jet ornaments are all included in this group.

New meshes for draperies—nets with glistening steel beads or jet beads—these are beautiful.

They will give you many ideas for your new Spring costumes.

(Main Floor, Central)

Two New Louis-Heel Oxfords for Women

One style of patent leather and the other of dull black calfskin.

Both with unusually long vamps, blind eyelets and light-weight welted soles. There is a good deal of handwork on them, which means they are made better than most shoes at their price.

\$11 a pair.

(First Floor, Market)

Women's Tan Pumps

Of tan Russia with long vamps, pointed toes and French heels. Price \$11 in the Exclusive Little Boot Shop.

10,000 Irish Handkerchiefs—Bought in 1917—To Sell at 1917 Prices

Needless to say, we couldn't buy them today at the prices at which we're selling them.

These handkerchiefs are from Lurgan, from the manufacturer there who is famous for plain hemstitched kerchiefs. These are of pure, perfect flax, of exceptional grade, were made with the greatest care and are remarkable indeed for such prices as these:

Men's Handkerchiefs, \$5.25 a Dozen
—neat hems, just the right weight, and certainly a fine quality for the price.

Women's Handkerchiefs, \$2.50 a Dozen
—also plain hemstitched; a sturdy quality.

And we have a machine which marks handkerchiefs very well—it embroiders one name or the initials, as you wish, 75c and \$1.25 a dozen.

(West Aisle)

Smart Sports Hats For Every Occasion

when a woman wants a comfortable, well-fitting, good-looking hat, have a Salon all their own in the Millinery Shop.

There are new sailors of fine and rough straws. There are small hats for motoring or traveling.

There are morning hats, wide of brim and simply trimmed.

There are all the new weaves, the new and fashionable colors and the smart shapes.

Prices start at \$10.

(Second Floor, Chestnut)

Exquisite Beaded Handbags Just Over From France

Say what you will, the American manufacturers have not yet quite equaled the French in the making of beaded handbags. Our artistic Allies somehow combine colors in a way we have not learned to do.

These new beaded handbags are wonderfully beautiful. Some are in light colors and others are dark, but all are masterpieces.

Prices \$40 to \$65.

(Main Floor, Chestnut)

Women's Thoughts Are Busy With Fabrics for Street Frocks

This Spring the majority of these quite indispensable dresses are being made of any one of these three all-wool materials. They are all light in weight and just about right for in-between seasons.

Wool poplin, a good variety of pretty dark and medium shades, \$2 a yard.

Serge, dark blue and also some colors, \$1.10 to \$4 a yard.

Plaids, which are also used for separate skirts, \$2.25 to \$6 a yard.

(First Floor, Chestnut)

Player-Pianos Brought a New Era in Music

Prior to their advent comparatively few people could play a piano at all and very few could play well.

Today any home can have music, even if no member of the family can play, and those who do play by hand are impelled to play well or be thrown into the shade by the player-piano.

A critical few are disposed to bewail the fact that since the player-piano came the number of those who play by hand has decreased.

We are not sure that is true, when one considers that player-pianos can also be played by hand, but even if it is, it does not signify anything. The important fact is that thousands of people can now have piano music in their homes where hundreds had it before—and have better music.

Here are player-pianos and reproducing pianos in the following famous makes:

Chickering Schomacker Emerson Lindeman

Prices range from \$550 to \$3150, and any instrument may be purchased on convenient terms.

(Egyptian Hall, Second Floor)



Dolmans and Cape Coats Lead All Others for Spring

Only a peep at some of the brand-new styles will be sufficient to explain the reason.

They are so graceful, so completely bewitching that women can't help losing their hearts to such garments as these.

Bolivia cloth with a crystal finish is used a great deal, or a plain light-weight Bolivia.

The collars are turned over, and of the same material as the coat or of tricolette. On some there is a suggestion of a yoke in the back with shirring beneath. Rows of buttons or a sort of stitched cording is all of the trimming. \$67.50 and \$75 are the prices.

One very new cape coat is slit up the sides and belted in front. It is \$75.

(First Floor, Chestnut)

NEW NOVELS

"The Duchess of Siena" is by Ernest Goodwin, the young English author who wrote "The Caravan Man." It is a story of the Italian Renaissance and full of romance. The charming illustrations are by W. T. Benda. Price \$1.60.

"A Daughter of Two Worlds," by Leroy Scott. This novel tells mainly of a pretty girl's adventures in the second of the two worlds.

(Main Floor, Thirteenth)

GOOD PLAYER-PIANO ROLLS LESS THAN HALF PRICE

Several hundred 88-note rolls at 10c, 25c, 35c and 50c each.

Among them are classics, operatic and popular music, old song favorites with words and many good fox trots, one-steps and waltzes.

(Egyptian Hall, Gallery)

ONE of the most delightful patterns among the old-fashioned hand-made quilts is called the "Wreath of Roses," the decorative circles being carried out in pink and pale green on white, all hand run. Such quilts are made for us in the Southern mountains. (Sixth Floor, Central)

SUMMER BLANKETS of about the weight of our great-grandmother's Mangel sheets are wholly of wool, very soft and fine. Some are all white, some have the finest stripes of color. Prices are \$20 a pair for a size 60x90 inches, \$26 for 72x90 inches and \$30 for size 80x90 inches. (Sixth Floor, Central)

CANDLESTICKS which are reproductions of polychrome Italian originals are very rich in appearance and cost \$7 to \$15 a pair. (Fifth Floor, Chestnut)

SOME of the candle shades that were on sale on the East Aisle yesterday are still to be had in the Lamp Store. Prices are half. (Fourth Floor, Central)

NEW silk-and-wool mixed yarns are the latest thing for sweaters. We have them in the gay Spring colors in the Art Needlework Store; price, 65c a ball. Also a fine heather yarn for men's socks and women's golf stockings at the same price. (Second Floor, Central)

WOMEN interested in the luxurious Spring furs will find plenty of them in the Fur Salon. (Second Floor, Chestnut)

To Men Who Know Good Clothes—and to Men Who Are Not So Sure That They Do

The average man can hardly be expected to be an expert in the values of fabrics, in tailor-work and what it costs; nor can he reasonably be expected to be a fashion-expert.

No doubt he has certain fairly intelligent ideas regarding these matters, but the fact is, when he goes to buy a new Spring suit or overcoat he has to depend a good deal upon the people from whom he buys it. On the other hand, there is the man who knows.

In this Men's Clothing Store we are always glad to meet him, because for him we have the most convincing of all arguments—we have the finest wool fabrics, the finest hand-tailoring and the most correct fashions to be found in any men's clothing store the country over.

In a word, this is the clothing store for the man who can trust his own judgment—the man who knows good clothing and insists on having it.

But above all, it is the clothing store for the man who feels he must put his trust in the people from whom he buys, because our standard of fabrics and tailoring and fashions and values mean for him an iron-clad guarantee that in this store the least he can get for his money is 100 per cent in each of these essentials.

Our new Spring stocks are ample; and considering the statements made above, you will notice that we stand back of them with a good deal of confidence.

The new Spring suits are \$28 to \$65. The new Spring overcoats \$35 and upward.

(Third Floor, Market)

Men's Good Underwear at 85c a Garment

1200 shirts and drawers of a mixed-gray cotton that some dealers would call merino, it is so soft.

First-grade goods in a weight suitable for Spring and early Summer wear. Special at 85c a garment.

(Main Floor, Market)

NEW WHITE DRESSES OF MUCH PRETTINESS FOR LITTLE GIRLS

Crisp white dimity makes some, fine voile others, snowy lawns the rest. And they have ever so many claims to prettiness, what with hand embroidery and new sashes and collars and other touches. There are—

White voiles with high yokes and pointed collars and cuffs in pale blue.

White lawns with many tiny tucks, square necks and ribbons run right through the tucks.

White voiles with picot-edged collars and cuffs, shirred skirts and pale blue ribbon round the high waist.

They are all new, all in 2 to 6 year sizes, and are \$3.75 to \$6 each.

(Third Floor, Chestnut)

DON'T THROW AWAY YOUR OLD UMBRELLAS—LET US RECOVER THEM

During March we re-cover umbrellas at special prices, so if you have any umbrellas that need new covers scan this price list—and then bring us your old umbrella:

American taffeta (cotton) covers, 90c; better grade with silk selvedge, \$1.55.

Silk-warp covers, \$1.85 and \$2.35.

Satin gloria covers, \$2.85.

All-silk covers, in black or the desirable colors, \$4.

The work is done satisfactorily—and these prices are a full third less than regular.

(Main Floor, Gallery, Market)

Cretonne Covers and Scarfs With a Touch of Spring

New 1919 designs of cretonnes in pretty flowered effects and oftentimes combined with plain cotton poplin.

You can choose an entire set for a room or porch in any one of the many patterns, and there are also room pillows to match.

All the prices are inexpensive. Scarfs, \$1.65 to \$3.75. Round table covers, \$4 and \$4.50. Square table covers, \$3.50. Square pillow covers, \$1.25 and \$1.65.

Round pillows, made up, \$3.50, \$4.50 and \$4.75.

(Fifth Floor, Market)

The Boys Will Be Finely Tailored This Spring

This applies to the boys who will wear Wanamaker Spring suits.

In these suits tailoring reaches a degree of excellence never before seen in any ready-to-wear clothing for boys.

The new Spring selections are quite large and varied, and almost every day adds to them.

If there is anything in which quality pays it is in boys' clothing—and the quality of these boys' new Spring suits sets a new high mark.

Sizes for boys of 8 to 18 years. Prices, \$20, \$22.50, \$25, \$28 and \$30.

(Second Floor, Central)

Bed Sets Now in the Sale of Spreads

Two groups—one comprising 50 bed sets, scalloped with cut corners, now marked at \$7 a set.

Another is made up of 25 fine satin-finished bed sets, now reduced to \$10 a set. Set means a spread and a bolster-piece to match.

100 spreads are new in the sale also, double-bed size, with corners cut and scalloped, specially priced at \$5 each.

(Sixth Floor, Central)

Jacquard Comforts—Practical and Pretty—\$3.75 and \$5 Each

Some call them blankets. They are woven of fine cotton, in block designs, and are very useful as couch throws or for hammocks, as well as for bed coverings, in which latter capacity they are really decorative.

Those at \$3.75 are in Copenhagen blue and white, light blue and white and pink and white. These are size 66x90 inches.

Those at \$5 are in practically all color combinations, are of a heavier quality than the others and in size 70x84 inches.

All are washable, and their prices are rather exceptional.

(Sixth Floor, Central)

Please Consider These Prices on Some of the Finest Wilton Rugs Made in America

And bear in mind that these rugs ARE fine, otherwise a reduction of 25 per cent would not be so important. It was only because the maker wanted to see his entire stock in one block that we procured it so much below the usual price.

On the 9x12 ft. rug the saving is \$34.50.

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

9x9 ft., \$82.50
4.6x7.6 ft., \$36
36x63 in., \$15.85
27x54 in., \$10

22 1/4 x 36 in., \$6.75
3x9 ft., \$23.50
3x12 ft., \$33
3x15 ft., \$46

(Seventh Floor, Chestnut)