

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  
Fair

# "We Believe This Store Has a Mission in the World"

## Every Man Who Puts His Life Blood Into His Work

does it occasionally because of times and changing circumstances. But now we are compelled to make a new start oftener than once in a while or only on the advent of a new year.

We believe that this Store has a mission in the world.

Therefore we must set about accomplishing it.

The close of the war and the new order of things facing the United States, the readjustments of commerce, finance, shipping and labor, and the re-establishment of manufacturing require deep and broad study and immediate treatment.

We are in many ways specially favored because the manufacturers, the world around, with whom we have dealt for over a half century, count on us for the quantity of merchandise for which we have the outlet in Philadelphia and New York.

We are anxious to extend our influence and to have every home in this city understand the advantages we have, and our enterprise in new channels to obtain merchandise, in seeking and preserving the old relations we may have with the best makers of everything, and in gathering at the earliest moment under our roof a large share of home and foreign products.

[Signed] *John Wanamaker*

March 13, 1919.

## The Gay New Sports Skirts for Young Women

are sometimes of the loveliest new silks, and sometimes of wool cloths.

The silk skirts are particularly attractive. There are figured effects and plaids, new black-and-white combinations and Japanese flounced effects. The silks are soft and lustrous, the skirts usually full pleated, and the prices \$23.75 and \$25.

New velour plaids and other spring plaids in the cloth skirts are unusually good looking. These, too, are box pleated, and well balanced and range in price from \$16.75 to \$27.50.

34 to 37 inches long.

(Second Floor, Chestnut)

## Women's Fluffy Negligees

One style of crepe de chine with fluffy lace frills is of uncommonly good quality for \$7.50, while other crepes de chine with collars and short sleeves of lace are \$10.75.

Wash satin breakfast coats in apricot, orchid and pink are \$12.50.

Kimonos of printed silk in a startling pattern are \$12. Japanese kimonos of thin silk with interlining and floral embroidery are \$16.50.

Pullman gowns in navy and Copenhagen blue, ready-folded in a pocket of their own. \$12.

(Third Floor, Central)

## 2000 Pair Fine French Kid Gloves for Women—\$1.55 a Pair

Without a doubt, we think this is the most remarkable glove opportunity we have offered this year. The gloves are genuine French kidskins, the skins soft and fresh and pliable, and the gloves made as French gloves are made—with much carefulness as to fit and finish.

Black, white and tan are the colors; the gloves are oversewn, with Paris point stitching, and have two clasps at wrist.

This is just about half what such gloves would sell for ordinarily.

(West Aisle)

SOME of the prettiest imaginable Philippine nightgowns have just come for the woman who wears a size above 40. They have both kimono and set-in sleeves and exceedingly interesting yoke arrangements, and cost \$5 to \$8.50.

(Third Floor, Central)

## A Good-Looking Handkerchief for Men is One From Ireland, With Tapes

just above the hem, and a neatly hemstitched hem for finish. It is of snowy flax, of fine quality and is a remarkably good handkerchief for 65c, or \$7.80 a dozen.

(Main Floor, Central)

## White Goods Remnants a Third to a Half Less

Such timely white wash fabrics as skirting, and there are lengths for skirts and children's dresses among them.

Also sheerer materials for blouses and lingerie. For the trouble of hunting there are goodly savings to be gained.

(East Aisle)

## Handsome New Beaded Bodices Direct from Paris—

to the Wanamaker Dress Trimmings Store are just out of their tissue wrappings in all their glistening loveliness.

There are square and rounded effects, with much festooning and many pendants, for they are very stunning affairs, entirely of crystal beads, of lustrous pearls, rhinestones and imitation sapphires or topaz.

Mount them on satin, silk or net foundations—and you will have a perfectly beautiful gown.

\$50 and \$55 each—and just one of a kind, of course.

(Main Floor, Central)

## Half a Dozen New Models of Jersey Sports Suits—For Young Women—

arrived just in time to get themselves into the advertisement. They are well tailored, fetching new affairs, with a look of Spring about them, an air that young women will like, and are marked at prices that will not embarrass your purse.

They are \$32.50, \$35 and \$38.50 each—and come in such popular colors as cocoa brown, Pekin blue, green heather mixtures, brown, oxford and black.

They've all the pockets, pleats, buttons and belts that fashion requires, too.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's Tricotine Dolmans Prices \$75 to \$125

A few very distinguished styles have just come in—

One with a flying panel grow, "g" out of the square panel and usable as a scarf if desired has a very deep knife pleating round the foot.

Another with a quite high, stiff standing collar is braid trimmed and held in at the knees.

Another is a straight affair with split armholes; its upper half turns over in such a way as to form a satin collar.

Last is a charming double cape affair with circular yoke and a crushed collar ending in a tassel, while the sleeves grow out of the cape front.

Prices \$75 to \$125.

(First Floor, Central)



SOME wonderful wool cashmere sport hose for women are on sale just now—thick and as soft as thistle-down itself. In gray, blue and amethyst, price \$10 a pair.

(First Floor, Market)

## To Know How Fascinating the New Cotton Voiles Are

it will take your own eyes and fingers to see and feel, for they are fine and soft of weave and altogether charming as to patterns and colorings.

Some are from England, but most of them were made right here at home. They are in brown, gray, taupe, blue and black grounds, chiefly with flowers and quaint figures in allover designs. Some, for additional prettiness, have silk plaids and stripes also.

There is really a wonderful assortment and the prices range from 75c to \$1.50 a yard.

(First Floor, Chestnut)

## Women's New Oxfords That Are Uncommon for \$6

They have flexible turned soles and high covered Louis heels and are just the shoes for Spring wear, with or without spats.

Plain toe styles in patent leather and gray kidskin and tipped toe style in dark tan calfskin.

Spats in the popular spring colors, \$2 to \$5.

(First Floor, Market)

## 100 Special Sports Skirts for Women \$9.75

Very remarkably good skirts they are, too—made of jersey cloth and of odds and ends of tweeds out of our own factory. The tweeds are in heathery grays and greens; the jersey cloths in blue, reindeer, overseas blue and sand. The styles of the skirts are perfectly practical for athletic women.

All sizes.

(East Aisle)

## Children's Stockings and Boys' Underwear Special

25c for children's black and mahogany ribbed cotton stockings, "seconds."

65c for boys' nainsook union suits in athletic style—sleeveless and knee length.

(First Floor, Market)

## New Fiction

"The Highfliers," by Clarence Budington Kelland. At last Detroit is put into a novel and that stirring city is the scene of a story whose hero fights treachery at home in America before this country enters the war. Price \$1.50.

"The White Horse and the Red-Haired Girl," by Kenyon Gambier. A romance of a time when young love came to captive Belgium. \$1.50.

"The Fighting Shepherdes," by Caroline Lockhart. A tale of the West with a Sheep Queen in it. \$1.50.

"The Private Wire to Washington," by Harold MacGrath, deals with a Long Island spy mystery with a love story running through it. \$1.35.

(Main Floor, Thirteenth)

## A Fine Bit of News! Chinese Pongee Suiting Imported to Sell at \$2

It is a well known fact that for the past four years this fine hand-woven men's suiting has been costing a dollar a yard more.

Now with this new importation a readjustment of price has taken place and the old rating is restored.

Not everybody can or does appreciate this silk, but discriminating men and women know its value for tailored suits, dresses, wraps and negligees. It has no rival for the combination qualities of wearing and washing.

Also, it is more fashionable this Spring than ever before.

(First Floor, Chestnut)

## Round Collars Are the Fashion for Women

All hand-embroidered, and in delightful new designs are the round collars which Fashion approves so highly just now. Some of the collars are of fine net, some of crepe Georgette, and others of crisp and snowy organdie, but all have some touch of handwork and quite often fine lace as well to make them prettier.

There are many new styles, and the prices are \$2 to \$5 each.

Round neck gimpes of Georgette crepe or net are in many charming styles. Some have the new Callot collar, some are lace trimmed, and all have some hand-embroidery. \$3 to \$5.50 each.

(Main Floor, Central)

## Sapphire Set Coiffure Combs Are the New Vogue

Set in imitation shell of a soft, silvery shade, the sapphires (imitation, of course) are effectively massed in new designs, and the combs are charming. Some are quite high, and intricately carved, some have graceful loops outlined with the sapphires, but all are delightfully effective.

Then, too, there are imitation sapphires set in glistening black jet combs and others set in imitation shell of the natural color.

Sapphire set combs are \$9 to \$18. Pins to match the combs are \$2.50 to \$7 each.

(Jewelry Store, Chestnut and Thirteenth)



## Boys' New Spring Suits—With an Old Argument

The argument is that of good quality, especially in the making.

The fabrics are sound. The making is the finest we have yet seen in any ready-to-wear suits for boys.

It is, as an experienced clothing-maker called it, "superfine." It shows in almost every detail of the garment. This extra care and fineness on tailor work means not only extra dependableness in the wear, and extra neatness in the fit, but it also means an extra degree of beauty and distinctiveness in every suit.

The new Spring selections are large and varied.

For suits in sizes 8 to 18 years the prices are \$20 to \$30.

(Second Floor, Central)

## Boys Like the New Crease-Crown Hats

A tweed hat style originated by Wanamaker's. Fashioned to make the crease perfect and the brim curve gracefully.

Careful workmanship all through enables these hats to stand the rough usage boys give them, and they hold their shape through all weather.

Many patterns at \$3 and \$4, the \$4 hats being of finest English tweed.

P. S.—Men who wear small hats will like these.

(Main Floor, Market)

## Lace Remnants

Laces of almost every kind likely to be needed and also odd lengths of chiffons, crepes, Georgettes and nets, all fresh and in good condition and at third to half less.

(East Aisle)



NOT so strange as it is interesting that a great many people are buying

## Sterling Silver Tea Sets

It shows, for one thing, the increase in new homes and that more people are taking a pride in fine table appointments and laying the foundation of a collection of family silver to hand down to their descendants.

Choosing among so many beautiful period patterns is most satisfactory. Among the most popular are

Adam George II  
Harewood Pompeian  
Louis XIV  
Louis XVI  
Paul Revere  
Colonial

(Jewelry Store, Chestnut and Thirteenth)

## Beautiful New Fitted Overnight Bags

Made of a fine grade of black enamel leather and in an unusually graceful shape. Linings of good moire silk in contrasting colors. All the bags are 16-inch size.

The fittings, which are in the du Barry shape, are of white and tortoise-shell-finish celluloid.

With white fittings the price is \$40; with shell finish fittings it is \$47.50.

(Main Floor, Chestnut)

## Plenty of Everything in the Spring Sale of China and Glassware

Especially dinner sets, of which there are literally thousands—American, French, English and Japanese—at straight, legitimate savings of 20 to 50 per cent.

We have American dinner sets of 107 pieces as low as \$15 a set, and they go up to \$42.50 a set.

French china dinner sets of 106 and 107 pieces from \$40 to \$200.

English dinner sets of 107 pieces from \$22.50 to \$100. Japanese china dinner sets of 107 pieces from \$35 to \$75.

Two remarkably good items in the glassware and standard quality—thin-blown table tumblers, plain, at 75c a dozen, and needle-etched at \$1.20 a dozen.

To every experienced homekeeper the unusualness of these goods will be apparent.

(Fourth Floor, Chestnut)

## Fresh Peas—in the Pod

and of almond paste, are delicious tid bits from the Candy Store. They're \$1 a pound.

Just as fresh and equally delicious are pistachio chocolates, also \$1 a pound.

(Down Stairs Store, Chestnut)

## For the Kitchen

Carving sets with forged and polished crucible steel blades run from \$1.75 for a two-piece set with stag handles to \$5.25 for sets with sterling silver mountings.

(Fourth Floor, Central)

Cooking forks with cocobola handles and polished steel tines, total length 12½ inches; price 40c.

(Fourth Floor, Central)

Thousands of kitchen or paring knives are in the Cutlery Store ready for duty. Some have cocobola handles and polished steel blades, 2½ inches long, price 15c. Some have ebony handles and blades 3½ inches long at 18c; others have aluminum handles and cost 18c.

(Fourth Floor, Central)

Scalloped edge bread knives with 10-inch nickel-plated blades and hardwood handles. 45c.

(Fourth Floor, Central)

Household scales (including a heavy tin scoop) finished in black enamel with white, easily-read dials. They will weigh anything up to 24 pounds by ounces and the price is \$2.75. With glass protected dial, \$3.15.

(Fourth Floor, Central)

Meat juice pressers with heavy tinned bowls and plungers, \$1.25 and \$2.25.

(Fourth Floor, Central)

Coffee-mills with air-tight glass canisters and glass receiving cups which can easily be replaced by jelly tumblers if broken. \$1.50.

(Fourth Floor, Central)

## Roasting Chicken and Making Ice Cream in the Domestic Science Fireless Cooker Stove at the Same Time

"You push the button and we do the rest" has almost come true in cookery. The fireless cooker stove is one of the wonders of the age. Irrespective of the tremendous saving of hard work, there is a great saving of food. Food cooked in the fireless cooker stove has 100 per cent saving and after the food is cooked, there is no evaporation, no waste. Tomorrow in the demonstration of the fireless cooker we will cook chicken and make ice cream at the same

## We Want to Get All Men to Bring Their Wits to Bear Upon the Problem of New Spring Clothes

It is remarkable how men, who bring all their judgment to bear upon nearly all other business dealings from buying a cigar to investing in stocks, will show so little business acumen when it comes to buying clothes.

That this is perfectly true is proved by the amount of inferior clothing always in the market and by the demand there is always for it.

It is not that men are absolutely indifferent about what they are getting for their money, but that so many of them are inclined to be satisfied with clothing which, to them, LOOKS all right—they are satisfied with surface qualities.

Scarcely any two things can be more different than two suits of clothes made of the same material and apparently in the same style. The difference between them can range anywhere from 5 to 100 per cent, according to the amount and kind of tailoring and trimmings.

All the men's suits that we sell are modeled and tailored according to one rule, and that means as well as it is humanly possible to have them.

Regarding the new Spring suits that we are now showing we can say that it is not practically possible under present conditions for any store to have better-made or finer-modeled suits to sell for the same prices. Not only that, but, taking this Spring selection as a whole, we doubt whether there is any showing that really equals it in the things that make for real class and character in men's clothing, especially in the style, hand-tailoring and perfect finish of the garments.

This holds true of our suits for men of all ages—from the first-long-trouser suits upward.

New Spring suits—\$28 to \$65.

New Spring overcoats—\$35 and upward.

(Third Floor, Market)

## Men's Silk-Stripe Madras Shirts for Spring

The silk stripes still further enhance the already beautiful designs, which are colored stripes in unusual combinations.

All these shirts are soft cuff negligee style, and the material is a good weight for spring and summer.

Price \$3.

(Main Floor, Market)

## Men's Half Hose "Seconds" 18c, 3 pair for 50c

2400 pair of black cotton and black cotton with unbleached soles or feet. Second grade goods, but the wear is there.

(West Aisle)

## There Is More to the Special Sale of Domestic Rugs

than even the large purchase of fine Wiltons. There are two other excellent weaves of Wilton rugs and some Axminster and tapestry Brussels rugs in room sizes.

Wilton Rugs

9x12 ft., \$94.50, \$79.50 and \$69.50.  
8.3x10.6 ft., \$92.50, \$77.50 and \$67.50.

Axminster Rugs

9x12 ft., \$39.50 and \$49.50.

Tapestry Brussels Rugs

9x12 ft., \$22.50.

(Seventh Floor, Chestnut)

## Some People Have Waited Almost a Year for These Curtains

They are the dainty plain ruffled Swiss kind, with or without tucks, particularly nice for Summer homes or for bedrooms at any time of the year.

A new shipment, but not as large a one as we would like, has just been received.

They are generous in size, 2¼ yards long, and \$2, \$2.50 and \$3 a pair.

(Fifth Floor, Market)