

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 9:30

WANAMAKER'S Store Opens 9 A. M. **WANAMAKER'S** Store Closes 5 P. M. **WANAMAKER'S** **WEATHER** Unsettled

Tomorrow Will Be a Great Day for the Buying of Spring Clothes

To the Young Fellow Just Going Into Business

—This is a modest contribution, out of reminiscences, for some who perhaps have no one to call their attention to the very little things having a bearing upon their new life, in the eye of the public, which will note certain things that might wisely be avoided.

For example, these suggestions out of the purest good will—

It might be better not to wear that big seal ring. You don't need it, and with some people it will not help you.

Nor to carry a cane to business. When you get on after a while, you may wear two rings or carry a walking cane in each hand, if you like.

Mr. Anthony J. Drexel and Mr. George W. Childs always walked to their business, to the great admiration of the young men of their time, while they said they needed the outdoor exercise.

Not to smoke on the way to business, would be a suggestion worth thinking about:

The writer believes that a flashy waistcoat and a huge heavy gold watch chain crossing both sides of the waistcoat and a big cigar, on the streets, had much effect in the undoing of a most attractive young fellow who never got on.

(More anon.)

[Signed] *John Wanamaker*

March 14, 1919.

Fine Novelty Coats for Women

Vivid colors and strong contrasts are two of their characteristics. For instance—

A soft wool with big black and white blocks has a facing, big collar and cuffs of white sweater material which is such a favorite. Price \$125.

Another black and white check is made up in a cape effect, with facings of bright rose sweater cloth. Price \$115.

A short coat of Pekin green sweater cloth is trimmed with gray brushed wool fronts, cuffs and pockets. Price \$115.

A cape of rose-colored sweater cloth has a collar of Australian ring-tailed opossum. \$125.

A sports cape of black and white check with lining of bright green or rose. \$87.50.

Another sweater cloth cape in rose has a navy blue day-type collar and long tie. \$95.

A lovely dark gray tricolette has a gray squirrel collar, and its price is \$175.

A taupe tricolette has a big yoke with mole collar and cuffs. \$225.

(First Floor, Central)

Velvety New Mocha Gloves—for Spring

For the past couple of seasons mocha gloves have been most fashionable—you've surely noticed how many well-groomed women and men wore them. But they've been difficult to get, and for that reason we're particularly glad to have these new arrivals—

For Women

Gray or butternut mochas, with combination embroidery, pique sewn, \$3 a pair.

Gray mochas with heavy or flat black embroidery, PXM sewn, \$3 a pair.

Soft gray gloves of beautiful quality, with spearpoint embroidery, and one large pearl button fastening, \$3.50 a pair.

(Main Floor, Central)

For Men

Gray mochas, half pique sewn, \$3.25 a pair; fine skin, PXM sewn, with flat or heavy black embroidery, \$4 a pair.

Butternut color mochas, with combination embroidery, \$4 a pair.

Gray mocha of finest quality with self or black embroidery, PXM sewn, \$4.50 a pair.

That Fashionable "Ruff-Enuff" Silk Women Are Talking About

has just arrived in a brand-new shipment.

It is a beautiful and distinguished-looking silk, a Shantung weave in white with scrolls of dark blue or black. Some of the handsome sports costumes and skirts for Southern resorts have been made of this silk. The price is \$4 a yard.

Also for Summer gowns, skirts and also for blouses and linings are the pretty multi-color wash silks at \$1.75 a yard. They are very popular.

Another wash silk people can't get enough of is natural Japanese habutai at 85¢ a yard. This is decidedly a before-the-war price for one of the most useful of all silks.

(First Floor, Chestnut)

Printed Voile Special at 25c

Very close indeed to half price, and as it is 39 to 40 inches wide, this is the smallest price it has had for some time.

The quality is good and the printings pretty little colored flowered designs.

(West Aisle)

Women's Pajamas

Two-piece styles are of pink or blue batiste at \$3.50 a suit; or pink or blue solesette at \$3.75 and \$3.50 a suit.

One-piece styles are of pink batiste at \$3.50 and \$3.75; of cotton crepe at \$2.75, and of solesette at \$3.50.

Silk pajamas of many styles are \$10.50 to \$27.50.

(Third Floor, Central)

\$10 and \$12 Will Buy Amazingly Pretty New Spring Millinery

Every day our milliners are planning and working out new ideas—and here are some of the newest, just off the needle!

—new dress hats in unusual shapes, trimmed with ostrich feathers, curled and uncurled.

—new small hats, suggestive of tams, some of turbans, and many trimmed with the gayest flowers.

—new tailored hats, with just the right touch of shining ribbon, the right feather, for smartness.

—new small hats, four-cornered and three-cornered, round and oblong—trimmed with flowers and feathers and fruits—and vegetables!

No matter what the color of your new Spring suit, there is a hat here to accompany it. The new blue and red, purple, brown, tan, fenna, vivid green and other shades are all here.

(Second Floor, Chestnut)

300 Women's \$25 to \$35 Suits Before Easter

and that is as unexpected as it is welcome news to the women who like to get their inexpensive new suits first and their finer ones later.

They are all tailored suits—some severely simple, others braided or button trimmed or given a slightly fanciful air by some novel cut. Vests, belts and pockets are common; so are the narrow skirts.

Materials are serge, poplin, Poret twill, gabardine and shepherd checks; colors, navy, green, brown, black and tan.

Prices are \$25, \$28.50, \$30 and \$35.

(First Floor, Central)



Special Dresses, Fashionable Wraps and Smart New Suits—All for Young Women

Any girl or young woman with her thoughts intent upon smart new clothes for Spring will not find it difficult to get precisely what she would like to have if she comes to the Young Women's Salons tomorrow. Hundreds of the newest, prettiest garments we could get for you are here—and ready!

A Hundred New Spring Dresses of Blue Serge—Quite Unusual for \$20—

are made of firm, all-wool serge in several brand-new styles. They are youthful and attractive and are dresses which would ordinarily sell for a third more. Some have tucks, some have round necks; there is one coat style and another in straight, two-piece effect, richly embroidered.

The New Capes and Dolmans Are Handsome Affairs—

of soft wool velours, of fine bolivias and silk tricolettes in such fashionable colors as deep blue or Pekin blue, the new eveque, Springlike grays and soft tan shades. They are richly lined, fall in soft, graceful folds and make charming Spring wraps. \$27.50 to \$77.50.

Delightful New Tailored Suits—

reflect all the gayest Spring fashions. Bright little vests peep from demure serges, new shepherd checks are richly braided bound; there are blouse suits and belted suits, suits with the piquant little box coats. They are tailored as they should be, come in dark blue and the new Spring shades, and include suits for dress and business wear, suits for sports needs as well. \$43.50, \$55 to \$75.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

Hundreds of Brand-New Spring Coats for Little Boys and Small Girls

Days are growing warmer and as the weather will soon be too mild for heavy coats, mothers will approve these new little coats and referers. They are in just the right weights—not too heavy to be burdensome, yet with warmth enough for the cool Spring days.

Delightfully new in style—and made of sturdy blue serges and of soft woollens in gay or darker colors. There are well-tailored plain little referers in boyish styles—and both little girls and little boys wear these; there are dress coats with snowy little collars and cuffs of white. Some have yokes, some are tucked, some have belts, others are straight. There are even some little capes with silk-lined hoods.

Blue, tan, rose, henna and black-and-white shepherd checks are included; there are 2 to 6 year sizes, and the prices begin at \$10.50 and go up to \$14.

(Third Floor, Chestnut)

Notice to Camera Lovers

A western manufacturer of high reputation has made it possible for us to offer a limited number of leather-covered folding cameras, equipped with double lenses and Marvel shutters for a very moderate sum. They use roll films and make pictures 3½x4½, and the price is \$9.50—about half of what similar cameras of other makes would cost.

(Main Floor, Chestnut)

A Sparkling Selection of Cut Glass in the China Sale

The variety comprises scores and scores of pieces, including these particularly good items, all of which are in combination cuttings, which means the newer floral patterns, combined with geometrical figures.

12-inch vases, \$4.75 each.

8-inch berry-bowls, \$3 each.

Fern dishes with silver plated lining, \$3.75 each.

Sugar and cream sets, \$2.75 each.

8-inch baskets, \$5 each.

8-inch nappies, \$3.25 each.

6-inch compotes, \$2 each.

Ice tubs, \$3.25 each.

(Fourth Floor, Chestnut)

300 More Bedspreads at Special Prices

100 crocheted bedspreads in beautiful Marseilles patterns, 76x86 inches. Special at \$1.75 each.

100 crocheted bedspreads of a very fine kind, closely woven and in a choice of patterns, 78x88 inches. Special at \$2.50 each.

100 satin finished bedspreads, 80x90 inches, special at \$4 each.

All are new arrivals.

(Sixth Floor, Central)

Wool-Filled Quilts \$7.50—A Saving of 50 Per Cent

In coverings of figured satene, with plain satene borders. Large variety of colors. New goods at the price of four years ago.

(Sixth Floor, Central)

For "St. Patrick's Day in the Morning"

or the afternoon or the evening, or whenever you have your celebration, you'll want favors and sweets of the right color, suitable for the occasion—

Place cards mounted on cake chocolate, 20c each.

Potatoes, to fill with candies, 35c each.

Paper hats to hold candies, 10c each.

Kewpie dolls, 15c each.

Wire snakes, 15c each.

Bon bons, \$1 to \$2.50 a dozen.

Green buttercups, 60c lb.

Green gum drops, 80c lb.

Green cream wafers, 60c lb.

Cream cocoanut potatoes, 20c each.


Cream potatoes, 60c lb.

(Down Stairs Store, Chestnut)

A Little Collar-and-Cuff Special

Sets of white and colored organdie collars and cuffs in several styles may be had for \$1 a set. The collars are roll, or flat shawl shapes; and the decoration is pleated ruffles, lace trimmings or hemstitching.

(Main Floor, Central)



Awnings for Rain! Certainly! Why Not?

"The one thing that makes me nervous in Summer is the fear of a sudden shower coming up and ruining the furniture and matings. With the awnings down it is perfectly safe to leave the windows open all the time, as they should be."

Thus one customer explained his reasons for ordering awnings. Some people have an idea that rain hurts an awning, but it doesn't, any more than it hurts an umbrella.

But whether you want awnings for sun or rain now is the time to order them, not only that they may be ready when wanted, but for the more important reason that awning materials are scarce. The mills haven't yet caught up with the demand, and some people are likely to be disappointed later on.

We will gladly submit an estimate of the cost.

(First Floor, Market)



Now Is the Time That Brings All Men Face to Face With the Question of New Spring Clothes

One result of all the recent world-welter and misery is that from now on sane men are going to enjoy the good things of life as never before. Not that they are going to revel—sane men don't do that; but they are going to LIVE, to live in a newer and larger sense, because there is no getting away from the fact, which of late has been borne in upon the mind of humanity, that life, after all, is very good.

Considering all that the world has lately come through, it is as natural for a man to feel today that he wants to be well dressed—to be better dressed, in fact, than he has ever been—as it is for the birds to glory in the bright Spring sunshine.

Our whole stocks of new Spring suits seem as if they were specially made for men who insist on being better dressed than they have ever been in their lives.

That is nothing strange. If they fell short of it, they would be a disappointment to ourselves. All our energies and all our experience were concentrated upon the task of providing suits of a distinctly finer kind than any we have ever known. This is to say that we have accomplished our task.

The whole new Spring collection is remarkable, but the young men's group is superb.

Prices for new Spring suits, \$28 to \$65; Spring overcoats, \$35 and upward.

Wanamaker Quality in a Man's Spring Hat

means something more than just ordinarily good quality. These new derby and soft hats that we are showing are of specially good quality and are made for this store only in Philadelphia.

There is such a variety of shapes and colors that any man may be sure of finding the right hat in the assortment.

Prices \$4, \$5 and \$6.

Note: We have just unboxed some Redleaf caps from London, for men and boys. They are \$2.50, \$3 and \$3.50.

(Main Floor, Market)

Men's Good Percalé Shirts With Separate Cuffs

Shirts with detachable starched cuffs are seldom made nowadays, but some men prefer them. This, then, is those men's opportunity to lay in a supply of good percalé negligee shirts of this style at \$1.50 each.

Men who want soft-cuff negligee shirts will like this lot of woven and printed madras in good stripes. A weight suitable for Spring and Summer. Price \$2.

New Spring Neckties at 50c

Choose from a large assortment of excellent four-in-hands.

(Main Floor, Market)

Men's Fine Irish Handkerchiefs Unusual at \$5.25 a Dozen

The minute a man sees the linen in them and notes how well made and good looking they are, he'll know that \$5.25 is a low price for such handkerchiefs. And it is.

They were bought two years ago—and this is the 1917 price!

(West Aisle)

The Showing of Boys' New Spring Suits Is Simply Fine

The making of boys' suits is largely a matter of detail—the little details of tailoring are all-important. It is only when one sees boys' suits that are finely tailored that one can realize what little niceties really mean.

This season we are showing boys' suits that are more excellently tailored than any suits we have ever had, and we have had a wonderful lot of fine suits in our time; but these set a new mark, and a very high one. And all their fineness has sound foundation in wool fabrics in a beautiful variety of shades and patterns.

We are certainly glad to have such high-class suits for our boy friends and we give them a hearty invitation to come in and see them tomorrow.

Prices, \$20 to \$30 for suits in 8 to 18 year sizes.

(Second Floor, Central)