Store Which Has Advanced the Merchandising of the World

The Wholeness-and Size or Quantity, Quality and Balance

-if carefully considered, gives what Bacon calls the large "roundabout" sense of what we are doing in the mercantile world.

There is no infallible rule of merit, but we are students still learning in the schools of travel and experience how to light new candles to keep people off from the briars along the paths of trade.

This business is not the child of an old store, born of the customs universal before the Nation's Centennial, but a brand-new store in a brand-new building; not altered from old houses, but constructed from the foundations upon the hard rocks of principles and practices which made this business the father of the American system it had the privilege of introducing in the United States of America.

It has been recognized as the pole star of the retail business from Maine to California, and from Alaska to Australia. If so much has been accomplished in the first fifty-seven years, think of what it is possible to do in the next fifty-seven years by those who follow on! What will be the geometrical increase?



March 18, 1919. The Gray Salons of Millinery

Are Aglow With the Lovely New Paris Fashions

Coming as they do from the most famous Paris modistes, these hats reflect in many charming ways the new fashions which Paris has created for Spring and Summer. They have but lately landed, and are such fashions as Paris herself has adopted.

Paris Has a Rage for Hats of Fabrics—

hats of lustrous satins, hats of faille silk, hats of mousseline de soie, of plain and striped linens, of taffetas, hats of perfectly gorgeous brecades and soft embroidered crepes. Even though it is for Spring and Summer, there are quite as many fabric hats

And as to the New Fashions—

you may expect wide-brimmed hats and quite small hats, for both are approved. There are many hats trimmed with flowers, and just as many that are flower-aderned. And there are others with feathers—ever so many!—and still others with queer fruits and

The new colors run a wide gamut, from rusty browns to deep purple, from vivid-hued greens to soft pastel shades. And there are blues and violet tones, henna, orchid shades and pinks.

A Special Collection of Hats From Marcelle Demay, 11 Rue Royale

are distinctive, unusual hats, original creations not to be found elsewhere in America.

(Second Floor, Chestnut)

200 Women's New Suits at \$35 to \$38.50

The tailored and slightly trimmed styles of suits which women want for their first Spring wear. They are uncommonly good for their prices and include gabardines, pin checks and two-toned checks, pin stripes, serges and Poiret twills, in a good range of colors, both light and dark, such as tans, grays, olive, navy, browns and black.

Coats are belted and straight, button trimmed, braid trimmed and braid bound. Skirts are mostly rather simple.

Prices \$35, \$37.50 and \$38.50.

When La Lorraine Came in She Brought a Few Paris Frocks for Summer Wear

which we will show in the Fashion Salons tomorrow.

They are of handkerchief linen, mostly in flax and periwinkle blues, pale and deep rose shades; and are made altogether by hand. They are very simple straight dresses, with self straps, pipings, hand-drawn work and a little very simple embroidery; all in exquisite good taste.

The prices-\$45 and \$50-are strikingly moderate for im-

(First Floor, Central)

Despite the Fashion for **Dolmans Many Women Want**

And so the designers have made some beautiful loose garments in dolman form, but with the well-defined sleeves characteristic of coats. They are the newest arrivals in the Gray Salons, and there are all the fashionable Spring fabrics in these coats—velours, evoras, serges, tricotines, twills and a new herringbone tweed. Every new color imagin-

able is here, including horizon blue. The silk linings are so beautiful that some are used as trimmings on the outside of the coat. \$47.50 to \$115 are the prices.

Waists Specially Priced

1000 waists at \$3.85 to \$5. Georgette crepes and crepes de chine in light colors, tailored pongees, striped wash silks and plaid taffetas, in blue and green combinations.

(West Aisle)

Also hundreds of waists reduced to half because they are mussed or odds and ends. Cottons in white or light colors, dark woolens and khaki are the materials.

(East Aisle)

New Easter

The Preliminary to

Easter Gowns Just because Easter is so late this year and the prospects are good for warm weather, nine silk frocks for that day.

And what glorious these silks will make! have never been more beautiful or more brilliant. Textures are the softest and most graceful, and these newcomers represent the last word of fashion

for Spring silks. New moire meteors, \$5 a

New brocaded crepes, evening colors, \$5.50 a yard. New fancy moires, mode and other new shades, \$6 a yard. New crepes Georgette, henna among others, \$2 and \$2.25 a

New foulards, blue, black, purple and green with white printings, \$2 a yard.

New printed radiums, \$3.50

a yard.

New pussy willow taffetas,
\$4.50 a yard.

New plain white pussy wil-

low taffetas, \$3.50, special. (First Floor, Chestnut)

New Marabou Neckpieces

Some are cape effects and straight stoles made of marabou and Georgette crepe over silk-plain or printed. They come in black, natural color a and cost \$22.50 to \$40.

The others are capes, stoles and collars of marabou lined with satin, and are priced from \$5.50 to \$27.50. (Main Floor, Central)

THE Fur Salon has 1 just received some little sable boas and capes, scarfs and stoles of mole, Hudson seal (dyed muskrat) and gray squirrel for wear with the Spring tailored

suits. (Second Floor, Chestnut)

Charming Brocade Vests at Half

Such vests came in fashion only this Spring, but because these are samples and their manufacturer had no hope of duplicating their materials we can sell them at \$3.50 to \$11 instead of twice as much.

A few are high necked, but most are low and the brocades are in lovely colors shot with gold or silver.

(Main Floor, Central)



Newest of Spring Skirts-Snakeskin With Crepe Georgette Yokes

So new that we don't believe they will be found elsewhere as yet, and they are certainly the prettiest skirts that have ap-

peared this season.

Just imagine a silvery, changeable blue snakeskin applied in points to a plain colored yoke of crepe Georgette to match. In the back is a short flat sash of the crepe edged with snakeskin. It is \$29.50.

It is \$29.50. Or a lovely orchid pink snakeskin put on to a white crepe yoke in Wall of Troy pattern. This also has the sash. The price is

Both these skirts are intended to be worn with crepe blouses and they make charming cos-

Plain or satin striped snake-skin skirts, cut in the new slim lines and in the most exquisite

(First Floor, Central)

tints, are \$19.75 to \$29.75.

Delicately Tinted Organdies for

Summer Frocks Every one of the most fashion able tints are here, melon pink tea rose, orchid, nile green, pale yellow and others, also white. They are 65c, 75c, 85c, \$1 and \$1.25 a yard.

Fancy organdies, striped and barred in the loveliest of Summer colorings, are \$2.50 a yard. (First Floor, Chestaut)

New Extra-Size Nightgowns

Five new styles — four high-necked and one low; one with nothing but hemstitching and tucks and the others with em-broidery. Prices are \$2.50 to \$3.25.

(Third Floor, Central)

The Most Beautiful Lot of Fine Cut Crystal in Years—and Close to Half Price

It is doubtful whether we have ever had as fine a collection of cut crystal as is comprised in this new purchase. Certainly we have never had finer glass to sell for such prices.

Our own experts insist that there is no finer crystal made anywhere-in fact, that it has not been, so far, found possible to produce a better kind.

We purchased this particular lot from a maker of very high standing, and we are offering it at close to half the normal prices. Not only is it of the purest potash crystal,

but the cuttings, decorations and shapes are unique and lovely. crystal pieces are included; and there is a very appealing choice of pieces in geometric cuttings and a notable array of pieces exquisitely engraved, some cut and engraved.

The collection is very rich in articles of novel shape and utility For anybody wanting a piece of cut glass to treasure, this is a rare opportunity. Berry bowls, \$4.50, \$6, \$6.50, \$9, Salad or ice cream trays, \$5,

\$10 up to \$20 each. Low berry dishes, \$3, \$4,50, \$5, \$7.75, \$8.50, \$13.50, \$15, \$18 up to \$30 each. \$7.50, \$8, \$9 up to \$13.50 cach. Mustard jars, \$2.50, \$3, \$3.50 Bonbon dishes, \$1.25, \$1.50, \$1.75, \$2, \$2.50, \$3 each.

Individual nut or almond dishes (footed), \$13.50, \$15, \$16.50 a

\$6.50, \$7.50, \$8.50, \$12 up to \$50

*Lemonade bowls-14-inch size without standard-\$30, \$50, \$70 Candy jars, \$4.75, \$12, \$13.50,

Lemonade bowls on foot, 12inch size (rock crystal), \$42.50 Vases, \$2, \$2.75, \$3, \$4, \$5,

A Little Sale of Spring Weight Hosiery and Underwear

Please bear in mind that the following prices are all much below regular and the savings substantial and real. Many of the items are second-grade goods, but they are the pick of such goods, and their service is not impaired.

Women's Stockings

\$1.25 for "seconds" of black-and-white thread silk hose. \$1.60 for "seconds" of full-fashioned, Richelieu-ribbed thread silk stockings in black, white and shoe shades.

Women's Underwear

25c for "seconds" of white cotton, low neck and sleeveless vests: extra sizes, 30c.

35c, 3 for \$1, for "seconds" of extra-size white lisle lowneck and sleeveless vests.

50c for "seconds" of plain-leg combination suits, regular and 60c for "firsts" and "seconds" of lace and plain-leg suits, regular and extra sizes.

Men's Half Hose

18c, 3 pair for 50c, for "seconds" of black cotton and black cotton with unbleached soles. 35c, 3 pair for \$1, for fancy wool hose.

(Main Floor, Market) Men's Underwear

85c for nainsook and madras athletic style 'union suits and medium-weight cotton shirts and drawers. \$1/for madras athletic style union suits. (Main Floor, Market)

Children's Stockings

18c, 3 pair for 50c, for plain black, white, tan and cadet

25c for "seconds" of black and tan ribbed cotton stockings. 50c for "seconds" of white silk-and-wool stockings for infants. (First Floor, Market)

Children's Underwear

65c for boys' nainsook athletic style union suits, sizes 6 to

Shoes That Suit Boys' Fancies and Win Parents' Respect

In our Boys' Shoe Store we have to please two people-and we do. The boy wants shoes made on the lines of Dad's shoes. Dad wants the boy to be suited, but he wants him to have shoes that will give good service, as well as have style.

That's the kind of boys' shoes we have. Fine looking footwear that will stand the hard wear an active lad gives his shoes

The new spring and summer stocks include black calfskin, box calfskin, several shades of tan calfskin and mahogany-color Cordovan, in straight lace and blucher styles, with English toes or wider toes. Prices are \$4.50 to \$8, for high or low shoes.

(Main Floor, Market)

Another Shipment of Women's Fine French Gloves \$1.55 a Pair

The first shipment of these gloves went out in short order, for fine French gloves like these at \$1.55 a pair are little short of

Ordinarily they'd cost as much again, so women who know fine gloves will appreciate these. Soft, fresh skins in every glove-black or white, with flat

(West Aisle)

stitching and two clasps for fastening. They're just in time to go with Spring suits and Easter frocks!

Fashion Says "Capes for Girls"-And Here They Are!

All sorts of new and smart capes are here—some in circular style; capes gathered on yokes, capes with silk-lined hoods, capes tons; capes with little vests or jacket effects.

They are of deep blue serge or shepherd checked velours, or vesnepnerd checked velours, or ve-lours in Pekin blue, or tan. And the dark capes are lined with gay silks—some of the blue ones with gay scarlet silks. \$13.75 to \$27.50-and 6 to 14

year sizes. (Second Floor, Chestnut)

Honfleur Toilet . Specials

Good, much-liked toilet preparations—all at interesting prices: Toilet water in violet and l'Em-pire scents, 45c and 85c bottle; extract, also in rose, 35c and 60c Face powder, 25c package-

violet, rose or l'Empire, Cleansing cream, 35c jar, Youth and Beauty cream, 35c jar. Skin cream, 35c jar.

Hair tonic, 50c and \$1 a bottle. Bay Rum, 50c a bottle. Lilac or Wistaria Vegetal, 75ç bottle.
Witch Hazel, 35c and 65c bottle.

Violet ammonia, 20c and 35c bot-(West Atsle)

New Books

"The Lords of the Wild," by Joseph A. Altsheler. Another French-and-Indian war tale. \$1.50. "Green Valley," by Katharine Reynolds, is the pleasant story of life in a busy village, \$1.50. "Under the Yankee Ensign," by Ralph Henry Barbour. A tale of a boy who ealists in the American Navy in the Great War. \$1.50.

"They Who Understand," by Lilian Whiting. A simple interpretation of the spiritual environment of human life. \$1.25.

(Main Floor, Thirteenth)

BOOK-LOVERS please note that the Annual Sale of publishers' remainders is going on in the Book Store. with prices from 50 to 80 per cent lower than regular.

(Main Floor, Thirteenth)

Speaking of Eyes—

If you begin to hold the newspaper at arm's length or get sleepy, or if reading gives you a headache, you either need glasses, or the glasses you have should be

We have a pretty well-equipped shop for the grinding of lenses (Main Gallery, Chestnut)

A New Bale of Auto Rugs \$10 and \$13.50 Each

Fine, warm, wool rugs in dark colors and block designs — very good for automobile comforts. Reversible, that is made with plain blue, brown and green reverse sides. All are well finished and will give good service for the money. The cost-\$10 and \$13.50

(Sixth Floor, Central)

300 small mahoganyfinished lamps go into the Lamp Sale tomorrow. They are in three sizes, for one light only, and their price is \$2. (Fourth Floor, Central)

Inexpensive Hair Ribbons

They are in the colors regarded as staple for hair ribbons-cardinal, navy, pink, blue, white and

Taffeta with jacquard edge are 4% inches wide and 35c a yard. Satin taffeta 51/4 inches wide,

(Main Floor, Central)

Prices \$26.50 to \$42.50.

More of the Famous" White Mountain" Refrigerators in the Housewares Sale

White Mountain refrigerators are famous throughout the East for the excellence of their construction and for the certainty of their always producing a circulation of cold dry air in the food

150 lb. ice capacity, 4 doors-\$45. 165 lb. ice capacity, 4 doors-\$50. Softwood refrigerators. Grained golden oak, 4-doc style. 150 lb. ice capacity-\$40.

220 lb. ice capacity-\$54. Apartment house refrigerators. Genuine stone lined. 80 lb. ice capacity-\$38. 110 lb. ice capacity-\$50.

The Waist-line Suits That Young Men Want Are Here

These are the suits on which young men have set their hearts-and the one thing that every worth-while young man knows is the kind of suit he wants.

The keener his eye is for the right fashion lines, the more readily will he see that our new Spring showing of young men's suits is of the finest kind.

The models are graded to a nicety, beginning with suits for boys getting into long trousers for the first time and going up by clever variations to the suits for young men who have reached their majority. The fashioning of these suits has been done by men who know their business and the suits show it.

The tailor work is wonderfully fine and shows several new treatments in detail. The trimmings are neat and harmonious - many suits are finished with silk, either plain or in the much-favored iridescent colors.

Nearly all the coats are quarter or half lined. Every suit represents the utmost in fashion and quality at the price. \$28 to \$65. New Spring overcoats also-\$35 to

(Third Floor, Market)

Fine Redleaf London Caps for Men and Boys

Now that the Spring golf season is opening and motoring is increasing daily, men are looking for handsome new caps. And

Black-and-white checks and Connemara homespuns, and a limited lot of rich shepherd check worsteds make these caps, which were made in England for Wanamaker's only. The men's caps are \$3 and \$3.50.

To Think That Golf Once: Required an Apology!

(Main Floor, Market)

It is not such a far cry to the day when the man who appeared on the street with a bag of golf clubs was the butt of merry jest. Men who played the game were sometimes shamefaced about it. Today there are not enough golf

Boys' caps, \$2.50 and \$3.

to accommodate the players comfortably. And the opening of the Spring season is bringing many requests for-

courses in and about Philadelphia

Wooden clubs, \$4.50 to \$6.50. Irons, \$4. Golf balls, including Radio, Silver King, Championship, Blue Flash and Taplow, \$4.80 to \$15 a

Golf bags, \$1.50 to \$35. Golf coats, \$12 to \$20. Golf-gloves, \$1.25 to \$2. Golf ball enamel, 35c and 50c

(The Gallery, Chestnut Plain-Color Carpets Are

Much in Demand The reason being that plain color floor covering will harmonize with any style of furniture, hangings or wall paper and in many

instances enhance the effect. · We have some fine Wilton and wool velvet carpets of this sort in dark blues, greens, browns, grays and taupe at \$2.50, \$3.35, \$3.75, \$4.50 and \$4.75 a yard.

Linoleum A fresh, clean, new lot for kitchen, pantry, laundry and bathroom. Inlaid linoleum, \$1.35 to \$2.85 a square yard. Printed lineleum, 90c and \$1.35 a square yard.

Black Calfskin Traveling Bags That Have No Superiors

(Seventh Floor, Chestout)

Any man, or any woman, who buys one of these handsome bags of fine French calfskin will get his or her money's worth and some-

They are light in weight and durable, and the fact that they are handmade adds to their good looks. Owing to the fact that the oil has not been extracted from this leather, it retains its suppleness

Good, roomy shapes with single or double handles.

Hardwood refrigerators.

165 lb. ice capacity-\$44.

Special Notice for Tomorrow-50 White Mountain Wanamaker Special Refrigerators at \$30

The Wanamaker Special at \$30 is the greatest refrigerator in the country. It is white enamel lined, has 3 doors, is made in hardwood and is made in 125 lb. ice capacity.