

**Anniversary Month Concerts**  
 In the Grand Court at 9, 11 and 4:50  
 Familiar Melody at 11:55, with  
 Chimes at street 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

# March May Bluster Now and Then, But Spring Is Here

**The Habit of a Young Man Sowing "Wild Oats"**  
 is hard to kill off. It sometimes appears again in storekeeping; in flimflams of gilding nickels and passing up on ignorant people five-cent coins for five-dollar pieces.  
 We mean this figuratively, of course:  
 —it is in overpainted advertising  
 —it is in double-crossed price tickets  
 —it is in counterfeitings of genuine goods  
 —it is in pocket-picking overvaluations  
 —it is in mixing up old dead stock.  
 All these things break out spasmodically in every city.  
 Barnum said the public liked to be humbugged. If so, it is very expensive and there's less left to buy a Victory Loan Bond.  
 [Signed] *Joe Wanamaker*

**Showing the Fine New Mourning Millinery From Paris**  
 When we say that we cannot remember having a more distinctive and unusual collection of mourning hats to present than those we now have to show you, you will know that the new French millinery is indeed extremely smart and effective.  
 Paris modistes who specialize in millinery for the woman who wears black created these models—and there are chapeaux and veils from **Lucien Levy Hermance, Lewis, Alma and Julia**  
 as well as from the milliners in our own ateliers. There are—  
 Hats and veils  
 Bonnets and veils  
 Small toques and turbans  
 New hats and bonnets of crepe and grenadine, straw and grenadine, and others of silk and satin.  
 Also the fashionable veils for bonnets and hats.  
 There are many new ideas from Paris, hats which show the high favor in which Paris holds ribbon and bows, and hats in new shapes and the smart sizes.  
 (Second Floor, Chestnut)

**Crepe de Chine Waists—\$6.75 to \$16.50**  
 Women who like to see a large assortment of waists before deciding on something to go with their Easter suits may like to know that the crepes de chine in the Waist Store are at their best in the matter of variety just now.  
 Mostly they are in white and flesh-color, with a few in bisque and the new blue; and practically all are in tailored styles with tucks and hemstitching for decoration; necks are high, low, square, round and V. Prices are \$6.75 to \$16.50.  
 (Third Floor, Central)

**New Serge and Tricotine Wraps in Dark Blue or Black**  
 They have traveled a long, long distance from the plainly tailored serge coats of a few years back.  
 Some have sleeves indeed, but they are the new wide sleeve that is made in one with the garment. Others are cape-like in form with braid trimming, satin bands or perhaps a tassel hanging from the collar in the back.  
 One cape is reversible and may be worn with the old gold satin lining on the outside.  
 They are, in fact, the most delightful kind of wraps for women spending the Lenten season at the shore or for women to wear just now on the street.  
 From \$57.50 to \$115.  
 (First Floor, Central)

**Every Shining Case in the Handkerchief Shop Speaks of Paris**  
 Bright colors flash from most of the cases, fine linens from all and exquisite embroideries from others, for all the cases in the Handkerchief Shop are in French array these days.  
 There's one whole case of colored kerchiefs for women—they have vivid striped borders and are \$1.50; others in colored and novelty effects are \$1 to \$1.75 each.  
 Stop a minute to admire them as you go through the store.  
 (Main Floor, Central)

**We Were Fortunate to Get These \$20 Serge Dresses for Young Women—**  
 because they are so much better than the usual \$20 dress! In fact they are like serge dresses you'd ordinarily pay a third more than this sum for.  
 They are of firm, dark blue serge, and made in several new and good spring styles. There's one fetching little coat dress, with a Spring-like vest in tan color; another has many tiny tucks and a round neck; a third has wide bands of glossy embroidery, and others are variously made and trimmed.  
 All are just such dresses as young women want for Spring, to wear under coats now, and without them later on.  
 14 to 20 year sizes.  
 (Second Floor, Chestnut)

**Some Women Insist on Cuban Heel Pumps**  
 and for them we have some exceptionally good-looking styles in patent leather and black calfskin. They have graceful plain toes and their lines are excellent.  
 The demand for Cuban heel shoes is greater than it has ever been, and is partly due to the fact that so many women became used to these heels during the period when war restrictions forbade the making of Louis heels.  
 Prices \$6 and \$9.  
 (First Floor, Market)

**An Instant Disposal of Thousands of Pairs of "Filosette" Gloves at 75c and 90c a Pair**  
 These are fabric gloves of the very weights and styles and colors women want now and all during the warmer weather. These are new and fresh, in desirable colors, and at prices that represent savings of 25c and 35c on each pair.  
 At 75c a pair chamois lisle gloves in white, gray, drab and chamois color, with Paris point or three rows of embroidery; or white with combination embroidery; 2 clasps.  
 At 90c a pair strap-wrist chamois lisle gloves in buck or gray, with three rows of embroidery.  
 (West Aisle)



These gloves wear very satisfactorily and are readily washed when soiled.

**250 Jersey Sports Suits for Women at \$32.50 to \$45**  
 Brand new and extremely good both in cut and color. There are box-pleated styles and others with inverted pleats; the skirts are wide enough to be practical and not too wide to look fashionable, while the colors are rich heathery tones—browns, greens and reds, besides solid colors.  
 Nothing is more satisfactory for general wear. Prices are \$32.50 to \$45.  
 (First Floor, Central)

**NECKLACES OF CARVED WOOD BEADS ARE THE NEWEST**  
 Sometimes the beads are on silken cords and quite often the beads are carved. All the necklaces are in new and longer lengths, and any woman who is in search of an unusual ornament for her new frock will find one of these unique necklaces the very thing to distinguish it.  
 Occasionally imitation jade or coral beads are combined with the wood beads, which are in many different shapes, and sometimes the necklaces are finished with great silken tassels.  
 \$7 to \$15 each.  
 (Jewelry Store, Chestnut and Thirteenth)

**NOW SHE MAY HAVE "LA FERRE" SCENTED TALCUM POWDER—**  
 It is the newest member of the La Ferre group—and women who like all their toilet preparations of the same scent will be glad to use this new talcum. La Ferre is a delicious scent—spicy, fragrant and not too heavy.  
 La Ferre Talcum powder, 50c.  
 Face powder, 50c.  
 Extract, \$1.75 a bottle.  
 Toilet water, \$1.50 a bottle.  
 (Main Floor, Chestnut)

**The Best Pongee Value for Two Years Past**  
 "Yufeng" the Chinese call it, and it is a hand-woven Shantung pongee suiting at \$2 a yard. For several years past it has been selling for \$1 a yard more, and even at that price it was a good investment.  
 So well made is this Chinese pongee that it is almost impossible to wear it out. It is used even for men's suits which require the toughest kind of fabrics; also for women's tailored suits, wraps and separate skirts.  
 One virtue not to be overlooked in counting the economy is the fact that this suiting washes in the most satisfactory manner.  
 (First Floor, Chestnut)

**WHEN Spring comes along, bringing new feelings and new clothes and all manner of gaiety of spirit, it is no wonder that women flock to the Salon de Beaute to have their hair shampooed and other details of freshening attended to.**  
 If you wish to be sure of a certain hour, it is best to make an appointment.  
 (Third Floor, Central)

**NEW 35c GINGHAMS ARE SPECIAL INDEED**  
 For some of the same quality were selling for 10c a yard more until these arrived.  
 They are good, sturdy gingham for morning dresses or children's school frocks and they are 32 inches wide.  
 They come in plain colors, plaids, checks and stripes.  
 (First Floor, Chestnut)

**America Has Taken to Reproducing Quaint Holland Silverware**  
 Beautiful pieces for the table or for purely decorative purposes with the characteristic scenes of Dutch life.  
 These pieces are silver-plated and therefore quite inexpensive. It is not at all surprising that they are very popular.  
 Pewit baskets, \$25  
 Flower baskets, \$33.50  
 Flower vases, \$30  
 Comports, \$21  
 Centerpieces, \$21.75  
 Bonbon dishes, \$16  
 Hot milk pitchers, \$10  
 Place plates, \$10  
 Candlesticks, \$18.25  
 (Jewelry Store, Chestnut and Thirteenth)

**Spring Suits of a Finer Kind for the Boys**  
 Boys have a far keener sense of style in clothes than they are given credit for by most people.  
 But we have been studying and working out the problem of boys' clothing long enough to know this and to provide for it.  
 The new Spring suits that we have provided this season represent a distinct new advance in style and quality beyond anything we have ever known in boys' clothing. This is true in particular of one group of suits of a kind never shown before in Philadelphia. One has to look into the details of the tailoring and trimmings and style touches to realize how fine these suits really are.  
 The entire assortment reaches a very high degree of excellence in all that makes for style, sound quality and actual good value in boys' clothing.  
 Prices—\$20, \$22.50, \$25, \$28 and \$30 for suits in sizes for boys of 8 to 18 years.  
 (Second Floor, Central)

**NEW SUEDE HANDBAGS IN SPRINGLIKE SHADES**  
 Soft grays and tans need soft leather to bring them out properly, and suede is that leather.  
 They are in various pouch shapes and some large square shapes. Some have tassels and some are plain. Most of them have frames of tortoise shell finish celluloid.  
 Prices \$7.50 to \$18.  
 (Main Floor, Chestnut)

**Sterling Silver Bag Tops Reproductions of Antique Designs**  
 And incidentally some of the prettiest we have ever seen.  
 They have just arrived and they are intended as mountings for old-time headed bags, velvet or silk bags, in fact, for any handsome materials women desire to use.  
 All have silver chains and prices are \$16 for 7 inch and \$19 for 8 inch ones.  
 (Jewelry Store, Chestnut and Thirteenth)

**A COUPLE OF HUNDRED GINGHAM HOUSEDRESSES UNUSUAL—AT \$2.50**  
 They are of sturdy checked gingham in pink and white and blue and white effects, and are neatly made and finished with white collar and cuffs. Women who do their own housework will find them very useful.  
 New, too, and specially good, are some checked gingham house dresses at \$1.85 each. These are well made and finished with short sleeves.  
 (Third Floor, Central)

**In House and Garden**  
 Toast can be served piping hot if it is made at the table by an electric toaster. Such toasters complete with cord and plug are \$6.25 to \$7.25.  
 There doesn't seem to be much reason for women to continue doing the family washing the old way when an electric washer will do it so much better. Eight types of washers here at \$75 to \$150.  
 "Seal-again" is a new bottle stopper for use in bottles after the tin crown seal has been removed. 10c each.  
 Homes for our feathered friends should be placed now. Wren houses, blue-bird houses, flicker and woodpecker houses, \$1.25 to \$2. Robin shelters, \$2.  
 White trellises for training vines and climbing roses, \$2.25, \$2.50 and \$2.75. Sizes are 6, 8 and 10 feet.  
 Now is the time to prune and spray before the sap is rushing. Pruning shears with best steel blades are \$1 to \$2. Pruning saws, \$1 to \$1.40.  
 Spray now and you get rid of that sap-eating insect known as scale. Tank sprayers with continuous spray, and automatic shut-off nozzles, \$7.50 and \$10.50.  
 Paints, varnishes, enamels and stains of the best grade are ready for the Spring refurbishing.  
 An electric grill which can be attached and operated on the regular lighting fixture is invaluable for a small apartment. It toasts, steams, boils, fries and bakes, \$9.50.  
 A six-pound electric iron with cord is special at \$6.  
 (Fourth Floor, Central)

**EXCELLENT BLANKETS AT PRE-WAR PRICES—\$9 AND \$10 A PAIR**  
 White blankets of a very good grade, cotton warped, with a filling of about 70 per cent wool.  
 Made to our order with borders in old rose, pink, blue and Copenhagen blue; all with wide binding. Size 60x84 now \$9 a pair; size 70x84 now \$10 a pair, a saving of \$5 on every pair.  
 (Sixth Floor, Central)

**EVERY BOY LIKES A BULLDOG HAT**  
 These round hats with brims that pull down all around are probably the most popular of all boys' hats.  
 We have some fine ones in gray and brown homespun that are well made and can be counted on for service.  
 Price \$2.50.  
 (Main Floor, Market)

**BLACK RUSSIA SHOES FOR WOMEN**  
 One-eyelid ties with welt soles, Louis heels and long lumps; they can be worn with either ribbons or buckles. Price \$12 in the Exclusive Little Boot Shop.  
 (First Floor, Market)

**Easy for a Man**  
 to choose the right Spring suit or overcoat from the new stocks shown in our Men's Clothing Store, especially if he knows what he wants, but, on the other hand, if he doesn't he will very soon see it.  
 Men who know anything about our record in the clothing business need hardly be told that even if they could afford to buy clothing of an inferior kind we could never afford to sell it.  
 These new Spring suits are the finest that we have been able to provide.  
 We present them on their merits, with complete confidence that they are not to be surpassed at their prices.  
 The two things that should distinguish all fine clothing are combined in them—these being the true fashion lines, together with the soundness of wool fabric and tailor work that means lasting quality and service.  
 High-waist models for young men will be found here at their best.  
 The right models for men of all ages are here. Prices for suits, \$28 to \$65. Spring overcoats, \$35 to \$50.  
 (Third Floor, Market)

**Cut Crystal of Surpassing Beauty Close to Half Price in the China Sale**  
 Any one who knows anything about fine cut glass will readily recognize that this is the finest kind of crystal made either here or abroad.  
 It is easy to observe also that the shapes of the pieces are distinctive and unusual and the style of the cuttings and engravings uncommonly artistic. The purchase of this collection to sell at close to half the prevailing values is one of the most notable things in the history of our glassware service.  
 Lovers of really fine glass are advised to see the assortment as early as possible.  
 The variety of pieces is very large and interesting, and comprises many novel articles at prices starting from \$1.25 and going up by easy steps to \$70. This is a striking feature of a very notable Spring Sale of China and Glassware.  
 (Fourth Floor, Chestnut)

**New Fiction**  
 "The Dead Command," by Vicente Blasco Ibanez, the author of the "Four Horsemen of the Apocalypse." On the background of the lovely Balearic Islands is presented the great question of tradition—the iron rule of the dead over the living. It is one of the most vivid and masterly of this novelist's works. \$1.75.  
 "The See-Saw," by Sophie Kerr, An intensely dramatic story of married life. \$1.50.  
 "The Emblems of Fidelity, a Comedy in Letters," by James Lane Allen. \$1.25.  
 "The Riddle of the Purple Emperor," by Thomas W. and Mary E. Hanshaw. A novel of mystery. \$1.50.  
 "From Sunup to Sundown," by Corra Harris and Faith Harris Leech. Another story told in letters between a clever mother and her daughter. \$1.50.  
 (Main Floor, Thirteenth)

**Fine New Domestic Rugs in the Best Room Sizes**  
 Among these groups are rugs to meet every furnishing need and every purse requirement.  
 9x12 ft. tapestry Brussels, \$22.50.  
 9x12 ft. body Brussels, \$22.50.  
 9x12 ft. seamless velvet, \$72.50.  
 8.3x10.6 ft. seamless velvet, \$63.  
 9x12 ft. seamless rugs in two-tone effects, \$99.50 and \$105.  
 9x12 ft. wool Wiltons, \$69.50 and \$85.  
 (Seventh Floor, Chestnut)

**Ready for the "Man With the Hoe" Seed Time at Wanamaker's**  
 There never was such a gardening time as this Spring is going to be, and we never had a garden before in this Store as this we now present.  
 Fruit trees should be sprayed immediately.  
 Galvanized tank sprayers are \$7.50 and brass tank sprayers, \$10.50.  
 Garden hose coupled in 25 and 50 foot lengths, 15c, 18c and 25c a foot.  
 Bird houses and martin boxes in great variety.  
 Wheelbarrows are \$6.50 to \$8.75.  
 Lawn rollers, \$12.50 to \$26.  
 Hoes, rakes, forks, trowels, pruning shears, clippers, all of first quality, are here in great variety.  
 Fruit trees are 50c each, including apple, pear, cherry, peach and plum.  
 Grape vines, 25c each, include Concord, Niagara, Catawba and Moore's Early.  
 Currants—20c a bush.  
 Gooseberries—20c a bush.  
 Raspberries—10c a bush.  
 Blackberries—10c a bush.  
 Privet—1 year old, 85c for 25 plants; 2 years old, \$1 for 25 plants.  
 Holland rhododendrons—75c and \$1.  
 Holland magnolias—\$1.25.  
 Holland azaleas—75c each.  
 Holland conifers—75c each.  
 Japan maples—75c each.  
 Hydrangeas—25c each.  
 Bleeding heart roots—2 for 25c.  
 Lawn grass seed—25c a qt., 75c a half peck, \$1.50 a bushel.  
 Shaded lawn grass seed, 30c qt., 90c a half peck, \$6 a bushel.  
 (Fourth Floor, Central)