

**Anniversary Month Concerts**  
In the Grand Court at 7:15 and 8:50  
Familiar Melody at 10:15  
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**  
Unsettled

# Always Plenty of New Goods and a Hearty Welcome Here

## It Seems Human to Be Fruitful in Objections

on almost every question that comes up. To be fruitful in suggestions is a grace worthy of cultivation.

It is a fine thing to be cautious, but to be rich in wet blankets is such a setback that it leads to the suppression of endeavor.

Many a man or woman has seen a star which, by little doubts raised by advisers, became overclouded and was never seen afterward.

Philadelphia, to the actual knowledge of the writer, has lost and is still losing many fine young men for lack of encouragement. At least two of our largest cities are fishing everywhere for our best young men.

Objectors seldom do anything but object, and you cannot build a store like this with objections.

Make room for our young men and let's build up the port and the bridges and the tunnels, and get a big city upon the Delaware.

[Signed] *John Wanamaker*

March 20, 1919.

## Japanese White Habutai

Most Useful and Economical of Silks

We venture to say that if women realized the true worth of this silk there would scarcely be a yard of it left in stock.

It is the nicest thing for cool Summer wash frocks that anybody could find. Blouses for every season of the year are made from it and men's shirts. Because it washes so well and wears so satisfactorily, it is liked above everything else for lingerie, petticoats and negligees, and it makes an ideal dress lining or foundation.

Now young women have found out that a soft white habutai is lovely and decidedly economical for graduation dresses.

And speaking of economy, there is no wash material to be had that you can use for all these purposes and that is as economical in the long run as white habutai.

The white Japanese habutais here were bought before the war and landed before prices rose so much.

They have been proved to be the best values at these prices in this city, 85c, \$1.25, \$1.50, \$1.75, \$1.85, \$2 and \$2.50 a yard. (First Floor, Chestnut)

## Navy and Black Serge Skirts

Inexpensive sorts which four out of every five women feel they must have for marketing and rainy days and hard wear generally.

One style with vertical pockets and stitching for \$5.75.

One with deep pointed girdle and odd tucked pocket at \$6.50.

Another with a variation of the familiar "hanging" pocket, \$7.50.

A model tucked from the hips down, also at \$7.50.

And an extra sized model with pleated back at \$9.75. (First Floor, Central)

## Crisp New Gingham Frocks—The First to Come for Young Women

Seems as if Spring were really here when the new gingham dresses come!

Since our grandmothers' times gingham frocks have been popular, and it's quite likely that the granddaughters of the girls who wear these dresses will wear gingham frocks, too. These new dresses are in clear, pretty plaids and checks in all the colors and combinations that are so much liked in this sturdy cotton.

Some of the dresses have snowy pique vests, some have sheer organdie collars and cuffs, some have Summer-like sashes, some are in surprise style; but there isn't one that some girl will not enjoy wearing.

\$6 to \$17.50 each—also 14 to 20 year sizes. (Second Floor, Chestnut)

## Growing Girls and Their Mothers, Too, Will Find C. B. Corsets to Suit Them

for there are many models in these popular, moderately priced corsets. You will find it easy to get just the corset which best suits your needs.

Here are some of the new Spring models—

\$1.50 for a model for high school girls, slender bust and hip proportions.

\$2 each for three models designed for slender, average and medium figures—topless with elastic band, in pink coutil; a model with low bust, elastic gusset in back; also a model with medium bust, broad clasp.

\$2.50 for cool batiste, low bust, for average figures.

\$3 for models of batiste or coutil, medium bust, long skirt; also a model for short full figures.

\$3.50—girdle top, elastic band in bottom of back, heavily boned; also models of pink coutil or broche, low bust, and topless model in flesh color with low bust, for average figures.

\$4—striped broche corset with low bust, elastic gussets in skirt. A similar model of pink broche \$5.

\$5—Model of strong coutil, heavily boned, for tall figures.

\$6.50—Pink broche, broad elastic insert in bottom of back. For tall figures. (Third Floor, Chestnut)

## Certain White Voile Waists

One quite plainly tucked sort has a high-low collar and is priced \$2.75.

Another has shawl collar, square neck and lace edge for \$3.75.

And two others at \$3.85 have—one a bit of hand embroidery and the other a high-low neck and lace and embroidery trimming. (Third Floor, Central)

## Fresh Caramels—Dipped in Maple Cream, 80c. a Pound

And luscious morsels they are, too. The Easter Bunny has arrived in the Candy Store—and there are also chocolate roosters, chocolate chickens, rabbits, eggs and all sorts of novelties and baskets—15c to \$1.8. (Down Stairs Store, Chestnut)

## The First Purple Box Dress Trimmings From Paris

Because their maker always puts them in purple boxes, these unusual dress trimmings have earned their name. They are always the most unusual and original of all the dress trimmings which we get from Paris, so we are very glad to have these to show you.

### "Ostrich" Fringed Flouncings

are the handsome things we've just lifted from these boxes. They are done on fine nets or soft crepes, with beading or embroidery and a deep fringe of that new "ostrich" fringe which Paris is raving about just now. It is not ostrich, of course, but silken loops that look like feathery fronds. There is gray, deep blue, black or white, and they are very beautiful.

With them are some silk fringes to be used for trimmings—fringes in this same ostrich effect. Russet browns, blue, black and other colors are included, and there are the fashionable widths. (Main Floor, Central)

### French Beaded Handbags—Some Antiques

This newest shipment of beaded handbags from Paris includes some masterpieces.

All are beautiful, but there are degrees of beauty, and the antique bags must be spoken of in superlative terms. The years have mellowed their marvelous colors to exquisite harmony and they are as soft to the touch as a fine fabric.

Designs include flowers, scenes and figures and there are both draw-string and frame bags.

Prices range from \$27.50 to \$100, the antiques, of course, being among the more expensive. (Main Floor, Chestnut)

### Here's Br'er Rabbit on Little Sister's Handkerchief!

He sits in one corner and he's all embroidered in color, and little sister (or little brother) will certainly enjoy owning him and the handkerchief, too.

They are little white linen handkerchiefs for children, and there are tiny animals and little figures embroidered in gay colors in the corners.

15c apiece, \$1.80 a dozen. (Main Floor, Central)

### Women's Inexpensive Nightgowns

Plain and good—two low-necked styles with casings at \$2.25; a third sort with tiny tucks and French knots at \$3.25, and a fourth of pink batiste with blue stitching at \$2.65. (Third Floor, Central)

### White Cotton Voile Special at 20c a Yard

No questioning the fact that it is an exceptionally good value, and the quality is fine enough for dresses or blouses. The width is 38 inches.

Other white cotton voiles, 36 to 44 inches wide, 35c to \$1.35 a yard. (First Floor, Chestnut)

### New Frocks and Little Petticoats to Wear Beneath Them for Girls

With new frocks coming in every few days, the racks and tables in the Children's Wear Store have much to offer the mothers of little two-to-six-year-old maids.

All the dresses are of cotton, some all in white and others in colors, though many of the white frocks are trimmed with color. New yokes, hand embroidery, little sashes, belts, pockets and collars make them interesting and different. \$3 to \$7.50.

Princess slips in the same sizes, to wear with the dresses, are in many new styles and are \$1.25 to \$3.75 each. (Third Floor, Chestnut)

### 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)

### The New Korona View Camera

has just been received in the Camera Store and has particular interest for the people who make photographs really worth while from the artist's point of view. It takes pictures 4x5 inches, has a square bellows, with the maximum front board, which enables the worker to use almost any focal length soft-focus lens.

Price—without lens—\$26. (Main Floor, Chestnut)

**THREAD SILK** slip-on sweaters with sleeves and scarf collars, the whole done in a fancy stitch, are to be had in white, peach, navy and tan for \$30. (First Floor, Market)

**OTHER** thread silk slip-on sweaters with sleeves are ribbed, with Eton collar, buttoned waist and fish-tail effect. Lavender with black and white, turquoise with black and white and American Beauty with black and white are \$28. (First Floor, Market)

**JAPANESE TASSELS** in soft colors for decorative use are now all priced at 25c. (Fourth Floor, Chestnut)

## Are You a Book Lover? If Yes, Have You Looked on the Tables of the Annual Book Sale?

They are heaped with thousands of new books at 50 to 80 per cent less than the regular publication prices. Imagine being able to buy "The Rebirth of Russia," by Isaac F. Marcossou, for only 35c; or the "Essentials of an Enduring Victory," by Andre Cheradame, for 70c; or "Edwin Booth: Recollections by His Daughter," for \$1.35; or "Olga Bardel," by Stacy Aumonier, at 30c.

Others taken at random are—"Landmarks of a Lawyer's Lifetime," by Theron G. Strong of the New York Bar—90c. "With Our Faces in the Light," by Frederick Palmer—15c.

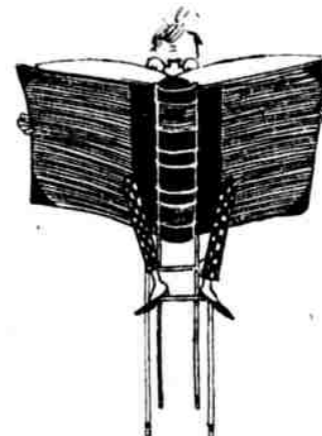
"America and the New World State," by Norman Angell—60c. "The War After the War," by Isaac F. Marcossou—30c. "Business: The Heart of the Nation," by Charles Edward Russell—25c.

"Reason and Belief," by Sir Oliver Lodge—40c. "Westminster Abbey: Its Architecture, History and Monument," by Helen Marshall Pratt. Illustrated, 8 vo. \$1.50.

"Reminiscences of a War-Time Statesman and Diplomat, 1830-1915," by Frederick N. Seward. Illustrated, 8 vols. 50c.

"Grand Opera in America," by Henry C. Lahee. Illustrated, 75c.

(Main Floor, Thirteenth)



## New Spring Clothes Mean New Spring Gloves—

for no well-gowned woman would dream of spoiling the effect with shabby gloves!

\$2.25 a pair for washable capeskin gloves in ivory or a soft gray shade; they have combination or black embroidery. Also tan capeskins with embroidered spear points.

\$2.50 a pair for washable capeskins in ivory, Newport or oyster, with embroidered spear points, all pique sewn; or tan with spear points, P. X. M. sewn. (Main Floor, Central)

## Fine English Sewing Boxes That We Expected for Christmas

are here in time for Easter gifts. They are the fine work boxes that are made in England, and we never get any on this side of the Atlantic quite like them.

They are of wicker, satin lined, with leather tops. Quite capacious, they are most carefully made, and are fitted with practically everything a woman wants in a work box, from thread and needles to scissors and other implements. Many even have knitting needles.

They are in different styles and sizes, are in attractive colorings and range from \$15 to \$40 each. (Main Floor, Central)

## Setting a New Mark in Boys' Spring Suits

This is one boys' clothing store that sells none but boys' clothing it can stand by.

We stand by the new Spring suits we are now showing with a new kind of confidence because they stand for a new and finer kind of quality.

The least that any one of these suits will give is the most that any suit offered at the same price can possibly give.

Which is another way of saying that you cannot get better or more reliable suits for the money anywhere.

Many are suits that cannot be equaled at the prices. This is true in particular regarding the details of the style, the tailoring, the trimmings and the finish. It will be much more pleasure to us to point these out to you as they actually exist in the suits themselves than it is to tell you about them here.

Prices for boys' Spring suits are \$20, \$22.50, \$28 and \$30. (Second Floor, Central)

## Boys Like The New Alpine Hats

A tweed-hat style originated by Wanamaker's and already very popular. Besides being fine-looking, these hats are so well made that they will stand up under rough usage and hold their shape through all weather.

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

Men who wear small hats will like them. (Main Floor, Market)

## Cotton Remnants With Prices Lowered a Third

None among them but has been in our own good stocks, and there is a particularly fine assortment of all the cotton materials that women want now for their own and their children's Summer clothes.

Lengths are all the way from enough for dresses to remnants for skirts, blouses and children's frocks. (West Aisle)

## Here Are the Right Spring Suits and Overcoats for Men

No one clothing store will ever get all the business, except in a place where there is no other store.

The best thing about having many clothing stores is that it enables men to test by comparison the claims of each.

No doubt there are good suits and overcoats to be found in different stores, and there are some—in fact, too many—that are not so good. The kind a man gets depends much upon his principles and point of view.

Our new Spring suits and overcoats are made upon the principle that the better they are for the money, the better for our business.

The reason they are not better than they are is because we found it impossible to have them made any better, although we tried hard enough.

They are made of all-wool goods—which is an old story, but one that nobody can afford to forget.

They are hand-tailored, but not just in the ordinary way. The hand-tailoring in these is of a particular kind which many stores consider unnecessarily good. Every garment is modeled not just so as to be in the fashion, but to typify all that is finest in fashion in every line and curve and detail.

Youths' and young men's suits in waist-line models are a remarkable feature of the collection. The regular men's models are also in full showing.

We offer every suit and coat in the stock as representing the utmost limit in solid qualities, in fashion, in value, in all that a worth-while man or young man demands from his clothes.

New Spring suits, \$28 to \$65. New Spring overcoats, \$35 to \$50. (Third Floor, Market)

## Men's Fine Spring Shirts With Collars to Match

Made of an excellent quality of woven madras in stripes and checks of blue, lavender, tan and green, with blue predominating. All plain negligee style with soft cuffs and with soft separate collars to match. These collars are in a fashionable shape and set well. Price \$3.50. (Main Floor, Market)

## Many Men Are Looking for Just This Oxford

Its toe, instead of starting to taper from the ball of the foot, and cramping the outer side of the foot, rounds gracefully near the end. Such a shoe has distinctive style and a world of comfort in it. The shank is broad and the heel low and wide.

In rich dark brown calfskin at \$14 a pair.

Men who want wing tip low shoes, profusely perforated, will find a fine assortment here in brogue and dress styles, in tan and black. (London Shop, Boot Corner, The Gallery, Chestnut)

## Men's Half Hose at 35c 3 Pair for \$1—About Half Price

1200 pair of black, colored and fancy silk and artificial silk half hose that usually sell for a good deal more.

Wise men will stock up for the summer. (West Aisle)

## Unusual Values in Men's Oxfords at \$5.50

Really excellent shoes in appearance, material and workmanship. In black calfskin and dark mahogany calfskin there are two styles, one straight lace on an English last and the other a medium toe blucher.

For conservative men there is a wide toe blucher of black kidskin. (Main Floor, Market)

## Plain-color Carpets Are Much in Demand

The reason being that plain floor coverings 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, \$3.50, \$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 linoleum, 75c, 95c and \$1.10 a square yard. (Seventh Floor, Chestnut)

## From Frills to Sailor Simplicity in Small Boys' Suits

They are of sturdy cottons and linens, and in addition to white, there are suits of dark blue, of maize and green, and of white trimmed with other colors, like pinks and blues.

Quite a few are in sailor styles, some have colored trousers and white blouses, ever so many have colored hand work and quaint stitching, and some have pleated frills at the neck and sleeves. \$3.75 to \$10.50—and 2 to 5 year sizes. (Third Floor, Chestnut)

## What of Your Supply of Dishes?

In the face of the opportunities presented in this Spring Sale of China and Glassware, that is a timely question to ask yourself.

The choice of dinner sets in this sale is as large as any home-keeper can possibly desire.

Every set in the collection is a standard set in the number, quality and composition of the pieces. The prices are the lowest that we know of for sets of the same unquestionable kind.

Bearing these facts in mind, if you want a new dinner service, your own good sense will tell you that it would be unwise to make a purchase without seeing the assortments in this sale. They range in price from \$17.50 for American semi-porcelain sets up to \$200 for fine French China sets.

The French sets begin at \$40. The American sets go up to \$42.50. Japanese china sets range from \$35 to \$75.

English semi-porcelain sets are in the sale in large assortment at \$22.50 to \$100.

As for cut glass, there is such a choice as has seldom if ever been shown for the prices. One new purchase is made up of the finest crystal in the world, in a

(Fourth Floor, Chestnut)

variety of rare and exclusive cuttings and engraved decorations at close to half the regular prices.

