

Anniversary Month Concerts
In the Grand Court at 8, 11 and 1:30
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

New Goods for a New Week in the Store That Keeps New

Some People Are Too Easily Discouraged

It is a notable fact that both good and bad fortune are valuable in showing us ourselves. A man that never makes any mistakes loses much that it would do him good, to know.

Often too much success is the ruin of a business man, who becomes arrogant and neglectful, and oversteps the mark, because he gambles with his pride and loses all.

Sailing on a narrow, glossy, brown water, like the winding Indian River in Florida, presents new views and unexpected beauties.

To grow as we go, to be learning something we do not know, and not compelled to stop on a sandbar nor brought up short for unhurried thinking, is a gain and not a loss.

This Store's best profits are in learning its mistakes and not sitting down to cry over them; and doing better next time.

[Signed] *John Wanamaker*

March 22, 1919.

THE Women's Fashion Salons have just received some fine novelty dresses for Spring—dresses of light-weight tricolette, showing the new apron fronts, the new vest effects, the new tailored effects and the new arrangements of embroidered decoration. The colors are lovely, ranging from the odd blues and taupes to henna and the new Spring purple. Prices are \$50 to \$85.

(First Floor, Central)

The Little Salon of Mourning Apparel

is showing—
Three-piece suits of Poiret twill—both for young girls and older women.
Wraps of Poiret twill and black silk faille.
Dinner gowns of net and Georgette crepe.
Georgette crepe blouses.
One-piece embroidered dresses of twill and tricot to wear with furs.
Fine neckwear.

(Third Floor, Central)

Charming Waists of Fine Voile

They are of the simplest, being prettified only with hemstitching, the tiniest tucks, hand-made dots and eyelets, or with pale pink or blue collars and cuffs. But these simple means are so cleverly used that the results are quite delightful.

Prices are \$7.50, \$8.50, \$9.85 and \$10.75.

(Third Floor, Central)

THE new straight petticoats of clinging silk jersey are prettier than ever—with their deep pleated flounces with inserts or designs of contrasting color. For instance, there is gray with bright rose, gray with navy, Pekin blue with gray and taupe with blue—not to mention lots of others. Prices are \$7.50 to \$19.50.

(Third Floor, Central)

We Were Certainly Glad to Get These 1500 Women's Handkerchiefs to Sell for \$3 a Dozen

because they are made of linens that we rarely get to sell for less than twice this amount!

They are sheer and snowy handkerchiefs, of a beautiful quality, and made with hemstitched hems in various popular widths. Some are even hand done.

Women who really know linens will appreciate them!

(West Aisle)

Bright Colored Plaid Skirts Exactly What Women Want

And here they are—in a brand new Spring shipment, just the skirts to go with sports or other coats. Being pleated, they are nice for walking, golf or any other form of outdoor exercise.

The materials are velours and worsteds of beautiful combinations of colors, but nearly always there is a touch of blue somewhere. They are easily matched with coats or sweaters.

The prices are \$15.75 to \$19.50.

(First Floor, Central)

A LOT of women's nainsook chemises—envelope style— have just arrived, all fluffy with laces, embroideries and tiny ribbons. Prices are \$1.75 to \$2.50.

(Third Floor, Central)

Women's Spring Silk Stockings Are Here

Plenty (just now) of the fine looking and serviceable full-fashioned stockings, which are knit to fit. But there will more than likely be a shortage of full-fashioned hosiery this Summer, so it is advisable to buy the season's supply now.

Silk stockings have advanced less in price than any other kind of stockings.

In this great assortment prices start at \$1.50, for silk hose with cotton tops, and go to \$25, for real lace stockings.

(First Floor, Market)

New Books

"Volleys From a Non-combatant," by William Roscoe Thayer. A collection of papers contributed during the war by "W. R. T." to the North American Review and other journals. \$2.

"Proposed Roads to Freedom," by Bertrand Russell. The three roads are Socialism, Anarchism and Syndicalism and the book is a very serious study of very serious questions. \$1.50.

"Birds of Field, Forest and Park," by Albert Field Gilmore. A fat book with many illustrations. \$2.50.

"The Untamed," by Max Brand, is a story of the West, of three comrades—a man, a wolf dog and a stallion. Also a story of The Girl. \$1.50.

(Main Floor, Thirteenth)

When the Pretty Imitation Coral Is Made Into Necklaces

and combined with the soft French gray finish metal, the effect is very pleasing.

The necklaces are in the new and fashionable lengths, and the coral adds just the right touch of color to a Spring frock. \$2.50 to \$11 each.

(Jewelry Store, Chestnut and Thirteenth)

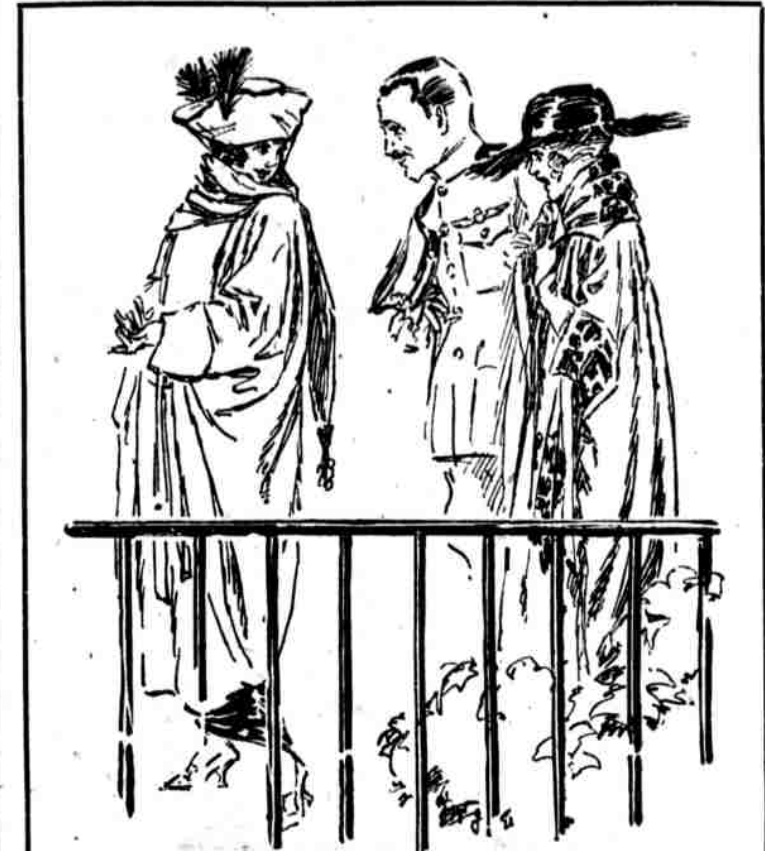
By the Way—

Among those quaint "grand-mother chintzes" in the Dress Goods Salon, there are now some Trianon stripes, as well as the original old English designs. Width 28 inches. Price 75c a yard. (First Floor, Chestnut.)

The Optical Goods Store says that the big round-eye imitation shell frames and the fused bifocal lenses both mean a certain increase in comfort for the eyes of the wearers. We have a well-equipped workshop for grinding lenses from prescriptions. (First Floor, Chestnut.)

A pleasant new incense just arrived is the Wanamaker "Temple Incense" put up in pretty gold and green boxes at 50c apiece. (Fourth Floor, Chestnut.)

The Oriental Store still has some of that Japanese toweling—brown or green with white—to sell at \$1 for the ten-yard piece. Designs are of the wistaria, the cherry blossom, chrysanthemum and the plum blossom. Excellent for bungalow and summer use. (Fourth Floor, Chestnut.)



Loveliest of All Spring Wraps Is Saying a Great Deal

But not a whit too much in describing some newly arrived duvetynes and eoras.

The very fabrics speak of softness, of graceful lines and elegance. Added to this are the colors, never more beautiful than this season, and fancy linings that seem just made for the purpose of carrying out the color scheme.

If you care for the cape effect, it is here with a fetching little vest front, and there is an exquisite wistaria duvetyne coat with a long facing, collar and cuffs of gray "paulette".

Others are more on the dolman order, some being hand-embroidered in wool or silk.

As for prices, \$65 to \$275 is the range.

(First Floor, Central)

Women's Velvety Mocha Gloves All With Smart Strap Wrists

Not only is the mocha of a soft, beautiful finish, but the colors are those most fashionable now—a soft beaver shade, a pearl gray and a light tan. They have heavy black embroidery or the more delicate needlepoint, and are all \$5.25 a pair.

For the woman who wants a glove to slip on easily, yet does not want a strap wrist, there is a new capeskin glove in black with black or white embroidery, or plain white, at \$3 a pair.

(Main Floor, Central)

Exquisite New Hand-Made Things for Babies—Just From France

The Children's Wear Store has just unpacked these beautiful new hand-made and embroidered garments and articles for babies and little children, and mothers and people in search of fine gifts for babies will find many new and delightful things here.

New long and short dresses
New aquetes and bibs
New pique afghans
New pillow covers.

Quite a number are trimmed with real laces, and many have the effective, pretty Irish crochet laces.

(Third Floor, Chestnut)

Gorgeous Brocaded Ribbons Come From Lyons to Make Vests

and dress panels for women who want to add a handsome touch to their new suits and gowns.

At \$7.50 a yard there are floral brocaded designs in vivid and more subdued colorings. These are rich, beautiful weaves, nine and a half inches wide. In addition to the colors there are gold metal threads effectively interwoven; to make the ribbons more effective.

At \$12.50 a yard are still wider metal-brocaded ribbons in other new designs. These have solid satin backgrounds—black, or a lovely French blue, or a rose shade, with a thickly covered design in gold or silver. These are eleven and three-quarters inches wide.

Most women use from five-eighths to three-quarters of a yard for vests—and, of course, one width is plenty wide enough.

(Main Floor, Central)

Special Sale of Office Furniture \$13,000 Worth of Desks, Tables and Chairs for \$9,000

The most important group in this important sale consists of about 200 flat-top desks, including typewriter desks, all in oak, of standard make and in the standard color. These are in 42, 55 and 66 inch sizes and all are from our own regular assortment.

The opportunity to pick from such an ample and varied collection at genuine price reductions is one that should be appreciated by practical businessmen.

The typewriter desks are now marked \$29, \$33, \$36, \$42, \$44, \$45, \$46, \$48 and \$52.

The regular flat-top desks in the sale are now \$32, \$37.50, \$38, \$39, \$39.50, \$43, \$45, \$46, \$58 and \$59.

Of some of these desks the number, of course, is limited, but the entire assortment is helpfully large.

There is a fine variety of office chairs in oak at reductions of 25 per cent, including side chairs at \$5, \$8 and \$10 each.

Armchairs, \$9.75, \$10, \$11, \$12 and \$15.

Revolving chairs at \$12, \$15, \$18 and \$22.

(Third Floor, Market)



Office tables, 4 feet long, \$9 and \$11.
5 feet long, \$24,
6 feet long, \$36 each.

A Special Sale of Hand-Made Filet Laces

An importation we have been waiting for for some time, because so many women have been inquiring about these laces for their Summer gowns, for lingerie and collars.

They were made in China and are our own importation, thereby saving about one-quarter of the price on each yard; and the patterns are beautiful.

The narrowest is an edging, 3/4 inches wide, at 60c a yard, and the widest a 6-inch insertion, at \$5.75 a yard.

(West Aisle)

Women Who Want Wide-Toe Low-Heel Oxfords

will find them in good selection here. We have a great many good styles in various shades of tan calfskin, brown kidskin, black kidskin, dull black calfskin and white canvas. Some are on straight-lace models and others are bluchers.

Prices are \$6 to \$10.

(First Floor, Market)

New Lillian Brassieres

The Corset Salon has just received something like a score of new styles. Prices start at 60c.

One of heavy net for large women is \$2.

Two pink satin styles are \$2 each—one opens in front—the other in the back.

One of firm pink corset satin is \$1.50.

A silk-jersey-and-brocade affair crosses in the back and is known as a diaphragm brassiere—\$3.50.

A heavy lace with cross over or open fronts—\$1.25.

(Third Floor, Chestnut)

Pretty Novelty Printed-Voiles Special 30c a Yard

The designs were taken from some of the much more expensive fabrics, and they are very unusual and very lovely. Some printings are in white and others are in colors.

For the utility dresses women will find plenty of the medium dark shades, and there are also some fascinating light tints for afternoons. All are 36 inches wide.

(West Aisle)

Stenciled Crash Curtains and Other Things for Coolness

All of which will look good to the eye and, incidentally, make the house much more livable when the thermometer starts rising.

The curtains are in the prettiest of colored designs, \$5 to \$6.75 a pair, and all the other pieces come to match.

Lunch covers, \$5 and \$5.50.

Table squares, \$1.25.

Table covers, 48 inches square, \$2.

Runners, \$1.15.

Pillow togs, \$1.15.

(Fifth Floor, Market)

New Silk Handbags at About Factory Cost

A special disposal of some of the very bags most in demand just now.

At \$3.50, black and navy faille silk handbags with covered frames and inner frames.

At \$3.75, black and navy faille silk handbags with covered frames and without inner frames.

At \$4, black and navy moire silk handbags with frames of dark tortoise shell-finish celluloid.

All are lined with contrasting color silk.

(Main Floor, Chestnut)

What's a Coat Without a Vest?

Just nothing at all, this year, fashion has decreed.

Some coats make a point of carrying their own vests, but many do not. So here the vests are—every kind imaginable and all the very newest of the new.

Starting with the wash linens at \$1, there are linens, poplin, madras, silks, tricolette, snake-skin, polka dotted fabrics, pongees, sports silks and finally the most glorious gold and silver brocades on satin grounds at \$13.50.

(Main Floor, Central)

"The Stroller" A New Parasol Umbrella

In other words it is a parasol when the sun is shining and an umbrella during the rain, for the frame is short like a parasol's and it is covered with colored or black umbrella silk.

The handle and tips are white bakelite and the top and ring are colored to match the silk.

One nice feature of this parasol-umbrella is the jointed ring, making it so much more convenient to carry. \$12 is the price.

(Main Floor, Market)

Special for Ford Owners

Lubricating oil in half-barrels, special at 55c a gallon.

(Motor Accessories, The Gallery, Chestnut)

The Easter Bunny Is Here

and you'll find him in the Candy Store, surrounded by chocolate rabbits, roosters and chickens. He is very big, very white and wears a huge pink bow.

Easter novelties of all sorts are 15c to \$18.

(Down Stairs Store, Chestnut)

Summer Rugs Come and Go but Rag Rugs Stay

Stay high in public favor and often stay on the floor the year round. They are the most universally popular of all summer rugs because of their good looks, good service and adaptability to all styles of furnishings.

We have a fine, fresh lot on show, and here are prices on a few:

Plain Centers With Fancy Borders

9x12 ft., \$18.50, \$19.50, \$21 and \$37.50.

8x10 ft., \$15.50.

7.6x10.6 ft., \$13.50 and \$14.50.

6x9 ft., \$9, \$11.50 and \$12.75.

4x7 ft., \$5.75.

3x6 ft., \$3.75, \$6.50 and \$8.50.

Hit-and-Miss and Colonial Effects

9x12 ft., \$11, \$13.50, \$17.50 and \$21.

7.6x10.6 ft., \$9.75, \$13 and \$13.50.

6x9 ft., \$8.25 and \$10.75.

4x7 ft., \$4.25 and \$5.

3x6 ft., \$2.25, \$2.75 and \$3.25.

(Seventh Floor, Chestnut)

50 Fine New French Dinner Sets—\$75 and \$85 a Set—Best in Months

This remarkable new shipment means real enhancement to the Spring China Sale. The sets are being taken out of the casks at this writing.

They are regular 108-piece sets from the pottery of Theo Haviland, Limoges, France.

They come in the newest types of border decorations, and there are ten each of five patterns, all with coin-gold handles.

2 Patterns at \$75 a Set—A Saving of \$25

2 Patterns at \$85 a Set—A Saving of \$40

This is probably the best piece of china news that we have been able to print in many months.

(Fourth Floor, Chestnut)

A Fine Reserve Lot of Table Cloths and Napkins

We have just taken out of bond two solid casks full of bleached Irish satin double damask table cloths with napkins to match. These are part of a reserve purchase of goods woven specially for the Wanamaker Store. They come in circular and square patterns of our own selection. The fabric is a particularly fine grade of Irish double damask, beautiful in finish and appearance, and trustworthy for service. Two qualities—

72x72 inches—\$10.75 and \$12 each.

72x90 inches—\$13.50 and \$15.75 each.

72x108 inches—\$16.75 and \$18.50 each.

Napkins to match—

22½x22½—\$12.50 and \$17.75 dozen.

24x24—\$15 and \$20 dozen.

(First Floor, Chestnut)

Women's Black Sport Oxfords

Black Russia calf lace oxfords with wing tips, perforations, and narrow toes. The heels are military and 1¼ inches high. Price \$11, in the Exclusive Little Boot Shop.

(First Floor, Market)

Hundreds of Dainty White Bedspreads at Reduced Prices

In addition to the large assortment of white bed spreads that we have been offering at reduced prices, 400 more spreads have been newly put in at very attractive reductions.

The principal new groups are made up of satin-finished spreads in two sizes, 80x90 and 72x100 inches, both to sell at \$3 each, a saving of one-third.

Other satin-finished spreads are in sizes 80x90 and 72x100 inches and are marked at \$4 and \$4.50 each—a saving of 25 per cent.

Dimity spreads in size 80x90 are now \$2.25—a saving of more than one-third.

Three grades of honeycomb spreads are offered at notable reductions—size 66x86 at \$2; 76x86 at \$1.75 and 78x88 inches at \$2.75 each.

All the spreads in the sale are in Marseilles patterns.

(Sixth Floor, Central)