

Anniversary Month Concerts
In the Grand Court at 9, 11 and 4:50
Familiar Melody at 11:30, 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

Fine, Full, Fresh Stocks of the Goods Most in Demand Right Now

Many a Soldier Boy Carries in His Breast Pocket

a picture of his mother, and every day he looks at it long and lovingly, taking fresh courage to meet homesickness and hardships by the sight of her dear face.

Wherefore, he is a more efficient and worthy soldier, carrying his mother along with him.

He is more likely to remember how his mother hated profanity, gambling and intemperance, and he will think twice before falling away from his mother's ways and wishes.

A man may fight under "Old Glory" and keep his health and place in the ranks, but sink into a hopeless life by living under the black flag of bad habits contracted while conscience slept.

This is all equally true of a careless business life. Storekeepers should not require deceits of any kind to make sales.

[Signed] *John Wanamaker*

March 27, 1919.



Flowers of the Field and the Garden—On the New Hats

Roses of exquisite tints, golden buttercups and sprightly daisies—all these and many others you will see on these lovely new hats.

It is a special group of flower-trimmed millinery, and the hats are but just out of the workrooms.

Usually they are wide brimmed hats, and silky hair hats, creamy Leghorns, rough straws and smooth straws are all included. There are both light and dark shades of the fashionable colors and flower garlands are the chief adornments, though here and there you'll see a soft ribbon or a knot of velvet.

Prices are around the \$20 mark.
(Second Floor, Chestnut)

Women Desiring Suits Made to Order

can place their orders in the Tailored Suit Shop tomorrow and be sure of having their suits ready to wear on Easter Day.

Materials suitable for sports and dress wear are here to select from.

Prices are \$50, \$60, \$75, \$85.
(First Floor, Central)

A Little Group of Early Spring Dresses for Young Women Reduced—\$15 and \$17.50

Because sizes and styles are broken, we've marked them at two new and lower prices—\$15 and \$17.50 each.

All have been considerably higher and you can save from seven to ten dollars on each one.

Made in the good and fashionable styles of early Spring, the dresses are of firm, dark blue or black serge, or jersey in tan or blue shades.

Girls and young women will find the styles youthful and becoming—with plenty of the always-like straight line effect, the new braiding and new necks and sleeves.

They are dresses for wear now under coats and capes and such styles as may be worn without wraps a little later on.

Anybody who wears 14 to 20 year size will be repaid for coming to see them.
(Second Floor, Chestnut)

Women's Black Kidskin Shoes in Splendid Assortment

So many more women wear these shoes nowadays that a complete assortment must show smart, as well as conservative, styles. Kidskin makes the most comfortable of all shoes, and few people who wear it once ever go back to any other leather.

High kidskin shoes in a variety of toe shapes and heights of heel, \$7 to \$12.

Low kidskin shoes in many styles, particularly oxfords, and with both welted and flexible turn soles, \$6 to \$9.
(First Floor, Market)

Three Voile Blouses

so much liked that we have re-ordered them are these—A tucked style with square neck and long shawl collar edged with lace, \$3.75.

Another with more lace and V opening to its collar. And a third with a little hand embroidery in front and a lace-edged shawl collar.

These two \$3.85 each.
(Third Floor, Central)

Hand-Embroidered Nightgowns

The handwork is the fine solid Philippine, the sleeves are set-in and kimono styles, and the cotton is good. Prices are \$5 to \$9.50.
(Third Floor, Central)

Entrancing New Necklaces With the Look of Old Egypt

Others that might have come direct from China or Japan have just arrived for a brief stay in the Jewelry Store.

That is, they are far too pretty for women to let them remain long.

The beads are in queer brown, reds, greens and imitation jade (some even being carved), and there are large carved pendants and tassels. Prices \$7 to \$19.
(Jewelry Store, Chestnut and Thirteenth)

IN WOMEN'S GLOVE FASHIONS ALL HANDS TURN TO MOCHA

because they are, undoubtedly, the most popular.

Tan or gray mochas, with one clasp, are \$3 a pair.

Light or deeper gray mochas, with one-button fastening and two styles of embroidery, \$3.50 a pair.

Gray gloves with strap wrist, \$4.25 and \$4.50 a pair.

Still finer mochas, in beaver, a light tan, or a lovely light gray with strap wrist, \$5.25 a pair.

Mocha suede gloves, in gray or tan, \$2.25 and \$2.50 a pair.
(Main Floor, Central)

The China Sale Nearing the End and Going Splendidly

If you are likely to need china or glassware at any time in the not distant future, it will pay you to buy it before this Spring Sale comes to an end next Monday evening.

During these last three days of the sale selections are still abundant and prices are as low as they have been at any time since the sale began—actually they are 20 to 50 per cent less than regular rates on the whole range of the merchandise included.

If you would like to own a new dinner set at a worth-while saving, you can choose from hundreds and hundreds of sets in this sale at 20 to 40 per cent less than they will be next Tuesday morning. This applies to a large assortment of French and Japanese china dinner sets and of English and American semi-porcelain dinner sets.

You can also choose from hundreds of pieces of cut glass and of inexpensive glassware at savings reaching half-price on many things.

Some of the most beautiful cut glass ever shown in this Store is being offered at close to half-price.

But bear in mind—tomorrow and two more days only to take advantage of these opportunities.
(Fourth Floor, Chestnut)

Fine Tables and Mirrors in the Little House

The tables are all in Italian style and copied from beautiful imported pieces. One long one with pedestal ends has drawers and would be admirable for a living room or library. The price is \$400. Another with carved ends and stretcher is very fine and priced at \$600. A third is an interesting octagonal shape with pedestal and priced at \$300.

A charming little mirror is of Adam design in black and gilt, price \$65, while a Louis XVI mirror is \$115, and an Italian mirror in antique gilt and color is \$47.

Other little mirrors of Adam design are \$76 each.
(Fifth Floor, Chestnut)

100 Women's Afternoon Dresses at \$27.50 to \$30

Taffetas and crepes de chine chiefly, in navy, taupe shades, lighter blues and black. Among them you will see such features as tucked skirts, long blouses fastened at the side, skirts with lattice work embroidery, or tight cordings, or many tiers or little ruffles; or bright colored embroidered motifs on the girdles. Also there are a few straight chemise styles in the lot.
(First Floor, Central)

TWO NEW SILK HANDBAGS OF THE BETTER SORT

These bags are made of beautiful French silks in moire and fancy effects and in black and navy. And both have fine tortoise-shell finish frames, one oval, the other square.

The oval frame is on the smaller bag, which is a dainty dress shape and is \$15.

The other bag, which is quite roomy, is \$16.50.
(Main Floor, Chestnut)

SHEER ORGANDIE COLLARS GIVE A LOOK OF COOLNESS

And it goes without saying that they are the daintiest to be found for Spring frocks or blouses.

New long shawl shapes, round collars and short square collars for the back. Some are plain, others tucked, and the prettiest of all are plaid organdie. Tiny ruffles, tucks and lace form the trimming.

Collars, 75c to \$3. Sets, \$1 to \$2.
(Main Floor, Central)

SUMMER UNDERMUSLIN MATERIALS SPECIALLY PRICED

These are marked at a very nice saving over what they have been selling for.

Longcloth, 10-yard pieces, \$2.25 a piece.

Nainsook, 10-yard pieces, \$2.25 a piece.
(First Floor, Chestnut)

Hundreds of Cotton Remnants With Savings of One-Third

The thought of Summer frocks is so strongly in mind that women have long since started to search for cotton remnants.

Every kind any one could wish is here, from the finest goods to the sturdy wearing weaves for children's frocks and shirt-waists. There are plenty that would do for small boys' suits, for women's skirts and even dresses.
(First Floor, Chestnut)

GREAT, FLAT CREAMY CHOCOLATE MINTS

delicious not only after dinner, but any time you want a delectable tidbit. \$1 a pound.

Caramels of assorted flavors (and they're the best in town!) are \$1 a pound.
(Down Stair Store, Chestnut)

A KODAK story of the children is one of the most interesting things imaginable for their families to possess, and the Spring is about the best season of the year to begin it. It is a good idea to start with one of the smaller cameras, but we have all sorts from \$2 to \$100.
(Main Floor, Chestnut)

POINTERS

Every one interested in the finest photography is by that same token interested in "Camera Work." The Kodak Store is selling back numbers of this magazine at the very low price of \$1.50 apiece.
(Main Floor, Chestnut)

The new color, eveque, a particularly vivid tone of bishop's purple, may be seen in one of the Chestnut street windows.

People with their heads full of gardens are buying rosebushes in the Housefurnishings Store. Follow the pleasant earthy smell on the
(Fourth Floor, Market)

PLAYER-PIANO ROLLS, 25c AND 35c—LESS THAN HALF PRICE

A good assortment of 88-note rolls, including classic and operatic music, song favorites with words and lively dance tunes.
(Egyptian Hall, Gallery)

IN MARCH WE RE-COVER UMBRELLAS AT SPECIAL PRICES TIME'S GROWING SHORT!

March is nearing its close, but till next Monday night we'll do the work at these prices—

Cotton covers, 90c and \$1.35.

Silk-and-cotton covers, \$1.85 and \$2.35.

Satin gloria covers, \$2.85.

All-silk covers, \$4.

The work will be done to your satisfaction and the prices are very reasonable indeed for such materials and workmanship.
(Main Floor, Gallery, Market)

Tomorrow—Saturday—Monday

These three days only to get

Famous Philadelphia Hardwater Soap at \$1 a Dozen

At all other times it sells at a price 80c a dozen higher.
(West Aisle)



And Now Men's Springtime Fancy Turns to Thoughts of New Clothes

The buying of a new Spring suit or overcoat is a matter of common-sense and dollar-sense and fashion-sense, and nothing that any one may write or say can make it anything else.

We have assembled a stock of men's Spring suits and overcoats which we believe will satisfy the common-sense, the dollar-sense and the fashion-sense of men, and especially of young men, as no other suits can.

We can say of them that it is impossible for any man, but especially for any young man, not to like them, except some man or young man who is not particular as to quality or style or tailorwork or money-value. For men of this latter class there is no help but experience.

But for men with the insight for what is finest in fashion, in workmanship, in fabrics and colors and finish, this is the Store—not because of what we say, but because the Spring suits and overcoats that we have to show.

The suits at \$28 to \$65 and the overcoats at \$35 to \$50. Suits in the waist-seam models for young men will be found here at their best. Prices \$28 to \$55.
(Third Floor, Market)

Men's Fine Shirts With Soft Collars Attached

Splendid shirts for golf or other outing uses and some men will wear them for everyday. Some of the collars button down and others do not, the former being a new shape.

Madras and percale in clean stripes are used in making these shirts and the soft collars are both double and single.
Price \$2.
(Main Floor, Market)

Men's Linen Handkerchiefs \$5 and \$9 a Dozen

Even the wholesale price today is way above these figures, so that it is easy to be seen what an opportunity this is for men who like fine handkerchiefs.

The \$5-a-dozen kind are sheer Irish linen with ¼ and ½ inch hems.

The \$9-a-dozen kind are a fine, soft, Irish linen with a very narrow hem, really a beautiful quality and a most unusual value.

Both shipments are new, but not large ones.
(Main Floor, Central)

Men's Half Hose at 15c—Good Black Cotton "Seconds"

We have 2400 pair of black cotton half hose that we can sell at this low price because they are second-grade goods. Their imperfections do not affect their wear and it will pay men to buy them by the dozen for spring and summer.
(West Aisle)

Boys' Spring Suits That Carry the Certainty of Fineness

We have been saying a good deal about the fine quality of our boys' new Spring suits and we mean to say a good deal more, because we surely have boys' suits of fine quality to show for what we say.

We don't know that we have ever been more certain of anything than we are of the reliability and fineness of these suits. In fashioning and tailoring and finish and trimmings—in all the niceties of style and in all the points of detail they show an effort to produce suits of a superior class to any other suits sold for the same prices—and the effort has been successful.

The variety now is very ample and interesting, taking in a splendid choice of fabrics, colors and designs at prices going from \$20 to \$30, in sizes for boys of 8 to 18 years.
(Second Floor, Central)

Handsome Homespun Caps for Lively Lads

Good-looking, well-made caps of various shades of homespun.

All wideawake boys will like them, and they are unusually fine for \$1.50.
(Main Floor, Market)