

Anniversary Month Concerts
In the Grand Court at 9, 11 and 4:50
Familiar Melody at 11:55, with Chimes
at stroke of 12.
In Egyptian Hall at 9:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Colder

March Will Go Out With a Bustle of Busy-ness at Wanamaker's

"No Surrender" and "No Compromise" and "No Half Measures"

is the speech of the plain people everywhere throughout the United States these days. It is heard in the hotels, on the street corners and in the railroad trains as one travels about.

It is a record of history that in the English Parliament long ago a distinguished Earl said: "This half measure is the worst of all and reminds me of the Gunpowder Plot. The Lord Chamberlain was sent to examine the vaults underneath the Parliament House, and returned with the report that he had found five and twenty barrels of gunpowder, but that he had removed ten of them and hoped the remainder would do no harm."

This Store might be three-quarters of a good Store, and the remaining one-quarter of carelessness, or off color of truthfulness in qualities, justness of prices, proper attention and service, would ruin it.

[Signed] *John Wanamaker*

March 29, 1919.

Women's Silk Fiber Suits Priced \$35 to \$45

A big shipment of them has just come into the Fashion Salons—in several styles and many bright colors. There are belted coats and Russian blouse effects and straight coats; collars are tuxedo, shawl collars and cowls, and any of the coats is perfectly possible as a sports sweater worn over a separate sports skirt.

Colors are Pekin blue, navy, white, castor, rose, taupe, old blue, gold, Copenhagen and wistaria. Some white suits have collars of contrasting color. Prices \$35, \$38.50 and \$45.

(First Floor, Central)

New Coats and Capes for Girls and Young Women, \$13.75 to \$37.50

We've just unpacked the capes, and as so many girls are anxiously inquiring for new capes, we print this news at once.

They are of serges and velours, in the new Spring colors, and made in many of the prettiest new cape fashions, with the correct yokes, collars, bands, straps and pockets—6 to 14 year sizes—\$13.75 to \$37.50.

And for older girls who want dolmans, there are two new models of velours and silvertone, in tan, sand and blue shades. One style has a yoke, sleeves and belt, the other is effectually tucked in back. \$27.50 and \$32.50.

(Second Floor, Chestnut)

New \$19.50 Plaid Skirts Are Welcome Specials

Many inquiries have come as to when we expected a fresh shipment of these pretty plaid skirts, for they are used a great deal with Spring coats.

These are in prunella cloth, soft worsted and velour and we think they are especially attractive kinds, and there are several styles.

They are all full-pleated or box-pleated and stitched close at the hips. Several have new-fashioned pockets or belts. Besides various colors there are many black and white plaids which are very popular.

(First Floor, Central)

Redfern Corsets Just Arrived

New Spring models of corsets famous for the fact that they are wanted not to rust and for their shapeliness.

Four models are of batiste and pink broche and the other two are of navy and black. One is \$4 and \$5; one of heavier type is \$6 and another of fancy broche is \$7.50.

(Third Floor, Chestnut)

New Spring Hats for Children Many From Paris

We can't remember when we had more or prettier hats than those we have to show you now.

There are all sorts of simple, attractive hats, always in good taste—and just the kind of millinery suitable for little girls and boys of 2 to 6 years.

- new pique and lingerie hats.
- new black hats.
- exquisite dress hats from Paris.
- new black sailors and mushrooms.
- new Milans and rough straws.

There are hats for play and school and dress wear, and prices are from \$1.75 to \$35.

(Third Floor, Chestnut)

THE GRAY SALONS ANNOUNCE THE ARRIVAL FROM PARIS OF NEW MILLINERY FOR SPRING AND SUMMER

New shipments of millinery have just come from

Evelyne Varon
Jeanné Lanvin

Exquisite dress hats of tulle—ostrich trimmed.

Lovely new flower-trimmed hats in Summer colors.

Hats of shimmering taffetas and fine crepes. New straws and hats in unusual shapes and colors.

Also New Hats From
Marcelle Demay

are just out of their transatlantic boxes.

These are original creations in the distinctive styles which we have learned to expect from this clever Paris modiste.

You are invited to see them.

(Second Floor, Chestnut)



Just From Paris Are Stunning New Beaded Tunics and Girdles

Merely words cannot tell you their loveliness—that will take your own two eyes.

There are new black beaded tunics—a handsome one, in particular, is of tiny jet beads with a border of colored bead flowers.

New tunics in opalescent effects, with the new colored fringes.

New tunics in black and gold, and the new Roman colorings—all of fine beads.

With them are the new girdles, these frequently of jet, sometimes of jet and steel or jet and gold, and novel pendants and ornaments, effectively worked out in beads.

It is doubtful if you will find anything in Philadelphia to equal them.

(Main Floor, Central)

A Little Sale of Tunics, Jackets and Robes

New and special prices have just been made on all the pretty Georgette crepe tunics and Cossack jackets that are left.

Both tunics and jackets are embroidered, the former in silk, the latter in wool, and are most effective to wear over thin dresses. Little finishing is needed to complete them.

The tunics are now \$22.75 and the jackets \$18.75. There are still a few remaining of the exquisite Chinese hand-embroidered robes in white net and batiste at the special prices of \$22.50 and \$33.75. These make the handsomest sort of Summer dresses.

(Main Floor, Central)



New French Veils Just at the Right Time

Hurried across the Atlantic so that they could be here to beautify the Easter hat, and that they will surely do.

As might be expected, they are strikingly original—one design is a branching tree, another suggests nodding poppies, and there are delicate running vine patterns and others. All these are borders, but there are pretty all-over figures as well. Chiefly hexagon meshes, black and some brown, \$2.75 and \$4 a yard.

Along with them have come some very lovely "made" veils, fine and lace-like and of a soft finish. In tan, brown, navy, taupe and black, \$3 and \$3.50 each.

(Main Floor, Central)

Women's Plain Pumps With Low Heels

Perfectly simple except for a small leather bow. In black and tan calfskin and patent leather at \$9. White canvas at \$8.50 and white buckskin at \$11, these shoes having white leather soles and heels.

(First Floor, Market)

Among Other Good Things From Indiana—Stockings

The mill from which this hosiery came makes stockings that are not excelled anywhere at their prices.

Women's Stockings

Black and colored seamless mercerized, 50c. Black, white and colored full-fashioned lisle, 75c. Black lisle, extra wide legs, 85c and \$1.

Children's Stockings

Ribbed black cotton, 60c to 75c. Derby ribbed black or tan cotton, 75c. Black, white and tan ribbed lisle, 60c to 75c.

(First Floor, Market)

Welcome as the Sunshine Are New Skirting Plaids

Delightful combinations of Spring colors, soft grays, dark blue, henna, green, tan and brown and, what makes it very nice, they are the shades that go well with Spring coats.

They are lightweight all-wool and 48 inches wide. The price of \$3.75 is exceedingly moderate, and especially as these plaids are most fashionable and scarce this Spring.

(First Floor, Chestnut)

Extraordinary Showing of Mahal Carpets—All New Arrivals

This is the second shipment of Persian Mahals that we have received within the last two weeks, and one of the most attractive shipments that have come to us in a long time.

The rugs are of uniformly good quality and come in a very good variety of popular carpet sizes. The colors are the typical Mahal shades—soft Persian reds, blues, ecru, and here and there a touch of pale, delicate green.

The patterns are mostly of the all-over kind usual in Mahals, but a number of pieces show medallion designs.

Every carpet included is marked at about today's cost.

7x9.2,	\$169	10.5x6.5,	\$157
8.11x7.4,	\$159	10.2x6.7,	\$175
13.2x8.7,	\$287	10.7x6.9,	\$175
12.11x9,	\$285	11.1x8.8,	\$247
12.9x9.1,	\$285	10.6x8.7,	\$225
11.9x8.9,	\$255	11.1x8.8,	\$239
10.8x8.9,	\$215	10.11x7.3,	\$215
10.11x7.1,	\$197	11.5x7.9,	\$295
10.3x7.3,	\$185	10.11x7.9,	\$229
		11.10x9,	\$245

(Seventh Floor, Central)

Spring Colors and Styles in Women's Washable Gloves

They are all of capeskin, these gloves, and are of fine skins, made with the greatest care.

Tan and ivory shades—just the colors for Spring; new embroideries and pique and p. x. m. sewn.

\$2.25 and \$2.50 a pair.

(Main Floor, Central)

Something Very Unusual in Irish Table Damask

We have a very interesting lot of a certain Irish table damask—not as great a yardage as we should like to have, but still a goodly quantity—and it is marked to sell at \$2.75 a yard.

It is full-bleached, 70 inches wide and comes in three patterns—fleur-de-lis, chrysanthemum and lily-of-the-valley.

The man who made it never made a yard of dependable linen in our long experience of selling his product.

If you want a piece of good damask at an advantageous price, this is a good opportunity.

(First Floor, Chestnut)

Ford and Dodge Size Tires at Interesting Prices

Famous Bergougnay tires, 32x3 1/2, guaranteed 5000 miles, at \$24.50.

5000-mile guaranteed tires, 30x3 1/2, special at \$19.20.

(Motor Accessories, Gallery, Chestnut)

Imitation Ivory Toilet Articles—All Specially Priced

Though the flaws are not very obvious, these toilet articles are not perfect, and because of the slight defects they are marked in this interesting fashion—

- Hair brushes, \$1.35 to \$3.
- Mirrors, \$1.35 to \$2.25.
- Combs, 15c to 35c.
- Puff boxes, 25c to 50c.
- Hair receptacles, 25c to 50c.

(East Aisle)

The Spring Sale of China and Glassware Ends Monday

You can still take your choice from an abundant assortment of dinnerware, cut glass and inexpensive glassware at 20 to 40 per cent less than the regular prices.

There are still many hundreds of dinner sets in the Sale—French, Japanese, English, American.

Tuesday every one of them will be priced 20 to 40 per cent higher than it will be priced Monday.

There is a fine lot of cut glass in the Sale, including some of the world's finest cut crystal in very uncommon designs. Tuesday every piece of it will be priced 25 to 40 per cent higher than it is priced now.

Similarly as regards the inexpensive glassware. Your

option then is simply to choose Monday and pay less or wait and pay more.

You have the best reason for knowing your own requirements in china and glassware.

We have no reason to force you into buying. Our purpose is merely to keep before your mind the advantage of buying in this Sale and the limited time to avail yourself of the advantage, leaving the rest to your own good sense.

In coming to a decision, however, you should keep in mind that the opportunities now presented cannot in the regular order of things again present themselves in months.

(Fourth Floor, Chestnut)

Ampico Reproducing Pianos Have Silenced the Scoffers

Critics of what they term "mechanical pianos" cannot find a vulnerable point in the Ampico.

How could they, when experts in another room could not tell when Godowsky stopped playing and the Ampico began!

The reason for the marvelous humanness of the Ampico is because it reproduces a note from the vibration of the string and not from pressure on the key. As long as the note sings, the impression is recorded. In other player-pianos the record stops when the finger of the performer is removed from the key.

If you have never heard an Ampico reproducing piano you cannot know what a wonderful instrument it is. We shall be glad to demonstrate one for you, with the distinct understanding that you are under no obligation whatever.

If you should be interested in prices you may like to know that any of these Ampicos may be bought on convenient terms.

Ampico Uprights

- Chickering, \$1500.
- Schomacker, \$1275.
- Haines Bros., \$1050.
- Marshall and Wendell, \$1000.

The celebrated Knabe, \$1600 and \$1650.

Ampico Grands

Chickering, \$2500 and \$2900.
The celebrated Knabe, \$2600, \$2850, \$3000 and \$3250.

(Egyptian Hall, Second Floor)

Men's Redleaf House Gowns of Lightweight Woolens

These fine dressing gowns just landed from the British boat.

They are chiefly in gray, with blue, black or red stripes, but some are in black-and-white checks.

Price \$35.

(Main Floor, Market)

THE new "Catalogue of Book Bargains" may be had in the Book Store for the asking. Please note that it includes a selected list of the new books for Spring.

(Main Floor, Thirtieth.)

THE China Store has just received a little lot of good imitation Venetian glass—really beautiful in color and design. There are covered candy jars, compotes, fish bowls and so on. Prices run from \$2 for a small compote to \$15 for a fish bowl.

(Fourth Floor, Chestnut.)

GOR'S flat hats—otherwise the man-o-war's men's Tam-o-Shanters of the true blue serge, tailored to perfection, with S. S. names and all—are noticeably better than usual for \$3.

(Main Floor, Market.)

COFFEE made in an electric percolator is better than other coffee, and the convenience and beauty of the percolator are very evident. Complete with cord and plug, \$12 to \$19.50.

(Fourth Floor, Central.)

IN CONNECTING an electric device it often happens that the lamp has to be removed from the socket and no light is available. A two-way plug connection remedies this difficulty. Price \$1.

(Fourth Floor, Central.)

A PULL-CHAIN attachment placed on the key of the electric-light socket which hangs too high will bring it within easy reach. 15c each.

(Fourth Floor, Central.)

ELECTRIC GRILLS, which permit of using four degrees of heat—for frying, broiling, baking, stewing and toasting—are complete with cord and plug for \$9.50.

(Fourth Floor, Central.)

A SIX-POUND ELECTRIC LAUNDRY IRON, complete with cord and plug, specially priced at \$6.

(Fourth Floor, Central.)

WASH DAY becomes almost a comfort in the home where an electric washer is installed in the laundry. Here are ten styles of washers at \$75 to \$150.

(Fourth Floor, Central.)

Special Prices on Fine Rugs, Carpets and Linoleums

(And some new mattings)

A great many of these pieces have just been brought in in the last day or two, but all of the rugs, carpets and linoleums are marked lower than regular prices.

9x12 ft. Wilton rugs, \$49.50 and \$69.50.
9x12 ft. Axminster rugs, \$39.50 and \$48.50.
9x12 ft. tapestry Brussels rugs, \$21.50 and \$29.50.

Wilton and wool velvet carpet in plain colors, \$3.35 to \$4.75 a yard.

Tapestry Brussels carpet, \$1.75 to \$2.25 a yard.
Inlaid linoleum, \$1.35 to \$2.85 a square yard.
Printed linoleum, 75c to \$1.15 a square yard.

New Mattings Arrive

Chinese matting in fancy patterns, \$22.50 to \$25 a roll; in plain white, \$23.50 and \$27.50 a roll.
Japanese figured matting, \$19.50 to \$25 a roll; plain white, \$21 and \$25 a roll.

(Seventh Floor, Chestnut)

Here Are the Gay Toys All Ready for Easter

Toys filled with toys, above all baby carriages and bassinets with jolly little chicks and dummies; kiddy cars bearing rabbit passengers; tennis rackets with chicks and ribbons; Noah's arks and tanks, horses and wagons with more chicks and bunnies. Prices for such things run from 10c for a tiny, tiny basket with a chick in it to \$10 for a big basket which is filled, among other treasures, with dummies.

Stuffed rabbits—often gray with enchanting pink ears—are 50c to \$3.50; and stuffed rabbits with bows are \$1 to \$5.

Net rabbits filled with toys, 25c and 50c.

Easter baskets filled with toys—little affairs—35c. Little cotton rabbits, 5c to 60c.

Satin eggs ready to fill, 35c to \$1.

Paper-covered eggs, 10c to 45c.

Empty baskets, 10c to \$1.50.

Rabbit carts, 25c, 50c and \$1.

Tiny cotton and silk chicks, 1c to 15c.

Downy ducklings, stuffed, 20c.

(Seventh Floor, Market)

Mr. Business Man—Look Into These Office Furniture Opportunities

We are holding an adjustment sale of office furniture, the meaning of which is that you can make selection from quite a good variety of office tables, chairs and desks, all of standard construction and belonging to our own stock, at a reduction of 25 per cent from our regular prices.

There are eight different patterns of office tables in the Sale, ranging in price from \$9 to \$36.

The \$9 table is 28x48 inches, made of solid oak, with square-tapered legs fitted with steel silence domes.

The \$36 table is 34x72 inches, with a heavy built-up quartered oak top, two large roomy drawers with locks and heavy square-tapered legs.

Seven different patterns of office desks, ranging in price from \$29.50 to \$43.

(Third Floor, Market)

The \$29.50 desk is a single pedestal, 32x42 inches, full quartered oak construction with a built-up top.

The \$43 desk is a double pedestal, 34x60 inches, of quartered oak construction with specially selected hardwood interior, special steel bearings and locking device. The legs are finished with heavy brass ferrules.

We have ten different kinds of office arm chairs now marked at \$9.75 to \$20.

The \$9.75 chair is of solid oak with curved back.

The \$20 chair is of solid quartered oak throughout and is of the banker's type, with curved panel back and continuous arms and top rail. The seat is a full-saddle type with box construction.

Also are included in this Sale typewriter desks, a few quartered oak rolltop desks, side chairs and revolving chairs.