

Band and Organ at 9:  
Organ at 11, 11:55 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# March Brings Some of the Best Opportunities of the Entire Year

## Today Is the First of March and the Sun Comes Earlier

and the stars later. Sunup is at 6:34, and sundown is at 5:51.

With more daylight we must be "up and doing," having finished, we hope, with the short, dull, foggy days and the roughest of the Winter weather.

Let the birds within our souls begin to sing of Spring and its flower gardens to be made ready. Maybe there are some new touches to be put on the home rooms as suggested by the little mother, who sees the wear and tear of home things.

It is the height of joy to lighten the glooms with a lamp and bedeck the old house with a new rug or picture so that the children with the new rag carpet on their room will feel that they live a hundred miles nearer to Heaven than ever before.

We have but one short life on earth to live; let us try our best to make everybody under the home roof as happy as possible.

[Signed] *John Wanamaker*

March 1, 1920.

## An Interesting Concert in Egyptian Hall Tomorrow at 3

It is a musical representation of the Landing of the Pilgrim Fathers, whose tercentenary is celebrated this year.

Tableaux, solos and a cantata. There will be renditions of old-time melodies on the harpsichord, spinet and clavichord.

## Women's Coats of Imported Tweeds at \$35 to \$75

It is almost unnecessary to say such prices are new to these coats and are a result of warmer weather coming on. But the savings are uncommonly good and many of the coats are light enough in weight to be worn until late in the Spring.

Also, a tweed coat is a good investment in another way, for it is one of the few kinds of coats that are on year in and year out with almost no change of style and the material is sturdy enough to stand any amount of hard service.

Some are on the mixture or frieze order, some show indistinct stripes or over-plaids and there are a few capes among them. All are weather-proofed.

(First Floor, Central)

## Not Only Women Motorists Like Leather Coats

Almost any woman who goes out in all kinds of weather finds a leather coat a most comfortable garment to have on hand. This is an excellent time to buy one because prices have gone down so much.

Genuine leather and suede leather coats with suede cloth and jersey linings are now \$50 to \$125.

(First Floor, Central)

## Women's Plain Spring Pumps

Patent leather, dull black leather and tan Russia leather, all with turned soles and two-inch Louis heels.

Price \$12.50 in the Exclusive Little Boot Shop.

(First Floor, Market)

## A New Sports Suit for Young Women—\$35

It is a suit made in our own workrooms, and made with the greatest care—made so well, and so good looking we doubt if you will find anything in town like it at the price.

Of wool jersey, the suit is in a plain sports style, with a satin lining across the shoulders and in the sleeves of the jacket. It has four pockets, a narrow belt at the waist, and may be buttoned high at the throat.

There is tan, a pretty Copenhagen blue, rose color, brown, brick and a darker blue shade.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Smart New Sports Skirts for Young Women's Spring Wear

Plaids and checks and stripes and plain colors—you will find them all in these attractive new sports skirts that have just been unpacked.

They are all in the youthful, box pleated style, and usually they have wide belts of the material.

There are soft wool velours, novelty weaves and serges in the collection, both light and dark colors, and a really remarkable assortment from which to choose between \$9.75 and \$25.

The lengths are 33 to 37 inches, and the waistbands are 24 to 30 inches.

(Second Floor, Chestnut)

## The Specially Priced Waists

We can promise—

At \$3.85. Batistes and voiles, lingerie and semi-tailored. Also excellent tailored pongees.

At \$6.85. Crepe de chine waists, tailored, white and flesh color.

At \$6.85 and \$8.75. Georgette crepes—pink and white at the first price; high colors at the second.

(East and West Aisles)

## Women's Duplex Gloves in New Spring Styles

These gloves have an unusually good chamois finish, the cloth is of fine weave and they are in the fashionable length for new Spring frocks. All, of course, are washable.

In a four-button slip-on style are gloves in chamois color, taupe, gray, beaver or pongee, with spearpoint embroidery—\$2 a pair. Mousquetaire style and 8-button length are duplex gloves in white, pongee, beaver, brown or chamois color with self-embroidery, or white with black embroidery, at \$2.25 a pair.

And in 12-button length are Duplex gloves in white, white with black embroidery, and beaver color, at \$2.50 a pair.

(Main Floor, Central)

## THE NEWEST UMBRELLAS ARE GAY WITH COLOR

Their covers are browns, blues, greens and black-and-white, solid colors mostly, but sometimes plaided, and almost always brightened by contrasting satin borders. Their handles are longer—often of clouded bakelite—and their rings are very large and heavy. Altogether they are very novel and interesting umbrellas indeed.

Prices \$18 and \$20.

(Main Floor, Market)

## WOMEN'S PAJAMAS FOR SPRING

One-piece sorts of batiste, usually flesh-colored, \$2.50 to \$5.50.

Two-piece sorts of percale, at \$3.75 and \$3.85, and of solesette, at \$5.

Both of these latter are in light colors.

(Third Floor, Central)

## Just Off the Needle—These Charming New Hats for Women

All from our own clever milliners are these delightful new hats, which show original ideas and many new fashions for the Spring.

Picturesque and charming is a large hat of fine Milan straw in a rich burnt orange shade, with a huge bunch of blue grapes as its only trimming.

Very airy and dainty is a black hat of horsehair, with a twist of French blue and a little

(Second Floor, Chestnut)

cluster of pink roses at the side.

And quite different is a green and black hat in the becoming turn-up brim style—the crown of emerald green and the brim of black horsehair.

And then there are smaller hats, trimmed with fruits and flowers, hats of the new rough straw braid, close-fitting hats and large hats, all in distinctive and new Spring modes.

Prices go from \$25 to \$44.

(First Floor, Central)

## Now Striped Skirts Are the Fashion

And there is not a woman who doesn't find them becoming, for stripes give the long, slim silhouette that every woman now craves.

Such pretty all-wool skirting as prunella cloths in narrow stripes of most subdued colors and some with borders. They are all fully box pleated, \$28.50 to \$32.50.

Others are in wider stripes of dark blue all-wool prunella cloth with gray under the pleats and a stripe of gold. These are most effective and are \$28.50.

Best of all, these skirts are so designed as to go well with any kind of a Spring coat and especially those of polo cloth or camel's-hair.

(First Floor, Central)

## Concerning the New Materials for Spring Coats—

which, of course every woman is interested in now if she intends to have a new coat made in time for Easter—there is a fine variety of fashionable all-wool coatings.

Sturdy homespun and tweeds, \$9.75 and \$4 a yard.

Beautiful velours in Spring shades, \$5 to \$7 a yard.

Bolivias, soft, deep piles, \$15 and \$17 a yard.

Silverstone velours, plain and fancy, \$6 and \$6.50 a yard.

All-wool duvetyne, \$12 and \$14 a yard. Camel's-hair coating (all camel's hair) at \$14 a yard and part camel's hair at \$8.50 a yard. Both in tan color.

(First Floor, Chestnut)

## Presenting the New Models of Parisienne Corsets

Though a woman can see the beautiful materials which make these fine Parisienne corsets, she cannot see the best quality boning which is used in them, and the fine workmanship, but it is these which help make the Parisienne distinctive, and give it just the right lines.

An excellent topless model of pink coutil, elastic section under bust, each side strongly boned, is \$10.50.

An attractive model of pink broche is topless, with elastic in

waist, well boned in back and front, has free hip and is \$12.

A model of fancy pink batiste is very low, long skirt, and is light and comfortable; it is \$15.

Of an excellent quality of broche and very low and full in front and slightly higher over shoulders, with long skirt, heavily boned, is another style; or a girde-top model of pink broche which is strongly boned, is \$17.50.

A model of dotted white broche, very low full bust, very long skirt, with elastic goes in front, well boned, is \$18.50.

(Third Floor, Chestnut)

## A Host of Women's Low Shoes Between \$6 and \$12

So many different styles of pumps and oxfords that almost any woman can find the kind she wants at a modest price.

There are plain and tongue pumps and pumps with little leather bows. There are pumps with high or baby Louis heels, Cuban heels or military heels.

In oxfords, too, there are all varieties of heels, as well as many shapes in toes, from the very narrow toe that the young woman likes, to the full, round toe that the conservative woman prefers.

All sorts of good leathers, of course.

(First Floor, Market)

## 100 Young Men's Overcoats at a Very Low Dismissal Price—\$25

For a young man who does not hesitate, here is an opportunity to share in one of the real titbits of the season.

More than half of these overcoats have hitherto been marked at more than double tomorrow's price.

The saving is not less than \$13 on any coat in the collection.

They are coats from our own stock, reduced for a final dismissal—ulsterettes and conforming styles, in a choice of gray, brown and heather mixed overcoating and in 33 to 36 inch sizes.

Please note, that they are for young men who do not hesitate and who do look ahead.

(Third Floor, Market)

## The Prize-Winning Pictures in the Fourteenth Annual Exhibition of Photographs

may be seen, together with honorably mentioned and other meritorious prints, on the Fifth Floor, Market.

## JAPANESE CREPE

is in much request for window draperies, garden dresses, smocks and house dresses. It may be had plain in grays, blues, pinks, greens and tans at 65c a yard; in colored stripes of various widths at 45c and 75c; and printed in iris, plum, cherry and wistaria patterns for 65c.

In every instance the width is 30 inches.

(Fourth Floor, Chestnut)

## New Lot of Black Enamel Suit Cases

All sizes, all the way from little 18-inch week-end cases to great 30-inch cases that hold as much as a small trunk.

One group, from 18 to 24 inches, is leather bound, cretonne lined and each case has a tray. Prices are \$12.50 to \$14.

From 24 to 30 inches are big leather-bound cases with heavy leather corners and straps all around. These have tray and shirred pockets in the lid. Prices \$16 to \$19.

(Main Floor, Chestnut)

SOME of the mirrors most in request just now are the long oval mirrors in frames of gold or silver finish. Their size is usually 20x42 inches, prices \$40 and \$45.

Other favorites are hand-carved polychrome mirrors—oval, heart-shaped, oblong—many styles, prices \$10 to \$145.

(Fifth Floor, Market)

## FOR THE MAN WHO WANTS FINE FRENCH HANDKERCHIEFS

—these jacquards are extremely good looking. They are snowy and in attractive styles, and they have roll hems, and some are hemstitched by hand.

\$27 a dozen—and we doubt if it will be possible to get them again at this price when this importation has been exhausted.

(Main Floor, Central)

## Several Hundred Pair of Blankets at Special Prices

These are among the fore-hand purchases which we secured as a provision against a scarcity. Since we bought them, the blanket market has gone up, but independent of that, the prices marked on these are exceptionally low, affording a saving of at least 20 per cent on every pair.

They are white blankets with borders of either pink or blue, some bound with silk, others with mohair, woven with cotton warp and mixed wool filling.

Single-bed sizes, \$10, \$12, \$15 a pair. Double-bed sizes, \$8.50, \$12 and \$18 a pair.

(Sixth Floor, Central)

## Heavy Double Damask Table Linen of Real Merit at \$5 a Yard

The other day a man wanted to sell us a lot of single damask at exactly twice the price at which we are offering this double damask. You can form your own opinion.

(First Floor, Chestnut)

## New Window Curtain Materials Arriving for Spring

Scrim and marquisette are about the best and they are certainly the most popular. Not only are they dainty and pretty for warm-weather curtains, but they wear and wash most satisfactorily.

Either figured or plain, some with wide selvedge edges to represent a hem. Both white and ecru, 45c, 50c, 65c, 85c and \$1 a yard.

(Fifth Floor, Market)

## Velour Pillow Covers at \$1.75

A new lot of these very pretty pillow covers that the manufacturer made up from odds and ends of his

fine velours. They are all ready to slip the pillow into and only need to be sewed up afterward.

(East Aisle)



## THIS Is the Week of Great Changes With Everybody Getting New Housekeeping Utensils

The old Winter ash cans and garbage pails that have stood the knocks and the bangs of the hardest sort of Winter, the battered utensils in the kitchen and the step-ladders and the brooms and all sorts of woodenware that is rickety and worn out are to be turned out and new things put in and everything is to be made ready for Spring housecleaning.

There is a general spirit among womenkind everywhere to straighten up and clean up and freshen up and brighten up their homes.

The greatest help of all is the

## Wanamaker Spring Sale of Housewares

with its brilliant and valuable new utensils at special prices—practically everything in the housefurnishings way.

- Bathroom Furnishings
- Enamelled Cooking Utensils
- Galvanized Ironware
- Old-fashioned Iron Cooking Pans, Griddles, etc.
- Housecleaning Brushes
- Chamois, Dusters, etc.
- Woodenware, Wringers, Ladders, etc.
- Porcelain-top Kitchen Tables

- Clothes and Market Baskets
- Nickelware
- Brassware
- Coffee Percolators
- Sewing Machines
- Cedar Chests and Matting Boxes
- Casserole in nickel frames, pie bakers, etc.
- Dress Forms
- Tin and Japanned Ware

The Sale is in full swing; it is at its very best.

As an exhibition alone, it is worth coming many miles to see. If you have visitors in Philadelphia, bring them in to see the Wanamaker Sale of Housefurnishings.

(Fourth Floor, Central and Market)

## A Go-Ahead Kind of China and Glassware Sale

The four things necessary to make this a go-ahead sale are very much in evidence—the china, the glassware, the savings; and the customers.

All our dinner sets, including many open-stock patterns, are offered at reductions of 10 to 33 1-3 per cent.

These are the dinner sets that we depend upon to keep this China business going ahead every day in the year.

They are the mainstay of the China Store.

The choice is as large as anybody can reasonably desire, and the styles, shapes, decorations and wares as well chosen as expert knowledge and determination to find the best can assemble.

This applies to every group of dinner sets in the collection—French, English, American.

Real cut glass, fine radiant crystal in a choice of handsome cuttings, many pieces being both cut and engraved, is a brilliant feature of the Sale.

The collection embraces a full assortment of desirable pieces at 20 to 33 1-3 per cent less than our own regular prices for the same pieces.

(Fourth Floor, Chestnut)

## The Spring Sale of Lamps

Many a room which was furnished from the Furniture Sale lacks nothing but its center—its heart, so to speak—a delightful lamp. And hundreds of delightful lamps are to be found here in this newly opened Sale, at a reduction of 10 to 33 per cent.

For instance—

- Cloisone bronze floor and table lamps.
- Wooden floor lamps.
- Hanging fixtures for virtually every room in the house.
- Wrought-iron floor lamps.
- Table lamps—a miscellaneous collection.
- Polychrome candlesticks and electric lamps.

(Fourth Floor, Central)

## Choose Your Rugs With Care

And spare yourself the disappointment of getting the kind that look well enough in a store but soon grow shabby in the home. Only dependable makes here.

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| Tapestry Brussels Rugs<br>9x12 ft., \$39.50, \$41.50 and \$48.50 | Amminster Rugs<br>9x12 ft., \$62.50 to \$81.50 |
| Body Brussels Rugs<br>9x12 ft., \$72.50 and \$78                 | Wilton Rugs<br>9x12 ft., \$94.50 to \$175      |
| Velvet Rugs<br>9x12 ft., \$67.50                                 |  |

(Seventh Floor, Chestnut)

## Pheasant China and Solid Colored Tea Sets All at March Prices

Both the blue-and-white pheasant and the solid colored are priced from 10 to 30 per cent lower than the regular prices today.

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| Of the pheasant china we have—<br>Tea cups and saucers at 30c each, or \$3.50 a dozen.<br>After-dinner cups and saucers, 20c each; \$2.25 a dozen.<br>6-inch plates, 20c each; \$2 a dozen.<br>7 1/2-inch plates, 30c each; \$3.50 a dozen.<br>8-inch plates, 45c each; \$5 a dozen.<br>9 1/2-inch plates, 70c each; \$8 a dozen.<br>Small fruit saucers, 20c each; \$2 a dozen. | Cereal saucers, 25c each; \$2.75 a dozen.<br>Custard cups—these are not the pheasant pattern—12c each, \$1.35 a dozen.<br>Of the solid-colored china we have these in green, turquoise, pink, lavender and yellow:<br>Tea sets, including teapot, sugar and cream holders and 6 cups and saucers, \$10 complete.<br>Plates to match each set:<br>6-inch size, \$7.50 a dozen.<br>7 1/2-inch size, \$9 a dozen.<br>8 1/2-inch size, \$12 a dozen.<br>Extra cups and saucers, \$10 a dozen.<br>All in the Oriental Store. |
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(Fourth Floor, Chestnut)