

Organ plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# Spring Goods and Spring Sales Are Now Forging to the Front

## The Little Blossoms of Winter Which We Call Snow

filled the sky nearly all of the last day of February.

Yesterday began the March month, which in some years gives us the first breath of Spring and the first kiss of the flowers.

Sometimes out of the darkest night there is born the brightest morning.

During all of the first four months of 1876 we transformed the dingy, smelly, old freight station of the Pennsylvania Railroad into the Grand Depot and opened it to the public when General Grant, the President of the United States, came on May 10, 1876, to Philadelphia and touched the button that set a-going the great Centennial Exposition.

When that celebration closed we began to prepare the

### New Kind of Store

which bloomed out for the first time forty-three years ago on the 12th of March, 1877, in its great proportions as the beginning of the general store, which has become by its gradual and constant expansion in several respects the

### Most Famous Retail Store in the World.

We were all boy-men when we began and we had no big men or model to show us how to make this kind of store, but we just went on, little by little, and it is all a steady growth since its first day, the 12th of March, 1877, on its present original basis.

The comedy of storekeepers in making Anniversary Sales under all sorts of pretexts would be merely laughable, were it not in many instances a species of deception foisted upon the public.

[Signed] *John Wanamaker*

## Tomorrow's Concert in Egyptian Hall at 2:45 Will Be Like a Play

a vivid representation from motion pictures, music and tableaux of the life of the

### PILGRIM FATHERS

who landed on Plymouth Rock 300 years ago. A cordial invitation is extended to all lovers of music and admirers of the courageous Pilgrims to attend this concert. In the interest of an undisturbed performance persons attending are asked to be in their seats by 2:45.

## Tailored Tweed, Homespun, and Jersey Suits for Women

The tweeds and homespuns, in light tans, grays and browns, are very cleverly cut and tailored, reminding one of nothing so much as an English country suit. The jerseys are sports models, in heather mixtures, navy and oxford; a few bright colors. Prices are \$37.50 to \$50.

## The Finest Winter Wraps Fur-Trimmed, \$85 to \$250

Scarcely fifty altogether, but they are extraordinarily beautiful garments, and the furs with which they are trimmed are of the handsomest description. Some are hand embroidered. Among them are lovely silk-and-wool duvetynes, wool velours, silk blouses, panne velvets and gorgeous metal brocades. These latter are suitable for evenings. Also there are some all-black wraps. So much has been taken from their former prices that many of these wraps are close to half price.

## Georgette Crepe and Wash Satin

Without question two of the nearest silks at the present time and, as it happens, two of the most popular for Spring. Therefore, it can be imagined how glad we are to have these new shipments. And particularly we are pleased to be able to offer them at such prices. They are very little more than the wholesale cost.

## Letitia Corsets

Spring models for all types of figures. We pick out a few—A short, topless model for very light figures or growing girls. Pink broche corsets for average figures, topless, with inserts of elastic and long skirt, \$10.50. A giraffe-top with low full bust, heavily boned skirt, elastic garter, eyelets and lace below front, \$9.00.

## Chelsea Clocks Are Rarely Less Than the Usual Prices

But on a recent visit to the factory, we found a number of these clocks in certain style cases that the manufacturer had decided to discontinue. We took every one.

All have the same fine lever movements that have made these clocks such wonderful time-keepers and the cases are very handsome. The savings run from a quarter to a third.

Doric and Gothic design clocks, \$50.

Doric and Gothic mahogany cases and hour and half-hour strike, \$65.

Pedestal style of mahogany striking clock, \$80.

Empire style of mahogany striking clock, \$90 and \$100.

Empire style of oak striking clock, \$145.

Empire style of ship bell striking movement, \$150.

Doric and Gothic style mahogany mantel clocks with handles, \$72.

(Jewelry Store, Chestnut and Thirteenth)

## Black Satin Slippers

Slippers with cross straps, short vamps, turned soles and 2-inch Louis heels. Price \$15.

In the Exclusive Little Boot Shop.

## Japanese Crepe Kimonos

Pretty colored plaids and stripes on plain grounds with embroidery. The plaids are in pink, blue and black on white, and cost \$7.50.

The stripes are in rose, blue, tan, lavender and pink on white, and cost \$6.50.

(Third Floor, Central)



## Of Really Great Pianos in America There Are Five

We have three of them—Chickering Schomacker and the Celebrated Knabe

Choice among these is simply a matter of individual preference. None of them is surpassed by any piano. Convenient terms make them easy to possess.

(Second Floor, Egyptian Hall)

## When Spring Millinery Is Smart and Wearable and Becoming at the Same Time

You may be sure the hats will find new owners in short order! That is one reason why we'd suggest your coming in to see this particular group of \$15 to \$20 hats tomorrow morning.

There are hats of very fine straws, hats of the new rough braids, hats with effective combinations of crepe and straw braid, and hats of straw and flowers. And so many shapes—you should see them! New hats that turn off the face, new close-fitting turbans, new straight-brim sailors, new hats with roll brims, and saucy new tricorns.

A bunch of bright red cherries gives a vivid touch of color to a small hat, raffia embroidery and ribbon quilting is used on another, ribbon bands and ribbon cockades add smartness to other hats, colored embroidery and gay flowers are used on others—so you will see there's wide latitude as to trimmings.

Of course they are brand-new, and there isn't a hat in the group that will not be the very hat some woman is looking for.

(Second Floor, Chestnut)



## The Loveliest New Spring Dresses and Hundreds of New Coats Are Ready for Little Maids of 6 to 14

Every year more mothers tell us what a great comfort and convenience this Salon of Girls' Clothes is, for it provides just the simple attractive dresses and wraps little girls should wear, at moderate price—thereby saving much time and all the trouble that dressmaking entails.

### Simpler Cotton Dresses

such as gingham, crepes and chambrays, are in ever so many new and pretty styles, \$3.75 to \$25.

### Pretty Afternoon Dresses

of fine cotton voiles, of dimities and linens, in delicate and darker colors, and perfectly charming styles, many hand embroidered, are \$10 to \$32.50.

### Silk Dresses

for street or indoor wear, include taffetas and crepes de chine, and Springlike foulards, and are \$22.75 to \$40.

### Lovely Dresses for Parties

are of chiffons, crepes de chine and crepes Georgette and fine organdies in white, apricot, peach, pink, orchid and pale blue, and are beautifully made, some entirely by hand, \$22.75 to \$62.50.

## "In the Shadow of Great Peril" By Horace A. Wade Aged 11

This eleven-year-old youngster—whom Irving Cobb calls a genius—has written a tale which will make a tired business man sit up and gasp—and he'll chortle with delight over its refreshing artlessness. In fact, no reader will doze over "In the Shadow of Great Peril."

His publishers present this story exactly as the author wrote it. Not a sentence has been "edited." Spelling, punctuation and capitalization are untouched. It is the actual product of a genuine boy.

### 72-Inch Silk Brussels Net at \$2.50 a Yard

This wide width is much used for dance frocks, and the fashionable scarfs that women have found so becoming with evening gowns.

There are only the two colors, black or white; but the value is exceptional.

### New Printed Crepes With a Very Silky Look

But, as a matter of fact, they are part cotton.

Plenty of various shades of blue and also tan grounds, and they all have colored printings—mostly figures, but some are in flowered patterns, 34 to 36 inches wide, and \$1.25 and \$1.50 a yard.

### Some Finer Wash Suits for Little Boys

Quite a few have colored trousers of linen or of fine cottons, with blouses or waists of snowy dimity. Still others are in suspender style, with the little trousers and shoulder straps all in one piece, and a little separate blouse to be worn beneath.

And to keep them from too much severity they have narrow frills around the collars and cuffs, or fancy stitching, or hand embroidery, or fancy buttons by way of trimming.

There are white suits and colored suits, a great variety from which to choose, and sizes from 2 to 5 years.

## We Will Sell \$125,000 Worth of the World's Best Housefurnishings at Way Below the Market

Our Housewares Sale is not a bargain sale in the usual sense of this word, so very much abused by some advertisers.

It is not a lot of hard-selling left-overs or picked-overs. Instead, it is a brand-new collection of the finest housewares to be found in America that we can offer to our customers at 10 to 33 per cent below regular, for the simple reason that we ordered them made up in great quantities for the particular purpose of this Sale.

The beautiful, new things are coming in every day. They make a notable exhibition throughout the whole Market Street Section of the Fourth Floor.

- |   |                                      |   |
|---|--------------------------------------|---|
| Bathroom furnishings                            | Household soap                       | Nickelware                                    |
| Enameled cooking utensils                       | Cedar chests and matting boxes       | Brassware                                     |
| Galvanized ironware                             | Dress forms                          | Coffee percolators                            |
| Old-fashioned iron cooking pans, griddles, etc. | Wooden ware, wringers, ladlers, etc. | Sewing machines                               |
| Housecleaning brushes                           | Porcelain-top kitchen tables         | Casseroles in nickel frames, pie bakers, etc. |
| Chamois, dusters, etc.                          | Clothes and market baskets           | Tin and japanned ware                         |

Every woman who has housecleaning problems should visit the Sale without delay.

(Fourth Floor, Market and Central)

## Silk and Paper Shirting in Our Silk Store

This is a limited lot of this goods brought from Japan by our silk expert, who was very doubtful as to whether it would amount to anything, but he felt that our customers at least ought to have a chance to see what they thought of it.

When he arrived some months ago he had some of it made up for wear, and the material has been thoroughly tested out with practical wear and repeated washings, and still looks well and wears well.

We do not know how long it will last, but it is certainly an interesting experiment, and the material is inexpensive at \$1.50 a yard.

It is 32 inches wide, and may be used not only for men's shirts, but is suggestive of cool, dainty little dresses for summer wear. By silk and paper we mean that it is a silk warp and paper filling. It comes in various attractive striped designs, and we will be glad to show it to you in the Silk Store.

(First Floor, Chestnut)

## American Dinner Sets of Real China—Not Porcelain—Are in the Spring Sale

Most people don't know that real china dinnerware is made in the United States. Not only is it made in this country, but it compares favorably with the imported china, and it sells for much less. For the factory which is most successful in making American china we are the sole distributors in Philadelphia and New York.

We have an interesting assortment of American-made dinner sets of real china in our Spring Sale, and they are marked at 25 per cent less than their standard values.

All are sets of 106 or 107 pieces in border patterns with gold edges and coin-gold handles. Prices, \$40, \$47.50, \$50 and \$67.50.

French and English and American porcelain dinner sets in plentiful assortment are in the sale at reduced prices.

Also a fine variety of cut glass and staple glassware at substantial savings.

(Fourth Floor, Chestnut)

## New Lights in the Sale of Lamps

50 two-light wooden floor lamps at \$12.50. Some Japanese decorated and some mahogany finished.

100 fine gooseneck lamps at \$5. They are office lamps and brass finished.

50 fine iron floor lamps at \$25 and \$30. The iron is hand wrought and the finishes are natural steel and polychrome.

Besides which newcomers there are thousands of good lamps, mostly reduced out of stock—their present prices being 10 to 33 per cent below regular.

(Fourth Floor, Central)

## Chinese Carpets Newly Outspread in the Oriental Rug Disposal

One of the things of which we are most confident is that we have a collection of Chinese rugs of unequalled quality at their prices.

To these we have added a new lot of pieces, of very particular excellence, at prices considerably below those now generally asked for such fine, dependable, beautiful weaves. As a group, we don't believe these are equaled anywhere.

Another particularly impressive piece measures 20x15 ft., and is marked at an exceptionally low price, \$1875.

Small Chinese rugs are plentiful in the Sale at \$35 to \$75 each for sizes 2x4 to 3x6 feet.

Persian, Asia Minor and India rugs also in large selection at below prevailing prices.

(Seventh Floor, Chestnut)

## Good Little Rugs for Bedroom or Bath

Grandmother braided rugs in Colonial designs make attractive spots on the bedroom floor. They are both round and oval.

Cotton bathroom rugs that are both reversible and washable are among the most practical floor coverings of their sort.

24x36 in., \$3.50, \$3.75 and \$5.25 | 27x54 in., \$5 and \$8.50

24x48 in., \$4.50, \$4.85 and \$7 | 30x60 in., \$6 and \$10.75

36x36 in., \$4.50 | 36x72 in., \$8.25, \$12 and \$15

(Seventh Floor, Chestnut)

## BOYS' colored handkerchiefs at 65c apiece are all of good Irish linen and have narrow hems.

(Main Floor, Central)

## MARCH is the month housekeepers mark on their calendar to lay in a year's supply of Philadelphia Hardwater Soap

It is then \$1 a dozen cakes; at all other times of the year it sells for 20c a cake.

This year two new odors are introduced—violet and verbena—and they have been enthusiastically received. There is also almond and unscented.

Please remember that although Philadelphia Hardwater Soap has been complimented by many imitations, it has never been equaled and this is the only place it can be found.

(East and West Aisle and Down Stairs Store)