

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 and warmer

# March Is a Month of Fashion Revelations and Helpful Sales

## A Man Is Bound by His Own Handwriting

All these little speeches on the corner of this page signed by the writer are in his original handwriting when they are sent to the publishing offices in our building. It is as though each piece has been given, as under our own hand and seal for all time as setting forth its principles and practices, and preserved in the records of the business. What we say in type binds us to stand by every word we have said and keep it and in every particular. There is no discount on American gold, neither is there on all we say in black and white.

[Signed] *John Wanamaker*

March 3, 1920.

## The Pilgrims and the Mayflower in Egyptian Hall Again Tomorrow at 2:45

A notable series of concerts commemorating the tercentenary of the landing of the Pilgrim Fathers at Plymouth. Motion pictures of the sailing of the Mayflower and the wanderings of the Pilgrims, vivid tableaux and characteristic selections on the harpsichord, spinet and clavichord.

Baritone	Edward Barnes
Soprano	Ethel Righter Wilson
Mixed Chorus of 40 Voices	Mrs. Phillips-Jenkins
Reader	William H. Whitney
At the Harpsichord	Frances Pelton-Jones
At the Spinet	Harry Tucker
At the Clavichord	Marion Fiestal
At the Organ	Mary E. Vogt

String orchestra under the direction of Robert Golden.

## The Best Easter Silks at These Special Prices

Such good fashionable silks, in fact, that women have been quick to appreciate them, and in consequence they are going out rapidly. Printed Georgette crepes in dark and light colors, 40 inches wide, \$2.50 and \$3 a yard. Printed taffeta in light tints with Dresden patterns. They make delightful dance frocks, and are 36 inches wide, and \$3 a yard. A few metal brocades are still left at \$8 a yard. These are very desirable for trimming, millinery, bags, slippers and many other purposes.

## One of the Prettiest of Georgette Waists

One with three-quarter sleeves set in, with real flie, is \$18. A square-necked style with kimono sleeves is \$18. A bisque-colored affair, with dark or lighter blue trimmings, has embroidery and beading, \$18.75. And one with real Irish and hand-drawn work, \$25.

## NEW models of cretonne articles may be seen in the Art Needlework Store—boxes, bags, hats, scarfs, pillows and so on.

Also the new designs to be embroidered on centerpieces and scarfs, and on children's dresses.

## Warmer Days Are Coming and Young Women's Spring Top-coats Are Here Now

If your heavy coat is a burden on pleasant days, if you hate to slip an old coat over your pretty new Spring frock, if you need a new coat to freshen up your wardrobe—if any of these is your reason for a new topcoat, you should see the smart and becoming new coats which now fill a corner of the Young Women's Salons. They are so youthful and so attractive, so smart of line and so suitable for the Spring, it will be an unusual young woman who will not want one. Some are in three-quarter length, some in full length, and there are sports and polo coats as well as coats for better wear. The fabrics are lovely—soft fine camel's hair, Bolivians and vicunas, velours and other materials. There are all the creamy tan shades, the new morocco brown, fibert and other shades. \$42.50 to \$85—and 14 to 20 year sizes.

## More Women's Fine New Shoes Added to the \$12 Disposal

Five styles, both smart and conservative, but all with low heels and all made in one of the leading factories in the country. Savings on them are from \$3 to \$5 a pair. Nut brown califina lace, with long vamp, narrow toes and military heels. Patent leather lace, with dull matt kidskin tops, turn soles and low French heels. Black glazed kidskin lace, with dull matt kidskin tops, turn soles and low French heels. Black glazed kidskin lace or button shoes, with full, round toes and low heels.

## Bloomers of Cotton and Satin

Short bloomers of pink and white cotton are \$1.65 and \$2.25; of pink and white satin, \$2.50 and \$3.50.

## Finer Wash Suits for Little Boys

Most of these pretty suits are models made especially for us, or from our own designs, and they are unusual and distinctive suits that mothers will like and that little boys will enjoy wearing. Quite a few have colored trousers of linen or of fine cottons, with buttoned waists of snowy dimity. 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. \$9.50 to \$16.50.

## Of Velvety Texture and Beautiful Coloring Are Women's New Suede Gloves

All from France, and all of perfectly beautiful quality suede, which, in addition to its fineness, is made more practical by the fact that it is washable, too. They are gloves of a sort that a woman will love to touch and to wear, for the colorings are as delightful as the velvety texture. Some are short and fastened with two pearl buttons at the wrist. These come in tan. They are \$4 a pair. A little longer is the next length—the slip-on glove, which is in light gray, tan or mode and is \$5 a pair. Still longer and very smart are the strap wrist, which are in tan and mode, and are \$6 a pair.



### Riding Habits Specially Priced

Certain habits from our own factory are made from cloths which we cannot duplicate, hence we are reducing them. They are of medium or rather heavy-weight whipcords, meltons and worsteds, in oxford grays, tans and browns chiefly; and a few are of corduroy. One habit has coat of green velveteen with cloth breeches. The new prices are \$40 to \$75. (First Floor, Central)

## New Duvetyne Handbags in Novelty Styles

All large, full shapes of fine quality duvetyne and in a variety of colors. Some of the bags are shirred around the bottom, others are embroidered in Paisley effects and still others are ornamented with cut-steel beads. They are all most unusual. Prices \$25, \$28.50 and \$30. (Main Floor, Chestnut)

## Collar and Cuff Sets of Airy Net—\$1.50

Some are tucked and some are trimmed with Valenciennes lace, but all are dainty and fresh and pretty. They are brand-new, these sets, and you'll think they are particularly good values for the price. There is white and cream-colored net, and there are a number of different and good styles from which to choose. (Main Floor, Central)

## Even the New Ribbons Are Embroidered This Spring

There is such a vogue for embroidery it is not at all surprising it has extended to ribbons. One of the most attractive new ribbons is embroidered with wool or silk in all-over patterns—there are spider webs, fluttering birds and grapes, as well as many more. The background is in French blue, a pretty rose color or sand, the ribbons are seven inches wide and \$4.50 a yard. Other embroidered ribbons in widths up to ten inches are \$8.50 a yard. And women are using them for girdles, for vests, for hat trimmings and for fancy bags. (Main Floor, Central)

## A Few New and Handsome Pieces of Fur to Complete Madame's Spring Attire

have just made their appearance in the Fur Salons. They are furs of the light weight for wear when there is just a bit of Spring chill in the air, and they are so charming a woman will be delighted to wear them. One of the beautiful new wraps is a cape of Summer ermine—in the soft brown which is the little ermine's Summer color. It is of generous cut, has a deep and becoming collar, is richly lined and is \$850. An unusual stole in a new shape is of Australian opossum and soft, lustrous moleskin—a combination that is really most effective. It is \$245. A beautiful new moleskin scarf, wide and long, has a lining of layers of chiffon which give it a lovely, cloudy look, and is \$265. And of natural gray squirrel is another stole, in straight effect, with small pockets. It is \$245. (Second Floor, Chestnut)

## L. R. Corsets

Every woman who has intentions in the direction of new Spring clothes regards a new corset as the first step in the game. At \$2.50 is a topeless model of pink batiste, with elastic section in waist, for slender figures. At \$3.50—a comfortable model of pink or white batiste, with low bust and long skirt. At \$3.50—a topeless model of pink coutil strongly boned in the back. This is an excellent hip confiner. At \$4.50—a model with very low top and heavy boning. This is of durable broche. At \$7.50—a design for large women, reinforced over the abdomen, and with low, full bust and long skirt heavily boned. (Third Floor, Chestnut)

## Philadelphia Hardwater Soap \$1 for a Dozen Cakes

This being the March price of this famous soap that sells at 20c a cake at all other times. When you calculate that a dozen cakes is usually enough for one person for a year you will see how economical it is. More than that, it is pure and is made from the original recipe in our possession. There is no other Philadelphia Hardwater Soap. As a change from the almond or unscented, many people are ordering either or both the two new odors—a delicious violet or verbena. (East and West Aisles and Down Stairs Store)

## New Sweaters of Many Kinds and All for Girls

Some are made slip-on fashion, with V necks and sailor collars, others are in longer style, belted, and there is one style which rather suggests a Norfolk jacket with its pleats and belt and pockets. All are of zephyr, and they come in such serviceable colors as brown, navy blue, French blue, buff and tan. Prices start at \$6.75 and go up to \$10.50, and there are 10 to 16 year sizes. (Third Floor, Chestnut)

## New Bedspreads of Beautiful Daintiness

No snow that ever fell was whiter. No bedcovering ever devised was more dainty. We bought them at an opportune time and so we can sell them at moderate prices. They are marked as low as they were last year—and the market value has gone up in the meantime. Crinkled dimity spreads in three sizes—63x90 inches, \$2.50; 72x90 inches, \$2.75; 80x90 inches, \$3 each. Corded dimity spreads, 72x90 inches, \$3; 80x90, \$3.50; 90x100, \$4 each. Some crinkled dimity spreads have scalloped edges and bolster pieces to match and these come in sets for metal beds—size 72x99 inches at \$5 a set, size 90x99 inches at \$6 a set.

## The Cuff Links That Men Are Wearing

Colored stone cuff links, which are very fashionable and come set with amethyst, garnet, topaz, moonstone, bloodstone, lapis lazuli, opal, \$14 to \$75 a pair. 14-kt. gold cuff links, plain or decorated, some with enamel, \$9 to \$24 a pair. Platinum face cuff links with gold backs, \$29 to \$43 a pair. (Jewelry Store, Chestnut and Thirteenth)

## Of Interest to Motorists

We have a large selection of standard make, first quality cord and fabric tires and tubes. Among them are United States, Delion, Empire, Kelly-Springfield, Diamond, Goodrich, Ajax, Firestone and so on. On some makes, in which the range of sizes is not complete, prices have been lowered 10 to 20 per cent. Wanamaker Special red inner tubes are of unusual quality and are here in all sizes. Mobiloils, \$1.25 per gallon can, \$15 for 55-gallon steel drum and \$50 for 55-gallon steel drum. (The Gallery, Juniper)

## The March Sale of Lamps

is full of lights for every corner of the house from little bedroom candlesticks to the big chandeliers for the dining room. Just received are two new lots—150 boudoir lamps at \$6.50 to \$8, with Japanese pottery bases, in light blue, dark blue, celadon, yellow and other colors. They are all mounted for one electric light. A large group of solid mahogany table lamps, \$9.25 to \$12.25. These are two-light. (Fourth Floor, Central)

## Old-Fashioned Calico Such as Grandmother Wore

And such as her granddaughter delights to use for Summer morning dresses, louched off, perhaps, with white organdie. We have just received some of these quaint calicoes in navy and cadet blue or with white grounds. All have small black or colored printings. The width is 24 inches and the price, which is special, is 35c a yard. (First Floor, Chestnut)

## Silk Petticoats Extra Sizes

Black taffetas with deep flounces which have shirred ruffles for finish. They are wonderfully good for \$10.50. (Third Floor, Central)

## A Re-covering Special

We have been fortunate enough to get a small quantity of imported satin gloria for the re-covering of umbrellas. This material is a silk-and-cotton mixture, with the silk well to the surface, and so extraordinarily strong that we guarantee it for a year. It is also very thin and light; in other words, close-rolling. We will cover umbrellas with it as long as it lasts for \$5. (Main Floor, Market)

## The Men's New Spring Suits Are Here and They Are Wanamaker Suits All Over

¶ The first of the men's new Spring suits are here—and they are a very attractive collection. ¶ The first thing observable about them is that they are cut on sensible lines, and that is something which men are demanding. They are free from freakishness, but many novel and attractive features are noticeable among the young men's models. ¶ The materials are of good, pure wool and every suit has been tailored; not just put together, but tailored, and well tailored at that. ¶ It was never more important for men to be particular about fabrics and tailoring than it is now, and to be on their guard against the inferior goods and poor workmanship which will be found in so many suits this season. ¶ The safest way is to buy from the Store which stands for quality all the way through. ¶ These new Spring suits of ours are priced at \$40 to \$80. (Third Floor, Market)

## You Should See the Dinner Sets in This Spring Sale of China and Glassware

This China and Glassware Sale centers around a collection of dinner sets of very special excellence. The wares, the decorations, the artistry with which they have been executed, all reach a uniformly high degree of merit. This applies to the dinner-set collection in general—French, English and American. If you need a dinner set there is hardly anything more commercially certain than that you will find the best collection to be found anywhere at the prices. We are offering all our dinner sets, including a number of open-stock patterns, at reductions averaging 25 per cent. These are the sets we sell regularly through the year at the higher prices. The French china dinner sets are the most elaborate group in the assemblage. The choice of these ranges through a very beautiful diversity of patterns, from the simple, dainty effects up to the most superb. Prices \$45 to \$250 a set. Charming and distinctive English dinner sets of porcelain are shown in a variety of striking patterns at \$35 to \$100 a set. Sets of American china—real china, not porcelain—are offered at \$40 to \$67.50. American porcelain dinner sets are in very large assemblage at \$13.50 to \$50. Set means 106 to 107 pieces of standard unjugged combinations. (Fourth Floor, Chestnut)



## Beautiful New Mahal Carpets Have Come to the Oriental Rug Sale

Rich red grounds, enlivened with figured designs in blue and ecru, are the distinguishing characteristics of these pieces. The general effect is one of warmth and vitality. The new shipment considerably enhances the collection of Mahals in the Oriental Rug Sale that we are holding and provides a choice of these particular weaves which we believed to be unequalled at the prices.

Mahal Rugs	
10.4x6.10 ft., \$295	10.5x7 ft., \$287
12.7x9.2 ft., \$445	14.8x11.5 ft., \$1575
14.9x10.5 ft., \$875	12.2x8.10 ft., \$635
9.10x8.1 ft., \$545	12.11x10.4 ft., \$735
14.7x11.6 ft., \$575	18.8x12.7 ft., \$1785
13.2x10.4 ft., \$735	18.9x13.5 ft., \$1185

(Seventh Floor, Chestnut)

## Room-Size Wilton Rugs in Good Variety

Designs and colorings of such diversity and beauty that your chief difficulty will be in making up your mind which you like best. 9x12 ft., \$79, \$100, \$119.50 and \$175. 8.3x10.6 ft., \$104, \$112 and \$159. (Seventh Floor, Chestnut)

## One Woman's Discovery About Filet Net Curtains

Having bought one pair of these curtains, washing and then putting them through a mangle, just as an experiment, this woman was so pleased with the result that she returned and bought thirty-nine more pair to outfit her entire house. For decorative effect and downright good wearing and washing qualities, it is hard to find the equal of filet net curtains. And the prices are very inexpensive. In fact, we have these curtains in either white or ecru, all with small figures in the net and with hemmed edge or lace, from \$2.50 to \$4.50 a pair. They are exactly the same prices as last year, although the wholesale cost has advanced three times since then. (Fifth Floor, Market)

## Bungalow Aprons

They are as handy and in as great favor as the bungalows themselves. The latest are made of large broken plaids, open at the sides, and trimmed with ric-rac. Price \$2.65. (Third Floor, Central)

## It Is Now Time to Get Good Housewares at Low Prices

It was by the use of the greatest house furnishing buying power in America that we were able to get 80,525 specially priced articles of household utility for our Spring Sale. We could not go back into the market today and duplicate these purchases, and it is quite certain that no smaller merchant could do so. They have come in just at the right time for the many thousands of housewives who are clearing up the Winter breakages and damages and who are getting ready for Spring housecleaning. They are valuable, usable, durable goods of the highest quality. They are not job lots, nor left-overs, nor hard selling merchandise. But the very best housewares in the world. Things of the genuine, practical sort that every housewife needs. Notice the difference between our tinware and tinware you find in so many places—how much heavier ours is and how much more durably made. Note differences of this same sort in aluminum ware, enamel ware and galvanized ware. Not everybody knows how much difference there is between a trashy article and a good, soundly made kitchen utensil. Many people buy the trashy things because they seem cheap and then wonder why they wear out in a few weeks. Prudent people come to a Store like ours and buy things that are not trashy, but that are actually the cheapest in the long run. The Housewares Sale is a Sale made up of good utensils and the whole power of this organization is backed with a guarantee of their excellence. The prices are the lowest that it is safe to pay, usually much lower than things of equal value can be had for elsewhere. If you have friends visiting from out of town you will do them a service to bring them in to see the Housewares Store at the height of its great Spring Sale. (Fourth Floor, Market)

