

Great Organ Plays at 9, 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

Everything on This Page Is Brand New, or Special, or Both

Almost Every Day During the Recent Terrible War

the newspapers chronicled the inventions of new weapons, batteries, aeroplanes and destructive boats.

It is equally true that the necessities of war led to the production of substitutes for leather, substitute fabrics for clothing and for men's and women's dress.

All sorts of spurious materials were put upon the market to meet the demand for cheapened articles.

We kept strictly to our standards and missed the sales of quantities of merchandise, preferring to lose easily made profits on low-priced goods which people wanted, believing that this would not turn out satisfactorily.

It was hard to hear people say: "We have not the money for usual qualities, and must get something for the money we have in hand."

But conditions are slowly changing and we urge people not to waste good money on inferior stuffs, which cannot possibly give proper service because of ingredients used in the manufacturing. This is a fortification of honorable trade and commerce, and upon our flags is "Invicta" for our motto.

[Signed] *John Wanamaker*
March 9, 1920.

Great Authors' Week in Egyptian Hall

Lecture Tomorrow at 2:45 P. M. by Ralph Waldo Trine "The High Powers of Mind and Spirit"

The exhibition of rare and precious original manuscripts in Egyptian Hall may be seen any day this week from 9 to 5, except during the hour of the Lecture.

Contracto Musicians Assisting Agnes Reifanyder
Double String Quartette Under the direction of Robert Golden

Tailored Blouses Again

White silk with colored stripes, low collars of white silk, high collars with self-silk, \$10.85.
Tan, blue, green and rose or white grounds, \$12.
All white with satin stripes, \$12.50.
Crepe de chine with colored stripes, \$12.50.
All white heavy crepe—the men's wear kind—with high-low and low collar, \$12.
Still heavier white crepe, shirt styles, \$15.
(Third Floor, Central)

New Spring Sports Coats Are of Imported Camel's Hair

So fine and silky to the touch that you would easily mistake it for vicuña. It is quite different from the domestic camel's hair, except in color, all of these coats being of the much-admired tan shade.

One of the smartest models has a wide brushed wool scarf down the length of the front. It is in tan and dark brown checks and there is a tan leather belt. The price is \$115.
Another has a collar and cuffs of brushed wool in tan, dark brown and bright blue checks. This is \$110.
And there are also the plainer styles, untrimmed and in length from finger top at \$95 to 7/8 length at \$135.
(First Floor, Central)



Laces From Madagascar the First Ever Here

They came by way of Paris, and this was where our representative bought them.
Every inch of these laces is hand crocheted, and the patterns are all those of real Irish hand-made laces. They are very fine and beautiful, and many women will welcome them for trimming lingerie dresses, blouses, undermuslins, pillow slips, children's dresses and neckwear. In fact, they can be used for every purpose of Irish laces.
The prices, however, are very moderate, from 50c to \$2.25 a yard. There are both edges and insertions.
(Main Floor, Central)

St. Gall's Contribution—Beautiful Embroidered Flouncings

With embroidery of such exquisite fineness that it looks like hand work, and, as may be imagined, women have been very eager for this importation to arrive.
Except one of ceru batiste the material is sheer white voile worked in mercerized cotton with insets of imitation flut lace. Or, instead of the lace, there is fringe at the bottom. Others are embroidered in a combination of colors, black and old gold, for example.
Forty inches in width and from \$7.25 to \$10.75 a yard.
(First Floor, Chestnut)

A Spring Arrival—Pussy Willow Taffeta Skirts

The silks are printed in such patterns that they seem made especially for the different styles of pleating. For example, certain accordion and knife pleated models have diamond-shaped figures, which are most effective.
A box-pleated skirt has plain pleats and an up-and-down design between, and another with plain pleats shows cross stripes between and a line of color when the pleats flare.
For such beautiful skirts prices are not high—\$28.50 to \$32.50.
(First Floor, Central)

THE first importation for a long time of the famous

La Rana Pearls

The pearls that are so nearly like the finest Oriental pearls that most people cannot tell the difference.

They have the soft sheen, the opalescent tint and the feel and weight of genuine pearls. Women frequently match their real pearls with La Ranas and, as a safety measure, wear the latter.

With 14 kt. gold clasps, \$25 to \$50.

With diamond clasps, \$100 to \$135.

(Jewelry Store, Chestnut and Thirteenth)

A Smart Little Hat From Martial et Armand, Paris

is one intended for motoring or traveling. It has been most carefully copied in our own workrooms and you may see it tomorrow in the Gray Salons.

It is a trim and modish little affair of jade green leather and patent leather, with the short brim turned up in becoming fashion, slashed and then bound with the gleaming black patent leather. A frothy veil of black lace is cleverly caught up at the side and adds just the delightful touch the hat needs.

It is \$28.
(Second Floor, Chestnut)



Hanging Fixtures in the Lamp Sale

We still have plenty of hanging or ceiling fixtures at \$5 to \$375. And of side lights at \$2.50 to \$100. And of parchment shades in 10 and 12 inch sizes, prettily decorated with flower and fruit designs, and priced at \$4.50 and \$5.50.
(Fourth Floor, Central)

Fashions in Jewelry? of Course!

Here They Are—in Silver, Set With Rhinestones

Lacy, lovely trinkets they are—all quite new, all in different and attractive designs, all ready to brighten an Easter gown or costume.
Some new things you'll notice are—
a revival of hoop earrings many bar pins in new designs handsome lockets, rhinestone set rhinestones and black enamel, combined.

The new earrings are fascinating. There are many hoops, many colored effects, many effective combinations—and there are pendant and close-fitting styles, too. \$7.50 to \$20 a pair.
Lustrous pearl earrings, (imitation) are \$4.50 to \$12.50.
Bar pins in many designs, including the new and shorter pins, that are almost brooches, the new bowknots, and others, are \$8.50 to \$40, and include some handsome pieces.
(Jewelry Store, Chestnut and Thirteenth)



Locketts of sterling silver, one side thickly set with rhinestones in intricate design, are \$31 and \$34.
Flexible silver bracelets, \$8 to \$13.
Gleaming new dinner rings, are \$7 to \$12.

Becoming New Jersey Sports Suits in General and One at \$35 in Particular—for Young Women

Quite often the first suit young women choose in the Spring is one of these practical wool Jersey suits—and quite often they are the last suits worn before heavy suits are donned again the next Autumn. All of which is but to say that the wool Jersey sports suit is extremely popular and extremely useful.

At \$29.50, \$35 and \$40 there are well cut and tailored suits of firm, good quality wool Jersey, in several youthful models, with pocketed, pleated and belted jackets in 1920 styles.

The \$35 suit is a new style with
(Second Floor, Chestnut)

Tuxedo revers, a narrow belt which goes around the waist twice and a back with tiny, pinch tucks. The jacket will look very well worn separately. The yoke and sleeves are satin lined—and people have told us it is the best \$35 wool Jersey suit in town. Made in our own workrooms, it is carefully tailored and has hand finishing to commend it.

The suits are all in new colors—Springlike greens, the new toast shade, rust brown, Pekin and lighter blues, heather mixtures and oxford.
14 to 20 year sizes.
(Second Floor, Chestnut)

A Splendid Lot of Women's New Low Shoes at \$8

These shoes, which were made especially for us, were contracted for many months ago, and are much better values than \$8 will ordinarily buy today.

Black and tan calfskin oxfords with narrow toes, indicated wing tips and military heels, or wide toes and low heels.
Black glazed kidskin oxfords with narrow toes or with wide toes and low heels.
(First Floor, Market)

Patent leather oxfords with Louis or Cuban heels.
Black calfskin plain pumps with low or Cuban heels.
Patent leather plain pumps with Louis or low heels.
Black glazed kidskin plain pumps with military heels.
Patent leather and tan calfskin tongue pumps with Louis heels. \$8 a pair.
(First Floor, Market)

Fresh and Gay Cotton Frocks in New Styles—All for Young Women

So far most of the new cotton frocks seem to be of sheer cotton voile or of sturdy cotton gingham—two much-liked and quite practical weaves for early or later summer dresses.
The gingham are in clear, pretty checks and plaids, and there are domestic as well as the finer imported gingham. These are simply made, but smart of line and extremely effective. They are \$9.75 to \$25. Some are trimmed with white pique collar and cuffs, some have fine embroideries pleated to fall in snowy frills around the neck and sleeves.

The cotton voile dresses are in both plain and charming flowered effects. There are light and dark colorings, and the styles are so attractive you will readily understand why they go out as fast as they come in! \$11.50 to \$29.50.
14 to 20 year sizes.
(Second Floor, Chestnut)

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L. R. Corsets

for women with average and plump figures are these.

One with medium high bust and short skirt is much liked by elderly women, \$2.50.

A low bust model of white or pink batiste with skirt of medium length. This suits the average figures, \$3.50.

White coutil models with medium low bust and long skirt, very good for housework, \$4.
(Third Floor, Chestnut)

A well-boned model of strong coutil with broad front steel and elastic at bottom of back, \$4.50.
A medium low bust well-boned, with broad front steel, cleared hip and broad band of elastic at the back, \$8.
A well-boned low, full-bust model with long skirt, good for tall figures, \$6.50.
A rather low-bust model of pink material has a broad front steel, \$7.50.
(Third Floor, Chestnut)

Blue and White Japanese Cotton

Ready for summer cottages and light housekeeping.
Squares for the table in sizes from 36x36 inches at 75c to 60x60 inches at \$3.
Squares of finer quality in sizes from 36x36 inches at \$1.35 to 72x72 inches at \$5.

Napkins which can be used with either quality of squares, sizes 12x12 inches, price \$1.75.
Towelings 12 inches wide, \$3.50 for the 10-yard piece.
(Fourth Floor, Chestnut)

Fine Low Shoes for Women

Patent leather, dull leather and tan Russia leather shoes, with turned soles and 2-inch Louis heels, price \$15, in the Little Boot Shop.
(First Floor, Market)

New Fitted Overnight Cases for Women

Made of black patent leather and in three sizes, 10, 12 and 14 inch. They have padded tops, white celluloid fittings of good size and moire silk linings in reseda green, gray and king's blue.

Prices \$40, \$45 and \$50.
(Main Floor, Chestnut)

Boys' Spring Suits and Overcoats With the Stamp of Fineness

The suits are very handsomely modeled in the Norfolk style, single-breasted, belted all round, some half-lined, others full-lined with alpaca. There is a selection of grays and browns in striped and fancy mixed designs. The fabrics are particularly fine worsted and chevots. In sizes for boys of 8 to 18 years
(Second Floor, Central)

these suits are priced at \$28, \$30, \$32, \$35 and \$38.
Spring overcoats for lads of 9 to 10 years are here in very attractive shades of green, brown, gray and mixed color effects, all of these garments being made double-breasted, with belts, yokes and inverted pleats, and all quarter lined. Prices \$32 and \$33.
(Second Floor, Central)

A New Silk Handbag Special at \$6.75

A good-sized full shape, with covered frame, new style metal clasp and two ball pendants at the bottom.
Made of a good quality silk in black, navy, taupe and brown.
(Main Floor, Chestnut)

New Bloomers

All of them pink.
Washable satin with lace, \$6.
Washable satin with picot edges, \$6.75.
Crepe and chiffon, \$7.50.
Heavy satin with chiffon, \$9.50.
All of them are reinforced and cut very full.
(Third Floor, Central)

Middy Blouses and Smocks

The blouses are in the regulation style of white galathea, with white linene collars and cuffs, \$2.65.
The smocks are of pongee embroidered in gay colors, price \$7.50; and of Japanese cotton crepe, in tan, rose, blue and green, \$6.50.
Two-tone smocks are of tan, rose and blue green linene, \$5.
Cotton crash smocks, rose, blue and yellow, \$3.85.
(Third Floor, Central)

Printed Calicoes Special at 35c a Yard

Quaint old-fashioned patterns—very small checks or flowers, and they are most fashionable for making up into morning dresses. The first shipment of these calicoes has almost entirely gone and this is a new lot.
Either dark or light colored grounds, with white or colored printings, and some are in small checks. They are 24 inches wide.
(First Floor, Chestnut)

Spring Is Due to Smile Any Day and Men's New Spring Clothes Are Ready

The latest blizzard may have been Winter's last parting snarl—or it may not. Anyhow, Spring is due, and be it late or early, when it does come it will find our Men's Clothing Store ready.

It will find it ready with Spring suits and overcoats that are bound to appeal to men as long as there are men to whom excellence in anything does appeal.

In the quality of these suits and overcoats there is nothing doubtful and in their fashions, nothing extreme. The suits follow sane and sensible lines, to the exclusion of freakishness, but not of novelty.

The fact is this Spring season will produce no better suits or overcoats for the money than Wanamaker suits and overcoats, but we understand it will produce a great many of the kind that men had better beware of.

Our men's Spring suits are priced at \$40 to \$85.
Spring overcoats at \$45 to \$75.
(Third Floor, Market)

Men's Initial Handkerchiefs at \$4.50 a Dozen

Most of the wanted letters are included in the collection, but some few are missing, and that is why the price is \$4.50 instead of more.
They are of sturdy Irish linen, have narrow hems, and a script letter in one corner.
(West Aisle)

New Redleaf London Caps Designed for Motorists

Suitable for any other cap wear, too, but especially well adapted for motoring because of a band in the back that can be pulled down to protect the back of the head and neck.
Made of fleecy-finish fabric in herringbone weave and in Springlike shades of gray.
Price \$5.
(Main Floor, Market)

Surely a Remarkable Sale of Dishes and Glass

Standard-of-the-world dinner sets can be bought in the Wanamaker China Store at any time. Now, however, in the Spring Sale they can be bought at a considerable saving from the regular Wanamaker scale of prices.

This is no confined or conditional offer. It applies to all the dinner sets in our possession—French, English and American.

The Sale embraces our entire stock of these sets at substantial price reductions. It takes in a sparkling wealth of cut glass at 20 to 33 1/2 per cent less than our regular prices for similar goods; as well as a lot lower-priced glassware for everyday use at large economies.

And it continues plentiful in supplies.
(Fourth Floor, Chestnut)

Three New Lots of Beautiful Oriental Rugs Just Unfolded

Bales of beauty, this new consignment might well be called. New Dozarts, first cousins to the splendid Saruk weaves, but with a higher pile, are in the new shipment.

Chiefly in rose and blue of varying degrees of richness. Sizes from 3x6 to 4x7 feet, prices from \$165 to \$350.

New Kurdistan pieces are in the same shades, rose and blue, such shades as can be found only in the typically Persian Kurdish weaves. In size these measure about 3x5 feet and are priced at \$97.50.

New Saruk mats—Persian rugs in miniature—a very attractive little collection at \$15 each.
Prices on all these pieces are remarkably moderate.
(Seventh Floor, Chestnut)

A Domestic Rug, Story With A Moral

We recently returned several hundred rag rugs to a certain factory because they were not up to our standard.

There was no difficulty about sending them back. The maker was glad to get them. He said he could easily sell them somewhere else for more than we had paid for them.

But we have some excellent rag rugs, with plain or mixed centers, that we can vouch for.

8x12 ft., \$22.50 to \$45.	4x7 ft., \$6.85.
7.6x10.6 ft., \$12.	3x6 ft., \$4.35, \$4.75 and \$5.
8x10 ft., \$15.50.	30x60 in., \$3.15, \$3.25 and \$3.75.
6x9 ft., \$9 to \$13.	27x54 in., \$2.50, \$2.75 and \$3.

(Seventh Floor, Chestnut)

Jackets and Sweaters for Sportsmen

Heavy Shaker-knit sweaters in V-neck pull-over style, with or without collar, and coat style with shawl collar and pockets. Maroon, navy, white and oxfords, \$7.50 to \$17.50.

Knitted wool jackets in coat style, well tailored, with shoulders reinforced to prevent sagging and with two buttoned pockets. In various heather mixtures, \$12.

Vests of the same material, \$7.50.
(The Gallery, Juniper)

Trunks at Special Prices in the March Sale of Housewares

These are good, sturdy dress, steamer and wardrobe trunks, at prices about 20 per cent lower than regular, but there is a limited quantity, and they are at these prices for this month only.

Special No. 1—Dress trunks, canvas-covered, light-weight, made of lindermanized basswood, with brass-plated hardware, one dress tray. Three sizes, 32, 36 and 40 inches, \$19, \$21 and \$23.

Special No. 2—Steamer trunks, of same construction as dress trunk described above, in three sizes, 32, 36 and 40 inches, \$17, \$19 and \$21.

Special No. 3—Dress trunks, light weight, lindermanized basswood construction, heavy vulcanized fiber covered and lined, heavy brass-plated hardware, one deep tray. Three sizes, 32, 36 and 40 inches, \$24, \$26 and \$28.

Special No. 4—Steamer trunk of same construction as above, 32, 36 and 40 inches, \$22, \$24 and \$26.

Special No. 5—Wardrobe trunk, three-ply basswood, waterproof canvas cover, fiber binding, brass-plated steel hardware, cloth lined, full-riveted. Beautifully arranged interior, with hangers for clothing, five drawers and shoe pockets. 22 1/2 x 22 x 40 inches, price \$38.
(Fourth Floor, Central)

