

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

So Much to See and So Many Advantages to Be Availed Of

Real Excellence Is Not Generally Found From Egotistical Advertisements

Good qualities will always be discoverable, like violets along the country streams, with their little blue eyes, from their perfume. Nettles grow high, and much spread out, and have a blustering way about them as well as a sticky sting.

Now in the sixtieth year (at the close of this month) if there is anything in this Store that approaches perfection, the people who know us well find it out for themselves without our parading it.

All we know for sure is that we are far from being perfect, and that we shall never cease to strive for the best, and that we shall never play fast and loose.

[Signed] *John Wanamaker*

March 10, 1920.

Great Authors' Week in Egyptian Hall Lecture Tomorrow at 2:45 by MR. JOSEPH C. LINCOLN "Some Cape Cod Characters"

Musicans Assisting
Soprano Elsie Miller
Contralto Edith Frantz Mills
Double String Quartette Under the Direction of Robert Golden
Who is there, old or young, far or near, who has not roamed the beaches of Cape Cod and laughed and cried with Joe Lincoln, and when we say that he is reputed to be as good a speaker as he is an author it is pretty sure that there will be a lot of people here to hear him.

In the collection of famous manuscripts that is being shown in Egyptian Hall this week are the several hundred closely written pages of Mr. Lincoln's new book, "The Portegec," that is to be published some time next month.

The exhibition of rare and precious manuscripts may be seen at any time between 9 and 5, except during the hour of the lecture.

A Skating Suit for Women

now shown in a Market Street window is of great interest to women keen about a sport which is growing fast in fashionable favor. It is made of a light imported homespun with camel's hair, greenish gray in color, and is cut with knickerbockers and a coat reaching almost to the knees and having big, loose pockets. The price of the suit is \$125, and it can be ordered in other colors and materials if desired.

Separate trousers of yellowish homespun with gray camel's hair finish, with brown overplaid, may be had for \$35.

(First Floor, Central)



Airy New Spring Frocks of Pretty Flowered Georgette— for Young Women

Fresh as posies, and quite as pretty, are these new Georgette frocks. They are delightfully simple and girlish, are very new, of course, and are dresses to be worn at once and all through the Spring and early Summer.

There are many flowered effects in Copenhagen blue, in brown shades, in blue and tan, and in dark blue and white. Usually they have round necks, some are finished with bands of plain satin, with satin girdles to match, and caught up with a gay little bouquet of flowers.

\$39.50 to \$45— and 14 to 20 year sizes.

(Second Floor, Chestnut)

Women's New Tweed Coats That Just Look Like Spring

They are in such pretty light tan mixtures, and the fashions of them are so new!

There is a short cape-like coat, round and with only a semblance of sleeves, at \$37.50.

Two other styles, not quite so short and in regular coat form with belt and sports pockets, at \$47.50 and \$57.50.

And, finally, a very smart long coat with a round collar and cuffs lined with Copenhagen blue velour, full back and strap belt in front, at \$65.

(First Floor, Central)

A Jaunty New Sports Coat for Young Women Is \$27.50

and is a particularly good coat for that price. It is of one of the new spring weaves in a pretty tan shade, and it is well cut and tailored.

There is an inverted pleat in the back, two patch pockets add smartness and a narrow cloth belt gives just the finishing touch it needs. Lined with peach de cygne across the yoke and sleeves.

\$27.50— and 14 to 20 year sizes.



This Little Motor Hat From Linker, London

is of soft, silky duvetyne, in the loveliest terra cotta shade, and in a small and becoming shape. It is a close-fitting hat, and the only bit of trimming is a gleaming line of black patent leather, which is used as a piping.

It has been copied in our own workrooms, and the price is \$20.

(Second Floor, Chestnut)

WITH EASTER IN MIND, STERLING SILVER MESH BAGS

Which will be carried as much this Easter, as they have been in the past, the only change being in the addition of some new styles. They are really one of the most economical bags one can buy, as they practically never wear out.

New long-pointed mesh bags, either with a chain or strap handle, and some have tiny silver tassels on the end. \$41 to \$73.

And the more usual square top shapes with very narrow frames and a chain handle, \$38 to \$55.

Or, for women who already have or wish to make their bags, there are sterling silver bag tops in reproductions of antique silver, \$34 and \$35.

(Jewelry Store, Chestnut and Thirteenth Streets)

LOVELY JET ALL-OVERS AND FLOUNCINGS— ALL FROM PARIS

Paris has a great fondness for jet—it is plainly evident, because she uses it so much!

These new jet flouncings are among the loveliest we have ever had. Done on sheer black net, the jet beads and spangles and bugles are used in intricate and artistic designs to produce charming results.

What handsome gowns and trimmings they will make, a woman needs but little imagination to see.

Flouncings start at \$3.25 for the 10-inch width and go on up to \$28 for the handsomest, 36 inches wide.

Allovers to be used alone, or with the flouncings, are in many delightful patterns, and are \$8.50 to \$30— and 24 to 27 inches wide.

(Main Floor, Central)

NET AND OTHER WAISTS

We have more of the cream-colored nets with frills of embroidered square-meshed net, price \$5.

Also of the white nets with self-frills and Valenciennes lace, at \$10.50.

And of tailored crepe de chine waists in sizes 34 to 46 inches, in white and pink. Similar styles in extra sizes, 48 to 52 inches, are \$12.75 and \$13.75.

(Third Floor, Central)

FINE CHEMISES OF CREPE DE CHINE

Pink, of course, and very much decorated with lace, ribbon ornaments, embroidery motifs, tucked chiffon and some Valenciennes and real fillet.

Prices are \$5.50 to \$16.50.

(Third Floor, Central)

Women's Easter Pumps at \$12, All Specially Priced

Every pair taken from regular stock and reduced a third.

Patent leather, black and tan calfskin pumps with long vamps, narrow toes and high Louis covered heels.

Patent leather and black calfskin pumps with shorter vamps and high covered Louis heels.

Patent leather and black calfskin plain, seamless pumps with baby Louis covered heels.

Black calfskin one-eyelot Colonial tongue ties, with high covered Louis heels.

Nut brown and black calfskin regent style pumps, with Louis heels and perforations.

(First Floor, Market)

DOTTED SWISS SACQUES

Already it is a relief to a woman to think of putting on such cool things instead of the thick, warm sacques she has been wearing.

New Books

"Russia as an American Problem," by John Spargo. There are opportunities in Russia which only Japan has seen up to now, and the author brings them home to the American business man, \$2.25.

"Socialism vs. Civilization," by Boris Brasol. A book written frankly to meet the needs of the day, \$2.

"Bedouins," by James Huneker. A volume of essays beginning with a study of Mary Garden, \$2.

"Mores and Morals," by Katherine Fullerton Gerould. An altogether charming collection of brilliant essays, \$1.75.

"Leonard Wood, Conservator of Americanism," by Eric Fisher Wood. A story of remarkable accomplishment, \$2.

"The Grand Canyon of the Colorado," by John C. Van Dyke. Splendidly illustrated from wonderful photographs, and at once an interpretation, a guide and an inspiration, \$2.

(Main Floor, Thirteenth)

First Thing You Know, Sir, Real Spring Will Be Here—and Then What?

A Hint of Spring Makes a Man Think of Silk Shirts

And when he sees the beautiful assortment of silk shirts we have assembled here he wants some more than ever.

Every color imaginable and every width of stripe. Some with white grounds and others with dark grounds. Plain colors, too, including white.

All of excellent quality fabric, in plain negligee or pleated style.

Prices \$8.50 to \$15.

(Main Floor, Market)

THE men's new Spring suits and overcoats which we are now showing are just such as we are proud to be identified with—especially at a time when Spring clothing of a dubious, not to say meretricious, quality is said to be so plentiful.

There are Spring suits in which correct fashion is only a veneer for bad materials or the worst kind of making.

There are Spring suits in which good materials and workmanship have been spoiled by a badly proportioned cut or a bungling effort at a striking fashion effect.

On the other hand there are suits that combine the best of fashion with the best fabrics and tailor-work. In men's clothing, no better combination can exist.

Spring suits and overcoats that represent it will be found in the Wanamaker Men's Clothing Store in very attractive selection.

They are as low-priced as the highest quality will permit.

They leave a man who wants the best no excuse for getting less.

Spring suits, \$40 to \$85.

Spring overcoats, \$45 to \$75.

(Third Floor, Market)

A Man in the Sunshine in a Fine New Hat

holds his head higher than he does under the old hat he has been wearing all winter. It's human nature.

Here are the new shapes in derby and soft hats, and they are a pleasing lot.

Enough variety, too, for a man to get the style that suits him best.

Derby hats, English and American, \$7 to \$15.

Soft hats, \$6 to \$12.

(Main Floor, Market)

Some of the Best Things in the Lamp Sale

are the small lots of uncommonly interesting pieces. For instance—

A pair of hand-wrought iron fireplace lamps, with plain glass cylinders for shades, price \$85.

Beautiful Chinese vases mounted for two and three electric lights, colors including robin's-egg blue, celadon, pink, powder blue and powder black, \$85 to \$125.

(Fourth Floor, Central)

Lamp shades to go with these, \$85 to \$175.

Silver candlesticks with large fibre candles, fitted for electric lights, price \$25.

A large assortment of hand-wrought iron floor lamps, in various finishes—natural steel, rusty iron, polychrome and so on—\$25 to \$125.

(Fourth Floor, Central)

English Silk Squares of Gorgeous Coloring—

rich, beautiful weaves, in most unusual and distinctive designs—are just out of their British boxes and are shown in a Chestnut street window and in the Handkerchief Shop, Main Floor.

They are most generous of size, are in various weaves and in stunning colorings. Glowing orange, jade green, China blue, rich browns, soft tans, dull reds, all are used with artistic effect.

Women will like them for scarfs, for sashes and for many other purposes. Men will use them as scarfs and handkerchiefs.

And you'll find nothing quite like them nearer than London!

\$2.75 to \$10.

(Main Floor, Chestnut)

"The Best Collection of Shirting Silks in America"

That is what silk merchants who travel all over the United States tell us.

We are sure it is the best in this city, because we are continually proving it, and we are very glad for customers to find it out by making the comparisons themselves.

Our shirting silks are all-silk (except a new silk-and-paper experiment we are trying out). The variety, for this time of silk scarcity, is truly remarkable and the different grades are priced as moderately as they are because we are our own importers and this saves considerably in the cost.

Japanese striped habutais, \$3 a yard.

Japanese "kaga" crepe, colored stripes on white grounds, \$3.50 a yard.

American broadcloths in stripes, \$3.50 a yard.

Genuine Chinese Ninghai pongee, natural color, \$3 a yard.

(First Floor, Chestnut)

ALL-WOOL SERGE SPECIAL AT \$2.50 A YARD

A day or two was sufficient for the first shipment to disappear entirely, and this one will probably go even sooner, for there is less of it.

In dark navy blue, a very pretty shade, and it is the fine twill that is so much used for women's and children's dresses. It is 40 inches wide.

(First Floor, Chestnut)

WOMEN'S NEW WHITE BELTS FOR SPRING

There are narrow white belts of soft leather at 65c, another style in white with patent leather edge at 65c, and a third style, of still finer leather, leather lined and with a lustrous pearl buckle, at \$1.25.

For 85c there are cordovan and black belts.

And at \$2 there are gray suede belts.

All are in the fashionable narrow widths.

(Main Floor, Central)

NEW CREEPERS AND ROMPERS

There are numbers of different styles—some quite simple for morning wear, some more elaborate for better wear. There are kinds suitable for little boys and some for little girls. The rompers have straight legs or bloomer legs.

Plenty of colors, and any number of white—and made of fine white dimities, of colored dimities, of cotton creepers in pretty colors, of percales in striped effects, of chambrays, ginghams, poplins and soisettes.

Hand embroidery, little ruffles, fancy stitching, touches of color—all these make them attractive.

\$2 to \$5—and 1 to 5 year sizes.

(Third Floor, Chestnut)

WOMEN'S NEW UNDERWEAR IN LIGHTER WEIGHTS

Low neck and sleeveless combination suits of lisle, with lace and tight knees, and plain band and bodice tops with tight knees. \$1.50 in regular sizes.

Light-weight ribbed cotton combination suits in various styles, \$1.50 for regular and \$1.75 for extra sizes.

Ribbed cotton combination suits in two styles at 75c for regular and 85c for extra sizes.

(First Floor, Market)

"I Use Hardwater Soap the Year Round—But I Always Buy It in March"

is what many people say as they order their supply for the year. It's a fine soap—absolutely pure, pleasant to use, and good at all seasons of the year.

New Deliveries Stimulate the China Sale

American dinner sets are coming in with great constancy. New crates are being opened daily. The latest brought sets of 107 pieces to sell for \$30 and \$40 a set, which means an actual saving of \$12.50 on one kind and \$10 on the other. The influx of these sets has of late been so marked that American division of the dinnerware in the Sale is stronger now than it has been since the start. Prices begin at \$13.50 and go up to \$50.

Dinner sets from England in charming shapes and decorations are priced at \$35 to \$100 a set.

French china dinner sets are the finest group in the Sale. Of these there is an abundant showing in a well-chosen variety of beautiful decorations at prices ranging from \$45 to \$250 a set.

Set has the Wanamaker meaning—106 or 107 pieces—in standard sizes, shapes and combinations. All of these sets are at substantial savings.

Our own kind of cut glass in rich assortment at 20 to 33 1/2 per cent less than regular prices.

Light-cut glass and other practical glassware for everyday service at good savings.

(Fourth Floor, Chestnut)

GOOD TRAVELING BAGS FOR AS LITTLE AS \$9.75

Made of heavy walrus-grained black leather, in a good, roomy shape, with sewed edges and corners. Lined with fabric and built for service.

In the most popular size—18-inch.

Most unusual at the price.

(Main Floor, Chestnut)

GOOD MEDIUM-PRICED DOMESTIC RUGS

9x12 ft. tapestry Brussels rugs, \$39.50, \$41.50 and \$48.50.

9x12 ft. body Brussels rugs, \$72.50 and \$78.50.

9x12 ft. Axminster rugs, \$62.50 and \$67.50.

(Seventh Floor, Chestnut)

RE-COVERING UMBRELLAS

During this month the prices on re-covering are special—for instance:

\$1.90 for covers of American taffeta (all cotton) with silk selvedge.

\$3.45 for covers of union taffeta (silk and cotton) with silk selvedge.

\$5 for a satin gloria, which we guarantee for a year. It is extraordinarily strong, and the umbrellas covered with it can be very closely rolled.

(Main Floor, Market)

Come See and Hear Your Columbia Grafonola at Wanamaker's

Select your instrument where surroundings are pleasant—in our beautiful phonograph Salons—where the stock is complete and the most courteous and thorough service prevails.

Just now we can supply all sizes and finishes in this popular instrument. And for those who desire the accommodations, our terms are probably the most convenient in Philadelphia.

(Second Floor, Central)



Columbia E-2, \$120

Records, your own choice 10

\$130

Terms: \$10 down and \$7 per month.

Irish Damask Table Linen of Satin-Like Loveliness

In bleach, finish and texture, these are exceptionally attractive goods, full-bleached, glowing with a satiny luster and richly patterned in round floral designs.

The fabric is a single damask, and a remarkably substantial one, of pure flax, warp and weft, and woven by a first-class Belfast manufacturer.

The cloths are 70x70 inches at \$7.50 and \$9.50 each; 70x88 inches, \$12 each.

Matching napkins, 22x22 inches, \$9.50 and \$11.50 a dozen.

(First Floor, Chestnut)

WHEN One of Our Eager Young Assistants Went Out to Cleveland About 25 Years Ago and Got a Carload of That "Aluminium" Ware

there was a great to-do about it.

Experienced old business men in the house said he was taking a dangerous and foolish chance, that such new-fangled things would never appeal to the housewife, and there was no telling what it was good for anyway.

He isn't an eager assistant any more, and he isn't as young as he was, but for all that the same man was able to go out to Cleveland a few weeks ago and from the same firm that started out with the "aluminium" vessels he got

A Couple of Carloads of the Finest Aluminium Ware in America for the Housewares Sale

It is a wonder how this new metal has taken almost full possession of the kitchen in nearly every household in America. Only one-third as heavy as iron and only about two and a half times as heavy as water, it is the lightest heat-bearing utensil it is possible to have.

Impervious to rust or tarnish of any kind, instantly absorbent of heat, it meets the need of the housewife as no other kind of utensil ever did.

In Philadelphia we have always been first in the field with the very best that is to be had in the way of aluminium utensils.

The specially priced aluminium things in our Housewares Sale during this month include:

Drawn Aluminum Utensils
Cooking kettles with lid, 10 quart, \$4.15.
Round saucepan with lid, 4 quart, \$2.30.
Coffee pots, 2-quart size, \$2.90.
Lipped saucepans, 2-quart size, 90c.
Lipped saucepans, 3-quart size, \$1.25.

Cast Aluminum Utensils
2-quart double boilers, \$4.00.
9-inch cold-handle frying pans, \$2.00.
10-inch cold-handle griddles, \$3.15.
8-inch reversible waffle irons, \$3.65.
9-inch reversible waffle irons, \$4.35.

Preserving and Cooking Kettles
4-quart size, \$1.50.
6-quart size, \$1.80.
8-quart size, \$2.25.
(Fourth Floor, Central and Market)