

March Winds Have Brought In New Low Prices

In the Old Times Down at New Orleans, Some of the Creoles

had a habit of using this phrase to express doubt, "Yes, I will expect you to keep your promise when a week has four Thursdays in it, not before."

George Eliot once wrote, "Blessed is the man who, having nothing to say, abstains from giving wordy evidence of the fact."

It is sure and certain that truth may be blamed, but never ashamed. Untruthfulness is the leprosy of a business life.

(Signed) *John Wanamaker*

March 2, 1923.

New Crepe Knit Dresses That Women Have Wanted!

They have been talked about so much, but even with it all they are prettier than anticipated.

The crepe knit is a new Spring fabric of brilliant luster and the fashionable crepe finish. It seems just made for the graceful loose dresses now worn.

There is such a number of styles it is almost impossible to describe them, but one model has the circular skirt which promises to return. These are tailored with rows of silk braid arranged in new ways, others are embroidered in chenille and silk or have an effective drawn-work.

These crepe-knit dresses are in exactly the right weight for early Spring and in the new Spring colors, bobolink, Havana brown, mohawk, lap blue, peacock and others. There are all sizes from 34 to 42. Best of all the prices are only \$32.50 to \$40.

(First Floor)

Sports Tweed, One of the Glories of Spring, at \$2 to \$2.50 a Yard

It takes about three or four yards to make the average woman a suit or topcoat of these 54-inch tweeds.

They are all-wool imported and domestic weaves, in all the smart Spring shades.

The variety at \$2, \$2.25 and \$2.50 a yard is remarkably good.

(First Floor)

The Glove That Reaches Well Above the Wrist

and slips on and off without fastening or unfastening, is certainly a popular style with nine women out of ten.

These convenient and good-looking slip-on gloves, in the best quality soft, flexible caeskin, are \$3.25 a pair. They are pique sewn, in brown or tan shades.

In the same length—a full five-inch top—but with a buttoned strap at the wrist, they come in brown and tan, and are \$4 a pair. Both kinds are washable.

(Main Floor)

Women's Evening Dresses from \$22.50 to \$35 Are Half Price

Delightful dresses for women who need something new and pretty to wear to dinners, dances and theatre parties. Only seventy-five of them and one or two of each style. They are in light-colored taffetas, Georgette crepe and crepe de chine.

Not every size, but the prices are half and less than half.

(First Floor)



When a New Spring Coat Meets a Cape Half Way

the result is sure to be interesting and, as in this case, it may be very charming indeed.

We refer to some new women's coats which, while retaining their individuality as coats, have added sleeves, which are nothing in the world but gracefully draped capes, cut in one with the coat itself.

Sometimes they are circular, sometimes they are square. They may or may not be ornamented with embroidery.

The fabrics from which they are fashioned are the softest of duvetyns and corded bolivias, in the almost indescribable new colors. One fact is certain, these coats are the most becoming that have been seen for a long time.

They are \$110 and \$145 in price.

(First Floor)

Two Books of Fiction That Many Are Reading

"Mr. Prohack," by Arnold Bennett, \$1.75. A lively vivisection of modern society done by a masterly hand.

"The Purple Pearl," by Anthony Fryde and R. K. Weekes, \$1.90. A tale with exciting plot and abounding adventures.

(Main Floor)

Bringing to Housewives everywhere the advantage of the best values in at least five years, that are offered by this

WANAMAKER GREAT SALE OF HOUSEFURNISHINGS

Never have such resources gone into a housefurnishing sale.

Never such quality and never have opportunities to save been more generous.

More than 75,000 articles of household utility comprise the company that makes this favorite sale.

Not a utensil for the kitchen, the laundry, the bathroom or any of the other demands of housekeeping (furniture excepted) but what is in this sale.

It's a sale that goes far beyond the matter of price. Quality is the real foundation. No bargain bought merchandise, no faultily constructed merchandise, no trash is included.

(Fourth Floor)

People Are Glad They Waited for This Sale of China and Glass

They are glad with good reason.

It is a Sale of the greatest advantage and helpfulness to every home needing china or glassware, whether it be a water tumbler at 10c or a magnificent French dinner set at \$325.

These are some of the outstanding features of the Sale:

Dinner Sets of 106 Pieces
from \$15 for an American set to \$325 for an encrusted gold French china set of the finest grade.

Imported English Tea Sets, \$25
Much below the regular price. Set comprises 6 tea-cups and saucers, 6 salad plates, sugar and cream, teapot and serving plate. Choice of canary, rose, pearl, turquoise and amethyst borders with white centers.

500 Pieces of Imported Fancy China at Half
Cakeplates, baskets, trays, footed bowls, celery dishes and such, all in hand-done decorations.

(Fourth Floor)

Chocolate and Coffee Sets, \$6
Of imported china. New and pretty Colonial shapes. Canary, rose and amethyst with narrow white borders outlined in black.

Four Tables of Art Wares at Half
A miscellaneous, and interesting choice comprising any number of attractive things, such as jardinières, vases, candlesticks, compotes, bowls and so on.

(Fourth Floor)

Hardwater Soap En Route to Shanghai

Orders of Wanamaker Hardwater soap left today for Shanghai, China; England and France.

Its fame has spread throughout the world.

Hardly a State in the Union to which we are not sending it, in response to people who know its qualities, and want to lay in a six months' supply at the special March price of

60c a Dozen Cakes

A pure and efficient toilet soap, lathering easily in hard water. Unscented or delicately perfumed with violet, almond or verbena. Order by mail, telephone or in person.

(Main Floor and Down Stairs Store)

NOVELTY LACE VEILS FROM PARIS

Some unusually attractive and becoming lace veils have just arrived from France, in black, blue, brown, taupe and other colors. They are a striking feature of the hat as it is worn in Paris.

Priced \$4 to \$6.

(Main Floor)

DARKER COLORS ARRIVE IN SILK CAMISOLES

Black, brown and navy are three that women have been wanting.

And they are colors that until now were hard to find.

But we have received a shipment of soft glove silk camisoles with the regular shoulder straps.

Regular sizes, \$2.50; extra sizes, \$2.75.

(First Floor)

The Metamorphosis of a Silver-Plated Dish

First of all it started out with being a covered vegetable dish. Then somebody had the bright idea of making the lid so that it could be turned into another vegetable dish.

From that there has developed a chop dish whose cover can be used as a salad bowl; a well-and-tree steak plate with a vegetable dish cover; a celery dish and bread tray, a glass-lined pudding dish and vegetable dish and two and three compartment vegetable dishes with covers.

There are actually fourteen different styles and they are here from \$8 to \$65. Scarcely necessary to say what wonderful gifts these useful dishes make.

(Main Floor)

The New "Knicker" Blouse Has Arrived

The name tells its purpose. It is the correct blouse for "knicker" suits or strictly tailored wear.

It is boyish looking and gives the square-shouldered effect that women like. The collar is turned over with longer points in the front and is intended to be worn with a man's cravat.

In heavy white shirting, \$5.85.

(Third Floor)

New Silk Bloomers in Pink or White

Quite a number of entirely new styles in crepe de chine, radium and a self-striped radium silk.

They may be as plain and simple as a woman desires or trimmed with pique edging, checked silk, laces of various kinds and silk stitching.

The silks are remarkably good qualities for these prices, \$5 to \$7.50.

(Third Floor)

A Surprising Number of People Are Crippled in Childhood

For the sake of economy, or through ignorance, incorrect shoes are bought that distort and hamper the growth of the tender young foot. A lifetime of foot trouble is the result.

There can be no such mistake made if the children are brought to Wanamaker's.

The quality of a child's shoe is never sacrificed here to mere cheapness.

Its correct formation, to accord with the anatomy of the growing foot, is carefully studied.

Of equal importance is it that every attendant here who serves a child is especially trained in this most difficult branch of shoe-fitting.

Where properly made shoes and carefully trained fitters await you, no X-rays are needed to insure for your little children the kind of shoes they ought to wear.

(First Floor)



The Dust-Brown Ranks Have Suddenly Turned to Lightness—

Lightness in color for a relief from Winter's somber tones.

Lightness in weight for freedom from the burdening ulster as warmer days march in.

Lightness and freedom.

Men have called for it and the answer is found in

Spring Topcoats

And Spring brings a sort of an emancipation for men.

The newest coats have banished the close, form-fitting tendencies.

Straight are the lines, looser the cuts.

From the smooth-fitting collars the coats seem to fall in a drape below the shoulders.

But you'll find many other differences in the Spring topcoats now showing from \$35 to \$65.

(Third Floor)

\$1.50 for a Shirt— Any Wonder Men Are Smiling Again

And they are not reduced—not a soiled lot being closed out "at a price."

Brand new Spring shirts, in the new Spring markings, mostly pin and small stripes.

Well made shirts, cut over the Wanamaker full forms that assure mere room and comfort.

The colors are guaranteed.

(Main Floor)

Our Own Salesmen Couldn't Believe These Oxfords Were Only \$8.50

One was going to put them among the \$12 and \$14 shoes.

Another, who knew the selling price, asked what manufacturer had been able to copy the better shoes so perfectly.

They are not copies, but the standard, well-made shoes that combine style and comfort and service. And they have come in at lower prices.

Tan or black straight tip oxfords, of smooth calfskin. Rather plain and practical, yet good to see. Made on the English last.

(Main Floor)

Fresh New Domestic Rugs—the Pick of the Market

It is a pleasure to show such rugs as these, knowing that in everything which makes for excellence, beauty of colors, wearing qualities, adaptability to modern furnishing modes they are absolutely unsurpassed, they are the choice of the market.

And practically all of them are fresh, new goods.

Wilton Rugs
9x12 ft., \$84, \$105 and \$120.
8.3x10 ft., \$78.50 and \$109.
6x9 ft., \$55 and \$74.

Tapestry Brussels Rugs
9x12 ft., \$93.50.
8.3x10.6 ft., \$81.

Wilton and Axminster Rugs, Special
Elegant arrivals. Fine, fresh, perfect.

Wiltons, 9x12 ft., \$65.
Axminsters, 9x12 ft., \$93.50.

(Seventh Floor)

Richard Strauss and the Ampico

The great composer sits down to the piano, and the limpid notes of one of his own compositions, "Beside the Spring," fall softly, gently from beneath his inspired fingers.

Coolness—sweetness—greenness—crystal clearness—the note of a bird—the rustle of a leaf—rest—and, under it all, always the dropping, dropping of water, the flowing of the refreshing spring.

Strauss has gone back to Europe.

But sit down beside the AMPICO and listen to him again.

The charm is perfect. No one sits at the instrument. The lovely notes pour forth from it just as Strauss recorded them himself, for Ampico rendering.

The Ampico, the most perfect reproducing piano in the world today, brings into your home the best music of the world's master composers and pianists, old and modern. There is practically no limit to your choice of music if you possess an Ampico.

The exquisite delight of having this enjoyment constantly at hand when desired can be best measured by those

(Magginn Hall, Second Floor)



who have craved it, and those who have satisfied the craving.

Ampico reproducing pianos, in upright or grand design, are sold in Philadelphia by John Wanamaker only.

A very considerable reduction has lately been made in their price.