

Anniversary Month Concerts
In the Grand Court at 9, 11 and 4:50
Familiar Melody at 11:55, with
China at stroke of 12.
In Egyptian Hall at 2:30

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

"Clean and Square at All Seasons and in All Weathers"

There Is Nothing Indirect or Evasive

in the plans, principles and practices of this big trading vessel at the port of Philadelphia, anchored next to the City Hall.

Outwardly and inwardly it is clean and square at all seasons and in all weathers and in every circumstance.

It is always prepared and always faithful because the people of the city and its surroundings are faithful to their Store, as they rightly call it.

It is a little republic under the same government for fifty-eight years, counting the present year.

The true welfare of its constituents is its supreme and unvarying law.

Long live this little Republic of Commerce.

The minds and hearts of thousands are devoted to its further progress.

[Signed] *John Wanamaker*

March 21, 1919.

300 Serge and Jersey Dresses for Women

Special at \$15 and \$25

Brand new; dozens of styles; and all in the colors most wanted for the Spring. The serges in navy and black and the jerseys in tans, grays, browns, blues, including Pekin blue, emerald and other greens, wistaria, reindeer, Chinese red and henna.

There are braided dresses, embroidered dresses and severely simple dresses; there are tunic and coat and chemise dresses; styles enough, in a word, to make it possible for almost any woman to find something to suit her. Also there are all sizes in the lot. Lastly, there is a very substantial saving on every dress.

(First Floor, Central)

THE new embroidery room in the Oriental Store is selling a great many Mandarin skirts to be made into negligees with the help of satin or chiffon slips beneath. Some of the skirts being old, prices are very low—\$5 to \$30. Also here will be found brocades by the yard to be used for the fashionable vests and bags. Prices \$5 upward.

(Fourth Floor, Central)



New Easter Silks Blossom Forth Every Day

Sometimes it is an entirely new silk, here to be tried out for the first time, to set the fashion, so to speak.

Or again a novel variation of a well-known silk or it may be the new colors that every woman is interested in. In one way or another, the Silk Salon offers something fresh and new each day. Some silks that have just come are ones that women are most keen about for Easter and after-Easter frocks. With one or two exceptions the price is less than the same quality can be bought for elsewhere.

Crepes de chine, street and evening shades, \$1.50 a yard. Chinese slanting pongee suiting, \$2 a yard. Pussy willow taffeta, printed, \$4 a yard. Printed radiums, \$3.50 a yard. Genuine Baromet satins, in pale blue, pink, rose, heliotrope, sand and Nile green \$4.50 a yard.

(First Floor, Chestnut)

Women's New Dolman Wraps Bring Out Some New Features

For example, a delightful affair that one might call a dolman-cape has a loose vest of the same material (which is serge) and a circular yoke in the back. It is only \$37.50.

Then there is a lovely tricotie dolman with distinct gathers in the back and a fascinating fancy silk lining. This is \$37.50.

Another, a blue serge dolman, more conventional in form, is \$55, and a soft velour dolman in beautiful new colors with rows of self-covered buttons for trimming is \$47.50.

Truly these are wraps for women who want new fashions at medium prices.

(First Floor, Central)

Hundreds of New Models for Young Women Who Want Serge, Tweed or Jersey Suits—\$27.50 to \$38.50

For the past couple of days we've been busy unpacking new suits, so the girls and young women who come in tomorrow will find no end of becoming, smart new Spring suits to try on. They are fresh from the hands of the tailors, and are in all the new Spring styles—box suits, plain-tailored and braid-trimmed suits, suits with vests and the new blouse suits. And they're all moderately priced, too!

Fetching New Blue Serge Suits

And nothing quite takes the place of a blue serge suit. Here are suits for dress, for business, for school or general wear.

\$28.50 for a well-tailored little suit that has just enough braid binding and trimming to make it effective. The coat is new length, belted and finished with braided pockets.

\$32.50 for a new belted style, with long turn-back revers, all braid-trimmed. And the serge is unusually good.

\$35 for another style with a silk tricolette vest, many buttons for trimming and a tucked panel in back.

\$39.75 for a smart new blouse suit with new long sash and rows of braid on the bottom of the coat.

Spring Tweeds and Jersey Suits

\$27.50 for checked and wool mixtures in sports style; \$29.75 for a fine tweed suit, man tailored, and \$32.50 to \$38.50 for other jersey and tweed suits, all in new Spring models.

14 to 20 year sizes.

(Second Floor, Chestnut)

Ever So Many Gay, Pretty New Spring Hats at \$10 and \$12 Make Their First Appearance Tomorrow

Which is just another way of saying they are all brand new and have just been made up.

Smart little tailored hats to go with new Spring suits, great wide brimmed hats to wear with afternoon dresses, and all sorts of novel, piquant and unusual shapes are here, too. You will find

—many flower-trimmed hats.
—three- and four-corner hats—many silk faced.
—hats of rough straw and hats of shining, smooth straw.
—many hats trimmed with feathers.
—little turbans of crepe, or crepe and straw.
They are in black, the new suit colors, and colors to wear with Spring gowns.

New Ready-to-Wear Hats for Girls \$3.50 to \$16

Simple hats and hats trimmed with field flowers and ribbon velvet, also hats in small and large shapes, and for school, dress and better wear.

(Second Floor, Chestnut)

Embroidered Borders Are Here on New Easter Dress Fabrics

On the Atlantic City Boardwalk you will see the handsome costumes made from these bordered materials, for they are very smart indeed this year and quite exclusive.

In every case we can supply the plain material to match. The bordered part is intended for the skirt part, waist trimming, garniture or tunic. It is 40 inches wide.

Bordered silk-and-wool poplins, \$5 and \$6 a yard. Plain silk-and-wool poplin, \$2.75 a yard.

Bordered silk-and-wool crepe, \$4.50 a yard. Plain silk-and-wool crepe, \$2 a yard.

Bordered blue serge, \$4 and \$5 a yard. Plain serge, \$1.25 a yard.

(First Floor, Chestnut)

Women's New Spring Gloves Specially Priced

Good French kidskins at \$2 a pair. They are in white, with heavy white or combination embroidery, and have two clasps.

And just as special and quite fashionable now are the mocha suede gloves at \$2.25 a pair, which come in the popular gray and tan shades. They are half pique sewn, have one clasp, Paris point stitching and are of soft, velvety finish.

(West Aisle)

What's a Coat Without a Vest?

Just nothing at all, this year, fashion has decreed.

Some coats make a point of carrying their own vests, but many do not. So here the vests are—every kind imaginable and all the very newest of the new.

Starting with the wash linens at \$1, there are linens, poplins, madras, silks, tricolette, snake-skin, polka-dotted fabrics, pongees, sports silks and finally the most glorious gold and silver brocades on satin grounds at \$18.50.

(Main Floor, Central)

Feather Pins of Sparkling Rhinestones

are meant to hold the veil on her new hat. They are in the fashionable shape, are set in sterling silver and have imitation sapphires at the tip of the feather. \$4 to \$7 each.

(Jewelry Store, Chestnut and Thirteenth)

New Mesh Veils for Easter Hats

In no time at all women found out how pretty and becoming they were and, as a result, they have speedily become the fashion. Some are rather pronounced fancy meshes, some have chenille dots in addition and the dots may be as large or small as you wish. All the good colors, 50c to \$1.75 a yard.

(Main Floor, Central)

The Easter Bunny Is Here

and you'll find him in the Candy Store, surrounded by chocolate rabbits, roosters and chickens. He is very big, very white and wears a huge pink bow.

Easter novelties of all sorts are 15c to \$18.

(Down Stairs Store, Chestnut)

The Boys Will Try on New Spring Suits Tomorrow

There is surely a very fine assortment for them to pick from in this store of boys' clothing.

And these are suits that will stand the test—the test of service, the test of style, the test of value, the test of comparison with any others at the same prices.

Many are suits that it will not be easy to compare, because in the making, style, trimming and finish they reach a standard that no other suits come up to. They stand for a new and finer kind of quality than any boys' ready-to-wear suits ever shown in Philadelphia.

The full range of choice begins with suits at \$30 and goes up to \$30, for 8 to 18 year sizes.

(Second Floor, Central)

Seven New Books

"The Eagle's Eye," by William J. Flynn, the recently retired chief of the U. S. Secret Service. It is a true story of the imperial German Government's spies and intrigues in America before the war. \$1.50.

"Why Joan?" by Eleanor Mercein Kelly. \$1.50.

"Diverging Roads," by Rose Wilder Lane. \$1.50.

"The House 'Round the Corner," by Gordon Holmes. \$1.50.

"A Little Gray Home in France," by Helen Davenport Gibbons. \$1.50.

"Family," by Elinor Glyn. \$1.50.

"The American," by Mary Dillon. \$1.50.

(Main Floor, Thirteenth)

"The Stroller" a New Parasol Umbrella

In other words, it is a parasol when the sun is shining and an umbrella during the rain, for the frame is short like a parasol, and it is covered with colored or black umbrella silk.

The handle and tips are white bakelite and the top and ring are colored to match the silk.

One nice feature of this parasol-umbrella is the jointed ring, making it so much more flexible to carry. \$12 is the price.

(Main Floor, Market)

New Fashion Suede Handbags Special at \$3.75

These handbags are in two new and good styles, and in the shades of gray and tan that are best suited to spring costumes.

They are in good, roomy shapes, each with a tassel, and only for the fact that we bought them specially they would cost you half as much again.

(East Side)

Special for Ford Owners

Lubricating oil in half-barrels, special at 50c a gallon.

(Motor Accessories, The Gallery Chestnut)

Spot Light Special

Electric spot lights, with adjustable mirrors. Special at \$3.50. Suitable for any car.

(Motor Accessories, The Gallery Chestnut)

The Children's Store Has Just Received Hundreds of New Plain Hats—

suitable for little girls and small boys. They are in the plain, tailored styles which mothers, as well as the children, like so well, and are most moderately priced—\$1.75 to \$6 each.

There are plenty of all black hats, plenty of dark colors, such as blues and browns, and plenty of mixed colors.

They are in small and larger sizes, are quite simply trimmed and are just such hats as are always in good taste for children of these years.

(Third Floor, Chestnut)

For That "Little Dab of Powder"

there are dear little powder boxes to swing from the finger on a chain. They are in new designs, round, with colored enamel tops—green, French blue, orchid and deep blue, \$1 and \$1.25.

Gold and silver plated powder boxes, 50c and 75c each.

(Jewelry Store, Chestnut and Thirteenth)



The Kind of New Spring Clothes a Man Wears Depends Chiefly Upon the Man

It is largely a matter of opening one's eyes and one's judgment to facts and qualities and conditions. The more a man does so the more readily will he see that in choosing a new Spring suit or overcoat from the stock that we have to show him he is insuring satisfaction for himself beforehand and forestalling disappointment.

We might tell you a whole lot about these new suits—how their new fashion lines show the unrestricted hand of the expert designer now free from war-time limitations; especially how the new waist-line models have a swing and dash that seem to typify the spirit of victory.

But your common sense will tell you that whatever the fashion is in men's ready-to-wear clothing you can always depend upon finding it at its best here, and also upon finding it backed up by quality and reliability in fabrics and tailorwork.

The new Spring suits are \$28 to \$65.

The new Spring overcoats are \$35 to \$50.

(Third Floor, Market)

Men's Fine Soft Hats in Spring Shapes and Colors

Pleasantly light in weight and in the somewhat more spirited shapes that Spring calls for.

A wide range of good colors, going from light shades to dark and including the oxford gray that Wanamaker's introduced and that has found such favor.

Price \$6.

(Main Floor, Market)

Mr. Man—Don't Forget Your New Spring Gloves

Old or shabby gloves will spoil the effect of your new Spring suit.

Tan capeskins are useful, all 'round gloves—there's a one clasp style at \$2.50 and \$3, and another that's rip proof at \$3.50 a pair.

Gray mochas are \$3.25, \$4 and \$4.50 a pair; butternut mochas, \$4 and \$4.50 a pair.

(Main Floor, Central)

Men's Silk Underwear for Spring

We have some made of a splendid quality of Japanese white habutai that will give excellent service. And being made on a rosey pattern, and with smooth, neat seams, they will give comfort.

Athletic style shirts and drawers are \$5 a garment.

Athletic style union suits are \$9.

Redleaf white spun silk shirts and drawers from England, with short or long sleeves and ankle length legs, \$10 a garment.

(Main Floor, Market)

Now Comes a Man's Shirt With Reversible Soft Cuffs

The advantage of such cuffs is that when they become soiled they may be folded the other way about, and in warm weather a man's cuffs often become soiled before the day is over.

These shirts are made of fine striped madras and percale in plain negligee style and the prices are \$2 and \$3.

A Fine Showing of Spring Shirts

Men may choose tomorrow from a large assortment of fresh and beautiful spring shirts of madras, percale and silk. The variety of designs is large and prices range from \$1.65 up to \$10, the last price being for luxurious silk shirts.

65c Spring Neckties— and Others

A large new lot of those famous 65c silk four-in-hands has just come in for tomorrow's selling.

Men who want something still better may find imported foulard ties at \$1 and other fine neckwear up to the English Spitalfields silk ties at \$2.50.

(Main Floor, Market)

Men's Irish Linen Handkerchiefs "Seconds" at 55c

A slight thickening of a thread here and there. Without this the price would be close to double.

The linen is a fine quality and they are shirred-stitched. Both regular and extra size, 55c each.

(West Aisle)

America Is Getting Ready for National Baseball Week

Next week is the time and players all over the country are getting their equipment now, so they can join in the movement to give the national game a rousing send-off.

Baseballs, 25c to \$2. Masks, \$2.25 to \$10.50. Gloves and mitts, \$1.10 to \$13. Body protectors, \$3.25 to \$12. Complete suits, \$2.50 to \$18.

Estimates gladly given for suits and other equipment for entire teams.

(The Gallery, Juniper)

For Lovers of Rich Glassware

the remarkable lot of fine crystal of which we are now disposing at close to half-price is full of interest.

This is the purest potash-crystal known and the shapes and cuttings and engravings are strikingly novel and artistic. There are many fine rock crystal pieces in the collection. These are only a few of the many charming things in the assortment:

Jam jars, \$2.50 to \$6.
Mustard jars, \$2.50, \$3, \$3.50.
Odd-shaped salad or berry bowls, \$6, \$8.50, \$10, \$12 to \$27.50.
Plates, 7 to 15 inch size, \$2.25, \$4, \$6 to \$30.
Flower bowls, \$4.75, \$6.50, \$8.50, \$9.50.
Flower pots, small, for violets or pansies, \$1.25, \$2, \$2.50.
Flower pots, larger ones, \$6.50 to \$13.50.
Flower baskets, \$1 to \$40.
Flower vases, \$2.75 to \$60.
Lemonade bowls, \$18.50 to \$85.

(Fourth Floor, Chestnut)

An Unusually Large Showing of Low Shoes for March

Because of the mildness of the weather there has been an extraordinary demand for low shoes—and we have brought in extraordinary stocks to meet it.

Men and women may choose from an assortment of oxfords and pumps in all styles, from the extremely fashionable to the conservative, and in all good leathers. Selection is even good in women's white low shoes.

Tomorrow is sure to bring hundreds of people here for new shoes to wear with other new clothes Sunday. We are ready for them.

Women's low shoes, \$4.50 to \$11.

Men's low shoes, \$5.50 to \$12.

(Men's, Main Floor; Women's, First Floor, Market)