

J. W. C. I. Band at 9  
Organ at 11, 11.55 and 4.50  
Victory Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER  
Cloudy

# Only a Forward-Looking Store Can Keep Up With the Pace of America

## In the Nature of Affairs Certain Things

must grow better in one place than in another. It was only the farmer having a neighborly talk on the train. He was saying he always had his crop of early vegetables ready before his neighbors, giving the reason that he made his garden where it was sheltered from the Winter winds and favored by the sun.

The knowing of such things, how to live and how to act with your tools and your knowledge, makes the difference between success and the middling ordinary results of labor of the man who often mumbles in a half-growling mood when he is bemoaning the slackness and thinness of his farm, lying side by side with his neighbor's.

Crops of any kind are not dependent upon soil alone, for time and care and quality and quantity of seed planted have much to do with the harvest.

Happy-go-lucky farming or storekeeping are much the same.

It is the man and the manner of operation, just with a little "aboveness" in thinking out the right things and applying his thinking at the right time in the proper place, that fill the barns and savings bank, or the store and its harvest.

[Signed] *Joe Pawate*

May 24, 1919.



### Garden-Party Hats of Transparent Organdie

Pretty enough for garden parties or to wear to Summer weddings, or with your daintiest thin frocks—or at any time and place when one wishes to wear a charming, airy chapeau.

There are mushroom brims and straight brims, large hats and hats of medium size, and they are wholly of organdie and trimmed with organdie bows.

The colors are lovely—rose pinks, orchid shades, a rich red purple that is just the color of Catawba grapes, China blue and baby blue, and white, of course.

Prices begin at \$15.  
(Second Floor, Chestnut)

### Beautiful New Beaded Tunics From Paris

It is such tunics as these which make ravishing gowns, as you will know when you see them. They are quite new of line, most fashionable and have just arrived in America within the last few days.

One radiant tunic is of gold spangles thickly encrusted, with shallow neck and sleeveless.

Another beauty is of black net with colored bead flowers and rows of black and gold beads.

Almost a complete gown is a handsome black and steel tunic with black bead fringe.

These are just a few—there are many others in black, in colors, in white, and in lovely iridescent effects. And there are also jackets and little garnitures.

\$15 to \$125.  
(Main Floor, Central)

### 200 Women's Jersey Dresses at Late-Season Prices \$20 and \$25

Nearly all of these dresses are new from the manufacturer; the rest are the same styles which have been selling at higher prices in our regular stocks, but which have been reduced to match the prices on this later purchase. They include a great number of colors—henna, gray, emerald, Pekin blue, old blue, navy, taupe, black, sand and beige; and there is a very fair variety of styles.

More than two hundred women will seize the opportunity to get dresses for cool Summer weather, for traveling and motoring, at such remarkably small prices.

(First Floor, Central)

### Women's Ready-to-Wear Riding Clothes

Coats and breeches of the approved cut will be found in one of the Little Gray Salons.

Materials are light weight for Summer and include covert cloth, khaki, linen, checked and striped worsteds and fine broadcloths, and prices run from \$18.50 to \$75.

(First Floor, Central)

### A New Haggard Story

"When the World Shook," by Sir Rider Haggard, is a thrilling tale of shipwreck on an enchanted island in the South Seas. Price \$1.60.  
(Main Floor and Thirteenth)

### Silk Handbags of Unusual Interest

A new and effective style with pierced frames and chain handles of tortoise-shell finish celluloid.

A medium-size bag of black and navy silk, with a good percentage of the navy, and daintily silk lined. Made in one piece, and in an uncommonly graceful shape.

Price \$7.50.  
(Main Floor, Chestnut)

### Special Prices on Wilton and Summer Rugs

Four good domestic weaves, all marked to save you money.

**Fine Wilton Rugs**

34 in 9x12-ft. size, \$80 and \$87.50  
21 in 8.3x10.6-ft. size, \$72.50 and \$85.

17 in 6x9-ft. size, \$61.  
26 in 4.6x7.6-ft. size, \$36.  
53 in 36x63-in. size, \$15.

**Wool-Fiber Rugs**

75 in 9x12-ft. size, \$15.50.  
55 in 8.3x10.6-ft. size, \$14.50.  
58 in 6x9-ft. size, \$9.75.  
(Seventh Floor, Chestnut)

**Oval Rush Rugs**

In natural color or with hand borders.  
9x12 ft., \$27.50.  
8x10 ft., \$21.50.  
6x9 ft., \$14.

**Colonial Rag Rugs at a Third Less**

9x12 ft., \$10.85.  
7.6x10.6 ft., \$8.85.  
6x9 ft., \$5.85.  
3x6 ft., \$2.75.  
(Fourth Floor, Market)

### Now Is the Time for Gas Ranges and Gas Ranges Are Here

The first consideration in selecting a gas range is to learn whether it runs wild in gas consumption and then whether it bakes, broils and cooks quickly.

Wanamaker gas ranges have back of them years of experience and stove construction and are the last word in gas cooking appliances.

The Wanamaker \$26 gas range—3-burner top, oven and broiler, oven 16x12, enamel pans and door panels. The range with plain black finish, \$25.

The Wanamaker \$36 gas range—4-burner top, double oven 16x16.  
(Fourth Floor, Market)

The Wanamaker \$42 gas range—4-burner top, with oven 18x18 inches, enamel pans and door panels.

The Wanamaker Cabinet range for \$53—4-burner top with canopy shelf, enamel pans and door panels, large double oven for baking and broiling.

The Wanamaker \$62 gas range. This is the apartment house range made to fit in a space 35 inches long; 18-inch oven, 4 top burners, enamel pans and door panels.

The Wanamaker \$100 full-enamel cabinet range with plate shelf, large oven, 4 top burners.  
(Fourth Floor, Market)

### Furniture for Lawns, Gardens, Porches and Verandas Is Here in Unequaled Choice

It now looks as if this Summer America is going to answer as never before to the call of the outdoors.

To live as much as possible in the open is not a fashion or a fad, but a duty one owes to one's health.

Then think of the hundreds of thousands of our young men who have known what it means to live in a tent or a dugout. Surely the great, free, peaceful outdoors of America must hold a new charm for them.

Porches, lawns, garden and veranda furniture is such a helpful adjunct of outdoor living that nobody need be reminded of it.

But we should like to remind everybody of the fine selections of this furniture to be found here.

For the porch there are hard maple and rattan pieces in amplitude of choice; sturdy hickory for verandas and lawn use; and the rustic cedar and handsome and impressive-looking white cypress furniture for practically any outside use.

**Some Good Practical Pieces in Maple**

A broad, deep-seated arm-chair, \$4.25.

A high back, woven seat and back rocker, \$8.50.  
(Seventh Floor, Central)



### A Great Little Sale of Men's Shirts

1800 Fine Woven Madras and Silk-Stripe Madras Shirts at \$2.15 Each

Beautiful shirts—truly beautiful.

The finer kinds that well-dressed men want for Summer and will buy by the dozen and half dozen at this price. We have been selling similar goods regularly for \$1.35 more and had to reduce those in stock accordingly.

Soft-cuff negligee style in scores of different designs, every one good. The great variety of designs is due to the fact that the maker had only a bolt or two of each. That is why we got these shirts to sell for such a special price.  
(Main Floor, Market)

### Men's White Sports Oxfords in the London Shops

All very fine, smart shoes, such as a man wants for country club and seashore wear.

White canvas with composition sole, \$8.50.  
White buckskin with plain toes or with perforated tipped toes, both styles with rubber soles and heels, \$12.

White buckskin with composition sole, \$12.50.

White buckskin with perforated tan calfskin wing tip and heel foxing, \$15.  
(The Galleries, Chestnut)

### 1200 Summer Blankets Fresh, Cool and Low Priced

For some little while past we have been receiving these in installments. The last lot has just arrived.

All of these blankets are excellent for Summer use, being woven of fine, clean cotton in a choice of either gray or white, and in sizes for single and double beds. Most of them have borders of either pink or blue. All are sold in pairs, and the prices in some instances are less than today's costs.

\$2.50 white.  
\$3 gray.  
\$3 white.

\$3.75 white.  
\$4.50 white and gray.  
\$5 white and gray.

All by the pair.  
(Sixth Floor, Central)

### 50 Student Oil Lamps—Special

So special, indeed, that their prices—\$7.50 to \$14.50—are close to half of ordinary prices.

The lamps—all of them oil lamps—show bronze, nickel and brass finishes, and are possessed of single and double burners. Find them in the Lamp Store.  
(Fourth Floor, Central)

### A Flower Box, a Bird Bath a Bench

What a distinct charm one or all of these things will add to a lawn, a garden or even a tiny little grassplot! As for flower boxes, every porch should have one.

These are amongst the interesting collection of porch, lawn and garden furnishings shown in the China Store.

You may choose from two kinds—white pieces made of crushed marble and white cement, or gray pieces made of crushed granite and gray cement. All are guaranteed to withstand the weather. The time for selecting these pieces is before the assortment has become depleted. It is still ample.

Flower boxes, \$3.75 to \$69.  
Benches, \$18 to \$45.  
Bird baths, \$4.50 to \$50.  
Sun-dial pedestals, \$12 to \$30.  
Sun dials for pedestals, \$5 to \$40.

Gazing-globe pedestals, \$12 to \$35.  
Gazing globes for pedestals, \$7.50 to \$25.  
(Fourth Floor, Chestnut)

### A Sale of 1000 White Wash Skirts at \$3.75, \$4.50 and \$5

This is the largest and most important sale of wash skirts of the year and it is conveniently timed to come before Memorial Day, so that the skirts may be worn then.

The skirts are some that are not sold on any other occasion except at much higher prices. Many are samples, the rest are fine models, some are the same as we have in regular stock from one-third more to twice as much. Some are far below even the wholesale cost.

In the face of many difficulties the manufacturers have sent us this year the best skirts we have ever had, and the materials are very good. Also there are more styles in extra sizes up to 38-inch waists.

200 skirts at \$3.75—Samples in shrunken gabardine and wash sateen, some buttoning down the back. All are very good and new styles.  
(East Aisle)

400 skirts at \$4.50—Samples and others in regular and extra sizes. These include dozens of wonderfully pretty models in fine shrunken gabardine, tricotine and wash sateen.

400 skirts at \$5—Samples and others in regular and extra sizes. They are beautifully designed skirts, made of the fine shrunken gabardine, tricotine and needlecord.  
(First Floor, Central)

### 100 Snakeskin Skirts Special at \$15 Each

This is much the lowest price for which these fashionable skirts that all women want have sold this season, and there are only 100 of them!

In white, green, purple, orchid and blue, made with a deep girdle and fancy pockets.  
(First Floor, Central)

### Little Gifts in Gold for the "Boys" Who Have Returned

Cuff buttons, loose links, \$7 to \$70.  
Cuff buttons, stiff bar, \$7 to \$54.  
Tie clasps, \$3 to \$30.  
Collar buttons, \$1.25 to \$1.50.  
Scarf pins, \$2.50 to \$56.  
Vest chains, \$11.50 to \$30.  
Fobs, \$11.50 to \$47.  
Lockets, \$9 to \$38.  
(Jewelry Store, Chestnut and Thirteenth)

Signet rings, \$9 to \$26.  
Rings set with semi-precious stones, \$13.50 to \$35.  
Belt buckles, \$15 to \$25.  
Cigar cutters, \$9 to \$16.  
Pocket knives, \$7.50 to \$27.  
Cigarette cases, \$72 to \$150.  
Key chains, \$3.50 to \$28.  
Match boxes, \$32 to \$52.

### 600 Unusually Pretty Silk and Novelty Vests—\$1 to \$2—Half Price and Less

There are many vests in this group that were meant to sell for three times these amounts, so you will see they are extremely low-priced.

Of fashionable, cool and lovely materials, they are smart vests and vestees—precisely what well-dressed women are wearing this minute.

Crisp, sheer organdies, fine white piques, white and colored linens, silk tricolettes in beautiful colors and novelty silks in rich colors and unusual weaves.  
(Main Floor, Central)

### Waists of White Cotton

A self-striped voile with crocheted buttons and edging on its long collar is \$2.

A tucked and lace-trimmed voile is \$2.

A dotted Swiss made tailored style with linen bands is \$2.25.  
(Third Floor, Central)

### Women's Colored Handkerchiefs—25c

For pretty colors and good designs at an inexpensive price, it takes the Irish manufacturer to produce such handkerchiefs as these at 25c.  
(West Aisle)

### Much Finer Pumps Than Women Usually Get for \$8

We made a fortunate pick-up of 500 pair of two of the most desirable styles of women's pumps.

Long vamps, narrow, pointed toes; turn soles and covered Louis heels—right at the top of fashion. Perfectly plain, but many women will wear buckles with them.

One style is patent leather, the other black calfskin. To get such smart pumps at \$8 is most unusual.  
(First Floor, Market)

### Children's Creepers for Play or for "Dress-Up"

Some of wash silk, in rose pink, are \$7.50.

There are fine chambrays and sheer white dimities and clean-looking cross-bar muslins, and sturdy ginghams. Many are in white with colored embroidery, smocking or stitching. And there are pinks and blues, greens and yellows in charming variety. Some have frills and some—quite festive—have white sashes.  
\$2 to \$7.50—and 1 to 2 year sizes.  
(Third Floor, Chestnut)

### An American Brocaded Crepe as Fine as France Makes

A strong statement, but we know it to be the truth, and everybody who appreciates fine silks will bear witness to the fact.

This new arrival is a silk for wedding gowns and handsome evening costumes. It comes only in white, and it has all the fineness of weave, the softness and beauty of French silks at double this price, and we consider it even better.  
It is 40 inches wide and 85 a yard.  
(First Floor, Chestnut)

### New Porch Dresses of Pretty Gingham—\$3.85

These dresses are of good quality gingham in attractive plaids and pretty color combinations. There are two styles, both in one-piece effects, one with white pique collar, the other with white organdie, and both trimmed with pearl buttons.  
Specially good for the price, too.  
(Third Floor, Central)