

J. W. C. I. Band at 9
Organ at 11, 11:55 and 4:40
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

This News for Saturday—Store Closed All Day Tomorrow

The Real Happy People in the World Are Generally Calm and Quiet

Whirlwinds of energy placed the subscriptions to the Liberty Loans, and the same kind of work will do it for the Salvation Army.

But the even-tempered, quiet and steady doers of public work as well as that of the Store diffuse a spirit of confidence all over the place, and we all feel a pleasure in our labors.

There are no noisy, rushing, hurryscurry methods in vogue under our roof.

We are learning and we enjoy proving that we have studied to be helpful to all whom the Store is trying its best to serve well.

(Signed) *John Wanamaker*

May 29, 1919.

About Seventy-five Fine Hats in the French Room Are Reduced

In perfect condition and new and charming in style, but we think they have been here quite long enough, so all the prices are considerably lowered.

There are hats to wear with afternoon gowns, simpler hats to wear with tailored suits, and hats for many other occasions.

Black and the fashionable colors—straws of many kinds—and trimmings of flowers, feathers and ribbons.

Prices start at \$10—and it may be that the very hat you'd enjoy wearing is among the seventy-five!

(Second Floor, Chestnut)

Women's Gowns Which Can Be Bought for \$50

One glass case is altogether given up to them, so that choosing couldn't be easier. There are—

- Dresses entirely of taffeta and made with extended skirts.
- Printed chiffons in two colors.
- Charmeuse dresses with soutache embroidery.
- Figured foulards made with lower parts of heavy pongee.
- Finely striped tub silk dresses—cut severely plain.
- Light chiffons with lace fronts.
- Long-sleeved dresses of charmeuse.
- Georgette dresses beaded.

And several other styles, all as practical as they are pretty.

(First Floor, Central)

We Have No Desire Unduly to Alarm People About Silks

But there exists such a shortage of good silks that it seems to be a plain statement of facts is needed.

Japan is holding raw silk at nearly \$9 a pound, the highest it has ever been, and, in consequence, some of the largest American silk mills are refusing all further orders.

Therefore we are only able to buy from them what they can sell us. So far we have managed to have practically all the silks that people want, and silks are very fashionable this year.

(First Floor, Chestnut)

PLEASE note that Saturday will be the last day of the White Sale and that a good many inexpensive undergarments still remain to choose from.

(Third Floor, Central)

ALL THE FASHIONABLE, NEW SUMMER CLOTHES FROM SPORTS CLOTHES TO PARTY FROCKS FOR GIRLS AND YOUNG WOMEN

By this time of year many girls and their mothers like to have the Summer wardrobe fairly well provided for—and it is to help in these plans that the Young Women's Store has its racks and cases filled with lovely, new and smart Summer garments for many needs, many places and many girls.

New Sports Suits and Wraps

These are such things as well-gowned girls will like for shore, country club or mountain wear and are exceedingly new and good-looking.

One of the newest ideas is a sports jacket of knitted wool in rose, a lovely turquoise or black, with long rever collar, cuffs and pockets of brushed wool.

And knitted wool capes are unusually smart—these, too, are trimmed with the brushed wool and come in light or dark colors. Two lengths—\$35 and \$40.

Of tussah silk is a new sports suit with the jacket in emerald green, rose or china blue and the skirt of ivory white. \$35.

Shantung sports suits of unusual quality and in the natural color are \$35. All in 14 to 20 year sizes.

Cool Summer Silk Dresses

Airy, flowered crepes, cool foulards and soft crepes de chine are some of the silks used in these pretty new frocks which are all in early Summer styles and in models adapted for street or afternoon wear. Light and dark colors—\$25 to \$40. 14 to 20 year sizes.

(Second Floor, Chestnut)

Linen Suits for Summer

Pure linen in white, blue, pink or Copenhagen, and in simple youthful models, carefully tailored. \$20 to \$37.50. 14 to 20 year sizes.

Pretty New Tub Frocks

Organdies in exquisite colors and summery styles, sturdy gingham in gay plaids and checks, sheer voiles and novelty cottons in white and many colors are here in fascinating variety at \$10 to \$27.50. 14 to 20 year sizes.

Lovely New Summer Frocks for Younger Girls

We've never had prettier dresses for little girls of 6 to 14 or their elder sisters of 15 and 17 than you'll find now in the salon devoted exclusively to clothes for girls.

Plenty of new gingham and chambrays and linens for mornings, plenty of voiles and organdies and crepes Georgette for better wear.

Delicate colors like flesh and orchid and pale blue, many white dresses, and any number of darker colors, too.

Prices \$3 to \$27.50.



New Ideas in Summer Neckwear

Just now the vestee is one of the most popular feminine fashions—and the vestee may be finished with a collar or without. There are jabot effects, others with horizontal tucks, others with many frills and ruffles, some lace trimmed, and others finished with tiny pearl buttons. They are of batiste, net, organdie and lace and prices go from \$1 to \$6.50.

Fique coat collars in several styles, roll and flat effect, short and long collars, and all double pique, \$1—and special.

Hand-embroidered linen collars, finished with crochet edges, are 50c for the collars and \$1 for collar-and-cuff sets.

(Main Floor, Central)

New Plaid Woolen Skirts, Special at \$12.75

Such pretty plaids are not often seen these days in skirts at such an inexpensive price! They have a soft velour finish, are all-wool and they come in beautiful combinations of dark colors with clear white and a dash of more vivid hue.

The model, too, is a very attractive one—gathered at the waist line, buttoning down the back under an inverted pleat, which slightly flares at the hem to relieve the narrowness.

(First Floor, Central)

New and Fancy Veilings

One of the newest veils—and it will be quite effective over the right hat—is of champagne-colored hexagon mesh, with woven border in deeper hue, is a style to drape over your hat. It is \$1.50.

A trench mesh veil is another new style, which has woven border in color and is \$1.50.

Other new veils, in the same style, to be draped over the hat, are finished with chiffon or crepe borders, some with tucks and hemstitching as well, and are \$3 and \$4.50.

(Main Floor, Central)

8000 Yards of Printed Voile Special at 15c a Yard

In challis designs and other pretty summery patterns. Some have white grounds with small flowers and figures and others have colored grounds.

The voile itself is a very nice quality for 15c a yard. In fact, it was intended to be sold for nearly double.

(West Aisle)

Quite the Most Delightful Capes That Have Appeared in Serge

Instead of the plain, straight lines that follow the navy cape, these newcomers have a black satin, long scarf collar that crosses in front to form a vest and there is a pretty foulard silk lining. In tricotine weave, black or navy blue, \$37.50.

Even more unusual and charming is another serge cape which ends in deep accordion pleating and it has a scarf collar with the pleating on the end. This one is \$57.50.

(First Floor, Central)

Cool, Washable White Waists

Four styles of voile at \$2.25—a shallow, round-necked one fastened on the shoulders, a tailored dotted voile, a tucked and lace-trimmed voile and a voile with imitation flit and some little hand-done sprigs.

One style at \$2.50—a dotted swiss with round collar embroidered in blue or rose—and

One at \$5—a shell-pink or white voile with tucks and lace; and an organdie with pleated organdie frills at \$3.50.

(Third Floor, Central)

American Lady Corsets

Pink figured batiste with low bust and free hip. \$2.50.

A white broche with low bust for average figures. \$2.50.

A pretty flowered white broche trimmed with lace and narrow ribbon, low bust and long skirt. \$3.50.

A Madame Lyra—which is a glorified American Lady—is of dainty striped material, light weight, and very low bust, with net and narrow ribbon trimming. \$3.50.

(Third Floor, Chestnut)

Inexpensive Petticoats and Bloomers

The bloomers are of crinkly crepe, so simply made that they need no ironing. White ones with hemstitched ruffles are 85c; pink and white ones with deeper ruffles are \$1.

Some of the petticoats are of cambric with double panels and plain scallops or embroidery—whichever you choose—and cost \$1.25. Petticoats of cambric with embroidery ruffles with underlay are \$1.

(Third Floor, Central)

New Books

"Black Sheep Chapel," by Margaret Baillie-Saunders. Price \$1.50. A story stamped by an individuality that sets it apart from the romances of today.

"Across the Stream," by E. F. Benson. Price \$1.50. Describes the psychic influences of a life from first baby impressions through youth and manhood.

"The King's Widow," by Mrs. Baillie Reynolds. \$1.50. Dealing with the frail destinies of Kings and Princesses, the lure of unexpected happenings, the trend of future European politics.

(Main Floor, Thirteenth)

Boudoir Silver for Her Graduation Present

Best of all is the entire set for the dressing table, but failing that, any number of pieces will be acceptable. There are a number of beautiful patterns in this sterling silver and a great variety of prices.

- Hand mirrors, \$15 to \$25.
- Hair brushes, \$10 to \$13.50.
- Combs, \$3 to \$5.
- Cloth brushes, \$5.50 to \$9.50.
- Flat brushes, \$4 to \$4.50.
- Puff jars, \$8.50 to \$15.
- Shoe horns, button hooks, nail files and the like, \$2.50 to \$5.50.

(Jewelry Store, Chestnut and Thirteenth)

ABOUT this time a good many of the owners of valuable furs are thinking that the furs' room is better than their company—especially if said owners live in apartments. This is merely a reminder that the Wanamaker Storage Vault is ready to take charge of furs, clean and hang them in a current of dry freezing air, and insure them against dampness, fire, burglary and moths, and return them whenever desired in the Fall.

Telephone Filbert 1.
(Third Floor, Central)

An Attractive New Style in Silk Handbags

The frame and the double handles are made together, of tortoise-shell finish celluloid, the handles being semi-circular and so designed that a woman can slip her hand through them and carry the bag on her wrist.

Made in white, navy or black silk. Unusual for \$4.

(Main Floor, Chestnut)

From One Extreme to the Other in Bathing Accessories

which means, of course, new bath shoes and hats.

Black canvas oxfords, 65c a pair.

Black sateen sandals, with tape fastenings, \$1.25 a pair.

High black satin shoes, \$3.75 a pair.

And all sorts of smart new bathing caps and hats that girls and women will enjoy wearing—Tams and small hats, hats with brims, hats trimmed with fancy stitching and faced with a contrasting color, caps trimmed with bright colored satin rosettes or bead designs in different colors—all these are included. Prices begin at \$1.50 for the simplest cap and go on up to \$5.75.

(Main Floor, Central)

New Carpets and Linoleums

These are all goods of the better grades.

Plain-color carpets, \$2.75 to \$4.75 a yard.

Figured tapestry carpets, \$1.50, \$1.85 and \$2.25 a yard.

Wool velvet carpets, \$2.75 and \$3.25 a yard.

Asminster carpets, \$2.90 a yard.

Inlaid linoleum in tile and parquetry effects, \$1.35 to \$2.85 a square yard.

Printed linoleum, 75c to \$1.15 a square yard.

(Seventh Floor, Chestnut)

2400 Men's Woven Madras Shirts to Be Sold at \$1.65 Each

A larger and even better lot than we had last week, and you should have seen the wise men wading into those!

These are soft-cuff negligee shirts in just the right weight for now and through the Summer. In a great variety of designs, mostly light colors, and some with the popular white cords on plain-color grounds—pink, tan, blue, green and lavender.

Summer Neckties Special at 65c

A large and beautiful assortment, including foulards and other Summerlike fabrics and patterns.

(Main Floor, Market)

The Young Men's Straw Hats With the "Victory Crease"

have found high favor with those who like something different.

Fanana and leghorn hats, deared front and back and with a crease in the middle, after the soft hat fashion that sprang up with the armistice.

Price \$6.

(Main Floor, Market)

Fine \$10 Oxfords for Men

One style is of mahogany cordovan on straight English last, with low, flat heel.

Another is a dark tan calfskin wing tip oxford with numerous perforations.

The third is of dark brown kidskin on a straight last with a wide toe.

(Main Floor, Market)

Chocolatina Balls \$1 a Pound

First, there's a ball of creamy chocolate candy, then there's a covering of vanilla cream, and then the sweetmeat is dipped in chopped nuts and sweet chocolate. And they're perfectly delicious! \$1 a pound.

Many people are entertaining or making plans to give affairs for the boys of the 79th Division and want suitable favors and decorations.

Cream mints with the Lorraine cross are 10c each.

The Lorraine cross in clear candy, 25c each.

Also patriotic favors and bonbons in great variety at moderate prices.

(Down Stairs Store, Chestnut)

The Result

after all, is what counts—nobody can expect brilliant, crisp prints from poorly developed negatives. Our Camera Store is one of the pioneers of good developing and printing for amateur photographers. To encourage beginners we make only a nominal charge for the developing—not the printing—of negatives made on Vest Pocket and Brownie No. 2 films.

(Main Floor, Chestnut)



Ever So Many Men Have a New Sense of the Values of Things

It is part of the reaction after a great crisis. One phase of it is that men feel more than ever that only the real things are good enough.

They can see that the imitation can never take the place of the real. They can realize that the fiber taken from the back of a sheep is essentially different from—and will always be essentially different from—the fiber that originates on a stalk in a field of cotton.

They must know that it is no use for any one to try to make cotton take the place of wool in a suit of clothes, because nature itself has decreed that it can't be done.

Nowadays, too, men have a better understanding of the difference between skilled, careful hand-tailoring and hand-kneading and hand-felling of lapels, and shoulder parts and other parts, and the kind of "tailoring" that cannot keep a garment in its proper shape and, in fact, never was intended to.

Not only have men a better sense of values, but they have a keener eye for fashion. The novelty of getting back into "civvies" seems to have given them a new and clearer outlook regarding the whole question of style.

This is all to the good. It is all to the good of the men's clothing store that is prepared to serve men with Summer suits that come up to the highest requirements in fineness of woolen fabrics, in deliberate carefulness and excellence of tailoring, in fidelity and beauty of fashion and in fairness of prices.

We have often said before, and now we say again, that this is such a store.

Suits, \$28 to \$65. Specially good choice of fine, cool serges at \$32 to \$50.

Also white flannel trousers, \$9 a pair.

(Third Floor, Market)

Men's Silk Half Hose Special at 50c

2880 pair of first quality silk half hose with cotton tops and soles. Colors are black, white, tan, navy and gray.

These goods are usually about a third more.

(Main Floor, Market)

The Children's Wear Store Has a Clearance Sale

Broken lots, tumbled frocks, coats of which there are not complete sizes—all these go to make up this little Clearance Sale. The garments are in new styles—sometimes the wash frocks need a pressing or a tabbing, but these much-lowered prices are ample compensation.

Dresses, \$2 to \$10, are in white and colored cottons, and have been over half as much again. There are even some hand-made dresses in this group. Many styles and 2 to 6 year sizes.

Coats, \$3.50 to \$25, are of crepe de chine, taffeta, serge, checked materials and other fabrics in light and dark colors. There are even a few capes included, 1 to 6 year sizes.

Little hats, \$1.75 to \$12, are in sizes to go with the coats—1 to 6 years. There are many styles, light and dark colors. A few French hats, too.

(Third Floor, Chestnut)

Summer Blankets Cool and Sanitary

Some people call them woolen sheets. Being open in weave they are not only cool, but especially sanitary—when washed and put out to dry the wind just whistles through them, making them fresh and sweet in every fiber.

They are woven of the finest wool and wool-and-cotton in six grades, all cut separately. Some are all white, others have borders in pink or blue and the finer grades are bound with taffeta.

Four sizes from 60x90 to 80x90 inches, priced at \$9.50 to \$30 a pair, with a choice at six different prices in between.

(Sixth Floor, Central)

No Home Can Afford an Inferior Living-Room Suit

It is by the living room, specifically, by the furniture in it, that our homes are judged by our guests.

The living-room furniture is the gauge. It may seem unreasonable for people to form judgments in this way, but that is not the point. The thing is to make sure that one's living-room is furnished so as to speak well for every other room in the house.

Living-room furniture is a kind of furniture in which we have a special interest.

A good part of the living-room furniture we sell is turned out in our own workrooms, and, of course, we take a pride in making it as well as it is possible to have it.

Just now we are showing a number of living-room suits of a kind that will do credit to any home.

(Fifth Floor)