

Band plays at 9; organ at 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

The Month of Blossoms Finds the Great Store Happily Abloom

The Brambles and Bushes Along the Country Lanes

are having a fine time in being let alone to grow as they please, while the grape vines and certain other plants are all the time being "cut back" to improve their qualities.

Even to be transplanted safely, a lovely tree a few days ago had to have much of its former beauty destroyed by the gardener's knife.

You remember how long it took and how much chiseling there had to be to square the big stones to fit into one another, to make this building according to the architect's blueprints.

Whatever is done these days within our big house has to be shaped a long time ahead and be properly pruned to be fit to fit into the needs of our patrons.

[Signed] *John Wanamaker*

May 1, 1920.

Women Are Beginning to Ask for Black Silk Coats

When the weather really gets warm, such a coat proves its usefulness over and over again for afternoon and evening over one's prettiest frocks.

Being all black, even to the linings, any one of these styles is suitable for mourning wear.

A good-looking style in black taffeta, unlined, narrow strap belt at \$30. Also in navy blue.

A handsome black silk poplin, silk lined, with long scarf ends finished with brushed wool, \$135.

Two models in black silk radium, both silk lined, one at \$125 and the other, on the wrap order, at \$150.

(First Floor, Central)

Transparent Black Hats Airy and Summer-Like

It is just such black hats as these that well dressed women like for more formal wear. They are hats which may be worn for afternoon or evening, and are all in black, so that they will add a touch of distinction to any color costume.

All the hats are rather large, with broad brims and rounded crowns. Some are of delicate hair, some are of hair covered with maline, some of black net and black lace—but they are all charming.

Here and there you will see a gleam of jet, occasionally feathers are used, and sometimes little flowers and roses of shiny black braid.



You will find them quite smart, quite becoming—and not two are alike. Prices start at \$24.

(Second Floor, Chestnut)

Good Style and Quality Are Cleverly Combined in These Dresses at \$38.50 for Young Women

Possibly there are a hundred dresses in the group—a group made up of dresses bought specially and passed on to you at the same rate of saving at which we bought them.

Two Models in Taffeta, \$38.50

are of that soft, lustrous taffeta which is so popular for Spring and Summer dresses. There are dark blue, a lovely Copenhagen, brown, black and gray. One model has an accordion-pleated skirt in three tiers; the other has a square neck, short sleeves and new long tunic effect gathered on at the hips. A bit of creamy embroidery at the neck and sleeves gives just the touch needed.

A Few Beaded Georgettes, \$38.50

are in white and flesh color—dresses to wear afternoons and for informal evening use. They are of good quality Georgette, thickly beaded in attractive designs, with many round white beads.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

In the Juvenile White Sale

are hundreds of snowy little garments, all at such interesting prices mothers will be repaid for laying in supplies for some time to come.

Nightgowns, \$1 to \$3.25; 6 to 16 years.
Drawers, 35c to \$1; straight and bloomer legs; 2 to 12.
Princess slips, \$1 to \$2.50; 2 to 6 years.
Nightdrawers, \$1.25 to \$3; 2 to 10 years.
Girls' bloomers, \$1 to \$2.25; 4 to 16 years.

Fine Hand-Made Clothes From the Philippines
Children's dresses, \$5; in white and colors; 2 to 6 year sizes.
Babies' dresses, \$3.25 to \$6; infants' sizes up to 2 years.

Creepers, \$1.75 to \$3.75; 1 and 2 year sizes.
Bloomer dresses, \$3.25 to \$3.75; 2 to 6 years.
Smocks, \$2.25; white with colored embroidery; 8 to 16.
Boys' suits, \$2; 2 to 5 years.
Middy pajamas, \$2.25; 6 to 14 years.

Bibs, 85c to \$3.
Petticoats, \$2 to \$3.50; sizes up to 2 years.
Drawers, 85c to \$2.25; 14 and 16 year sizes.

(Third Floor, Chestnut)

A GREAT MANY PEOPLE ARE ASKING Where Shall I Go to Get a Piano?

And the answer is best found in these facts:

A greater choice of pianos can always be found at Wanamaker's than at any other store.

Many of the world's famous pianos can be found at Wanamaker's exclusively, in Philadelphia.

Every piano at Wanamaker's is marked at exactly its selling price—no one can come in and buy it any cheaper than you can.

Any piano that you buy at Wanamaker's, no matter how low the price, is an instrument of reliability, bearing its true name.

You can buy any piano in the Wanamaker Store, even the lowest priced, on convenient monthly terms.

And whatever piano or player-piano you buy at Wanamaker's you get more musical value for every dollar than you can possibly get elsewhere.

These are proven facts. We have right now an especially fine collection of small grand pianos.

(Egyptian Hall, Second Floor)

Women's Summer Dresses—Fresh, Crisp, Lovely—Prices \$17.50 to \$200

Scores of them are ready in the Women's Fashion Salons—the prettiest work of American designers and some imported pieces. There are charming chiffon voiles—some oddly trimmed with beading—handkerchief and other linens, hand-embroidered; soft, fine ginghams with novel wool embroidery, organdies with rick-rack edges, batistes with heavy bands of delicate embroidery and many other such things. They are quite as bewitching in cut and color as they are in trimmings—there are the square necks, the short, sometimes puffy sleeves, the light little bodices and full skirts which have such a charming quality of quaintness.

A few all-white gowns are in the group and prices run from \$17.50 to \$200.

(First Floor, Central)



The Wedding Gift for a Colonial Home

Might well be one of the quaint banjo clocks which go so well with mahogany furniture, chintzes and other Colonial furnishings.

Small banjo clocks, from \$12.50 to \$14.

Medium size, from \$21 to \$25.

Large size, from \$41 to \$175.

Some have luminous dials. (Jewelry Store, Chestnut and Thirteenth)

Women's White Buckskin Oxfords

The Exclusive Little Boot Shop has just received white buckskin oxfords with narrow toes, straight tips and military heels covered with buckskin. Price \$17 the pair.

(First Floor, Market)

American Dinner Sets Have Been Coming in at Quite a Rate

Several notable shipments have lately been received bringing a most attractive choice of new shapes and decorations. These latter are mostly of the standard conventional border type, well established in popular favor, and excellent copies of French and English patterns.

All have gold edges and traced or gold handles and comprise either 106 or 107 pieces.

Sets with traced handles are priced at \$32.50, \$35, \$37.50, \$40 and \$55.

Sets with coin gold handles and priced at \$30, \$35, \$40, \$42.50, \$45, \$50 and \$67.50.

The new shipments also include a lot of "little dinner sets" in a selection of five border patterns, price \$15 per set. Just now, when so many Summer homes are to be furnished, these are of very timely interest.

(Fourth Floor, Chestnut)



Women's Newest Sports Wear In the London Sweater Shop

This little corner in the London Shop, which gets so many beautiful and unique things, has just unboxed some smart, new garments from French and American makers.

The French Goods Are—

Wool scarfs at \$20.
Wool skirts at \$40.

Artificial silk and tinsel sports dresses at \$165 and capes at \$185.

The American Goods Are—

Beach dolmans at \$50.
Silk skirts at \$60, \$55 and \$60.

Flannel skirts at \$25.
Silk sweaters at \$75.
Pongee sports suits at \$100.

(The Gallery, Chestnut)

Pretty Plaid Skirtings at \$1 and \$1.25 a Yard

As an experiment and for the benefit of those who do not want to pay as much as all-wool plaid skirtings cost, we bought these cotton plaid skirtings.

They are wonderfully popular and new shipments are arriving all the time. In the finish, colors and designs of the most expensive all-wool plaids and they may be pleated in any way. Also, being light in weight, they are particularly nice for Summer. All are one yard wide.

(First Floor, Chestnut)

Men's Summer House Gowns New From London

Beautiful, soft, cool silk gowns in Persian patterns at \$60.

Solid-color satin gowns with contrasting color collar and cuffs at \$50.

And at \$27.50 are some handsome Roman stripe gowns of a mercerized fabric that can scarcely be distinguished from heavy silk.

(Main Floor, Market)

New Books of Interest

"The Explorer" by W. Somerset Maugham, \$1.90. Unique among this writer's novels in that it combines keen character analysis with the light, sparkling brilliancy of his dramatic comedies.

"Time and Eternity" by Gilbert Cannan, \$1.90. This is a tale of three exiles—an Englishman of birth, a Russian Jew and a girl from South Africa—and very different from most modern fiction.

"The Loom of Youth" by Alec Waugh, \$1.90. A story of youth by youth.

"Trimmed With Red" by Wallace Irwin, \$1.75. A comedy of the bond-slaves of freedom.

(Main Floor, Thirteenth)

Some Very Good Napkins Just Opened, \$13.75 a Dozen

Irish goods, of heavy, full-bleached pure linen in a choice of five rich-looking designs, chiefly floral effects. They are of exceptionally fine texture and beautiful in appearance.

Size 24x24 inches at \$13.75 a dozen.

(First Floor, Chestnut)

Scotch Linen Towels Good and Sturdy—85c Each

Of pure linen, some with hemmed, some with hem-stitched ends. Bought on the spot and marked at a moderate price considering their reliability and the state of the market. 18x35 inches, and 85c each.

(First Floor, Chestnut)

Finer Quality Bed Muslins Liked by Good Housekeepers

Really good investments, too, because they wear so well and the prices are moderate in comparison with today's values for exactly the same grades.

Pillow Cases

42x56 inches at 75c.
45x56 inches at 80c.
45x38 1/2 inches at 85c.

Sheets

54x90 inches at \$2.40.
60x90 inches at \$2.75.
60x99 inches at \$3.
72x99 inches at \$3.50.
90x99 inches at \$4.
90x108 inches at \$4.25.

(First Floor, Chestnut)



The May Sale of White Is Now in Full Swing

And we are quite free to confess that it is one of the best Sales we ever prepared, quite apart from being the most welcome. We began to work on it as soon as the January Sale ended—in fact, some of the good merchandise ordered for the Winter, but not finished in time, was the foundation of the May Sale. Whenever we could find undermuslins of the requisite quality and moderate enough in price, we bought them. And the result is a Sale which surprises even ourselves a trifle—it is so good!

Here are some of the high lights:

Philippine nightgowns and envelope chemises in many patterns.

Porto Rican nightgowns and chemises.

Novelties with hand-made lace and embroidery.

Chinese silk nightgowns and chemises—marvelously hand-wrought.

Quantities of inexpensive domestic garments, such as \$1 nightgowns; 85c corset covers; \$3.85 nightgowns of pink batiste, hand-embroidered; crinkly crepe pieces, heavy pique petticoats and petticoats double-paneled.

Extra-sized undermuslins, as dainty as anything in the entire Sale.

Please note that these undermuslins average 10 to 33 1/2 per cent less than regular.

Prices

On American Undermuslins

Nightgowns, \$1 to \$6.50. Chemises, 85c to \$2.85.

Corset covers, 85c to \$1. Petticoats, \$1 to \$5.

Camisoles, \$1.50 to \$3.85.

On Philippine Embroidered Garments

Nightgowns, \$2.50 to \$5. Chemises, \$2.50 to \$3.85.

Waists

also are in the White Sale—prices ranging from \$1.65 to \$8.75, the styles including cottons both tailored and lingerie and mostly white; and a great many Georgettes light-colored, white and dark, beaded and embroidered and lace trimmed.

(Main Floor, East and West Aisles; Third Floor, Central)

Kindred Garments

among which are simple negligees at half; lawn dresses at \$2.65; negligees of crepe de chine at \$6.85; white voile breakfast coats at \$3.85; white aprons at 35c to \$1.85; silk petticoats at \$5 to \$6.85, and cotton petticoats of many kinds at \$1 to \$3.85.

(Main Floor, Market and West Aisle)

Blouses and Lingerie From the French Room

Tailored and Lingerie blouses at \$5.50 to \$16.50; lingerie both French and Porto Rican—the French including some very fine things reduced.

(East Aisle and Third Floor, Chestnut)

Corsets

Corsets of the well-known L. R. Parisienne and Letitia makes, at prices running from \$2.50 for an L. R. to \$14 for a fine Parisienne.

(Third Floor, Chestnut)

The Buying of Summer Rugs Is Going on Briskly

It is conducted chiefly by people who have learned that under present market conditions it is advisable to make selections while selections are good and prices no higher than they are.

Japanese Rush Rugs

8x12 ft., \$22.50 to \$27.50
6x9 ft., \$13.50 to \$24.50

Grass Rugs

From 6x9 ft., at \$10, to 12x15 ft., at \$40

Fiber and Woolen Fiber Rugs

From 6x9 ft., at \$13, to 12x15 ft., at \$34

(Seventh Floor, Chestnut and Central)

Rag Rugs

8x12 ft., \$21.50 to \$45
7.6x10.6 ft., \$16.75 to \$26.50
6x9 ft., \$14 to \$18.50

Colonial Rag Rugs—Special

9x12 ft., \$14.50
8x10 ft., \$13.50

6x9 ft., \$9.25

Woolen Fiber Rugs—Special

9x12 ft., \$23.50