

Band at 9; Organ at 11 and 4:50 Chimes at Noon	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	<b>WEATHER</b> Unsettled
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# Monday Brings the Great Wanamaker Summer Sale of White

Stretch Your Arm No Further Than Your Sleeve Will Reach is another rendering of the good old motto of prudence to cut your coat according to your cloth.

A little boat must keep near shore and not venture on rough seas until the winds die down. Cultivating a habit of living within one's means and not going into debt until money was in sight to pay it has been the first solid foundation of many a young man's fortune.

[Signed] *Joe Wanamaker*

April 30, 1921.

**The Gray Salons Present New White Hats for Early Summer**  
It is an interesting and distinctive collection of cool, lovely new summer millinery. There are sports hats and hats for dress occasions—hats of fine straws, of silk and of ribbon, and some of crepe georgette. Some are embroidered, some ribbon-trimmed and some wreathed with flowers. Prices start at \$18. (Second Floor, Chestnut)

## Clearing Away Women's Silk Dresses at \$65

A group of delightful Canton crepes and crepes de chine which have been living in glass cases, but which must be hurried out now because their season with us is waning. They are in the fresh and delicate shades of gray, castor and beige, besides navy; they are made up in the favorite tunic, chemise and coat styles, and are ornamented with draw-work, quantities of fine tucks, with pleatings and eyelet work. Some are simple enough for street wear while others would be charming for afternoon. But the chief point is that there is a saving of \$14 to \$17 on every one. Yes—there are all sizes in the lot. (First Floor, Central)

## Fresh and Charming White Frocks for Girls

Crisp, snowy frocks for Children's Day and Confirmations, dresses for better wear—all these are in the group of pretty, new white dresses for girls of 6 to 14 years. Some of the dresses are of organdie, some of voile, some of georgette and others of Canton or georgette crepe, and they are delightfully made in new and girlish styles. \$6.75 to \$42.50. For Class Day needs, for Commencement and graduation exercises there are scores of other new white dresses in 14 to 20 year sizes. These are as simple or elaborate as she likes, they are of organdie, of Canton or georgette crepe, of voile or of lace, and the prices go from \$14.50 to \$85. (Second Floor, Chestnut)

## A Little Clearance of Women's Silk Sweaters at \$18.75

In the group a woman will find sweaters that have been two, three and four times their present price, but they are one and two of a kind, and we are going to clear them all out at once by marking them \$18.75. There are smart sweaters of all kinds—tuxedo and slip-on styles, and ever so many more. The silks are of beautiful quality, they are in many, good Summer shades and novelty and plaid effects. (First Floor, Central)

## An Extraordinary Pick-Up of Fine Silk Handbags

A manufacturer famous for turning out some of the best looking silk handbags in this country wanted some cash at once. To get it he offered us a large lot of beautiful, new style bags at the price it cost him to make them. We pass them on to you at very great savings. Spring and Summer styles, all made of fine silks in black, navy, brown and taupe. Large bags, small bags and sizes in between. Shell-finish celluloid, fancy celluloid and fancy metal frames. Prices, \$5 to \$20. (Main Floor, Chestnut)

## Beautiful Silk Crepe Skirts "Specials" at \$16.75

It is quite safe to say that they are the prettiest silk crepe skirts we have sold for many a day for anything like this price. They are very nearly half what they have been selling for. The material is a heavy sports crepe silk, extremely fashionable this year, and every skirt is a box-pleated style. They are particularly good skirts for sweaters and there are just one hundred of them. In oyster white, gray, light tan, navy or black. (First Floor, Central)

## Putting Her Foot in White

is a brisk part of our shoe business these days. Some of the white buckskin and duck models women like best are these: White oxford ties in good models, of duck at \$9.50 and \$11, of buckskin at \$15. White pumps of fine duck, plain or with instep strap, with Cuban or high or low French heels, \$8.50, \$9 and \$11. Sports oxfords of white duck with trimming of tan leather or black kid, at \$7.50. White duck combined with black patent leather, \$12.50. White duck sports shoes with sole and wedge heel of white rubber, \$7.50. White buckskin sports oxfords with sole and wedge heel of red rubber, long wing tip and perforations, \$11. (First Floor, Market)

## Dress Linens Offer Wide Choosing

Sturdy ramie linens for suitings; soft "unscrushable" linens for dresses or suits; fine French dress linens, and sheer Irish handkerchief linens that will dress a woman coolly on the hottest day. A delightful color range through all, including blues, browns, tans, rose, lavender, mulberry and every desirable hue. Prices are \$1, \$1.25 and \$1.50 a yard. (First Floor, Chestnut)

WITH two outstanding features of superiority—more Philippine underwear than we have ever been able to secure for a Sale before, and smaller prices than have ruled on all kinds of undergarments since the war.

About 60,000 brand-new, snowy and pink undermuslins are in the Sale, all purposely bought as late as it was possible to buy, in order to have the benefit of the dropping market. And the result is that the prices in this May Sale average a third, and in a few instances even a half, less than the prices in the Sale of last May.

Besides the undermuslins there are thousands of other garments—waists, negligees, petticoats, corsets—and the prices on these also are so low as to be nothing short of amazing. Here are domestic undermuslins priced between 50c and \$5—garments of nainsook, batiste, muslin and the scarce and always wanted crinkly crepes which need no ironing. There are double-paneled sateen petticoats at \$1.50 and eyelet-trimmed petticoats at \$1; even some with blind embroidery are 85c. There are quantities of sturdy nightgowns at \$1. There are Philippine nightgowns and chemises which are so exquisite in their hand work that one marvels at their little prices; some pieces are in delicate pinks and blues, and some have hand-made fillet and Irish-patterned laces. Think of a hand-scalloped pique petticoat for only \$2.85 or \$3.85; or of a double-paneled petticoat, also hand scalloped, for the latter



price! There are pink and blue nightgowns with embroidery for only \$2.85. As for the silk undergarments, they run from the simpler sort of nightgown at \$3.85 to the most enchanting lacy, beribboned affairs, ending at \$24.50. And there are envelope chemises, bloomers and camisoles, all of the same lovely soft pink silks and fashions. The bulk of the White Sale will be found on the Main Floor, but there is a good-sized collection also on the Third Floor, Central.

## Days of Opportunity in Furniture

In bedroom furniture you can choose, suits or single pieces, of the best low and medium priced grade at a saving of 30 per cent. These goods are a recent purchase from our chief supplier of furniture of this class. They are unexcelled in the country at their prices.

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| <b>Bedroom Suits at a Saving of 30 Per Cent</b><br>Adam motif bedroom suit, bureau, chiffonier, full-size bed, toilet table, \$178.<br>Sage suit in ivory enamel decorated, with twin beds, \$255.<br>Queen Anne suit; bureau, full-size bed, chiffonier, toilet table in mahogany or American walnut, \$294.<br>Louis XVI motif mahogany or American walnut suit, \$344.<br>Louis XVI mahogany or walnut suit; bureau, chiffonier, twin beds, cheval dressing table, \$537.<br>Individual pieces may be bought at the same saving. (Sixth Floor) | <b>Other Bedroom Suits 40 Per Cent Less</b><br>We also have from a former purchase a group of higher-grade bedroom suits at savings of 40 per cent, these comprising:<br>Colonial suit in mahogany or American walnut, six pieces, \$350.<br>Queen Anne mahogany suit, seven pieces, \$1070.<br>Italian Renaissance suit in walnut, seven pieces, \$705.<br>Italian Renaissance suit in walnut, eight pieces, \$1045.<br>Louis XVI suit in walnut, eight pieces, \$635. (Sixth Floor) |
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## Prices in This Sale of White

On Domestic Undermuslins	On Philippine Undermuslins	On Satin and Crepe de Chine Undergarments
Nightgowns, \$1 to \$8. Corset covers, 50c to \$2.50. Long petticoats, 85c to \$5.50. Chemises, 75c	Combinations, \$1.25 to \$2.25. Drawers, 50c to \$1.85. Bloomers, 85c to \$2. Nightgowns, \$1.85 to \$6.85. Chemises, \$1.85 to \$3.85. Drawers, \$1.50 and \$1.65. Combinations, \$2.65 and \$3.85. Petticoats, \$2.85 and \$3.85.	Nightgowns, \$3.85 to \$24.50. Chemises, \$2 to \$24.50. Camisoles, \$1 to \$9.85. Bloomers, \$2.85 to \$12.50.

## Fine Linen Lingerie in the White Sale

Exact copies of French garments, the material being handkerchief linen, and the work done in Porto Rico and the Philippines. Some of the garments even have real Valenciennes. The straight chemises are \$3.75 to \$7.50. (East Aisle, and Third Floor, Chestnut)

## Great Selling of White in the Silk Store

White silks of every kind, from the morning sport skirt variety to the richly beautiful weaves for bridal gowns. Qualities that cannot be bettered anywhere at these prices: Messalines a yard wide at \$1.50 and \$2.  
Satin a yard wide at \$2.50 to \$5.  
Wash satins a yard wide at \$2.  
Silk jersey for lingerie, 36 inches, \$3 a yard.  
Taffetas in 36 and 40 inch widths at \$2.50 to \$3.50.  
Canton crepes, 40 inches wide, \$4.50 and \$5 a yard.  
Crepe meteor, 40 inches wide, \$3.50 up to \$5.  
Charmeuse, 40 inches wide, \$3 a yard.  
Sports satins, plain and novelty weaves, 40 inches wide, \$3.75, \$4.25 and \$5.  
Georgette crepes, 40 inches wide, \$2 a yard.  
Silk broadcloth, 32 inches, \$2.25 a yard.  
Satin crepe, 40 inches, \$3.50 and \$4 a yard.  
Japanese habutai, 36 inches, \$1.25 to \$2.25.  
Novelty sports silks in striking patterns, 40 inches, \$6.50 a yard. (First Floor, Chestnut)

## About the Kindred Garments in the White Sale

Thousands of these at prices so small as to be more than surprising to the thrifty reader who casts her eye down the following items:  
Gingham house-dresses at 85c and \$1. Striped, plaid and plain. (Third Floor, Central)  
Other house-dresses at \$1.65, "seconds," nearly all of plain pink chambray, and made in Billie Burke style.  
White aprons at 25c to 65c. Pretty nearly every imaginable kind. (Main Floor, Market, Outpost)  
Boudoir caps at 50c to \$1.50. A great variety. (Third Floor, Central and Main Floor, Market)  
Silk petticoats at \$2.85. Striped and plaided taffetas all with deep flounces, green, blue and black - and - white effects predominating. (Main Floor)  
White tub silk petticoats at \$3.85 and \$5. These have tailored flounces and double panels. (West Aisle)  
Crepe de chine negligees at \$5—several colors and several styles, all quite simple. Lawn dressing sacques at \$1. Cool, white and plain. (Main Floor)  
Sample negligees at sample prices—a miscellaneous collection. (West Aisle)

## White Sale Corsets

Prices on these are almost always a third and in some cases a half less.  
The L.R.'s are discontinued models and include two new topless styles at \$1; a short skirt, medium bust model at \$1.50; a heavily boned style at \$2; a front-lace at \$1.25, other front lace models at \$2.50 for tall women and a pink broche at \$3. Also a pink L.R. with elastic band in skirt is \$4.  
The Lucillas are here in five models at \$3.75 and \$5.50.  
The famous Parisiennes are \$10.50 and \$11.50.  
Wanamaker Specials in topless and front-lace models are \$1.25 to \$3.75. In girdle and topless forms, \$2.50, \$3 and \$4. (Third Floor, Chestnut)

## White Sale Handkerchiefs for Men and Women

For women—good practical handkerchiefs of heavy quality linen, plain hemstitched, narrow hems, at \$5 a dozen.  
For men—two styles of initial handkerchiefs, plain hemstitched, at \$4 a dozen. All initials in either one or the other style. Sold only by the dozen or half dozen. (West Aisle)

## Undermuslin Materials in the White Sale

The same good staple qualities that so many women look forward to buying during the White Sale at much lower prices.  
Nainsook, 36 to 45 inches wide, \$2 to \$6 for 10-yard pieces.  
Longcloth, 36 inches wide, \$1.45 to \$4.25 for 10-yard pieces.  
"Japanese" nainsook, 39 inches wide, \$4.25 and \$4.75 for 10-yard pieces. (First Floor, Chestnut)

## Lower Prices; Better Garments in the Juvenile White Sale

All the little garments were made especially for this sale, they are clean, well made and dependable, and the prices are all much below those of last year.  
Nightgowns, 75c to \$1—2 to 14 year sizes.  
Nightdrawers, 75c to \$1.75—2 to 10 year sizes.  
Pajamas—\$1.35 to \$2.50—4 to 14 years.  
Princess petticoats, 85c to \$1.50—8 to 14 years.  
Drawers, 25c to 75c—6 to 12 years.  
Bloomer drawers, 80c to 75c—2 to 12 years.  
Girls' petticoats, 90c to \$3.75—8 to 16 inch lengths. (Third Floor, Chestnut)  
Infants' slips, 60c to \$2.25.  
White dresses, \$1.25 to \$3—6 months to 2 years.  
Children's white dresses, \$2 to \$4.50—2 to 6 years.  
Colored dresses, \$2.50 to \$5—2 to 6 years.  
Creeper, \$1 to \$3—1 to 3 year sizes.  
Rompers, \$1.25 to \$3—2 to 5 year sizes.  
Middy blouses, \$1.25 and \$1.85—6 to 16 years.  
Boys' suits, \$2 to \$3.50—2 to 5 years. (Third Floor, Chestnut)

## The News of White Sale Waists

Over 5000 waists are in the sale at prices so trifling that many a woman will lay in her entire Summer's supply. They include:  
2544 waists at \$1.65, samples and surplus lots, all cottons, nearly all white, and very many of the semi-tailored sort, the rest being lingerie. A few have colored trimmings. Materials are dimity, organdie, voile, batiste and lawn. Sleeves are short and otherwise.  
1350 lingerie samples at \$2 and \$2.85. Voiles and batistes, chiefly. A few over-blouses are in this lot. Also waists with drawn-work and embroidery.  
1000 Porto Rican waists at \$3.85 and \$5. Hand-made models of batiste, all of the dainty Porto Rican work; many with real fillet.  
350 silk waists at \$3.85 and \$5—tricolettes, georgettes and crepes de chine, some over-blouses among them, also tie-backs. A particularly good collection of pink and white tailored shirts is in this group. (East and West Aisles, Main Floor, Outposts, Third Floor, Central)

## Household Linens in the White Sale

These are the most attractive lots of household linens we have had to offer in any White Sale for several years. Full-bleached Irish table damask, 72 inches wide, all pure linen, in a floral design, now \$3 a yard.  
Full-bleached Irish napkins, of pure linen in several good patterns, 22x22 inches, \$6.75 a dozen—a very unusual special purchase.  
Huckaback towels of pure linen, with hemmed ends, size 19x38 inches, now \$1 each.  
Scotch huckaback towels of pure linen, with hemmed ends, 20x86 inches, now 75c each.  
Heavy, pure linen towels, in bird's-eye weave with hemmed ends, soft and pleasant to use, 20x36 inches, now \$1.25 each.  
Two remarkable lots of Turkish towels, both introduced now for the first time. In one group are Turkish towels, full bleached, with borders of either red or blue and with hemmed ends, size 21x42 inches, price 60c each, the best in many a day at the price.  
The others are if anything more remarkable. These are full-bleached Turkish towels, particularly well made, with two-ply yarns, heavy and with hemmed ends, size 21x46 inches and extraordinary at bird's-eye weave with hemmed ends, size 21x46 inches, now \$1.25 each. (First Floor, Chestnut)

## Bedspreads Join in the Sale of White

Honeycomb spreads, single bed size, \$1.25.  
Honeycomb spreads, 72x84 inches, \$1.50.  
Honeycomb spreads, 78x88 inches, exceptionally good quality, \$3.  
Dimity spreads, 72x90 inches, \$2.25; 80x90 inches, \$2.50; very scarce in the market and prices very firm.  
Satin-finished spreads, 72x90 inches, \$4 each. (Sixth Floor, Central)

## 125 Dinner Sets Marked to Go at \$17.50

Real sets, not half sets or near sets. Real sets of 106 pieces at a real saving of \$7.50 on every set.  
American sets of good grade in a choice of good patterns—a gold lace border pattern, a gold band pattern, a floral border pattern in which the flowers are grouped in a medallion-like effect and connected by gold lines; one of these patterns is in blue and the other in pink.  
All from our own regular stock.  
For cottages or Summer homes. For practical everyday service in any home, anywhere, any time. (Fourth Floor, Chestnut)

## Down Come the Prices on Imported Rush Rugs

For Summer porch rugs there is nothing more attractive or durable than these Chinese and Japanese rush rugs.  
We have been told there is not another collection like ours in Philadelphia and certainly the variety here is remarkable, in diversity of design and combination of colors.  
Beginning Monday our prices on these fine rugs will be 10 to 30 per cent less than regular.  
9x12 ft., \$17.50, \$28.50, \$32.50.  
8x10 ft., \$13.50, \$20.50, \$27.50.  
6x9 ft., \$9, \$13, \$16.50, \$22.50, \$4.25, \$2.75.  
Japanese Straw Rugs Also at Lowered Prices  
9x12 ft., \$6.75.  
8x10 ft., \$5.50.  
6x9 ft., \$4.  
4x7 ft., \$2.  
3x6 ft., \$1.25.  
2'6x4 in., 75c. (Seventh Floor, Chestnut)

## Rows and Rows of Shining Aluminum Ware at One-Third Off

The very pieces most used in the kitchen—teakettles, double boilers, saucepans, kettles and coffee pots.  
A high-grade brand of aluminum ware, favorably known to every housewife as soon as she looks at the trademark. Good shape; strong, durable quality.  
And every piece of strictly first quality, sold at this special price only because of a very advantageous purchase.  
Double boilers, inside vessels holding two quarts, \$2.45.  
Coffee pots, two quart, wooden handles and knobs, \$2.50.  
Long-handled saucepans with cover, three quart, \$1.45.  
Bail-handle cooking kettles with cover, four quart, \$1.90.  
Double-tilt saucepans, for right-or-left pouring, three pint, 75c.  
Tea kettles, five quart, wooden handles and knobs, \$4.30.  
Surely the housewife's chance to fill her shelves with the best cooking utensils made, at an economical saving. (Fourth Floor, Market)