

Organ plays at 9, 11 and 4:50  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMA

# Be Always Welcome to Come In Yourself and to Bring

**"Man Wants But Little Here Below, Nor Wants That Little Long"**

—Goldsmith.

You can hardly believe how difficult it is for the writer to shorten these little pieces and put into them even the merest hint of something worth remembering.

Almost every sermon, address or magazine article could be cut in half to advantage if rewritten two or three times before printing.

What can be said in five minutes at a meeting gives much more variety and pleasure to the occasion.

[Signed]

*John Wanamaker*

## Good, Reliable Taffeta Silks at \$2.25 a yard

There is taffeta and taffeta, and she is a wise woman who looks well before she buys this particular kind of silk at a price too cheap to be worth anything.

Ready tomorrow is a fine assortment of good, strong, reliable quality taffetas, in the soft weaves, in black and street and evening colors, 36 inches wide, at \$2.25 a yard.

Any one with taffeta needs ahead should see these.

(First Floor, Chestnut)

## Clearaway of Women's Street and Afternoon Dresses \$20 Each

Most of these dresses were double this price last week. A few were but \$15 more.

All must hurry out now to make room for the throngs of waiting cotton frocks.

Take them, therefore, at \$20 each. They are good crepes de chine, soft taffetas, satins and Georgettes in fashions varying from simple street frocks to afternoon dresses. The colors include navy blue, black, brown, tan, gray and beige. And the sizes from 34 to 42, inclusive.

Opportunity for just a certain number of women to put two pretty silk frocks in their Summer trunks at the price of one!

(First Floor, Central)

## Fine Coats, Wraps and Capes for Young Women Change Prices

So many are down to one of a kind or a style or size that we have decided to lower their prices and hurry them all out.

\$39 to \$125 is the new price range, and in this group there are any number of really fine wraps, as well as coats and wraps for sports and general wear.

They are of fine Bolivias, of soft wool velours, of serges, tricelines and velvynes and are chiefly in blue and tan shades. They are all lined throughout with soft, rich silks.

Coats, capes and wraps are all included and there are styles to suit many types.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Young Women's Navy Blue Suits Come Down in Price

**Fine Suits at \$25 to \$35**

This is a remarkable collection, including as it does so many dark blue suits that have been much higher in price.

They are suits of fine tricelines and dark blue serges, in distinctive models, beautifully tailored.

It is such a varied collection that it will not be difficult to find just the suit that is most becoming. There are severely tailored models, there are braided suits, there are quite handsomely beaded suits—they are suits for general wear or dress needs.

Tweed suits at \$35 include some sports and plain-tailored models in tan, heliotrope and green mixtures.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

## Pongee Makes the Newest Traveling and Afternoon Wraps

Coats, cloaks and dolmans of a firm, strong pongee—mostly in the tussah weave—provide just the desired wrap for warm weather. Some are elaborate enough for fashionable hotel wear; others quite simple enough for motoring and traveling.

Prices range from a simple, well-cut pongee coat at \$30, or a cloak at \$35, to an elaborate double-cape tussah wrap with deep silk fringe, at \$100.

An admirable three-quarter loose coat, braided in brown, is \$45. And a reversible cape, of which either the pongee or the black satin side may be turned outward, is \$67.50.

(First Floor, Central)

## This White Sale Provides for Large Women

Underclothes for large women are one of the specialties of this May Sale of White. They will find unusually good nightgowns, chemises, petticoats and drawers in the larger sizes they require at these special prices:

Nightgowns from \$1.35 to \$4.85.  
Drawers from \$1.50 to \$3.50.  
Short petticoats from 76c to \$2.65.  
Long petticoats, \$1.25 to \$6.50.  
Chemises, \$1.35 to \$2.85.

Undergarments just in in the larger sizes are: Envelope chemises at \$1.50, of nainsook, with fine tucking in front, and embroidery edging.

Long petticoats at \$1.25, of cambric, with scallop-edge embroidery ruffle.

Short petticoats of cambric, with tucked and lace-edged lawn ruffles, at 76c and 85c. Of heavy cambric with double panel back and front, and embroidery ruffle, \$2.65.

Camisoles of wash satin, in flesh and white, with lace trimming, several models, \$2.65, \$2.75 and \$3. Of crepe de chine in hemstitched tailored style, \$3.25.

(Third Floor, Central)



## Gingham Hats to Wear With Summer Frocks

Nothing could be more summery or suitable to wear with gingham and cotton frocks than these saucy little gingham hats.

Of fine ginghams in the popular checks and the popular colors, the hats are usually faced with straw and finished with bows of snowy, transparent organdie.

They are from our own workrooms, are fresh as posies, will be delightful for country or seashore wear, and are \$10 to \$13.

(Second Floor, Chestnut)

## Chinese Rugs in High Favor and No Wonder

One of the admirable things about Chinese rugs is a certain artistic independence. There is no apparent effort to follow or imitate some other ideas of design and coloring. With one voice they seem to say, "We are ourselves. Our colors, vivid or subdued; our designs, grotesque, barbaric or otherwise, are our own."

This is bound to give them an individual quality and a furnishing effect of a very distinctive kind.

Not only as a furnishing factor, but also because of their excellent service qualities.

Chinese rugs are meeting with a new appreciation, at least that is our experience of the Chinese rugs we are showing. Undoubtedly they are the finest kind in the market and their prices are distinctly moderate.

If you are looking for a fine rug, at once impressive and practical, you should see this splendid selection of Chinese weaves.

Carpet sizes from \$275 upwards.

(Seventh Floor, Central)

## Sterling Silver Tea Sets to Please the June Bride

It would be an unusual bride indeed who would not take great pleasure in possessing any one of these handsome tea sets!

Maintenon, five-piece set, \$1100; kettle, \$475, and the waiter, \$775.

Portsmouth, full chased set, five pieces, \$719; kettle, \$305; waiter, \$480.

Portsmouth, plain, five pieces, \$315; kettle, \$200; waiter, \$440.

Plymouth, plain, five pieces, \$305; kettle, \$215; waiter, \$410.

Lansdowne, five pieces, \$542; kettle \$290; waiter, \$480.

Clermont, five pieces, \$350; kettle, \$225; waiter, \$390.

King Albert, five pieces, \$440; kettle, \$295; waiter, \$420.

Fairfax, five pieces, \$290; kettle, \$195; waiter, \$320.

Washington, five pieces, \$280; kettle, \$200; waiter, \$320.

Heppelwhite, five pieces, \$470; kettle, \$300; waiter, \$425.

Dorothy Quincy, five pieces, \$445; kettle, \$300; waiter, \$475.

Lafayette, five pieces, \$575; kettle, \$400; waiter, \$440.

Sheraton, five pieces, \$1925; kettle, \$925; waiter, \$960.

Newport, five pieces, \$375; kettle, \$250; waiter, \$425.

Mary Chilton, five pieces, \$525; kettle, \$295; waiter, \$380.

(Jewelry Store, Thirteenth and Chestnut)

## Men, Don't You Like to Buy Things on Their Merits—

things that are known to carry a full measure of value and satisfaction for the prices marked on them?

After all, there is no merchandise like merchandise of that kind, none that possesses the same staple characteristics of a good investment.

We can offer our men's suits strictly on their merits because they are of the standard staple kind that have the characteristics of a good investment.

They are genuine from start to finish—in woollens, in workmanship, in fashion.

They are intended for men who look for the genuine in things, knowing that nothing else pays so well in the long run.

And men of that stamp are buying them. Prices \$35 to \$65. Suits in special models for youths, \$25 to \$40.

(Third Floor, Market)

## Men's Cool Silk Dressing Gowns

Light in weight and loose, they are delightfully comfortable for Summer wear, and take up little room in a traveling bag.

Made of a good quality of silk in agreeable small figured designs on blue, green and brown grounds. Price, \$18.

(Main Floor, Market)

## More Wanamaker Special Couch Hammocks at \$27.50

The same high quality at the same low price as a lot put on sale last week. Those others went out with a rush and these will, too, so if you want one, better not delay.

Full length, full width, soft rust-proof springs, upholstered adjustable back and overstuffed, all-cotton mattress. In gray or khaki duck.

Remarkable hammocks for \$27.50. Twenty-five other styles of couch hammocks to select from at \$11.50 to \$50.

(Seventh Floor, Market)

## Still Some Children's Automobiles at \$5

But for the fact that they were scratched in shipping or show signs of handling on the floor, these little cars would be two or three times their present price.

In the latest roadster models and all in perfect running condition.

(Seventh Floor, Market)

## Sparkling New Light-Cut Glassware

A large, brilliant and diversified Summer showing, light-cut by our own craftsmen, in specially attractive designs which are obtainable only here.

Water sets, ice tea sets, berry or fruit sets, cracker and cheese dishes, handled sandwich trays, mayonnaise sets, berry bowls, flower baskets, punch bowl sets.

Prices from \$1.50 for a three-piece mayonnaise set up to \$20 for a 13-piece lemonade set.

(Fourth Floor, Chestnut)

## Heavy Oval Rush Rugs in a New Design

The body of these rugs is in natural color but there is a one or two color band border near the outer edge and two inner ovals in color and inlaid with floral or other designs.

9x12 ft., \$27.50.  
8x10 ft., \$24.50.  
Other rush rugs of 18-inch blocks in two-color effects, 9x12 ft., \$38.50.

One-piece rush rugs, very strong, 9x12 ft., \$28.50; 8x10 ft., \$25.50; 6x9 ft., \$16.

(Seventh Floor, Chestnut)

## Women's Fitted Cases for as Little as \$25

It has been some time since a woman could get a fitted overnight or traveling case at this price.

And these are of good black long-grain or auto leather, silk lined, and with ten substantial fittings of white celluloid. At either end of the case is a pocket.

This is an example of what you may expect to find here in both fitted and unfitted luggage, for men and women. Fine goods at prices that are a great relief after what such things have been.

(Main Floor, Chestnut)

## New Neckwear \$1 and \$1.50

Unusually nice vestees and collar and cuff sets, of organdie, net and lace. Some of the sets are colored.

(Main Floor, Central)

## Women's Silk Stockings Special at \$1.75

2800 pair of full-fashioned black stockings, silk to the top and mercerized cotton garter tops. All sizes.

All first-grade goods that are ordinarily much higher priced but were reduced for a quick clearaway.

(West Aisle)

## 115 Used and New Pianos and Player-Pianos

Priced from \$100

Fifty of these are upright pianos taken in exchange as part payment for new instruments.

Most of them are well-known makes. Every one of them has been put in first-class condition by the piano factory that turns out one of the most celebrated instruments in the country.

They offer a fine musical opportunity, especially to people wanting instruments for Summer bungalows or for children to practice on.

A partial list follows:

Pike	Sturtz	Norris & Fletcher	Byrne	Doll & Sons	Sterling	Russell	Kingsbury	Martin	Smith & Barnes	Tiffany
200	225	225	250	250	250	250	275	275	290	200

## Used Upright Pianos

Cornish	Frederick	Madelon	Schomacker	Huntingdon	Armstrong	Lester	Leslie	Regent	H. F. Miller	Ludwig	Lester
200	225	225	250	250	250	250	250	275	275	275	275

## New Reduced Upright Pianos

With the used pianos we shall sell 15 fine, new upright pianos, on which original prices of \$395 to \$1150 have been reduced to \$295 to \$975. Some of are:

Stodart	H. & S. G. Lindeman	Lindeman & Sons	Marshall & Wendell	Haines Bros.	Emerson	Knabe	Chickering
\$295	345	375	425	525	575	500	500

## Used Player-Pianos

Twenty-five used player-pianos, taken in exchange, are priced in part as follows:

Weser	Blasius	Doll & Sons	Doll & Sons	Lindeman & Sons	Lindeman & Sons	Lindeman & Sons	Lindeman & Sons
375	400	400	400	475	475	500	500

## New Reduced Player-Pianos

With these we shall sell twenty-five new player-pianos, on which the reductions are from \$100 to \$275. These are in part:

H. & S. G. Lindeman	Stodart	Lindeman & Sons	Pianista	Marshall & Wendell	J. C. Campbell	J. C. Campbell	Emerson Player
\$525	525	585	525	685	585	(Phono. Attach.) 785	800

## Player-Pianos, Foot Pump Model Equipped With Electric Motor

Lindeman & Sons \$750 Marshall & Wendell \$700

On sale tomorrow morning.

(Egyptian Hall, Second Floor, Market)

## Madame's Latest Fancy Is for Net Blouses

The net blouses are all of airy nets and usually in the soft, pretty cream color. Some are to be worn inside the skirt, and some are in the popular overblouse style—it is simply a matter of choice, for both are smart.

Some blouses are tucked, some are trimmed with Valenciennes lace, and quite a number have frills.

\$5.85 and \$10.85.

(Third Floor, Central)

## Veil Lengths, 38c

Short ends of fancy or plain mesh veillings, many with colored dots, in the newer effects, 38c each.

(Main Floor, Central)

## These Fine Golf Clubs Are Found Here Only—

and at no other store in Philadelphia.

Imported drivers and brassies, \$6 and \$6.50.

Domestic drivers and brassies, \$3.50 and \$3.50.

Imported irons, \$5.50.

All standard makes of golf balls, including the new Blue Line Standard Silver Kings, \$7.20 to \$13.20 a dozen.

Zodiac, White Flyer and Zenith, imported golf balls in all weights, have been lowered in price to 65c each.

Golf bags, \$1.75 to \$5.

Club golf, \$4 to \$8.

(The Gallery, Chestnut)

## Pillows and Cushions in Gay Cretonnes

If you would like to see what are literally "heaps of comfort," take a look at the cretonne-covered pillows and chair cushions in the Upholstery Store.

Then you might ask yourself where else in the world will a small amount of money buy such a large amount of bodily ease and restfulness, to say nothing of a decorative effect?

We don't know.

Pillows, round or square, \$1.50, \$2, \$2.25, \$2.50, \$3.75.

Chair cushions—not the cheap excuses made up to sell, but good, comfortable cushions boxed in and tufted with buttons and covered in selected cretonnes, \$1.25, \$1.50, \$2, which means less than half of last year's price.

(Fifth Floor, Market)

## A Wonderful Time in Wanamaker Furniture

Here are a few of the fine dining-room suits offered at 30 to 40 per cent less than market prices.

They are splendid examples of cabinet making, true and harmonious in design, beautiful in their finely finished woods and exceptionally dependable in their interior construction. These are just one group belonging to a number

of extraordinary Spring purchases, aggregating about \$400,000 and embracing a remarkable choice of suits for bedrooms, dining rooms and living rooms. Shipments of these goods are coming in constantly, and the assortment is probably the largest and most attractive that we have ever offered at this season at the same savings from regular prices.

## Dining-Room Suits at 30 to 40 Per Cent Less

Adam suit in mahogany, chairs covered with blue hair-cloth, ten pieces, \$475.

Chippendale suit in mahogany or American walnut, richly carved, ten pieces, \$525.

Sheraton suit in mahogany, chairs covered in tapestry, ten pieces, \$515.

Queen Anne suit in mahogany or American walnut; cabinet side table, chairs upholstered in mohair velour, with panel backs, ten pieces, \$790.

Queen Anne suit in beautifully selected mahogany, high-back chairs, seats covered in tapestry, ten pieces, \$585.

Sheraton suit in American walnut, six-foot buffet, cabinet side table, chairs covered with hair-cloth, \$620.

## Library or Living-Room Furniture at Savings of 30 Per Cent

Large easy chair to match, \$78.

Fire-side chair to match, \$82.

Davenport, seven feet long, wide roll arms, spring seat and back, panel effect, \$125.

Easy chair to match, \$75.

Fire-side chair to match, \$65.

Three-piece tapestry suits, \$208, \$217 and \$167.

(Fifth and Sixth Floors)