

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

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

# The Lovely Summer Goods Do Brighten Up the Store Wonderfully!



**Old Rittenhouse Square Is Abloom Today**

with the beauty, grace and goodness of the women of Philadelphia.

**Lovers of Flowers**

who are holding their annual Flower Show and Sale for the benefit of various funds, under responsible and experienced management, that have the care of sick and crippled children in this city.

You know the smile of a child for the gift of a flower. Help yourself to a heart smile by doing your best to help these thoughtful, untiring women, who toil for helpless children.

*[Signed] John Wanamaker*

May 19, 1921.

## Prices Fall on Women's Afternoon Gowns

Some of these price tickets ran up to three figures. None of them were much below that.

Take them now for \$65 apiece—a saving of from \$20 to \$35 on each gown.

They are exactly the gowns women will want to take to seashore and mountains, for dinners, for little occasions where either too elaborate or too plain dress would be equally out of place.

They are of that useful style that will fit into a thousand occasions.

All are of beautiful quality Canton crepe or crepe de chine, fashioned in delightful styles that offer much variety.

Light shades prevail. The gamut of grays from pale to dark, and the range of light browns, including beige, fawn, castor, beaver, tan and so on. And the sizes are 34 to 42.

(First Floor, Central)

**To possess a Dandy Sadler Etching**

signed by the engraver is a real delight, and these prints are signed by Boucher, Dobie and others.

"A Jolly Good Fellow" is charming.

Prices run from \$16.50 to \$250.

(Fifth Floor, Market)

**A New Slipper in the Woman's Boot Shop**

A fine bench-made, one-strap slipper of fawn-color buckskin, with wing tip and back of tan Russia leather; moderate Cuban heel and welted sole. It will go out very quickly, we think, for its style is both practical and effective. The price is \$15.

(First Floor, Market)

## Wanamaker Men's Suits Are an Investment in Quality

They pay. They pay as all merchandise of good quality justly priced always pays.

Wanamaker men's suits represent an effort, expert and deliberate, to provide suits of the finest grade to be found in the world of men's ready-to-wear clothing.

To be more exact, they represent the success of that effort, which is really the thing that matters.

They are priced at \$35 to \$65 and the youths' models at \$25 to \$40. Of course they could be marked lower, but only by leaving out some of the quality which makes them the best investment at the money.

(Third Floor, Market)

**"Shall I Get a Small or a Large Straw Hat?" He Asked**

"Whichever is most becoming," we told him, so he took a hat with a rather wide brim and rather low crown. The high crown, small brim style did not look at all well on him.

On another man the smaller hat might have been just the thing.

One great advantage of a straw hat is that there is no fixed shape which every man must wear to be in fashion. But unfortunately not every hat store has the variety of shapes that Wanamaker's has.

And we do not know of any other straw hats that give as good service as these London hats of ours.

Prices, \$3 to \$6.

(Main Floor, Market)

**A Sale of Sparkling Combs at \$1.25 to \$10**

We've had combs like them which have sold, in many instances, for just as much again as you will see, they are quite remarkable for their moderate prices.

They are in the newest styles—some high or low, combs with graceful Spanish top, wide spreading and carved; combs with flat band tops, with artistic designs and in unusual and pleasing shapes. Not all are combs—some are pins.

Of imitation shell, crystal and amber, they are set with sparkling imitation sapphires, emeralds, topazes, rubies and amethysts.

They'd make most acceptable graduation gifts.

(Main Floor, Chestnut)

## The "Wimbledon" Sports Coat for Young Women

is one of the most popular top coats of the season. It is distinctive in style, smart of cut, very well tailored and to be found only at Wanamaker's.

There is moulton brown, Pekin blue and the new caramel for choice of color and the coats are all of soft, silky Bolivia, lined throughout with peau de cygne.

The coats are straight of line, with stitched, new shape collars that may be worn high, and have rows of silk stitching down both sides of the front.

\$65—and 14 to 20 year sizes.

(Second Floor, Chestnut)

## Booth Tarkington's New Book

"Alice Adams"—a study of an American family and in particular of the brilliant achievement of Alice Adams, the pretty daughter, who lacks the background which makes social importance possible. Price \$1.75.

"The Come-Back," by Carolyn Wells. The story of the strange but genuine messages which come from "Peter Boots," whose death was surrounded by mysterious circumstances. Price \$1.90.

"The Vision House," by C. N. and A. M. Williamson. The story of a woman who asked the man who loved her to marry her platonically—and what happened. (One of the last of the novels written in collaboration.) Price, \$1.90.

"The Lamp of Fate," by Margaret Pedler. The romance of a woman who took the hearts of men and gave nothing in return, and the man who condemned her and turned away. Price \$1.90.

"The Pasha's Web," by Howard Bradshaw. In this, the tale of a Turkish Pasha who kidnaps a lady for his harem, the author has neglected no opportunity for excitement. Price \$1.90.

(Main Floor, Thirteenth)

## Fine New Suit Cases Fairly Priced

The newest shipment of suit cases is worth inspection, if you need one.

These are all of good, old-fashioned oak-tanned stock, well made and with short straps or straps all around. They are in two shades of tan and a dark brown, and are in 24 and 26 inch sizes.

Prices \$12 to \$15.

(Main Floor, Chestnut)

## Who Wants Some Remarkable Linen Towels?

Here is an opportunity two-fold and exceptional. From our regular assortment we have taken a lot of full-bleached huckaback towels with damask and medallion borders and marked them 75c each.

These are in size 18x35 and all are neatly hemmed on either end. Originally they sold for about 40 per cent more.

At the same time we are offering a new special purchase of guest towels of pure linen, full-bleached, size 14x22 inches and with hemstitched ends, at 35c each.

Towels of the same grade have been selling in recent years for twice as much.

(First Floor, Chestnut)

## Men's Summer Shirts of America's Best Madras

Soft-cuff, plain negligé shirts of a very fine grade of woven madras in a good weight for warm weather.

Designs are stripes in uncommon variety—narrow stripes, seersucker stripes, cluster stripes and combinations of many sorts. In the most desirable colors.

Price, \$3.50.

(Main Floor, Market)

**Hand-Embroidered Net Bands Make Dainty Trimmings**

The embroidery is Chinese and work is beautifully done. Widths range from an inch wide to \$2.50 a yard up to seven-inch wide.

(Main Floor, Central)

## Many Women Prefer Capes for the Summer

There is a certain wool Jersey cape that has made so many friends that we have had to re-order it a number of times and there is a new shipment in now.

It is silk lined throughout and gathered on to a straight wide scarf whose long ends are finished with silk fringe. The price is \$65.

And there is an entirely new cape just arrived in soft wool velour with scallops around the shoulders, giving the appearance of a double cape at \$40.

Both capes come in black, navy, brown or tan.

(First Floor, Central)

## Men's Fine Irish Handkerchiefs \$8.75 a Dozen

Of Irish linen and foreign stitched—well-made, good-looking plain handkerchiefs that are good value for the price.

They will look well with embroidered monograms or letters.

(West Aisle)

**Young Women's Fresh, Pretty Gingham Dresses \$7.50**

They are all in the clear, pretty checked colorings that girls like—red-and-white, blue-and-white, pink-and-white, lavender-and-white and green-and-white.

They are in a summery style with crisp organdie collar, and have wide sashes and pockets at the sides.

14 to 20 year sizes.

(Second Floor, Chestnut)



## Not Long Now Before the Bathing Season Starts

In fact many women have already come in to ask about bathing suits and we are glad to be able to say that a fine large shipment of surf satin bathing suits has just arrived.

They are particularly well-made suits, such as the majority of women will approve of, and although some are all black, the majority are touched with color, white, blue or green. In all there are eight unusually pretty styles.

Tights to go with these suits are here also, starting at \$1.25 and going up to \$6.75.

(First Floor, Central)

**Women's Initial Handkerchiefs \$1.90 a Dozen**

Sheer and snowy linen, of Irish weave, with a daintily embroidered letter in one corner—they are surprisingly good handkerchiefs for \$1.90 a dozen.

Sold by the dozen and half dozen.

(West Aisle)

**Several Boxes of New Dimity Spreads Just Opened**

And as "welcome as the flowers in May."

These are spreads that everybody seems to want, and no wonder!

White as driven snow and in the old-fashioned ever-popular seersucker or crinkled weave.

Spreads of the same kind also come in sets with bolster sham to match.

Crinkled dimity spreads: 64x90 inches, \$2 each; 72x90 inches, \$2.25 each; 81x90 inches, \$2.50 each.

Crinkled dimity bedspread sets, with scalloped edges, the spreads with cut-out corners, \$5 a set.

In the same shipment came a lot of white dimity spreads in the corded weave, 72x90 inches, \$2.25 each.

(Sixth Floor, Central)

**Men's Silk Half Hose 50c a Pair**

3600 pair of socks of a good sturdy silk, with mercerized tops and soles. Black, white, navy, cordovan, Russian calf and suede.

These socks usually sell for at least a half more and a former lot went off with a rush.

(Main Floor, Market)

**Women Looking for Specially Good Corsets**

at reduced prices will find them in the May Sale tomorrow:

Parienne corsets of excellent quality broche, in a model designed for full figures, with waist boning and low, full bust, at \$1.50. Sizes 24 to 34. This is very unusual value.

Letitia corsets in several models at \$3.75 and \$5.50. They usually sell for nearly double.

L. R. corsets at \$2—a third less than usual. Also discontinued models in broken sizes at \$2 to \$6.

Bandeaux and brassieres, special at 50c to \$5.75.

(Third Floor, Chestnut)

## Blouses to Wear With Her White Skirts

Quite lovely is a blouse of Canton crepe with the youthful Peter Pan collar that so many women like—it is in the popular jade green or navy blue and is \$25.

Very smart and very new is a crepe de chine blouse with the new black embroidery—this is \$32.50.

And there are any number of new and charming models of white or colored novelty silks and crepes de chine, in styles to suit many types of women. These start at \$8.75 and go to \$32.50.

(Third Floor, Central)

## The Wanamaker Ice Cream Freezer

—makes more ice cream to the given quantity of materials.

—makes lighter, fluffier ice cream.

—makes ice cream quicker than any other freezer we know.

The reason for this is an extra little paddle in the dasher, which works like a cream whip on its own account, all the time the dasher paddles are doing their regular work. It is possessed by no other freezer.

We have made four quarts of good cream with this freezer in exactly seven minutes.

Sizes from one to eight quarts, priced \$4.15 to \$11.50. The popular four-quart size is \$7.15.

(Fourth Floor, Market)



## Bitter Sweet Cream Mint Wafers, 60c a Pound

Creamy mint wafers, dipped in bitter sweet chocolate, are delectable after-dinner tidbits—or are good any time! In one-pound packages, 50c.

Assorted chocolate creams, with bitter sweet chocolate covering, 60c a pound.

Caramels, assorted flavors, 60c a pound.

(Down Stairs Store, Chestnut)

## To Put Little Feet Into Right Shoes

is a large part of our business. Mothers have learned that we do this work very carefully, and that the children's shoes they buy here are sure to be the right lasts, and of long-wearing, sturdy material.

**Children's Barefoot Sandals**

of white leather with stout soles to withstand the hard usage these play shoes get, are \$2.50 and \$3.25. Sizes 5 to 11.

Made of strong tan leather these sandals are \$2.50 to \$3.75, in the various sizes from 5 to 2.

White buckskin ankle strap slippers in very good styles for children from infant size up to size 2 are \$3.50 to \$6.75.

A favorite white canvas pump for the growing girl, with white heel, welted sole, and the last a growing girl should wear, is \$6. Sizes 2½ to 7.

Every other style of children's shoe is here and specially trained salespersons to fit them.

(First Floor, Market)

**Real Lace Collars for Coats or Dresses**

The touch of real lace is very desirable this Spring, and especially Irish crochet and filet. These are quite new.

Real "baby" Irish collars, \$2.50, sets, \$5.

Real filet collars, \$1.50 to \$3. sets, \$5.

(Main Floor, Central)

## A Good Chance to Pick Up Low-Priced Underclothes

is afforded by this May Sale of White, when domestic garments better than usual may be had at the prices quoted:

Nightgowns from \$1 to \$8. Long petticoats from \$1 to \$7.50.

Chemises from \$1 to \$7.50. Short petticoats from 50c to \$2.50.

Drawers from 50c to \$1.55. \$3.50.

Corset covers from \$1 to \$2.25. Combinations from \$1.25 to \$2.50.

Newly come into the Sale are:

Chemise vests of flesh-color plaided voile for \$1.35, and of flesh-color silk-and-cotton for \$1.50, both with ribbon shoulder straps.

Envelope chemises of white nainsook with cluster tucks and embroidery edging for \$1.65.

Combinations, corset cover with either skirt or drawers, of white nainsook with lace and embroidery for \$1.65.

Nightgowns of white nainsook with embroidery and lace at \$1.25 and \$1.65.

(Third Floor, Central)

## Women's Black and Colored Silk Umbrellas —\$5

These have covers of firm, shining taffeta, and they are in all the popular colors as well as black.

The handles are of polished hardwoods, some have bakelite rings, some bakelite tops, some have leather loops, some rings of imitation amber, and others silk loops. And you may choose from the short thick ferrules or the more conservative thin ones, as you like.

(Main Floor, Market)

## Enameled and Decorated Furniture to Go With Sunshine and Soft Breezes in Summer Homes

Color, the color that refreshes weary eyes, who doesn't long for it in summertime? What is a Summer home for, if not to enable one to get away from all that has become stale, stuffy and oppressive?

Color is the thing in a Summer home—color and something of novelty; all of which means atmosphere, and atmosphere means everything to those who feel and understand.

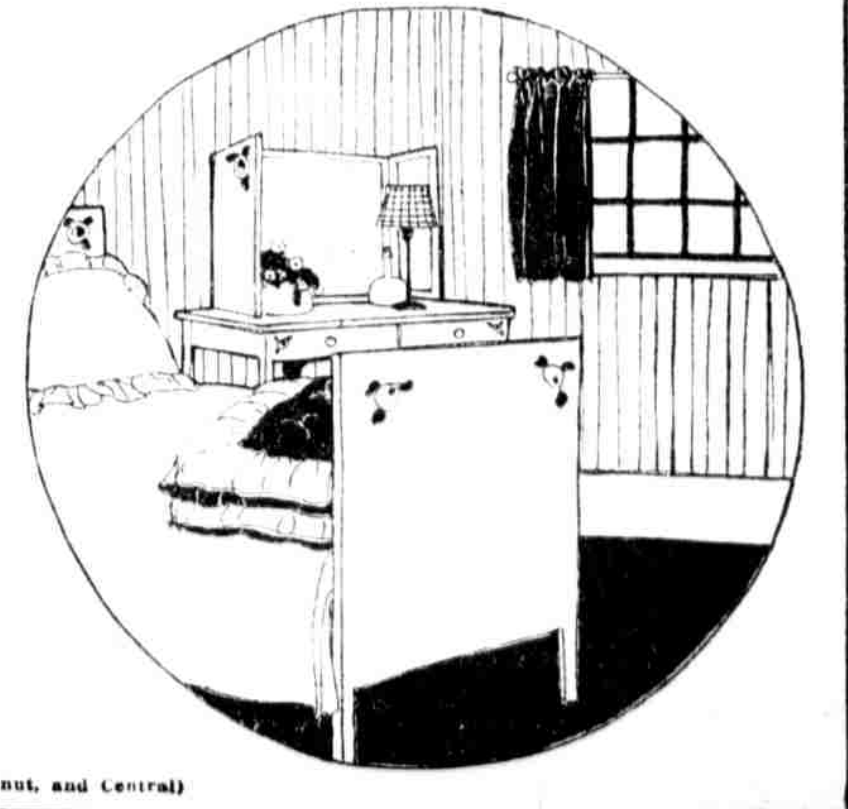
It is like feeling the breath of an ocean or a mountain breeze to think of a bedroom in a cottage furnished with one of the enameled and decorated suits you will see here. It is a long time since we introduced this class of furniture to Philadelphia, and in the meantime we have learned a great deal about it. All we know is well represented by the assortment of bedroom suits we are now showing.

What better can we say of them than to tell you they are the kind that go with sunshine and refreshing breezes and freedom and all the soft, delicious things that make summertime thrilling—even to think of.

A casual glance at the bedroom suits shows such colors as ivory and white enamel decorated; buff and green decorated; straw and blue decorated; orange enamel decorated; yellow enamel decorated; jet black enamel decorated; together with other enameled suits, all of them decorated and in such shades as gray, blue, buff (with variously colored stripes), white with delft blue, and others besides.

Breakfast-room suits in a diversity of designs that charm are here in a relatively large variety.

(Sixth Floor, Chestnut, and Central)



**Pretty, Untrimmed Hemp Hats, \$3.25 Each**

This is a little special lot of the hemp hats in summery colors—white, gray or a soft champagne color. They are in becoming shapes—wide brimmed and with good crowns. There are three different styles from which to choose.

They're quite unusual for this price—and any woman can add a wreath of flowers or some simple trimming and have a most expensive Summer hat!

(Second Floor, Chestnut)

**300 More Tub Skirts Specials at \$3.75**

Three extremely pretty models of a nice quality surf satin and corduroy. They are exactly the same styles as we sell ordinarily or a much higher price.

All have attractive pockets, trimmed with pearl buttons. Sizes go up to 32-inch waist.

(East Aisle)

## Because They're "Seconds" These Toilet Articles—

all of imitation ivory—are all marked at interestingly low prices. They are in good shapes, all the needed pieces are included, and a woman may match up a whole set or buy separate articles, just as she wishes.

Hair brushes are \$1.15 to \$1.41. Mirrors \$1.90 to \$5. Combs are 25c and 35c. Puff boxes 25c to \$2. Hair receivers 25c to \$2.25. Cloth brushes 50c to \$2.75.

Bonnet brushes 75c. Trays 10c and 25c. Nail files 10c. Salve jars 35c. Cream jars 45c. Soap boxes 10c.

(Main Floor, Chestnut)

## You Cannot Get a Better Bicycle—

than the Columbia, and you will not find a better assortment of these fine bicycles than we have.

The chainless model, \$85.

The Superb, \$70.

The Roadster, \$65.

The Motobike, \$75.

Junior Roadster, \$65.

The Military, \$65.

The Arch-bar, \$67.50.

The Racer, \$73.50.

Juvenile models, \$52.50 and \$65.

All equipped with heavy road tires, coaster brake, front and rear mud guards, tool bags and tools.

(The Gallery, Juniper)