

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Only a Constant Inflow of New Goods Can Keep a Store Interesting

It Is Disgraceful Not to Know Things

but it is a greater disgrace not to want to know them.

A big boy often throws down his books, saying, "I know enough to make my way"; and he shuts up his books and turns away from his teachers, to his everlasting loss.

The world and its teachers keep on growing, and he who stops learning will be left at the tail end of the times.

Practically this store renews its life with new things twice a year, and sometimes oftener.



John Wanamaker

GATELY Remarkable Gowns for Women at \$35

new low price on about 125 effective street and afternoon dresses

Their price tags fall anywhere from \$7.50 to \$12.50. It will be a comfort and a pleasure to this many women to find such wearable and really charming frocks at so modest a price.

They are veiled foulards, crepes meteor, Canton crepes, crepes de chine and soft taffetas, made in delightfully individual styles, every one looking as if it had come straight from a good dressmaker. The colors are those women find most usable—navy blue, brown, taupe, gray, tan, black and black-and-white effects.

Sizes from 34 to 44 are included. And we think this little price will soon carry them away.

(First Floor, Central)

New Books for the Week-End

Red Masquerade, by Louis Joseph Vance. Price, \$1.75.
How Paul Harley, crime investigator, dealt with the problem of the death curse of the High Priest of Voodoo.

Tales From a Rolltop Desk, by Christopher Morley. Price, \$1.75.

A collection of stories assembled in book form, which will be welcomed by the author's admirers.

The Heart of the Range, by William Patterson White. Price, \$1.75.

Love story of the olden West, when the surest shot was the most respected citizen.

The House With the Golden Windows, by J. E. Buckrose. Price, \$1.90.

The romance of a girl who fell heir to a fortune through a fault not her own.

Four Corners, by Clifford Raymond. Price, \$1.90.

(Main Floor, Thirteenth)

Quick Music

Today, perhaps, you have no means of music-making in your home. Monday, if you come promptly enough to order it, you may have a fine phonograph standing there, ready to help you celebrate the coming holiday with merry music for dancing, solemn music if your mood calls for it, or the stirring martial or patriotic airs appropriate to Memorial Day.

We have here on display and sale, for immediate delivery when necessary, four of the finest instruments of their kind we know of—

The Victrola
The Sonora
The Brunswick
The Cheney

In wide choice of woods and period models as well as simple uprights. Convenient terms. (Phonograph Store, Second Floor, Central)

Blankets Cleaned

by our Sanitary Process are made sweet, soft and spotless, and are finished to look like new.

They will be stored without charge until you are ready in the fall.

Single blankets, 75c.
Double blankets, \$1.50.
Phone Rittenhouse 1000.

Office Furniture Opportunities

Quartered oak desks and chairs of several standard makes, all of the popular-priced kind and all marked 30 per cent less than the latest low market prices.

Roll-top desks, \$90 and \$125.

Flat-top desks, \$55, \$58, \$65 and \$70.

Double desks, \$90 and \$100.

Typewriter desks, \$56, \$60, \$65 and \$70.

Revolving chairs, \$16.50, \$18 and \$21.

Arm chairs, \$10, \$12 and \$14.50.

(Third Floor, Market)

Prices Lend New Interest to These Floor Lamps

They are tall, slender floor reading lamps of the "bridge" variety, some of wood, all of them at such very special prices that they are worth seeing even apart from their own attractiveness.

The \$12.50 ones are of iron, in greenish effects. Those at \$16.50 are solid mahogany. At \$20, \$30 and \$40, they are of cast metal, both base and stand decorated to look like the most attractive painted woodwork.

Any one seeing such useful and decorative electric lamps should see them. Shades are from \$3 up.

(Fourth Floor, Central)

90 Pieces of Cut Glass Every Item Special at \$4.75

All belonging to our regular stock of standard cut crystal. In miter-and-floral and miter cuttings. The price marked on each item represents a substantial reduction from the regular figure.

24 water jugs, 4-pint size.
18 low berry dishes, 9-inch size.
20 oval orange bowls.
24 sugar and cream sets.
Choose any one of these at \$4.75.

(Fourth Floor, Chestnut)

Helpful Toilet Articles All With Helpful Prices

Good and useful articles, all with prices that make them well worth buying.

Bath sprays, 75c.
Violet toilet soap, 10c a box of three cakes.

Rose bath soap, 20c a cake.
Wanamaker shaving sticks, 15c each.

Talcum powder, 10c and 15c a can.

Chalk and orris, 20c a large box.

Cocoanut oil shampoo, 35c a bottle.

Tooth brushes, 15c and 25c.

Nail brushes, 18c and 45c.

Hair brushes, 50c to \$1.75.

Cloth brushes, 35c and 50c.

(Main Floor, Chestnut)

The Over-Sunday Candy

Assorted caramels, 60c a pound. They're in several flavors, fresh and tempting.

Chocolate creams, 60c a pound. They have coverings of bitter-sweet chocolate and are very good.

Chocolate mints, 60c a pound. They are smooth and creamy and delicious and are covered with bitter-sweet chocolate.

(Down Stairs Store, Chestnut)

Babies' Cotton Shirts Special at 30c

Well-made comfortable little shirts for warm weather and you can choose either high or low neck or some of both kinds. They will fit baby from the first size needed up to his third year.

And, by the way, many mothers are interested in the practical layette for \$10. It includes two each of shirts, bands, flannel petticoats and pairs of socks, one white petticoat, twelve diapers and one wrapper.

(Third Floor, Chestnut)

The Day and the Suits for Men

Psychology may have something to do with making Saturday a men's clothing day, but convenience has more.

How much psychology may have to do with the choosing of a man's suit we don't know, but we are convinced that good, practical, common sense should have a vast deal to do with it.

So far as good, practical, common sense enters into the question, any man must understand that good suits can only be made from good woolen fabrics, well-tailored.

The Wanamaker stock of men's clothing represents an effort to assemble suits that embody the best woolen fabrics and the best tailor work available in this country.

Men's suits, \$35 to \$65.

Youths' suits, \$25 to \$40.



(Third Floor, Market)

London Straw Hats

Men who have worn our Lincoln-Bennett or Redleaf London hats say they give twice the service of an ordinary straw hat.

Prices \$3 to \$6.

(Main Floor, Market)

Fresh Lot of the \$1.55 Summer Shirts for Men

These are the fine percale shirts in soft-cuff, plain negligé style which we are selling for so much less than their regular price.

First lot went out so fast that we got 600 more for tomorrow's business, and if you want first choice of these you will do well to come in as early as you can.

All in good colored stripes.

(Main Floor, Market)

New Foulard and Grenadine Neckties for \$1

For men's summer neckwear these are two of the most popular of silks.

New shipments make assortments of colors and designs complete in both kinds and it is not everywhere you will find ties of such quality for a dollar.

(Main Floor, Market)

Men's Summer Underwear Half Price and Less

1200 shirts and drawers at 75c a garment. Second grade goods that would be anywhere from two to four times this price if first grade.

Fielders' gloves, \$1.50 to \$1.14. Team uniforms, ready for quick delivery, \$4.50 to \$16.50 a suit.

Baseball shoes, \$5.50 to \$8.50 a pair.

Baseball stockings, \$1 to \$2 a pair.

Jerseys, \$3.50.

Special prices on uniforms made to measure and equipment for teams.

(The Gallery, Juniper)

A Great Suit Special in the Men's London Shop

Seventy-five men can share in one of the best suit opportunities of the season if they will come right into the Wanamaker London Shop.

At \$42.50

we have seventy-five very fine and fashionable three-piece lounge suits of gray and brown herringbone tweeds. Designs are in large and small herringbone effects and there are various shades of the colors.

Smart, loose coats with patch pockets and four-button style. Skeleton lined and beautifully finished throughout.

Just the sort of easy, cool, light-weight suits men will want from now on till Fall, and it has been many a day since we saw anything like them at such a low price.

(The Gallery, Chestnut)

Men Have Surely Admired These \$7.50 Oxfords

They tell us there is nothing like them in town within a couple dollars of their price.

You can see at a glance how fine they are in fashion, and you may take our word for it that they are fine in workmanship and made of selected leathers.

There are four styles, as follows:

Dark brown calfskin with straight tips.

Pebble grain calfskin with straight tips, center punched; perforated vamp seams and flanged heels.

Mahogany calfskin with straight tips, saddle straps, perforated vamps and heel foxing and rubber heels.

Tan grain calfskin with full wing tips, perforated vamp seams and heel foxing, flanged heels and stitched heel seat.

(Main Floor, Market)



Fresh and Lovely and New Organdie Frocks and Lace Dresses for Young Women

They are as fresh and new as the posies they look like!

It is a brand new collection which comes just in time for class day events, for spring dances and dinner parties, for garden parties and for weddings. Any girl would look prettier in them!

At \$22.50 are new navy blue or black organdie dresses cleverly combined with white—youthful round white collars, white down the front and along the edge of the skirt. Also plain colored organdie frocks—in flesh pink, maize, white or orchid in charming styles.

At \$25 are navy blue dotted Swisses, trimmed with white organdie.

And at \$27.50 is a dear little white dress, of crisp organdie, with puff sleeves and round neck.

At \$49 are some new ecru lace dresses in delightful styles.

At \$75 is an exquisite frock of creamy lace in surplice style, trimmed with tomato colored ribbon velvet, and another all of tomato colored silk lace with a stunning touch of black.

And other new lace dresses are \$69 to \$98.

All in 14 to 20 year sizes.

(Second Floor, Chestnut)

Summer Hats for Dress Occasions, \$10 and \$12

Hemp hats they are—flower trimmed or trimmed with fluffy, soft ostrich feathers—and quite as attractive as they sound.

They are just off the needle—and just out of the workrooms.

They are of fine hemp in gray, white or black, in becoming shapes, wide of brim and with becoming lines.

Some are wreathed with colored wayside or garden flowers, others have the pretty ostrich feathers for their adorning.

It will be a pleasure to choose one!

(Second Floor, Chestnut)

White Silk Underclothes for June Brides

Inexpensive though they are, the lovely white silk and satin and crepe undergarments in this May Sale are just the things the June bride will wish to gather into her trousseau. Among them are:

Camisoles of white satin in six dainty models, with simple hemstitching or more elaborate trimming of good laces, ribbons and Georgette. Very specially priced at \$2, \$2.25 and \$2.50.

Nightgowns of radium silk or crepe de chine, in fascinating models, either elaborately lace-trimmed or quite simple, but all extremely good. Priced \$8.75, \$10.50 and \$12.50.

Chemises of crepe de chine or radium silk, lace-trimmed or simple "tailored" styles, at \$3.75, \$5.50 and \$6.85.

Bloomers of lace-trimmed white satin, or of plain heavy crepe de chine, at \$5.

(Third Floor, Central)

Pretty Sashes for \$1 and \$1.50

All of glistening artificial silk in a number of bright and more subdued colorings.

They are in the fashionable widths, they are plenty long enough to tie around the waist and have the long ends, and they are finished with silk fringes.

(West Aisle)

New Diamond Bar Pins With Platinum and Gold Mountings

They have the exquisite openwork designs that you will find in bar pins many times these prices, and the diamonds are of the same high character and blue white color.

There is this difference, however, that, although the front of these pins is platinum, the back is 14-kt. gold. With from three to seven diamonds, the prices are from \$90 to \$190.

(Jewelry Store, Chestnut and Thirteenth)

A Silk Handbag Clearance

Some of the bags from a maker who was overstocked and others lowered in price from our own stocks, to equalize the values. The saving is about a third all through.

New Spring and Summer styles in bags of all sizes, from a dainty little calling shape to a large stopping bag. Black, brown, taupe, navy and a few lighter colors.

Shell-finish celluloid, metal and covered frames, in a variety of shapes.

Prices, \$5 to \$20.

(Main Floor, Chestnut)

Cool Blouses of Snowy Cotton Voile

They are all of fine white cotton voile, and in addition to being new and attractive, they are especially good values for the prices.

At \$5.50 are blouses in two models—one with tucked collar and hemstitched, tucked, frill down the front; the other with drawn-work in collar and the frill down the front. Both have V necks and short sleeves.

At \$6.85 is a dainty blouse of white voile with collar of filet lace, tucked vest effect in front and lace edging on the sleeves.

(Third Floor, Central)

Mohair Skirting at 38c a Yard

Pretty, light colored striped effects that would make up well for either pleated or plain skirts. And the weave is fine enough to adapt itself to pleats.

The colors are soft pastel shades and are washable. They would go nicely with sweaters.

The width is 32 inches and this is about one-third the original price of these skirtings.

(West Aisle)

Three Special Items in Women's Fine Gloves

Street, afternoon and dress gloves—and just the lengths and styles well-groomed women are looking for.

At \$2.25 a pair are six-button length Biarritz gloves all of fine French lambkins, in white, tan or brown shades.

At \$3.50 a pair are long white gloves of soft fine kidskins, in five-button length.

At \$4.50 a pair are sixteen-button length fine white lamb-skin gloves.

The qualities are exceptional, the gloves fresh and new, the styles are just right.

(Main Floor, Central)

Proper Corsets for Young and Slender Figures

Several of the best Letitia corsets are especially designed for growing girls and figures of slender proportions. Among these are:

A short model of cool, pink batiste, very lightly boned, and topless, at \$2.50. With longer skirt and finer quality pink batiste, \$3.50.

A topless model of pink batiste, for slender figures, with elastic and light boning, at \$6.50. And a lightly-boned pink batiste model with shorter skirt and elastic inset in waist, at \$3.50.

(Third Floor, Chestnut)

New Short Sports Coats for All Kinds of Skirts

Vivid hued flannel coats that would be just the thing with white woolen or tub skirts, soft toned tweed jackets, colored linen coats and black velveteens and others of duvetyne and wool Jersey.

We have never had so many materials before at one time and the reason is that these short sports coats are in high favor this Summer. Some are as little as \$16.50 and prices mount gradually up to \$55.

(First Floor, Central)

New in the Women's Shoe Store

A slipper of midnight blue kid, with trimming and strap of fawn suede, medium plain toe and Louis heel, at \$15.

A gray suede one-strap slipper in a very pretty model, with medium toe and baby French heel, at \$14.

A D'Orsay button-strap slipper of gray suede with cut-out work showing blue kid inlays; Louis heel and medium toe, at \$14.

A most attractive lightweight slipper of tan calfskin with one strap, Louis heel and medium plain toe, at \$14.

A very good-looking five-eyelet oxford of gray buckskin, with wing tip and lace stays of tan calfskin; military heel and welted sole, at \$12.

A dark blue satin one-strap slipper, with medium toe and Louis heel, at \$9.75.

All these are very good values indeed.

(First Floor, Market)

Women's White Flannel Skirts Specials at \$12.75

It really seems as though every other woman wanted a white flannel skirt for this Summer and there is certainly beginning to be a scarcity of the material.

Therefore we count ourselves very lucky to have these extremely good "specials." They are fully box pleated and knife pleated, beautifully made in every way, and of a fine quality all wool flannel. The belt is narrow and trimmed with pearl buttons. Sizes up to 34 waist band.

(First Floor, Central)

Decorated Furniture for Summer Homes

Picture to yourself a bedroom suit in ivory enamel with floral decorative touches in natural colors, making a delicious harmony with cretonne and other draperies blowing gently in the Summer day breeze! If any one asks "why" is decorated enameled furniture, that is as good an answer as we know of.

We have made a study of this class of furniture for many years. Nearly all of it that we sell is hand decorated by artists here in the building. Our assortment is large and delightful, embracing a remarkable variety of color effects and novel designs, in suits and pieces for breakfast rooms and bedrooms.

Significantly, too, we have never known this furniture to be so popular.

(Sixth Floor)