

WANAMAKER'S

Store Opens at 9

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Store Closes at 5

WANAMAKER'S

Band at 9; Organ at 11
and 4:50
Chimes at Noon

Advance Notice of the Good Things the New Week Will Bring at Wanamaker's

This Great City Should Not Forget Stephen Girard

The Merchant, Mariner and Banker, Whose Birthday Was Yesterday

One hundred and seventy-one years ago he was born in Bordeaux, France, in a little old three-story brick house of the Philadelphia style, and of which he afterward built rows in this city, setting a pattern followed in our early days.

Queer in many ways, he saw with his one eye (the other lost at a bonfire where the fragment of an oyster-shell destroyed the sight of his right eye) a great future for the Quaker City, and directed the monument of the Girard College and a plan for its use which, under Dr. Cheesman A. Herrick, is an honor to the city and a blessing to its young citizenship.

His probity and far vision in business matters as a merchant have never been surpassed in the nearly two centuries that have passed since his birth.

The men who have made Philadelphia must be remembered for the examples they set for us.

[Signed]

John Wanamaker

May 21, 1921.

New Prices on These Street, Afternoon and Evening Dresses for Young Women

ought to find new owners for them very quickly, indeed!

The Street and Afternoon Dresses Are \$20 to \$95

and include some lovely beaded Georgettes in light and dark colors, soft charmeuse frocks, some of crepe de chine and some of Canton crepe. There are even a few Paris frocks in the lot.

The styles are good, there is quite a collection, and the prices are all greatly below the original markings.

The Evening Frocks Are \$10 to \$95

and these include a small group of taffeta and silk dresses in white and light colors. They also have been much higher priced.

It's a remarkable opportunity for young women who wear 14 to 20 year sizes.

(Second Floor, Chestnut)

The Starting Point for the Bride's Silver

Very often it is some one piece among the wedding gifts whose pattern the bride fancies and would like for the rest of her silver.

A sugar bowl and cream pitcher are often given for a wedding present, or the same two articles with the teapot or coffee pot. To choose a good standard pattern is the important thing.

We suggest the following beautiful sterling silver patterns in which all the pieces may be bought separately. Besides the sugar bowl, cream pitcher, coffee and tea pot, there is the kettle, waiter, coffee sets, meat platter, vegetable dishes, compotes and bread trays.

Heppelwhite
Mainton
Plymouth
Lafayette
Dorothy Quincy
Portsmouth

Fairfax
Clermont
King Albert
Newport
Washington
Lansdowne

(Jewelry Store, Chestnut and Thirteenth)

Women Appreciating Beautiful Wraps Would Certainly Choose These

They are the soft wool duvetynes that hang so gracefully, the smart tricotine wraps, with shoulder embroidery in silver thread.

Or some one of the many styles in silk-finished Bolivia, a long Tuxedo front model, for example, or a delightful

one with cape sleeves, finished with huge tassels.

There is also a good choice of the newest colors—tan, ostrich, Sorrento blue, Hindustan brown, black and so on. And, as to price, one may have any one of these handsome wraps for \$100.

(First Floor, Central)

Beautiful New Styles in Silk Crepe Handbags

The fancy metal frames with flexible chain handles are the distinguishing features in these new bags. The frames are in oxidized and green gold finish and are most effective.

The bags are of fine silk crepe in brown, beige, gray, dark blue and white, and each contains purse and mirror.

Price \$10.

(Main Floor, Chestnut)

Men's Heavy White Silk Shirts Lower-Priced

We have taken our fine, heavy white broadcloth silk shirts and lowered the price to \$8.50.

You cannot get better white silk shirts than these ready to wear, and many of the best-dressed men of Philadelphia prefer plain white silk shirts to any others.

Men's \$1 Neckties in Regimental Stripes

Fine silk rep four-in-hands in the popular narrow shape.

Made up to our special order in British regimental and other diagonal stripes to sell at this moderate price.

(Main Floor, Market)

Chinese Rugs That Furnish Well and Serve

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. They almost 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. No wonder the furnishing value and excellent service qualities of Chinese rugs are meeting with increasing appreciation. The best types in the market are here at distinctly moderate prices.

If you are looking for a fine rug, a rug that is handsome, impressive and practical, you should see this selection of Chinese weaves.

Carpet sizes from \$275 upward.

(Seventh Floor, Central)

There Are So Many Occasions for a Handsome Lace Gown

This Summer especially, when lace is at the height of fashion and wonderful results are achieved with its loveliness.

These are the gowns that women will wear to garden parties and card parties, for afternoon affairs and informal evening wear. They are exquisite in their dainty colorings and very becoming.

One of the most beautiful is of open-mesh ecru lace over

(First Floor, Central)

black satin. The lace is piped with gold cloth and the design outlined with large gold beads. Ecru lace with drapings of brown chiffon is another pretty combination. Or dove gray chiffon with ecru lace and a bright cherry red ribbon girdle.

There are plenty of the darker colored lace gowns also, black, navy blue or brown, touched with a vivid color. Prices start at \$65 and go to \$235.

All-Black Hats Are the Fad of the Moment in Paris

Perhaps smart Parisiennes have discovered how very stunning these all-black hats are when worn with white frocks, for instance, or with some of the lovely vivid colors that are so fashionable.

These newest hats—just off the needle—are of the modish Canton crepe. They are in medium sizes and fashionable shapes, with brims that droop just enough for becomingness. For trimming they have pond lilies, shining black cherries and other fruits and flowers.

There is just one hat of a kind, of course, and prices begin at \$22.

(Second Floor, Chestnut)

Your Old Piano Rebuilt

SENTIMENT attaches to an old piano.

Is the one you—or your children—first learned to play, perhaps. The one you played to "him" in the evenings before he came to stay. The one they gave you when you were married. The one you "lullabyed" the baby to sleep with. Perhaps even the one that was your mother's.

For some old association's sake, you would rather have it than a new one.

And you may! Our rebuilding and repair department of expert

(Second Floor, Market)

Schomacker craftsmen will renew your old piano—of whatever make—so that years of practical service may be added to it.

Only the best materials are used, and the workmanship is of the highest grade.

Our charges are moderate, covering only the cost of materials and the work necessary.

A letter, postal or telephone call will bring an expert to your home to estimate the cost.

And this estimate will be furnished without any obligation whatever on your part.

A Little Lot of Fine French Dinner Sets Lowered to \$75

In plain shape, with gold edges and coin-gold handles. One border decoration consists of a garland of pink roses. The other is a conventional chain border in pale green and tan.

These are sets of 106 pieces and are all that remain from a large group that sold at a substantially higher price.

(Fourth Floor, Chestnut)

Household Linens Exceptionally Priced for June Brides

Bridal gifts of linen were given long before many other kinds of gifts were thought of, but the surest sign that linens are good bridal gifts is the fact that they are given today more than ever. These three groups are probably unsurpassed for the money.

Real Madeira hand-embroidered and hand-scalloped lunch sets of 13 pieces, with plenty of eyelet and embroidery work, \$7.75 a set.

Hemstitched linen pillow cases made of a good quality of plain white linen and neatly hemstitched to measure 22½x36 inches finished, \$3 a pair.

Pure linen huckaback towels, all neatly hemstitched for individual use, size 14x22 inches, 50c each.

(First Floor, Chestnut)

Children's Hose Low-Priced

18c, three pair for 50c, for imported, openwork cotton full-fashioned socks.

25c a pair for three-quarter length sports hose of ribbed black cotton.

35c, three pair for \$1, for three-quarter length sports hose of ribbed tan cotton with artificial silk striped tops.

(First Floor, Market)

Japan Sends Us Hand-Embroidered Pink Silk Underclothes

And they are among the most captivating in this May Sale. Every one knows how exquisitely fine and rich the Japanese hand embroideries are. They look their best on these dainty pink crepe de chine and habutai silk garments. They were cut on American patterns, and will please our most particular customers.

Chemises of pink silk crepe de chine, simply embroidered at \$6.85, and elaborately embroidered at \$13.75. Of pink habutai, richly embroidered, at \$7.85. All are envelope models, with French backs.

Nightgowns of pink crepe de chine and habutai, in six beautifully embroidered models, at \$10.50, \$12.50, \$15 and \$18.50—almost to o'pretty, so one woman said, "to go to sleep in."

(Third Floor, Central)



New One-Piece Sports Dresses in the Women's London Shop

Uncommonly smart, they have fairly leaped into fashion in the few days since we first showed them.

Of bright-colored linens, made with large armholes, pockets and narrow belts—dresses intended to be worn with severe white blouses. The price is \$17.50.

Same style, of wool jersey cloth with contrasting pipings, also \$17.50.

(Gallery, Chestnut)

Corseting the June Bride

Skillful the corsetiere who undertakes to provide exactly the lines of grace and beauty required for this most momentous gowning in a young woman's life.

The feat has been accomplished to perfection by the Frenchwoman who makes our L. R. and Parisienne corsets.

Two of the best L. R. corsets for this purpose are of silky white broche, beautifully made—a lace-trimmed model with low top at \$12, and a topless model at \$7.50. Both are long-skirted and perfectly boned.

A very light-weight Parisienne model of white silk batiste with satin trimming has the low bust slightly heightened in back, and long, flexible hip lines. It is \$22.

Brassieres of brocaded satin and of real lace at \$13 and \$16.

(Third Floor, Chestnut)

Lower Prices on Women's Stockings and Underwear

Savings are about a third all through the lot, and sometimes more.

All first-grade goods of the styles and weights women want right now and all through the Summer.

Stockings

\$1.75 a pair for black silk stockings, some with cotton tops.

\$2.50 a pair for black, cordovan and navy silk.

Underwear

25c a pair for pink cotton bloomers.

50c for white cotton and lisle union suits, sizes 36 and 38 only.

\$2.50 a pair for pink silk bloomers.

(West Alate)

Narrow Two-Toned Ribbons

Of moire, in all the attractive colors and combinations worn this summer.

They are in two widths—three-quarters of an inch at 55c a yard, and one-inch at 65c a yard.

(Main Floor, Central)

Fine Bench-Made Slippers of Beige and Fawn Buck

The soft and lovely beige colorings—so much approved in woman's dress this year—and the equally soft and lovely material of which these slippers and pumps are fashioned, make them the most pleasing and effective of the season.

They are all bench-made—that is, made by hand, and by one pair of hands from start to finish, and they show at a glance that perfection of line and detail that comes only from such high-class individual shoemaking.

Some are entirely of the becoming soft-colored buckskin. Others are combined with kid or leather. Most have two-inch Louis heels and light soles. One has military walking heels and substantial street soles. All have one or two straps over instep.

The prices are \$15, \$17 and \$18.

(First Floor, Market)

With Decoration Day Coming Women Want White Silk Skirts

As we have heard many women say, a white silk skirt goes with any color sweater, and it is one of the prettiest and most economical Summer skirts.

There are as many as twelve different kinds of silks represented in these skirts, the majority being of the fashionable crepe weave and a number of them being entirely new. Mostly they are pleated, but there are a few plain sports models.

Crepe de chine, silk faille, pussywillow taffeta, Baronet and Canton crepe are included and the prices range from \$15 to \$32.50.

(First Floor, Central)

The Rush Rugs Are Rushing Out

These splendid and serviceable rugs have come to be among the favorites for summer use.

In 18-inch blocks in natural colors or two contrasting colors—9x12 ft., \$38.50.

Woven solid—9x12 ft., \$28.50; 8x10 ft., \$23.50; 6x9 ft., \$15.

Specially Priced

9 x 12 ft. \$17.50
8 x 10 ft. \$13.50
6 x 9 ft. \$9

(Seventh Floor, Chestnut)

Plenty of Pins for Summer Dressmaking

French steel pins, packed in boxes, each holding a very generous quantity, are 20c, 40c and \$1, according to size. Papers of English pins, 55c, hold a thousand pins of assorted sizes.

(Main Floor, Central)

The Right Quilts for Cool Comfort

Light enough to be unoppressive, heavy enough to be just comfortable, and priced low enough to be a good investment.

Cotton-filled comfortables with figured silkoline back and center and plain satin borders to match, \$5 each.

Cotton-filled with figured mull centers, silkoline backs and plain mull borders to match, \$6 each.

Cotton-filled quilts in plain mull, both sides, in old rose and Copenhagen blue, \$6 each.

Others with dotted mull on both sides in rose and Copenhagen blue at \$7.

Wool-filled comfortables with figured silkatine on both sides, \$5.50.

Others with silk mull, figured centers and backs and borders of plain mull to match, \$7.50 and \$9.

Wool quilts with plain silk mull both sides at \$8.

Wool-filled quilts with figured silk center, plain silk border and plain silk mull back at \$15.

Wool-filled quilts with self-figured tussah silk on both sides in old rose at \$15.



(Sixth Floor, Central)

All Garden Hose Looks Alike

But when you come to examine it you see why Wanamaker garden hose is different.

The difference is due to the materials it is made of, and the way it is made.

We show you what every inch of our garden hose is made of. You can take a sample of each kind in your hands, pull it apart and learn why some of it even at a few cents more, is better worth buying than others.

Of all the enormous quantity we sell in a year, perhaps four or five pieces come back, and that mostly due to lack of proper care in the handling and keeping.

Don't hang garden hose on a nail. Put it on a reel, or lay it flat on the floor, if you don't want the best of it to kink and break.

These excellent kinds are made expressly for us, and sold only here. They are constantly fresh on the floor—not stacked up through a season to dry out with lack of use.

Superb, a 6-ply, strong, elastic, red rubber hose which our customers prefer above all others, at 28c a foot.

Lily, a 4-ply, heavy, white rubber hose, at 25c a foot.

(Fourth Floor, Central)

Quality, a 4-ply, good rubber hose, at 22c a foot.

Cottage, an excellent 4-ply rubber hose, 18c a foot.

Standard, a half-inch wire-bound hose, 16c a foot.

Pansy, a 3-ply rubber hose, at 15c a foot.

All except the wire-bound half-inch hose are ¾-inch standard size. They are in 25 and 50 foot lengths, with couplings and washers attached; and can be extended to any length.

Hose reels from \$3.50 to \$10.50. All accessories, such as nozzles, washers, clamps, couplings and menders.

Peter Pan Waists to Wear With Sweaters and Sports Suits

These youthful, round-collar blouses are most popular to wear with Summer sweaters and with the tweed sports suits.

A new white tub silk blouse with pleating around the collar and cuffs, and tiny pin tucks, is \$5.85.

A white crepe de chine blouse with frills down the front and pleatings around the collar and cuffs is \$10.50.

And less expensive and quite practical are two new cotton blouses—one of plain white batiste with dimity collar and cuffs, the other with Irish plaid trimming on collar and cuffs, \$2.

(Third Floor, Central)

Colored Handkerchiefs for Commencement Gifts—\$1

A soft violet, a lovely rose pink, salmon color, green and a French blue are the colors, and the handkerchiefs are all of sheer, fine Irish linen with corners applied in white and just enough dainty white embroidery for effectiveness. You might send one or a dozen!

Other new colored initial handkerchiefs are \$4.50 for a box of six, and are in attractive colors and designs, with hand-rolled hem and hand-embroidered letter in monogram effect.

(Main Floor, Central, or The London Shop, The Gallery)