# The People Want Lower Prices, But They Will Not Have Lower Qualities

## Right and Wrong Are Too Far Apart

sleep in the same bed or to walk down the street gether.

What is wrong is never anything else but wrong.

If a practice has to be glossed over or nciferously defended, it is something you had better ake no risks with.

It is quite the best thing you can do to ask the dvice of your best friend, before you involve yourself any doubtful belief or undertaking.



## 150 Unusually Pretty Dresses or Women Are Now \$45 Each

They have just had anywhere from \$20 to \$30 taken from their fices because there are only a few in any one style.

But women will be particularly exested in the fact that these t for street wear right now or noons. The materials Canton crepe, crepe de chine,

and kitten's-ear satin and the colors run all the way from pale gray, beige, through tan, taupe, navy and black. They are delightfully embroid-

ered, some in eyelet work, some with "nail heads" or beads and the fashions are of the newest and prettiest. Sizes go from 34 -(First Floor, Central)

there is an excellent choice in

natural, chow and fawn and the

newer lattice plaid, \$75 to \$135.

#### Women's Camel's Hair Coats for Seashore and Mountains from finger tip to full length and

Light in weight and warm, they just about right for the cool norsings and evenings you are use to find at these places. And bey are particularly nice for

Any number of good styles,

Camel's-hair capes, in natural, fawn or lattice plaid, \$100 and

## Young Women's Well-Tailored Smart Tweed Suits for \$35

for country wear or town wear. tramping or shopping, for occasions than you can on, the tweed suit has its and is suitable.

These suits are in severely tai-

lored style and fit very well. There is rust color, as well as brown and blue tones-all soft, becoming

They are lined throughout with 20 year sizes. (Second Floor, Chestnut)

## White Shoes

Where Could Any Woman Find More or

Better Ones?

Every woman who hasn't them will want them for Memorial Day outings, for sexshore or country wear. And nowhere else could she find a better assortment than herecanvas, buckskin or kid-oxfords, pumps or slippers; at any price she wishes to pay from \$7.50 to \$18.

White canvas exfords in various styles of toes and

heels, \$9.50 to \$11. White canvas plain pumps,

with Cuban or low French heels, \$9.

(First Floor, Market)

White canvas one-strap slippers with high or low French heels, \$8.50 to \$11.

White canvas oxfords with black or tan leather trimmings, \$7.50.

White kid plain pumps, with two-inch Louis heels, \$14. White kid one-strap slippers, two-inch Louis heels, \$14 and

White buckskin one-strap slippers, with black or tan trimmings, two - inch Louis heels, \$18

White buckskin one-strap slippers, high Louis heels, \$16.

## This Great Silk Store Is Filled With Silks of Dependable Quality

Every yard of silk goes out tom here bearing the Wana-sker guarantee for its ressonurability and its represented value. In days when skyrocket slik-selling prevails, this has spe-tal significance for the purchaser sliks.

Silks are sold here in a flood of daylight that leaves no chance for off colors or poor, undesirable

She who wears a Wanamaker silk knows herself to be clothed in the best silks that money can

models in low-neck, pink batiste gowns, with lace or embroidery

trimming. These are reinforced

under arms, finished with tailored

seams, and are extra good in

For \$5 are two very pretty models in pink crepe de chine,

one in plain-tailored style, the

#### Extra Size Nightgowns in the May Sale same price are two very good

large women will find plenty of tra-size nightgowns in the May le. New are h thread lace edging, at \$3. High-neck and long-sleeved

spe gowns with embroidery or to, at \$3.50. \$3.50 also are fine pink e low-neck gowns, embroid-and stitched in blue. At the

#### The Dainty Hand Crochet on These Women's Vests

something not generally found domestic vests at their prices. we imported the hand-scheted yokes and had them it on the vests to enhance their

Ina, cool, ribbed cotton vests, sxtra sizes, 85c. Sher ribbed lisle vests, \$1; ex-size, \$1.15.

(Pirot Figor, Market)

#### Embroidered-Petticoats That **Need No Ironing**

every way.

Japanese crepe petticoats of firm, substantial quality, in light or dark pinks and blues and white, hand embroidered with polka dots or flower sprays, and finished with hand-scalloped edge. Just the thing for vacation wear. Priced \$2.85. (Third Floor, Control)



The Wedding Gift Unexcelled

## —A Piano

Can you think of anything that will add more to the joy of the new home than music?

Empty is the home that begins without this definite source of happiness and inspiration.

Fortunate the giver who has it in his power to bestow a gift of lifelong happiness like this.

## The Bride's Piano par excellence is a

A GRAND piano with all the fullness and richness that an upright, because of its different construction, does not and cannot have.

Chickering Small Grand

Yet, a little plane that does not require a large room to accommodate it, but will fit into the proportions of the most modest new home

Wherever the Chickering Small Grand Piano has gone, there has gone also the most perfect quality of music, for the experience of almost a century of piano-making has perfected this sweet-toned and world-famous instrument.

Chickering Small Grand Pianos are priced \$1400. They are sold only here in Philadelphia.

Other small grand planos of justly famous merit are the Schomacker, at \$1250; the Emerson, at \$1200; the Haines Brothers, at \$1050; the Brambach, at \$750; the Lindeman, at \$695, and the celebrated Knabe, at \$1400.

(Egyptian Hall, Second Floor)

### Georgette Blouses of Unusual Charm and Newness

If a woman wishes a white blouse there is one with a square neck, kimono sleeves, and a trimming of Valenciennes lace to form a bib in front. \$10.50.

Another attractive style is to be worn inside, comes in white or flesh color, has a short collar of real filet and vest trimmed with tucks and buttons. \$10.85.

And a more elaborate blouse in overblouse style has a vest of real filet lace, square neck, short sleeves and comes in white or flesh color. \$16.50.

## Slip-on Silk Sweaters Have Women's Fancy Now

They are most becoming to the figure and they look well with the new style blouses.

Two of the newest models are especially pretty. One has a Vshaped neck, pockets and sash and is \$35. The other has a high, round neck with long sash at \$37.50.

Both of these sweaters are pure silk and come in the most charming

(First Floor, Central)

## Lustrous White Surf Satin Skirts for Young Women—\$6.50

Surf satin is that lustrous cotton which looks so well and launders so satisfactorily. It has been used to make these new white skirts, which are in a simple gathered style, with two pockets, which, like the girdle, are finished with white pearl buttons.

Waist measures are from 25 to 30 inches, and the skirt lengths from 32 to 35 inches. (Second Floor, Chestnut)

## 5000 Yards Plain Colored Voile Special at 35c a Yard

A fine chiffon weave and a beautiful quality for this price. It is 42 inches wide, and there are all the pretty light and dark colors, including white and navy blue, that women are asking for to make dresses for afternoon and street wear.

This is the second shipment of this special voile; the first one went out in almost no time. (West Aisle

## Striped Flannel Skirts Give the Tall Slim Silhouette

And the latest idea for these skirts is to have alternate stripes of white and a color, the whole skirt being laid in fine pleats. You can't imagine how pretty they arel

There is a choice of ashes of ross, pale pink, violet, red, hunter's green, king's blue or black, combined with white, and they are all good colors for sweaters. The price of these skirts is \$25. (First Pleer, Central)

## However Little, or Much, A Man Wants

-he wants to get the suit of clothes that best satisfies him. We are here to sell it to him at the lowest price a man who knows the value of good materials, good tailoring and good money will want to pay.

Our men's suits are too good to be priced any lower. The man who pays less is not going to get a suit of the Wanamaker kind. It cannot be made for selling regularly at less than Wanamaker prices, \$35 to \$65. Youths' suits. \$25 to \$40.

(Third Ploor, Market)

#### A Man Needs a Bath Robe More Than Ever

when he is away from home in the Summertime. Not every friend he visits will be able to provide him with a private bath, and not at every hotel can he get

One of the most satisfactory bath robes is that we make of fine English striped flannel. It is light in weight, easy to pack and washes splendidly. The price is \$16.50.

Other, bath robes down to a good, substantial one at \$5. "(Main Floor, Market)

## Flowers and Fairies Revel Here

Any child would love the room done all in flowers and fairies by our Interior Decorating Bureau.

The wooden furniture is painted apple green and deco-rated in a charming design of morning - glories and other blooms, visited by sprightly fairies. Wall panels, lamp-shades, bed coverlet and everything in the room carries out the same pretty decorative scheme, harmonizing well with the English apple green glazed chintz used for window hangings and furniture coverings. In addition to the little bed, there is a small chaise longue and easy chair, a drop-leaf

table, a desk, dressing table, workstand and such other pieces of furniture as any small girl would love in her

The Bureau of Interior Decorating will be glad to carry out the same or any other idea to order.

### The Right Furniture for the Modern

Nursery and surely every mother wants a modern nursery!-is found right here in the Children's Store, at

Wanamaker's, Folding cribs, suitable for traveling or for porch or lawn use, \$27.50.

White wicker bassinets, on wheels, \$21 to \$48. Dressing tables, \$5.50. Scales, \$10 to \$12.25. Rubber bath tubs, \$9.50 to

Baskets, \$3.85 to \$5.85. Folding wardrobes, \$14. Play yards, \$5 to \$10. Clothes trees, \$2.50 to \$6 Baby walkers, \$3 and \$4. Bassinets, baskets, cribs and such things will be trimmed to your order if you wish. Wire screens for tops of cribs,

(Third Floor. Chestnut)

#### "Give Me Plain Good Linen Handkerchiefs,"

say most men, and for them we have these particularly good ones at \$5.65 a dozen. They are of firm, Irish flax, with narrow hems, plain hemstitched. We'll mark them if you wish. (West Alule)

## 18,000 Yards of Beautiful Cretonne Ready Tomorrow at 28c, 48c and 60c

140 Patterns and Colorings, All at Much Less Than Half Price

This is the most notable distribution of cretonnes that we have ever

The prices are the lowest since before the war. There are:-7000 yards at 28c—

40 patterns and colorings. 6500 yards at 48c— 60 patterns and colorings

4500 yards at 60c— 32 patterns and colorings. Most of these cretonnes are 36 inches wide. A small number are

30 inches wide. One whole aisle of the Upholstery Store will be given over to the display of these cretonnes tomorrow, so that selection will be most convenient.

#### You Will Find

(1) formal patterns, stripes, architectural designs; (2) floral designs where every garden flower blooms and rambles; (3) verdure effects, leafy patterns in soft, cool greens, suggesting midsummer days; (4) brilliant birds on dark or vivid grounds.

## A Glow of Color

Dainty stripes and pastel floral designs for bedroom or boudoir:

-sharp-toned, glazed chintzes and patterns in old rose, mauve, mulberry, dovegray, pimento red, copper and black for the living room;

-dining-room colors: bright blue and black, or tapestry weaves, or Chinese gold and black stripes with a touch of rose, or

the new linenized cretonne, almost as rich as the English hand-blocked linens which sell for five times the price.



## A Remarkable Feature

of this Sale is the quantity of cretonne in each design. Unlike the average sale (which offers but one piece or half a piece of a good pattern) there are from 120 to 160 yards of every pattern in this Sale.

So that if you want to do an entire room-curtains, slipons, cushion covers, everything-with one pattern, you may

And we haven't the slightest idea that we shall be able to duplicate these values for a long, long time. (Fifth Floor, Market)

#### Cowhide Traveling **Bags With Special Merit at \$9.85**

Their distinguishing feature is a double row of stitching at the ends, where a bag wears out first. A seemingly small thing but it means much greater service.

Stout cowhide in black and three shades of brown is the leather used in these bags, which are a roomy shape in 16 and 18 inch lengths. Well made throughout and well lined.

(Main Floor, Chestnut)

#### A Special Big Holiday Box of Candy for \$2.50

Whether you are going away over the week-end or are spending the time at home, you will enjoy this special candy package. It's a generous quantity of pure and delicious sweets that everybody will enjoy.

Each box holds-One pound of assorted chocolates.

One pound of vanilla marshmallows. One pound of assorted cara-

mels. One pound of cream mint. One pound of assorted crisp

wafers.

It is tied, holiday fashion, with red, white and blue, and is \$2.50 complete. (Down Stairs Store, Chestnut)

#### Turkish Towels Made to Our Order and Made to Excel

They do excel any towels of the kind at the same prices, so far as we can find out.

Towels of two particular grades are included, both kinds being full bleached and woven with plenty of body to insure good service and satisfaction.

Size 22x46 inches at \$1 each. Size 21 14x45 inches, 75c each.

We are also showing a special lot of Turkish towels, size 20x42 inches, which we bought to sell for 50c each. These come in all white or with borders in red or blue and they are exceptionally good for the money. (First Floor, Chestaut)

## Persian Arak Rugs of Service and Beauty

Araks are of the family of Mahals, but of a much heavier grade. These that we are showing are a recent shipment. They are of the best quality in the market and they are priced moderately on a basis of actual merit, both as regards service and fine looks. Dark blue, rose and ivory are the prevailing shades, the general effect being rich and decorative.

10.8 x 7.9 ft., \$365. 12.4 x 9 ft., \$460. 14.1 x 10.7 ft., \$625 12.3 x 9.4 ft., \$525. 11.10 x 8.11 ft., \$465. 14.7 x 10.6 ft., \$825. 11.9 x 9.5 ft., \$470. 12.5 x 9.3 ft., \$485. 12.10 x 8.5 ft., \$465

10.6 x 7.4 ft., \$345. 10.6 x 8 ft., \$375. 12 x 8.8 ft., \$455. 13.6x9.5 ft., \$545 14.4 x 10.10 ft., \$825 New Anatolian Mats at Exceptionally Low Prices

The predominant color-note is a bright red; average size, 2.10x1.8 ft., \$11.50. Cabistans and Daghestans at Lowered Prices

4.2x3 ft. to 6.5x4.3 ft., \$75 to \$165. (Seventh Floor, Chestnut and Central)

## Handsome Mantel Clocks for the Bride's New Home

There is pleasure in both giving and receiving such a gift as one of these clocks, for they are among the finest of their kind, thoroughly dependable timepieces and they are all made by the best American clock makers.

Mahogany mantel clocks, striking the hour and half hour on gong, Clocks in brass cases, \$30 to \$100, and in bronze cases, \$100 to \$217. Mahogany chiming clocks, \$30, \$90, \$117 and \$160. Fine hand-tooled bronze clocks in period designs, fitted with Waltham movements, \$1000 to \$1200.

# Women's Embroidered

(Jewelry Store, Chestnut and Thirteenth)

Handkerchiefs, \$3.50 a Dozen They are in that much-liked style—sheer, snowy linen, quite plain otherwise, but with just enough hand embroidery in one corner for

There's a good collection of designs from which to choose.

## A Little Talk on What We Consider the Best Gas Range Made

The Wanamaker gas range is, in our judgment, the best gas range made. Long years of selling many kinds of ranges have brought us

It is the best-constructed range in point of materials, perfection of parts and finish. Its superior features-which we can best show in a per-

sonal demonstration-make for less gas consumption, for its easier care and for its everlastingness. It is perfectly possible to buy a gas range for less; but we are convinced it is NOT possible to buy anywhere else a gas range so good in every particular as the Wanamaker for the

Wanamaker gas ranges come in ten different styles, priced from \$32 for a three-burner apartment or bungalow range, complete in every particular, up to \$275 for an extra large size six-burner cabinet range with double oven and every improved cooking device. Cabinet ranges start at \$66.50.

We shall be glad to point out the merits of the various styles to any prospective gas-range purchaser. (Fourth Floor, Market)