

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 Unsettled

# Taking Advantage of Every Opportunity to Bring the Prices Down

## In These Times Labor Must Go Carefully

and manifest its judgment, rather than its power, to meet the conditions that exist and in order to bring about what the buying public have a right to expect from a union of the forces of the manufacturer, jobber, retailer and the Government of the United States—a reduction of the taxes that add largely to the costs of merchandise.

Retailers, in the main, at great sacrifices to themselves, have unloaded their high cost stocks and they are now on a just basis of lowered costs and reduced prices to the buying public.

They can be trusted to continue further reductions as they may be enabled to do as time goes on and raw materials and transportation costs become lower, and labor increases production.

Only by the combination of all the forces that raised prices can we reach a new tide-level, justly lowered by actual lowering of costs.

Whatever power we have as large buyers at first hand shall be fairly and fully exercised to meet the points the public justly expect.

[Signed] *John Wanamaker*

June 7, 1921.

## The Bride Usually Chooses the Pattern of Her Silver

Certainly it is a much better way than the hit-or-miss fashion of former days when she was likely to receive wedding gifts of any number of different patterns in small silver alone.

She also chooses the form of monogram with which it is to be marked and, in such cases, we keep a record of the pieces purchased for the guidance of her friends and to prevent duplicates. Among the favorite sterling silver patterns for flat ware are

- |                |             |
|----------------|-------------|
| Washington     | Heppelwhite |
| Clovelly       | Fairfax     |
| Portsmouth     | Clermont    |
| King Albert    | Chippendale |
| Dorothy Quincy | Lady Mary   |
- The prices in these designs are \$17.50 to \$41 a dozen for the teaspoons. Dessert spoons and forks, \$35 to \$48 a dozen. Table spoons and forks, \$55 to \$69 a dozen. Dessert knives, \$38 to \$48. Dinner knives, \$42 to \$53.
- (Jewelry Store, Chestnut and Tenth)

## A Smart Pump in Gray and Black

The two-toned footwear so favored of fashion has never expressed itself more pleasingly than in a new pump that has just come into the Boot Store.

Of finest and softest gray buckskin, with two side-buckled instep straps; perforated wing tips of black patent leather and moderate Cuban leather heels.

Its lines are particularly pleasing, and the welled sole makes it practical for general wear.

Price, \$15.

(First Floor, Market)

## The Ideal Lisle to Wear

with a white satin skirt is a blouse of white, Georgette, and we have it in a variety of styles from one with a pleated pointed ruffle of its own material and not an atom of other ornament, to one with its wide tuxedo collar and vest altogether of real flit. In between come a short sleeved style which has a flit collar ending in net frills, and one which is in the back and boasts a youthful laydown collar.

Prices, \$5.85 to \$27.50.

(Third Floor, Central)

## A Blowing Away of Parasols at \$3.65

That clearing out price is high and often less than half of the prices the parasols were marked early in the season, this partly because it is late, partly because some of the parasols are showpiece. They are a motley, but a charming crew of protectors from the sun-flowered effects, light colors, and gay plaids, besides the service-giving dark colors. Their handles have bakelite rings, or leather or silk loops.



(Main Floor, Market)

## Three Groups of L. R. Corsets

The first group includes corsets of the cool open mesh so desirable in hot Summer weather—some with medium bust for short women, one topless, and one with low, full bust, long hips and heavy boning. Each is \$2.

The second is models for growing girls, and topless and low models for average figures. These have long skirts and low or medium busts, and prices run from \$1.50 to \$15.

The third is for June brides. One topless corset with long skirt and another with low top and long skirt. Prices, \$7.50 and \$12.

(Third Floor, Chestnut)

## Summer Petticoats and Chemises for Girls

White cotton petticoats will be needed in quantities to go under her tub skirts and cool frocks. These new arrivals are particularly good ones with lace and embroidery trimmed flounces and some double flounces, 95c to \$3.25.

Silk petticoats for evening wear are daintily trimmed and come in crepe de chine and wash satin. White or flesh pink, \$4.50 to \$6.50. Sizes from 32 to 36 inches in length.

Envelope chemises, plainly hemstitched, or with lace or hand embroidery, \$1 to \$2.50. Sizes 32 to 36 bust measure.

(Third Floor, Chestnut)

## Women's Lovely White Gowns of Silk—\$27.50 to \$72.50

Dull silks of course—Canton and other heavy weaves, crepe de chine and Georgette, in creamy and oyster white tones, as well as pure white. There are ever so many reasons for the unusual love of these white gowns—they are always distinguished, they can be worn with colored accessories, one doesn't get tired of them, and Paris is keen about them.



Here is a charmingly simple affair of pleated crepe de chine, its white relieved by collar and girdle of gray Georgette.

A long-waisted gown ends in a skirt consisting of two pleated flounces edged with bands of bright color.

A chemise dress has absolutely no ornament except rows of hemstitching used horizontally.

A white crepe de chine is bordered with one of the new woolly-looking braids in mustard color.

Some of these gowns have girdles of colored printed chiffon.

Others have the touch of black which the French find so effective.

Prices, \$27.50 to \$72.50.

(First Floor, Central)

## The Prettiest Hat a Woman Can Wear Is—White

Nine women out of ten find a white hat becoming, and are glad when the season comes to wear it again.

Tomorrow the Millinery Salons will show a collection of charming white millinery for sports and general Summer wear. Saucy

and demure little hats fashioned of white ribbon, white Canton crepe, white duveltyne, white organdie and white felt.

They will scarcely settle before they flutter off again, like a flock of white birds. So it will be well to see them early.

Price \$18 and upward.

(Second Floor, Chestnut)

## The New White Sports Silks Are Very Rich

Too handsome, one would think, for play wear. But by "sports" a woman nowadays means nearly every Summer usage.

Unusually beautiful textures and patterns in these rich white

"sports" silks and satins at \$3, \$4, \$5 and \$6.

For white suits and wraps the new all-silk white ratine is delightful. Priced \$4 a yard.

(First Floor, Chestnut)

## 50 Women's Coats and Wraps Come Down to \$45 Each

In such favorite materials as fine all-wool tricotine and the lovely Bolivia cloth. Every one is lined with silk and they are all kinds that have been selling until now for a great deal more.

A few capes are among them; but the majority are coats

and wraps. Any number of very pretty styles but neither all colors nor all sizes in any one model.

They are exactly the sort of coats and wraps that many women are coming in to choose for their Summer trip.

(First Floor, Central)

## Young Women's Imported Summer Frocks for Less

This is a group of really charming Paris dresses. The materials are finest handkerchief linen, voile and organdie, in white, maize, apricot, orchid, delft blue, rose, strawberry.

They are individual models, with everything about them dainty, fine and "different."

They are the last of the bright company with which they crossed the sea, and we have now marked them at prices to hurry them to where their beauty will show better than in our cases.

Now \$30, \$35, \$39, \$45 and \$50. They were originally from \$15 to \$30 more than these prices.

The sizes include 14, 16, 18 and 20 years.

(Second Floor, Chestnut)

## Children's Straw Hats at \$2—Average Half Price

These are the beautiful Redleaf London hats of fine, soft straws which are so becoming to little people and so comfortable.

They are in the best shapes and white, natural, black and blue. For a complete clearaway we have lowered the price to an average half.

(Main Floor, Market)

## Newly Imported Embroidered Flouncings

Flouncings of snow-white organdie and voile from Swiss makers; very clear and crisp and pretty for girls' and women's dresses; some of the smaller patterns would even do for children's. They are 42 inches wide, and the organdies are \$1.50 a yard, while the voiles are \$2 and \$2.25.

(First Floor, Chestnut)

## Women's Union Suits, 50c, About Half Price

Another lot of those bodice top, lace knee union suits which went out so quickly a few days ago. First grade goods in sizes 34 to 38 bust.

Also Swiss ribbed mercerized and lisle union suits with tight knee in small sizes only. The last of a lot that were much higher priced.

(First Floor, Market)

## Fine Cotton Crepe Pajamas

Women's pajamas of the two-piece, midday style, made of that delicately crinkled cotton crepe which is so pretty. Some of them have the finest of fine stripes, pink, blue and lavender, with white crepe trimming; and the rest are of plain pink, blue or white crepe with trimming of braid or crepe in a contrasting color. Price, \$3.85 the suit.

(Third Floor, Central)

## Women's Sheer Linen Handkerchiefs—Special at \$2.40 a Dozen

They are of generous size and have a very narrow hem. Many women buy them for Summer and have them marked with ink. The marking is 36c a dozen extra.

(Main Floor, Central)

## Sheets for the Summer Home

They are a nice quality muslin, not too heavy and in the much used sizes.

72x99 inches at \$1.55.  
81x90 inches at \$1.48.  
81x99 inches at \$1.68.  
90x99 inches at \$1.80.

(First Floor, Chestnut)

## Making It Comfortable for a Man

When comfort and coolness come to mean the same thing, the one thing man wants above all others is a tropical suit.

Some tropical suits take as much from a man's appearance as they add to his comfort.

Other tropical suits—the right kind—keep a man's temperature down and his appearance up. They are the only tropical suits for which our Men's Clothing Store has any use.

The reasons why they fit so well and look so well and "feel" so well on a man are chiefly two—the fabrics and the way they are made.

The fabrics in Wanamaker tropical suits are the best of their kind, whether Palm Beach, mohair or tropical worsteds.

Palm Beach suits, \$20 and \$22.50.  
Tropical worsted suits, \$32 to \$40.  
Mohair suits, \$25 to \$30.  
Knitted sports coats, \$20.

White flannel and striped flannel trousers, \$12.  
Blue flannel sports coats, \$18.  
White duck trousers, \$3.50.  
Khaki trousers, \$2.

(Third Floor, Market)

## Two Fine New Oxfords for Well-Dressed Men

One style of tan calfskin made of an English last with taper toe, perforated toe cap, blind eyelets, wide shank and low heel.

The other styles, of mahogany cordovan, is the same shape, but has perfectly plain toes.

Price, \$12 a pair.

(Main Floor, Market)

## French Dinner Sets of Fine Quality at Genuine Savings

Every home of any standing wants a dinner set of French china, because they are the standard sets of the world.

French china dinner sets are offered in this special event at very attractive savings. These are sets of first quality, from the best manufacturers in Limoges.

At \$75, French dinner sets of 106 pieces; choice of three handsome border patterns.

At \$65, French dinner sets of 106 pieces in two conventional border patterns.

At \$100, French dinner sets of 106 pieces in two patterns, one a plain coin-gold band, the other a blue line with pink rosebuds.

The most extraordinary group of French dinner sets in our stock are sets of 106 pieces, now \$110. These are in two patterns, a conventional border of green and tan with pink roses, the other being blue and tan.

Plenty of other fine French sets are offered in this sale at lowered prices, the full selection ranging from \$75 to \$400.

American porcelain sets of 106 and 107 pieces, \$17.50 to \$47.50.

English porcelain sets of 106 and 107 pieces, \$35 to \$65.

Fine cut glass, light-cut glassware, imported decorated glassware in brilliant and beautiful selection at savings of 20 to 50 per cent.

A wonderful opportunity for wedding gift buyers, for anybody needing some china and glass at a real saving.

(Fourth Floor, Chestnut)

## Every Home Needs an Electric Washing Machine

The Wanamaker Store sells four different kinds of electric washing machines:

The Geyser, in three sizes, priced \$90, \$150 and \$170.  
The Easy, in two models, priced \$139 and \$175.  
The A. B. C., priced \$155.  
The Alco, priced \$100.

To describe the respective merits of these four washing machines would take a column and more. Some women will like one of them best, and some will prefer another. For different users, each has its superior advantage.

All of them have, to our mind, points of advantage over other electric washing machines—which is the reason you find them on our floors.

No burden of housekeeping ought to be lifted from a woman's shoulders more speedily and effectually than this burden of the weekly washing.

Any of these electric washing machines will do it once for all. Are they not worth the price? We sell them on easy terms, too.

(Fourth Floor, Central)

## Children's Coats Have Their Prices Lowered

From \$4.50 to \$14 and more is pencilled from the price of nearly every Spring coat in the Children's Store tomorrow.

Take them now at from \$10 to \$45.

They are models for girls of from 6 to 14 years, and they include soft, warm coating cloths and velours. Both light and dark colors among them.

(Second Floor, Chestnut)

## PLAYER-PIANOS AT GREAT REDUCTIONS

An opportunity for about fifty people yet to put into their Summer homes a first-rate player-piano at very considerable savings.

### Group I—New Player-Pianos at \$525 Saving \$225

These entirely new instruments were made to sell for \$225 more than our price of \$525. They are well-known instruments of a standard make, cased in mahogany or oak and equipped with the latest improved player-action, including transposing device.

We will ship this player-piano anywhere within a radius of 200 miles free of all transportation expenses.

### Group II—Demonstration Player-Pianos at \$550 and \$585—Saving \$250 and \$265

Well-known instruments, including Lindeman, Emerson, Angelus and others, that have been used for demonstration and are to be moved to make room for new pianos. They are in perfect order and cased in mahogany.

### Group III—Used Player-Pianos From \$375 Up

Instruments taken in exchange, thoroughly rebuilt and renewed at the Schomacker piano factory. All fully guaranteed and in excellent condition. Fine for Summer camp and bungalow. The makes are various and the prices \$375, \$475, \$500, \$600, \$650 and \$800—far below their original figures.

All sold on convenient terms. (Egyptian Hall, Second Floor, Market)

## You Should See Them at Once—the Splendid New Serapi Rugs

You will be glad to see rugs in which a high degree of beauty in color and pattern have such a wonderfully solid background of quality.

It is long since there have been many Serapi rugs of this same class in Philadelphia and this group is not large. Such fine things do not come by the hundred.

Serapis are generally noted for the boldness and openness of their patterns and they are liked accordingly.

These Serapis have all the charm of boldness, but somehow they add another charm and another.

In general they are softer, richer, more elaborate, more refined. And they are so heavy. You should just lift one by the corner and feel the weight of it. Grounds of tan, red or soft ecru show elaborate patterns, chiefly of an all-over kind.

From \$400 for size 11.5x8.9 ft. to \$725 for size 14.2x12.9 ft. (Seventh Floor, Central)

## Another Carload of Beacon Cord Tires at Close to Half Price

Owners of pleasure cars and pneumatic-tired commercial cars are enthusiastic over our disposal of Beacon Red Seal ribbed cord tires at a little above half the list prices.

They will be glad to know we have this fresh lot in. These tires are guaranteed for 8000 miles, every one is new and they are all over size.

Sizes 30x3 1/2 and 32x3 1/2 are six ply. All other sizes are eight ply.

30x3 1/2	.....\$18.50	32x4 1/2	.....\$33
32x3 1/2	.....\$23	33x4 1/2	.....\$33.75
32x4	.....\$29.50	34x4 1/2	.....\$34.75
33x4	.....\$39	35x4 1/2	.....\$35.75
34x4	.....\$31	35x5	.....\$43.50
	.....\$38.50		.....\$45.50

Federal war tax included in the sale price quoted. (The Gallery, Chestnut)

## New Carpets, Matting and Linoleums

A fresh shipment of Axminster and velvet carpets in desirable patterns and colors. The Axminster carpets at \$3 a yard and the velvet carpets at \$2.50 and \$3.25 a yard.

Fresh new, Chinese matting in a good range of colors at \$16.50 for a roll of 40 yards and in plain white at \$18.50, \$22.50 and \$28.50 for the same size roll.

A limited quantity of high-grade matting at \$11.50 for a roll of 40 yards.

Imported and domestic inlaid linoleum at \$1.35 to \$2.50 a square yard; printed linoleum, 95c a square yard. (Seventh Floor, Chestnut)

## The Furniture That Goes With June Roses

There is an impressive display of it on the Sixth Floor. You can easily imagine red, ravishing, delightful June roses peeking through these rustic cedar gateways, fences and pergolas.

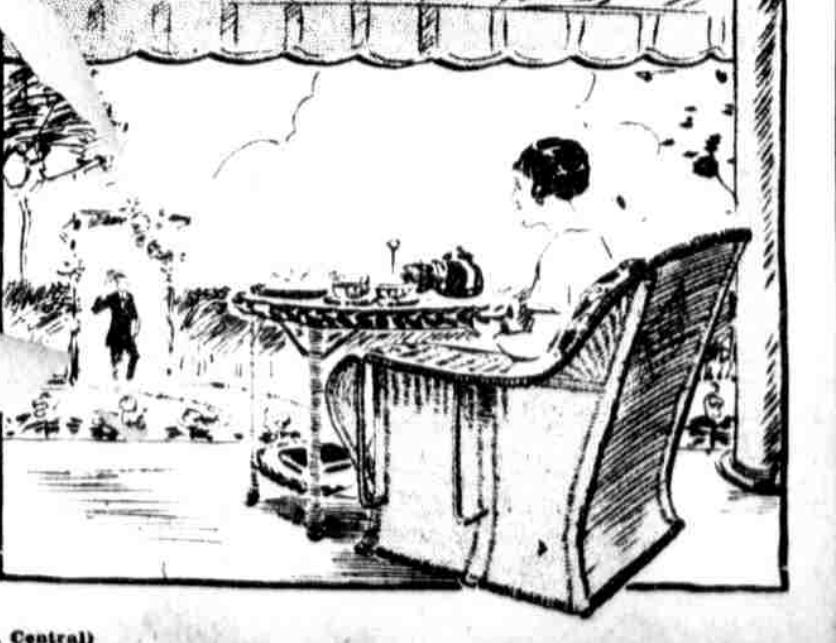
You can picture a breakfast room freshened by June breezes and furnished with one of these suits so charmingly individual in their outlines and colorings. You can think of taking your coffee over your coffee in such a room while the roses near the open window send you a sweetly odorous "Good morning"!

You can call up other associations as well, associations of books and benches under big, grateful trees or in green, cool bowers or on shady porches over-looking pleasant landscapes or blue seas.

No other furniture appeals to the imagination like this that is generally called Summer furniture. No other furniture ever will as long as the hearts of men and women remain as they are.

Moreover, this is the kind of furniture that helps to keep the heart young. Come in and enjoy it and feel welcome.

The different sorts are chiefly reed, willow, rustic cedar, rustic hickory, French cane, Chinese grass and some of fiber.



(Sixth Floor, Central)