EVENING PUBLIC LEDGER-PHILADELPHIA, SATURDAY, JUNE 25, 1921

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

WANAMAKER'S

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# Almost Everywhere You Look Here You See Evidence of Lowered Prices

### After Much Thought and Observation, to Some of Us

it seems plain that many parents do not properly value or treat wisely their fastgrowing children. Quite a large percentage of the children are little men and little women with good thoughts of their own which need encouragement.

It will not hurt the boys to split wood or run errands, nor harm the girls to wash dishes or sweep a floor.

But to add to their duty of learning their nublic school lessons for the next day, the running of errands, the bringing up of coal from the cellar, and keeping them constantly on the go at something, with no time to play. seems a hardship. It seems like what a mother told her little daughter, "If you don't look out, I will wipe up the floor with you."

A horse or a dog likes a pat on the back.

[Signed] John Manamaker

June 25, 1921.

### Women's White Novelty Gowns in an Important Clearaway

Important because, first, it involves two hundred dresses. Second, because the dresses are among the finest of the scason.

Third, because their new prices read \$50 to \$100-a saving of \$25 to \$50 on every dress.

There are Canton crepes, crepes de chinc, Georgette crepes and some fancy weaves, such as a satin-blocked crepe. As for the styles, there is almost every type imaginable, from a heavy white crepe de chine with horizontal lines of black hemstitching, to a white chiffon enriched with white silk embroidery and beads.

Others of these frocks have just a little decoration of finely



Store Opens at 9

**Fashions** Stand Still Where Mesh

#### **Bags** Are Concerned

For years past the sterling silver mesh bag has held its place in women's affections, and it seems as though it is much too firmly entrenched to ever be given up. There is little, if any,

change in the shape, the square-frame bag still being in high favor, together with the newer long, narrow bag with tassel end. Most people consider a sterling silver mesh bag a good investment, and

it is. A new shipment brings square-frame bags from \$40 to \$58, and long, narrow ones from \$37 to \$53. (Jewelry Store, Chestnut and Thirteenth)

#### A Dustcoat Is a Comfort on the Shortest Trip

And for a long trip a woman finds it indispensable. Loose coats of linen-color linene at \$4.50 and \$5.75 are cool and inexpensive; and the collar. pockets, width and easy armholes are just right. Big, allenveloping cloaks of the same material are \$3.75.

A good-looking long cloak of dust-shedding gray mohair is \$10,50. Smart loose coats of natural

Belgian linen are \$17.50. An oxford-gray coat of linen-andmohair mixture, with raglan shoulders, is just right for any kind of summer traveling. Priced

Pongee coats in plain-tailored or dressy models start at \$30. (First Floor, Central)

**I** N THESE days of motor-

#### A Good Assortment of Whittall Anglo-Persian Rugs Nothing sensational about this statement, but to any

one who knows the rug market today, it is rather remarkable.

See how many of these fine rugs you will find elsewhere in Philadelphia!

There is a fine range of patterns in the following sizes: 9 x 12 feet, \$120 8.3 x 10.6 feet, \$109 36 x 63 inches, \$19.50 36 x 36 inches, \$11.25

Whittall Peerless Brussels Rugs 8.3 x 10.6 feet, \$57 6 x 9 feet, \$38.50 36 x 63 inches, \$10 (Seventh Floor, Chestnut)

100 per cent Phono-

graph satisfaction is

The

Brunswick

insured in getting

American Porcelain **Dinner Sets** Special at \$25

Special, as applied to these sets, means that on each one there is a saving of about \$12.

They are sets of 107 pieces in two patterns, one a conventional border of blue, with pink roses; the other a conventional border in pale yellow, with pink roses.

Both have gold-lined edges and gold-traced handles. Other American dinner

sets specially priced at \$17.50 up to \$47.50.

French china dinner sets are specially priced at \$75 to \$400.

English porcelain sets are now \$35 to \$65. iniversal language, and so

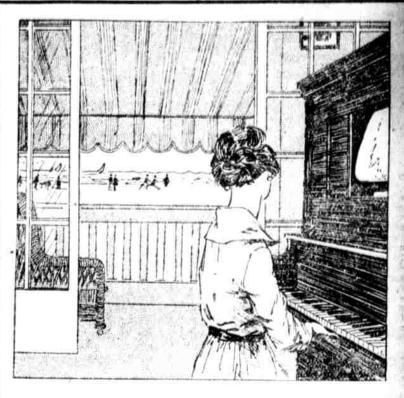
All are sets of 107 pieces. Savings are from 20 to 40 per cent.

(Fourth Floor, Chestnut)

#### New Madeira Linen **Tea Napkins** at \$9.75 a Dozen

Anybody wishing to give a bride something of daintiness and practical worth can hardly make a better choice than a dozen of these excellent napkins.

They will be a really worthwhile addition to any linen closet. Hand-scalloped and hand-embroidered by the skilled needleworkers of the Madeira Islands and priced somewhat lower than any goods of this kind that we have



## To People Who Think of **Buying a Player-Piano**

Intense family thinking goes into the selection of a player-piano.

First of all, the whole household wants a good, sweet-toned, TRUE instrument.

No amount of automatic playing compensates for a rattling tin-pan of a "player."

For this reason, among others, we strongly indorse the

### Lindeman Player-Piano

which has behind it the eighty-five years of pianomaking that have made the Lindeman piano famous in this and other cities.

Into the making of the Lindeman player goes all the knowledge and experience and skill and musical understanding that have helped to make a high-class piano since 1836. This counts for much in the musical perfection of the player instrument.

The Lindeman is a fine piano or a perfect playerpiano, just as you want to use it.

"Any one can play it," with knowledge of music or without. But to one who understands music its playeraction responds with an infinite variety of gradations of tone and delicate nuances of expression which make its performances as much a delight to the finished musician as to the amateur.

We have a limited number of these fine Lindeman player-pianos which may be purchased now for

### \$525

Their usual price everywhere is \$225 more. They may be purchased on convenient extended



Brunswick 107—\$125 Music is often called the

But language can be garbled,

clipped and debased by un-

couth, careless or incomplete

methods of expression, or by a

harsh or strident voice, even

though the actual words em-

ployed be drawn "from purest

It is the same with music.

To truly charm the ear, par-

ticularly a cultivated car, the

composition itself must be ex-

cellent of its kind, whatever

the kind; the performer must

be skilled in his art, and the

instrument of reproduction, be

If it is a phonograph, it

must also be ABSOLUTELY

faithful in its reproduction of

the music-just as it was

played or sung by the artist

The Brunswick

is one of the four makes of

phonographs which this Store

is willing to sell and to back

with its guarantee, because we

know it to be equipped with

the means of correct and scien-

This does not mean merely

its own records. At a turn of

the wrist you can play any

record on it, with the correct

weight, and with the correct

needle. (whether steel, fiber,

sapphire or diamond) placed

Nothing to put off, nothing

This ease of adaptation is

accomplished through the ex-

clusive and unusual feature of

Another unusual and valu-

able feature of the BRUNS-

WICK is the oval all-wood tone

amplifier, or sound-box, which

eliminates all harsh or strident

Our Phonograph Store can

show fourteen different models

in BRUNSWICKS at a price

range of \$125 to \$475, and in

styles that embrace not only

the simpler upright shapes,

but a number of elegant period

models in console as well as

The model pictured above is

\$125, and may be had in either

mahogany or oak; dimensions,

(Second Floor, Central)

TT IS near the time when

**L** a little incense is fine

for mosquitoes, and the Ori-

ental Store has many kinds,

beginning with cones at 15c

a box and ending with rose-

and-violet powder at 50c;

and temple powder at \$1 a

box. Incense burners run

from Lie for porcelain af-

fairs about as big as a

(Fourth Floor, Chestnut)

quarter to \$10 for bronze.

at the correct angle.

to put on!

tones.

upright style.

13x19x21 inches.

The Ultona arm.

tific reproduction of records.

when at his very best.

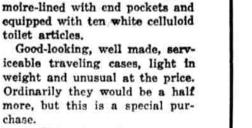
and sensitive.

wells of English undefiled."

it is.

There is a nice choice in the shape of the collars, either round and flat or the square shawl collar. One may have hand-made filet in a very pretty over-blouse model, or hand crocheted or Valencinnes lace. One is handembroidered.

Prices start as low as \$3.50 and go up to \$8.75. (Third Floor, Central)



(Main Floor, Chestnut)

A New Book

By W. L. George

and its author gave six months

to travel and observation in this

country before he wrote a line

(Main Floor, Thirteenth)

**50 Women's Fitted** 

Cases to Sell at

\$25 Each

Black, long-grain cowhide in a

dull black finish is the leather

used in these cases, which are all

about us.

Price, \$2.50.

toilet articles.

chase.

"Hail, Columbia!" is its title

#### **Such Dainty Voile Blouses as Larger** Women Fancy

Just arrived and they are particularly good styles for women who require extra size waists, both as regards the way they are cut and the flat trimming.

#### 600 Cool Summery Waists Specially

pleated ribbon ruffles; drawn work; others, again, are fringed; others have circles of ruffled satin ribbon. One exquisite example has dull blue beading and a blue lined sash. Each gown is exquisite, and the entire group contains something for almost any hour of the day.

(First Floor, Central)

#### Low-Priced **Glove-Silk** Underwear for Women

Another shipment of those rose-pink silk vests, bloomers and suits that we are selling at a little more than half regular prices.

Made of good, firm, soft silk and well made. Vests in bodice style, \$2. Bloomers, \$2.50. Step-in suits, bodice top, \$4. Bodice and low-neck union suits, \$4.50.

(West Aisle)

#### Philippine Nightgowns at New Lower Prices

Think of getting a pink batiste nightgown with fine hand embroidery and scallops on it for only \$2.35! And we have other Philippine

hightgowns, all white, at \$2.85 to \$5, which are wonderfully embroidered-the \$5 style has an elaborate and charming design of grapes and vine leaves, which used to be very much more expensive.

They all have kimono sleeves and pointed necks, and will be found in the Little Nightgown Salon.

(Third Floor, Central)

#### Cool Summer Corsets

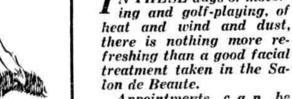
L. R.'s of cool open mesh may be had in three models. One is a tonless with clastic and a long skirt; one has a medium bust, is we'l boned, and long over the hips; one is a short model with medium bust and short skirt. \$2 is the price of whichever style you choose.

(Third Floor, Chestnut)

#### New 35c Printed Voiles

Almost every kind of pattern, foulard, challis, checker board and pretty flower designs. There are light, dark and medium colors. 38 inches wide and very modcrately priced.

(First Floor, Chestnut)



Appointments can be made either by telephone or in person.

(Third Floor, Chestnut)

### Lovely Cotton Frocks for Girls and Young Women

#### Specially Priced at \$10 and \$11.50

"Lovely" is the only word that describes the organdie dresses at \$10.

We earlier sold the same kind of frocks from the same maker at from \$7.50 to \$15 more!

The organdie is a fine quality. The dresses are simply and daintily fashioned, with no "fussiness" to spoil them.

And the colors are what young girls look most bewitching in -flame, orchid, tomato, palest wild rose, jade, or more practical navy blues and browns. All-white, too.

They are in 12, 14 and 16 sizes only-which helps to explain their low price of \$10.

#### Slip-On Frocks of Imported Eponge

These are in four colors only, so Miss 14 to 20 may take them for \$11.50.

In the smart sleeveless model, cut on good lines, with V neck, big pockets and narrow patent leather beit.

In beige, rose, light blue and Copenhagen. All sizes from 14 to 20,

(Second Floor, Chestnut)

### Easy Choosing in Women's White Shoes Here

Most women have a very definite idea whether they want white canvas, buckskin or kid-oxfords or pumps or strap slippers-all-white or one of the clever white-and-black or white-and-tan combinations of the season.

Even on these decisions we can help, for we can show you every possible good kind of white or combination-and-white footwear.

All-white canvas oxfords, in eight styles, from \$6.50 up.

All-white buckskin oxfords, in six styles, from \$15 up.

All-white canvas pumps and slippers, with or without straps, in ten styles, from \$8.50 up.

All-white buckskin pumps, with or without straps, in four styles, from \$12 up.

White kid slippers, with or without straps, \$12 to \$18.

White canvas or white buckskin pumps and oxfords, combined with black or tan leather, in many styles-among them the very smartest of American and English sports shoes-from \$9.75 to \$20. (First Floor, Market)

MATO red, burnt orange, tangerine, apricot, jade I green and Harding blue—these are among the latest levely colors in Iceland and silk flosses for the favorite sweaters. The prices are 75c a ball for Iceland and 55c a ball for silk floss, and it takes only two or three balls to make one of the more trifling slip-ons. (Second Floor, Central)

#### Priced at \$2

Blouses that are just the thing to tuck into the vacation trunk and, more than all, blouses that spell comfort for women staying at home.

Find some delightful handkerchief lincn waists, others of batiste, dimity and a few silk tricolette. Mostly white, but some have colored stripes or a touch of color.

(East and West Aisles)

#### **Beautiful Novelty** Sports Skirts Now \$22.50

As it happens, the materials of these skirts are so fashionable that the demand has outrun the supply and we are having difficulty in filling in missing sizes. That is the reason that prices

have had to come down on a number of quite new knife-pleated flannel skirts with broad white and colored stripes, the prettiest thing you can imagine for sports wear.

Also on some lovely fine white prunella cloths with light pastel stripes. These are box pleated and especially nice for sweaters or sports jackets.

(First Floor, Central)

#### Now It Is Net **Guimpes** With Sleeves

These are the latest cry, being intended to be worn with sleeveless frocks. They are square necked with straight vests in front, or they have Peter Pan collars, or collars with jabots; and always the sleeves end above the elbow.

Each style shows lace-more or less of it-combined with the net. Prices, \$4.50 to \$8.50.

(Main Floor, Central)

#### What Is Sweeter Than a Small Child

dressed in a cool little low-necked and short-sleeved frock which shows its dimpled pink curves to perfection? The Children's Store has at

present an excellent collection of sheer white dresses for tots of six months to two years. A little feather stitching, minute tucks, wee laces or embroideries, are all the ornamentation, and the prices are \$1.50 to \$3.75.

(Third Floor, Chestnut)

the human throat or th some time-\$9.75 a dozen. sound-box of a phonograph, (First Floor, Chestnut) must be full-toned, true, sweet

> **Imitation Ivory Toilet Articles** "Seconds"

And because of some almost imperceptible defect, they are marked on an average of a quarter the usual price.

Women who are starting or completing a set and the many people who like to take these imitation ivory articles away with them will appreciate these little prices.

Mirrors, \$1 to \$2.50. Hair brushes, 75c and \$1. Combs, 20: and 25c. Puff boxes, 50c and \$1. Hair receivers, 50c and \$1. Soap boxes, 10c. Trays, 10c.

(West Alsle)

#### Summer White Goods

White swiss organdie, permanent finish, 75c, 85c and \$1 a yard. 14 inches wide Fancy voile, 75c and 85c. Pajama mull, 18c. Plain gabardine, 50c and 65c.

(First Floor, Chestnut) Imported dotted swiss with embroidered dots-small ones-75c a yard.

Plaid and striped flaxons, 38c a yard.

Striped voile, 38c a yard, Longeloth, \$1.45 and \$1.75 for the ten-yard piece. Nainsook, \$1.95 and \$2.25 for

the ten-yard piece. West Aisles

We will ship them anywhere within a 200-mile radius without shipping charge.

(Egyptian Hall, Second Floor)

### Oriental Rugs of Unusualness-\$27 to \$75

Rugs of four different weaves, all of them good, dependable pieces, are embraced in this interesting collection-Mosuls, Daghestans, Shirvans and Kazaks.

You can-provided you do not wait too long-choose a rug of any one of these types out of this lot at \$27 and at any one of several prices up to \$75. As regards texture, color, design and general character, the assortment holds a real interest, the boldness and vivid effect of the Daghestans and Kazaks contrasting with the rich and more somber shades of the Mosuls.

At their prices, these are rugs that should appeal to any one lookng for something unusual, and capable of knowing it on sight. Sizes lix4 to 5.5x8.1 feet.

(Seventh Floor, Central)

### New Shipment of Men's Beautiful Silk Shirts

We have just unboxed some fine, cool taffeta and broadcloth silk shirts for men.

They are in a wide and attractive variety of colored stripes and are just the kind of shirts men want now when the weather permits them to discard waistcoats and sometimes even coats. All sizes in this lot.

Price \$7.50.

(Main Floor, Market)

### Good Handkerchief Specials for Vacation Time

For women-a brand-new importation of those wonderful \$1.50 a ioten Irish linen handkerchiefs, plain henistitched and made especially for us to sell at this small price.

For men -plain Irish linen handkerchiefs, nice quality and cize and one-quarter inch hem, 84 a dozen,

West Ante)

### Summer Furniture **Opportunities** Are Many

Many very attractive and serviceable pieces and suits in reed and fiber furniture are wearing new low price tickets.

These reed suits of six

Ivory finished fiber arm pieces, for living room or porch, at \$250, \$375, \$450 and chair, uphol-tered in cretonne, \$16. \$595. Some of these are fin-Rocker to match, \$17. ished in golden brown, some in

Fiber breakfast-room suit, finished in brown; buffet table and four chairs, \$112.50. round top, \$12.75.

there is a high-back fiber arm chair, spring seat, upholstered back and reversible seat cushion in figured cretonne, \$21. Rocker to match above chair.

\$22.50 Fiber rocker, wide arms, finished in brown, upholstered in figured cretonne, reversible seat cushions, \$15.50.

green. Chair backs and seat

cushions are upholstered in

Among the individual pieces

cretonne.

and another at \$32.

lvory finished table with A rocker, all-fiber, in a brown finish, is now \$8,50. A brown fiber chair with

(Sixth Floor, Central)

cretonne upholstered seat and back and spring bottom, now

\$15 You can buy a brown fiber chair or a rocker with cretonne uphoistered seat and back and spring bottom for \$20.

have cretoniae upholistered seats and backs and springmattem construction, A four-foot ther settee. brown finished, now \$24.50,

\$37

\$41.50.

All thuse other pieces also

A six-foot brown settee now

A fro-ted brown chair now

Another chair of the same

There are frosted brown

type at \$22.50 and a rocker at

settees at \$28, \$35.50 and

\$21, and matching rocker at \$21.50.