

Band at 9 and 4:45; Organ at 11  
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# As Fresh as the Daisy Fields, as Mighty as the Surging White-Capped Billows, This Wanamaker White Sale Comes With the Dawning of May

## "What Was He Worth?" Is a Question Often Spoken Between Men

when some worthy or wealthy individual life has come to an ending. Personal appearance, place of residence, special traits are seldom mentioned, but the talk is all of his estates, his bank and other stocks and his bonds and mortgages. Far better would it be were it known that after we have finished the earthly course we should be valued for what we did for our city, its schools, its hospitals, its poor, blind and afflicted people. We ought to be worth something to our nation and the city where we reside.

[Signed] *John Wanamaker*

## What Could Be More Charming Than a Filmy Lace Gown?

And when the said gown is black or brown or dark blue it is seldom there is anything more generally useful—for the dark lace gown with short sleeves can be used for afternoon, for not-too-formal dinners, for the theatre; and nothing goes along more obligingly on a motor trip. Most of our lace gowns of this character are combined with Georgette or some silk crepe, and the laces are in novelty and Spanish effects. Some of the black gowns have just an accent of vivid colors; some of the dark blue or brown gowns have designs outlined with beads. There are hardly two frocks alike. Prices are \$75 to \$125.

(First Floor)

Bringing this year more than ever before—and better! More than 75,000 dainty new garments, ready to your hand, with the Wanamaker new low prices averaging 25 per cent below last year's white sale.

White and pink and white again. A glorious, endless orchard of fluttering blossoms, all in the daintiest, purest colors for Summer.

All so fresh and bright, all so pure and snowy. What is richer, what is finer than white. And what is more needed all through the Summer?

White things of exclusive daintiness, white things of substantial practicability. White things that madame can be robed in from the tips of her toes to the crown of her head, outside and underneath.

White things that baby wears, or the older sister, white things for every purpose—there are no finer white things.

And on Monday, when dainty Miss May comes dancing in, every woman, from everywhere, can come and share.



## New Summer Waists—5000 Ready for the White Sale

No question about it, the prettiest and daintiest waists that have been in a White Sale for a long time.

The fine materials, the exquisite hand drawn-work and embroidery or real laces, especially the way the waists are made and fit, all lend to their unusualness. That tells the story that they come from the best makers.

### The Prices Are \$1.65 to \$5 A Saving of a Third to a Half

**450 Waists at \$1.65**  
Mostly dimities in Peter Pan or Tuxedo styles. Some have real picot and hand embroidery. A number are samples.

**3650 Waists at \$1.85**  
Some samples and many in Peter Pan or lingerie styles, the latter being trimmed with real laces or hand embroidered or hand drawnwork.

**760 Waists at \$2.25, \$2.85 and \$3.85**  
In dimity and batiste, many with hand-made collars, real Irish or filet laces. Some are fine sample waists.

**125 Waists at \$5**  
Silk tricolette tunics in two styles, one with panels of a contrasting color. In black, navy, gold, mohawk and bisque.

(East and West Aisles)

## Bridge Lamps

Floor bridge lamps of mahogany-finished wood, each with adjustable arm of cast metal, price \$8.50.

Parchment shades to go with them, \$1.50 to \$4.50.

(Fourth Floor)

## With Some Men, It's No Shirt but a Two-Toned Shirt

A two-toned shirt in which the bosom is pleated and is colored and striped.

Just such shirts are here. Stripes of every size, every description are on the bosom, and the bosoms are made of the finest French silk and linen we have been able to find. All the rest of the shirt is plain white Sea Island poplin.

A novelty shirt that is made in our own custom shirt way with all the exacting care and fineness of finish that have made custom shirts better. The price is \$10.

(Main Floor)

## Prices

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| <b>On Philippine Undermuslins</b> | Long petticoats.....85c to \$4.50     |
| Nightgowns.....\$1.85 to \$8.50   | Short petticoats.....50c to \$1.65    |
| Drawers.....\$1 to \$2            | Step-in bloomers.....50c to \$2.25    |
| Chemises.....\$1.85 to \$3.85     | Bloomers.....35c to \$1.65            |
| Petticoats.....\$1.85             | Corset covers.....50c to \$1.50       |
| <b>On Domestic Undermuslins</b>   | <b>On Silk Undergarments</b>          |
| Nightgowns.....75c to \$7.50      | Nightgowns.....\$3.85 to \$7.50       |
| Chemises.....75c to \$5           | Chemises.....\$1.85 to \$5.50         |
| Drawers.....50c to \$1.65         | Bloomers.....\$2.75 to \$3.85         |
|                                   | Step-in bloomers.....\$1.85 to \$3.85 |
|                                   | Camisoles.....\$1 to \$2.25           |

## The Related Garments in the White Sale

**Fully 1000 Petticoats at 85c to \$3.85**  
FLOWERED white sateen petticoats; plain white sateen made double up to the hip; white tub silks with double panels; jersey silks in dark street shades, and pink crepes de chine with lace-trimmed flounces.

- 1500 White Aprons at 18c to 75c**  
Pretty nearly all the kinds of aprons there are.
- 1000 Boudoir Caps at 50c to \$1.50**  
Dotted swiss and other cottons, satins and other silks, all gay and pretty.
- 200 Garden Aprons at \$1**  
Strong unbleached muslin, embroidered on pockets and front.
- 1000 Sample Negligees at Half or Close to Half**  
Satin, crepes de chine, Georgette crepe; ever so many styles.
- 200 Printed Voile Dresses at \$2**  
Brown effects chiefly. All are in large sizes.
- 350 Sample Porch Dresses at \$1.65 to \$3**  
Dotted swisses, voiles, cotton crepes, checked crepes.

(Main Floor)

## White Sale Handkerchiefs for Women and Men

For women at 18c, 25c, 35c and 50c each are full-sized plain hem stitched handkerchiefs of good Irish linen.  
For men at 25c, 35c and 50c each are generous-sized handkerchiefs of sturdy Irish linen with quarter- or half-inch hems.

(West Aisle)

## A Brogue or an English Oxford as Good as a Man Can Wish, \$8.50

Solidly good shoes and every pair is built to stay solidly good. There are three styles for a man to choose from at the one price, and if he is a man who appreciates a little style with his economy, the \$8.50 shoe is his happy meeting ground.

First of all, a young man wants a brogue. Perfectly plain, perhaps without perforations or "frills," but a brogue nevertheless. And just such a shoe is here in tan calfskin or black. English, once, English always, says the man who stays within bounds as far as style is concerned. With him the plain oxford is popular, in tan.

(Main Floor)

## A Diamond Ring Is a Gift of Sentiment

It is the customary form of engagement pledge, it frequently does duty as a wedding ring or it may be given as an anniversary or birthday gift. Be that as it may, such a ring means an unending source of pleasure to the average woman. In that way it is worth many times its cost. In choosing a diamond ring for a gift the quality must be considered above everything else. Only the most perfect stones are permitted in our collection of fine diamond jewelry. The mountings are entirely of platinum, exquisite in design, and some are set with small diamonds in the shanks. The prices begin as low as \$140 and gradually ascend to \$2800.

(Main Floor)

## Lace Tunics, Partly Made, at \$12.75

Pretty little affairs that are solving many a dress problem. The laces are in Spanish and fillet effects and in a variety of colors; and the tunics need but a few stitches and an underslip to make them complete.

(Main Floor)

## The Sports Hat Has Many Phases

But, by far, the best sports hats for late Spring are the natural and colored leghorns with the simplest of trimming. The Canton crepe, taffeta and stitched ribbon sports hats with perhaps a decoration of embroidery. And the light-weight felts with ribbon band and stiff bow. All priced between \$8.50 and \$25.

(Second Floor)

## There Is Only One Color for Her Graduation Dress

That is white, of course, and many young women prefer to have the dress of a soft white crepe de chine. It comes in handy during all the Summer.

Some extremely pretty white crepe de chine graduation frocks have arrived at moderate prices, \$22.50 and \$32.50.

One style has the round neck and bloused effect at the waist which is so universally becoming. The narrow girdele is trimmed with crysanthemum rosettes and streamers.

(Second Floor)

## Children's Stockings Show Two New Colors

Pearl and champagne, and fashion favors them greatly for Spring.

New stockings have come, mercerized lisle ribbed ones in a weight that nearly every child likes for warmer days. The new shades are among the usual popular colors in the new lot and all are 50 cents the pair.

(First Floor)

## White Sale Handkerchiefs for Women and Men

For women at 18c, 25c, 35c and 50c each are full-sized plain hem stitched handkerchiefs of good Irish linen.  
For men at 25c, 35c and 50c each are generous-sized handkerchiefs of sturdy Irish linen.  
In every case there is an additional saving in buying a dozen at a time.

(West Aisle)

## Madame Is All in White, Even to the Shoes She Wears

AND for a woman to be altogether up-to-the-spring this year the shoes she likes best for most of the time will be sports shoes.

Newest of all the sports shoes to come along is the two-tone pump with two straps and a little tongue. New and novel and as popular as a pump could be.

Mostly the pumps are of white canvas. Fastened in front with two straps, one at the top of the instep opening and the other at the very bottom. In between is the tiniest of tiny tongues of black patent leather. The wing tips and heel foxings also are patent leather, perforated and

with sawtooth edging. They have leather soles.

Another style is different only that tan Russian calf is used instead of patent leather.

The price of each is \$12. As ever, the woman who follows the game with the zest of a true sportsman is choosing the two-tone sports oxford. White buckskin with bal straps, instep saddles and heel foxings of black or brown. Soles are of corrugated rubber and the price is \$14.

(First Floor)



Plain white buckskin oxfords, too, are popular. With perforations, sawtooth edges and rubber soles. Priced \$10.

(First Floor)

**SURPRISING are the opportunities and powerful the helpfulness of this unexpected Furniture sale. Hundreds and hundreds of suits and odd pieces for any room, anywhere, are marked from 20 to per cent below market figures.**

(Fifth and Sixth Floors)

## Fully One-third of the 75,000 Are Philippine Undergarments

FOR the very good reason that many women, having become accustomed to the extreme daintiness of hand-done lingerie, will wear no other kind. And the prices are wonderfully low for such work, beginning at \$1 for drawers and ending at \$3.85 for the prettiest nightdress.

## Next to the Philippine Undermuslins in Importance Come the Lovely Silk Undergarments

Of washable satins, crepes and Georgette, in the most exquisite pinks, blues, peach colors and orchids. Often these garments are simply and beautifully tailored, often they are enriched with real fillet or hand-made lace in Irish patterns. And they may be bought singly or in sets. Some pieces of a rough silk and cotton crepe are particularly charming.

## The Peasant Nightgowns and Chemises

Shown nowhere else in the city are another interesting feature. Oddly cut, fastened with cords and tassels and stitched in four colors. Chemises are \$2.25; nightgowns, \$3.50.

## The Domestic Undermuslins

Colored as often as white—are the great backbone of the Sale. There are thousands of practical and pretty white nainsook garments and quantities of colored ones—the latter often in sets. The finest include pieces with hand-made laces; then there are white things with the colored bindings so much in favor; and there are plenty of the simpler things which women lay in by half dozens for common wear and for traveling. There are colored crepe nightgowns that need no ironing for as little as \$1—in fact, the great majority of the pieces run from 50c for a short petticoat to \$4.50 for a petticoat.

Incidentally, there is a wonderful lot of sample garments at a third and a half less than regular.

A few costume slips of cotton are \$2 and \$2.25; of sateen at \$1.50. The White Sale will be found on the Main and Third Floors.

## A Timely Special in White Goods

Just in time for women who like their own lingerie and their children's made at home.  
Nameoak, 36 inches wide, \$1.75 to \$2.70; and 40 inches wide, \$2.75 the piece; 45 inches wide, \$4.75 the piece.  
Longcloth, 36 inches wide, \$1.60, \$1.75, \$2, \$2.40, \$2.70 and \$3.25 the piece.  
So-called Japanese nainsook, 39 inches wide, \$3.50 the piece.

(First Floor)

## Now the Corsets in the White Sale

Parisienne corsets of beautiful pink broche—three topless or low bust models at \$6 and \$10.50.  
L. R. specials of pink broche, topless, \$3.50.

(Third Floor)

Wanamaker specials, five models, topless or with low tops, one for heavy figures, \$1.50 to \$3.75. Pink bandeaux of various kinds of materials, 50c, 60c and \$1.

## Thousands of Children's Garments at Good White Sale Prices

Which means that mothers can outfit the youngsters with Summer clothes and undergarments at something like half the usual cost.

Needless to say, all the little dresses, suits and underthings are daintily made and not skimpy in any particular, except in price.

New babies' hand-made dresses start at \$1.25 and go up to \$3. Machine-made dresses, \$1 to \$2.50. First short dresses, six months to two year sizes, are \$1 to \$2.25. Tiny girls from two to six may

(Third Floor)

have colored or white tub frocks from \$1.25 to \$3.85. Small boys' suits, in colored wash materials or colored trousers with white blouses, \$1.25 to \$3.85. Sizes two to five years.

Creepers and rompers, \$1.25 to \$3 for tots from one to five years. In sturdy cotton wash materials.

Undermuslins of all kinds, including drawers from 25c up to princess petticoats at \$3. And there are nightgowns, nightdrawers, Billie Burke, princess petticoats, drawers and waists and bloomers in between.

## Pure Flax Linens at New Low Prices

Full-bleached heavy pure flax Irish table linen, 69 inches wide, now \$2 a yard.  
Full-bleached heavy pure flax damask napkins, 23x23 inches, now \$5.75 a dozen.  
200 dozen huckaback and diaper weave towels, pure flax, hemmed ends, size 20x36 inches, now \$1.25 each.

115 dozen pure linen huckaback towels, with hemstitched ends, size 24x38 inches, now \$1 each.  
150 dozen pure linen glass towels, blue and red checks, now 75c each. Size 22x34 inches, hemmed.  
All of these groups are at much less than the regular markings.

(First Floor)

## A Cold Drink Is Kept Cold or a Hot Meal Hot

all through the day, or all through the night, or any time at all for ten straight hours, in a vacuum bottle or a vacuum jug.

Of all the things that people do, there's hardly a place that a vacuum bottle isn't a real comfort to have along. In the business office, vacuum sets sit right on the desks where busy men are striving to make the world bigger. They are there to keep refreshing ice water refreshing. A carafe, glass and tray comprise a set, and for various sizes and finishes prices range from \$11.50 to \$17.

Or in the bedroom such a little set keeps a drink fresh throughout the night. Motorists who have learned the harm of drinking strange water carry vacuum jars with them. Two-quart size, \$7.50; gallon size, \$10 to \$15.

Food jars keep a bite to eat as warm as any journeyer could wish it, and the pint sizes are \$2.50 and \$3; quart sizes, \$3 and \$4.50.

Every picnicker, in fact, every one, knows the good old vacuum bottle for keeping warm drinks warm and cold drinks cold. In many styles, shapes and forms from \$1 to \$15.

(Fourth Floor)