

Wanamaker's

Store Opens at 9  
Daylight-Saving Time

Wanamaker's

Store Closes at 5  
Daylight-Saving Time

Wanamaker's

WEATHER  
Fair

# June With Its Bowers of Roses Is Fair Indeed, but Fairest of All Is the Bride in June

All the world pauses to do homage to her.  
And all the world gazes in admiration upon her, for of all beauty there is nothing more lovely than a bride.

Fitting it is that hers should be the finest of all things.  
The softest, most rippling silks and satins are hers to wear; the richest of furnishings adorn her home and the rarest of gifts are heaped at her feet.  
For the bridal trousseau and for the bridal gifts, where else is there so much loveliness?—the treasures of all lands are gathered in one magnificent company at Wanamaker's.



## Her Grandmother Played a Schomacker Piano

Fifty years and more ago, the Schomacker was the dear delight of those lovely and delicate old fingers.

Then they were the warm, strong fingers of a glowing young bride, and the sweet-toned Schomacker was the most precious possession of her new home.

## Today, as Then, the Schomacker Is the Ideal Wedding Gift

For nearly a century it has been made in Philadelphia, and it has never departed from the old standards of perfection that made it famous.

An exquisite gift for the bride of today is the Schomacker Small Grand piano, measuring scarcely more than five feet in length, yet of a deep, sweet, resonant grand-piano tone that astonishes those who hear it for the first time.

The Schomacker Small Grand piano is priced \$1150, and sold on convenient terms.

It is sold only in the Wanamaker Piano Salons, exclusive distributors of the original Philadelphia Schomacker pianos.

(Egyptian Hall, Second Floor)

### A Wall Clock With Best Wishes

That, indeed, is a wedding gift that any bride would be only too delighted to receive and to install in the place of honor in her new home.

There is scarcely any choice as regards the different kinds of wall clocks in the Wanamaker Clock Store, for they are from the good reliable makers whose names stand for all that is best in clock making. But tastes may vary as to chimes.

Clocks, with Westminster chimes, \$310 to \$475.

Clocks, with Westminster, Whittington and Canterbury chimes, \$415 to \$600.

Clocks with Whittington and Oxford chimes, \$255 to \$355.

(Main Floor)



## Lovely White Gowns for Brides and Bridesmaids

IN THESE DAYS of quickly collected trousseaux, nine out of ten brides-to-be ask for the sort of bridal gown which they "can wear afterwards."

It is for this reason that so many of the snowy silk crepe gowns tucked away behind crystal doors are cut on straight lines, and have such pretty possibilities for other than the bridal day. None of them for this reason have trains; but both trains and veils will be provided in the Fashion Salons at the time the dress is chosen if the purchaser so desires.

A great many are pearl or crystal beaded; most all have three-quarter sleeves; some charmingly medieval in effect, others might be evening gowns as far as sleeves are concerned.

But they are exquisite affairs without exception; even the simplest styles at the lower end of the price scale are quite enough to delight a bride-elect.

(First Floor)

### White Slippers for Weddings and Commencements

FOR the bride especially has been made a graceful white satin sandal, cut out on the sides and fastening over the instep with one pearl-buttoned strap. It has the moderate French heel, medium toe and vamp and is priced \$15 a pair.

White satin low-cut slippers with Louis heels are \$12 a pair.

One-strap slippers of either white kid or white buckskin, with Louis heels, are \$15 a pair.

Fine white canvas slippers with one strap and high Louis heel are \$12 a pair. With low French heel, \$9.

(First Floor)

### Fine French Handkerchiefs Will Please a Bride

No daintier ones could she have. By preference they should be all white with perhaps a bit of exquisite hand embroidery.

We know of no place where there is a better assortment of the finer French handkerchiefs and they quite recently arrived from Paris.

From \$1.75 to \$35 each.

(Main Floor)

### The Glove That Slips Off to Place the Ring

—what should it be but the finest French white kid? Preferably the Reynier, for this is the finest French kid glove made. And made exclusively for Wanamaker customers.

But other white French kid gloves of a fine quality will also be found here.

Choose 8, 12, 16, 20 or 24 button length, variously priced from \$3.75 to \$15 a pair.

(Main Floor)

### White Her Hosiery, and Perhaps Like a Bit of Lace

Openwork lace and ever such dainty embroidery mark the silk stockings many brides will wear. Of course, they are the purest white and prices range from \$6 to \$50.

Plain white silk stockings in the chiffon weight are \$3 to \$7.50; heavier weights, \$2 to \$5, while the open-clock stockings in white are marked \$3.50 to \$15.

Silk stockings in colors to match the shoes and gowns and traveling suits are priced \$2 to \$7.50 the pair.

(First Floor)

### SNOWY Underthings for Bridal Supplies

Nightgowns of white crepe-backed satins and crepes de chine with real fillet and real Irish laces are \$7.50 to \$35.

Costume slips of the satin made up in tailored models, \$7.50.

(Third Floor)

### Of Course, the Bride-groom Gives Up His Evenings Out

after the honeymoon, and stays safely in his own little home.

Comfort at home depends largely upon the lounging robe a man has and several nice ones are here at trivial prices.

Many a man says madras is as light as the air about him and robes of neatly striped madras are \$5, while Russian cord robes in delicately colored stripes are \$6.50.

(Main Floor)

### A Bride-Groom Will Walk Prouder in Patent Leather Oxfords

As a matter of fact, no other shoe would be proper for a man to wear at a wedding.

Light, easy, comfortable shoes, yet smart and formal. English oxfords of black patent leather, perfectly plain and tipless.

A little lower than usual, having only four eyelets.

Price, \$11.

(Main Floor)



### The Bride Who Knows Parisienne Corsets

will be more than likely to choose one as the foundation for her wedding gown.

Parisienne corsets especially designed for the purpose, elegant in every line and detail, are \$15, \$21 and \$38. They are of white satin or white silk-flowered batiste.

Brassieres and bandeaux of silk, satin, lace, brocade, hand embroidery or fine crochet, are \$1.65 to \$16. A number are of real lace.

(Third Floor)

### Reed Lamps to Match the Furniture

Dozens of styles for table and floor—lamps finished in colors to harmonize with the reed furniture.

One of the new floor lamps with a reed bridge is particularly interesting.

Prices are \$12 to \$75.

(Fourth Floor)

### Gifts Can Lend Many Cheerful Little Touches to the Bridal Home

Practical things, useful in many ways, and where in all the world is a bride who would not appreciate them?

For instance, a carving set, really fine, with stag handle, at \$15.

Hardly a day would pass but what an electric vacuum would prove its worth, and such sure-working vacuums can be had between \$45 and \$70.

Electric irons are needed everywhere, and complete the prices are \$6 and \$6.75.

Every morning the electric toaster proves a faithful help in preparing breakfast. Priced \$6.75 and \$8 complete.

A kitchen table with a white enamel top is the better gift

to have, and coming from some one close it would be a gift of faithful service. Prices start at \$10.75 and go up to \$55 for a pastry table.

Starting housekeeping right is to start it with organization, and the kitchen is organized the minute a kitchen cabinet goes in. White enamel cabinets are priced from \$70 to \$90.

A whole aluminum kitchen outfit is a mighty fine gift, and prices are \$25 and \$50.

A little vacuum jug set, in colors to match the boodoir furnishings, consists of a vacuum jug that keeps water cold all

night, a tray and a glass. Prices from \$10.50 to \$30.

A serving tray should be solid mahogany when given a bride. Many kinds are here from \$7 to \$12.50, some with inlaid designs.

A cedar chest is no longer a hope chest, but truly enough it is just as useful, and such good ones are only \$11.50 to \$38.50.

An electric percolator, with tray and cream and sugar containers to match, is handy when company comes, and there are many different ones at \$28.50, \$43.50 and \$46.

(Fourth Floor)

### At This Moment, When All of Us Are Thinking of Lincoln

and reflecting upon the dedication of the great Lincoln Memorial at Washington last Tuesday, it seems opportune to recall that in the dark days of the eighteen sixties

Abraham Lincoln said this:

"I have been driven many times to my knees, by the overwhelming conviction that I had nowhere else to go. My own wisdom and that of all about me seemed insufficient for that day." Great Lincoln, can we ever forget him!

(Signed) John Wanamaker

June 3, 1922.

### No Gift Would Be Useful Sooner Than a Fitted Traveling Case

for they are the most convenient things imaginable on the honeymoon and it is hard to think of a gift being finer than one of the miniature traveling cases with rich silver or gold plated fittings.

The cases themselves are compact little things of soft, exquisite black morocco, handsomely lined with silk.

Inside is a little removable tray that holds the fittings.

Everything for the toilet is included among the handsome pieces. Some are plain silver, beautifully proportioned, others gold plated on silver and daintily cut.

One of the most novel cases

is shaped like a traveling bag, with the peaked top and the tray of fittings attached to the bottom. The toilet pieces are gold-plated silver and in all there are 25.

Prices for the elaborate cases range from \$125 to \$650, with a wonderful selection in between.

There are also cases with plainer fittings at smaller prices.

(Main Floor)

### Give Her a Dainty Enamelled Boudoir Set

Whether bride or graduate, she will find use and pleasure in it.

Brush, comb, mirror, puff-box and smaller articles are all in creamy ivory effect, richly enamelled in azure-and-gold, coral-and-gold, black-and-gold, or blue. The design is the dainty Du Barry.

The entire set of eleven pieces may be purchased for \$85—an exceptional price.

Or the articles are separately priced at from \$1.15 for a miniature piece to \$7.50 for a mirror.

(Main Floor)

### PARIS Lingerie for the Bride

Exquisite pure white garments of the finest linens and cottons, hand made, sometimes plain and sometimes trimmed with lace.

The nightgowns are of handkerchief linen with hand work and hand embroidery; in some instances they have real Valenciennes, \$22.50 to \$52.50.

French nainsook nightgowns with round and square necks, some with embroidery, some with drawn work and casings, a few with lace, \$7.75 to \$27.50.

Envelope chemises to go with these latter nightgowns are \$7.50 to \$10.75.

(Third Floor)

### White Silks and Satins for the Bride and Her Trousseau

As her mother and grandmother before her, the bride of today comes to Wanamaker's for her wedding silks.

White satin for the bridal gown itself, in many qualities, from \$1.65 to \$4.50 a yard.

Or white crepe de chine for the gown that is to be soft and clinging and lustrous, \$2, \$2.50 and up to \$5 a yard.

(First Floor)

White lingerie crepe of a rich heavy quality, washable, at \$3 a yard.

White lingerie satin or flesh-pink lingerie satin for all the dainty trousseau underthings, \$2 a yard.

(First Floor)

### A Few Fine Duvetyn Capes Are Now \$50 and \$75

Only one of a color or one or two of a kind left.

All handsome and distinguished-looking garments, suitable for the most formal occasion. Although a few are of only one shade of duvetyn, the majority are a combination of

two colors with elaborate stitching or embroidery, and some have wide scarfs with deep silk fringe.

Truly a wonderful opportunity for any woman who would like a beautiful cape for much less than ordinary.

(First Floor)

### The Finest Rugs Woven—Royal Persian Kashans

Superb in weave, colors and texture.

Rich, lustrous, satin-like pile over a groundwork of the finest stitching known in rug weaving.

One has a field of pale golden cast with a typical arabian design all over.

In another, a mulberry ground has a medallion center with detail decoration of dark blue.

There is a rug in a golden tan shade with an elaborate all-over floral and figure design in soft blue and rose tints.

And they are probably the lowest-priced Royal Persian Kashans in the country—\$975 to \$1285 for sizes 14x21 up to 14x21.6 ft.

(Fourth Floor)

### Boudoir Slippers for the Trousseau

Satin mules, plain or embroidered, in every delicate tint to match enchanting negligees, are hurrying fast from the Little Boot Shop to bridal trousseaux.

Priced \$4 to \$10 a pair.

(First Floor)

### Girls' Dresses in Russian Peasant Effect

A heavy white Chinese Shantung silk is the material in each case. Every one of the dresses follows the Russian fashion not only in the way it is made, but also in the vivid colored hand embroidery, applied work and cross-stitching.

They would be charming on girls from 8 to 14. The prices are \$35 to \$48.

(Second Floor)

### A Notable Sale of Dinner Ware Just When New Homes Need It

\$29,000 Worth for \$17,000

Almost two-thirds of the sets have been taken from stock and marked 25 to 50 per cent less.

The others represent recent purchases of a most attractive kind and are one-fourth to one-half less than ruling prices.

It is a sale remarkable, bringing china of most every kind at notably low prices. There is an American semi-china set of 47 pieces at \$6, or a magnificent 106-piece French china set at \$250, and scores of different sets in between.

Selections are rich, varied and wonderfully attractive.

\$50 for fine Nippon china sets of 106 pieces in three handsome border decorations. All open-stock patterns which will be discontinued. The price is about half regular.

\$150 for French china sets of 106 pieces. Gold-encrusted patterns. Other encrusted patterns, \$180 and \$250.

\$45 for American semi-china

dinner sets of 106 pieces. Beautiful, exclusive border patterns with coin-gold handles.

\$35 for English semi-china sets of 106 pieces. Beautiful border patterns in blue, tan and pink. The price is nearly half of regular.

\$45 for 106-piece English semi-china sets. Semi-conventional border in rose and violet. The price

(Fourth Floor)



is exactly half of the regular one.

\$12 for 106-piece American semi-china sets in three patterns. Perfect ware. Only 100 sets at this price.

\$20 for 106-piece American semi-china sets with dainty decorations.

\$35 for 106-piece American semi-china sets in new border patterns.