

Making a Good Ending to a Good Week at Wanamaker's Store

"His Reasoning Was Always Geometrical and His Opinion Angular"

said Dr. Sangrado, "and he never could understand why his arrogant views did not meet with favor."
The facts are, that some men are so overloaded with book-learning that they are seldom practical in the common affairs of life. To see ourselves sometimes as "ithers" see us would do us a lot of good.
"How we apples swim!"

[Signed] *John Wanamaker*

Little Animal Scarfs to Top Off Her Spring Suit

Not only do they add just enough warmth on a cool day, but they add an extra touch of smartness to her whole costume, for furs are becoming to practically every woman.
Gray squirrel scarfs start at \$15 for single skins and go to \$30 for double-skin scarfs.
Pretty brown mink scarfs begin at \$20 and go to \$45 for a two-skin scarf.
Baum marten scarfs, soft and fluffy, are \$45 to \$95, this last price, of course, for two-skin scarfs.
Stone marten scarfs are \$35 for the single animal scarfs and up to \$100 for handsome two-skin neckpieces.
(Second Floor, Chestnut)

NEW CREPE CLOTH SPORTS BLOUSES

They are all of a fine, silky crepe cloth of novel weave, and a smart new sports model that will look well with separate skirts.
The blouse is a slip-on style with a V-neck, a narrow collar of crepe de chine, and a touch of colored embroidery on the collar and the tie ends. The sleeves are short.
There is bisque, white or porcelain blue for color, and the blouses are \$22.50.
(Third Floor, Central)

NEW LONG KID GLOVES, MOSTLY IN SPRING COLORS

And some in white, are here for the woman who wants these lengths to wear with her new wrap or frock or suit. All the gloves are of fine kidskins.
Eight-button-length gloves, beige, tan and white, are \$5.50 a pair.
Twelve-button-length gloves, vermillion, in brown shades, are \$6 a pair.
Sixteen-button-length gloves, vermillion, in tan and brown shades, are \$7.50 a pair.
(Main Floor, Central)

THE PRETTY PENDANT EARRING HAS MANY VARIATIONS

A woman can see, in the Jewel Store, where some new and fascinating earrings are having their first showing.
There are imitation jade earrings, for instance, in ball effect, with hands of tiny, glistening rhinestones, and others in hoop style, of several slender hoops.
Then there are earrings all of sparkling rhinestones in new designs, some of rhinestones combined with imitation sapphires, some of colored stones in Moorish effect, and others of imitation pearls.
They are particularly pretty, and they go from 50c to \$18 a pair.
(Jewelry Store, Chestnut)

NEWEST SKIRTS FOR SPORTS WEAR \$15 TO \$27.50

Smart-looking skirts of white, blue, serge or flannel, with wide colored stripes nearly concealed by the broad box-pleatings, with narrower stripes and life-pleatings. Or very fine stripes and no pleating. The stripes are mostly bright-colored, match the gay sweaters women will wear with them.
(First Floor, Central)

COTTON CREPES FOR INTIMATE APPAREL

For lingerie, kimonos and all other uses, and for children's frocks, these pretty plisse crepes are both dainty and serviceable. Fine and soft to the touch, and attractive in color and pattern—the pink, blue, lavender or other colors; or tiny butterfly or flower designs; or tiny floral designs on the ground, 38c a yard, 30 inch-wide.
(First Floor, Chestnut)

Women's Afternoon Dresses at a Late-Season Price—\$25

Crepe de chine, Georgette crepe, taffeta and jersey are the materials of these dresses, and the styles are many—tunics, chemise dresses, dresses with flounced skirts, dresses with satin sashes, dresses beaded or embroidered, a few eyelet dresses. Colors are navy, brown, black, Copenhagen, gray and tan, and sizes are 34 to 44 in the lot.
The majority of these garments are just received from the manufacturer; a few have been taken out of our own stocks and reduced to \$25 to match the new ones.
(First Floor, Central)

Women's Sports Coats and Capes, \$18.75 to \$135

These loose, easy-fitting coats and capes are a boon to the woman who likes informal clothes that can be slipped in and out of easily and serve for many purposes.
Wide choosing here in wool jersey and camel's hair, including coat and cape styles.
Priced from a good-looking wool jersey coat at \$18.75 to a fine camel's-hair coat at \$135.
(First Floor, Central)

Wash Silks at New Low Price

For years we have specialized on silks that will wash. Women who want such silks for their own, their children's or their husband's clothing, know that Wanamaker's offers an unparalleled variety.
A new shipment of these very smart striped silks reaches the lowest price in years—\$2.25 a yard. It is important to note that these are the very best striped wash silks made, choice in color and pattern, and of strong, beautiful quality, 32 inches wide.
(First Floor, Chestnut)

About a Hundred Distinctive Small, Feather-Trimmed Hats at \$10 For Matrons

Some are rather close-fitting hats, with short brims, others are more in the sailor style, with wide brims, and all the hats are of shining straws in the most fashionable colors of the Spring, as well as black.
They are dignified, good looking and smart hats for women and matrons. They are all feather trimmed—some with a fluffy mass of curled ostrich feathers which cover most of the crowns and often the brims; others have uncurled feathers combined with ribbons or silks in effective ways.
They are exceptionally good for \$10.
(Second Floor, Chestnut)



Novel Parisienne Corsets

Quite the most beautiful models we have yet had from makers famous for their beautiful work.
For instance—
A slip-on girdle is made of pink moire and pink satin ribbon, hand-embroidered at the top with little flowers, and laced in the back, \$36.
A pink broche is topless with embroidered elastic and bow knot of pastel colored ribbons; it has a long skirt and fancy hose-supporters and is marked \$26.
A soft pink satin corset has a very low bust and point d'esprit pleating, \$15.
A strong pink broche topless has embroidered elastic and strong boning, \$13.
A topless model of pink coutil is well boned front and back and has a free hip. This is trimmed with embroidered organdie and costs \$9.
(Third Floor, Chestnut)

140 Smart New Silk Frocks for Young Women—\$25 and \$35

And every one of the hundred and forty dresses is especially good for its price—so we count this good week-end news, indeed!
At \$25 there are dresses of shimmering taffeta, of soft crepe Georgette and of the fashionable Canton crepe. The taffeta dresses are in eyelet embroidery style, the Canton crepes are more simply made, and the Georgette dresses are beaded. They come in navy blue or brown and a number of distinctive styles.
At \$35 there are street, afternoon and dinner frocks—a charming bevy of new Spring models. There are lace dinner dresses combined with taffeta, afternoon dresses of delicate gray, beige and blue crepe Georgette, and street dresses of Canton crepe in dark blue or brown.
They are new, fetching and most becoming.
14 to 20 year sizes.
(Second Floor, Chestnut)

Beauty and Sense Meet in Women's Footwear

Some women prefer style above all, and others seek comfort first. More and more these two ideals have been converging, until now you will find the perfection of style and comfort both in every one of these admirable shoes.
WALKING OXFORDS AND PUMPS of black, tan or brown leather, brown or black kid, or gray buckskin with welted soles and correct pedestrian heels, priced \$6.75 to \$16.
AFTERNOON SLIPPERS AND PUMPS, including one-strap and two-strap slippers, and plain and tongue pumps. Suede in gray, brown, beige or black; kid in dark blue or brown; leather in black or tan; and black patent leather, either plain or combined with suede, priced \$9 to \$18.
SATIN SLIPPERS in brown, black or white, with high or low French heels, priced \$8.50 to \$15.
(First Floor, Market)

Two Good Handkerchief Items

Men's handkerchiefs, \$3 a dozen—Irish linen and in plain hemstitched style.
Women's handkerchiefs, \$2 a dozen—another shipment of a kind that sells very quickly.
(West Aisle)



In the Women's London Shop

we are showing a new sleeveless sports dress to be worn with a shirt-waist. It is very simple and very low in the neck, and is bound and belted with ribbon. The color schemes are delightful—gray with scarlet binding, rose with gray, a blue mixture with a dull blue binding, and so on.
The price of such a dress is \$17.50.
(Subway Gallery, Chestnut)

NEW LIFE FOR THE OLD PORCH CHAIRS

Porch and lawn furniture can be made like new with our special outdoor enamel, made expressly for this purpose. Gives a beautiful finish of great durability. Seven effective colors.
(Fourth Floor, Central)

It Pays to Put a Good Suit on a Boy

In other words a Wanamaker suit.
It is a pity when somebody puts on a boy a suit that is not and was never intended to be the best to be had for the money.
There is no need for anybody to run the risk of doing this as long as there are plenty of boys' suits to be had that are known to be of the finest kind in the country at their prices.
Now as always there are plenty of suits of that kind here at Wanamaker's.
Norfolk styles in 8 to 18 year sizes at \$16.50 to \$35—fancy fabrics in great variety and also blue serge.
Remarkably good suits in Norfolk styles, each with two pair of trousers, are \$16.50, \$18, \$20 and \$25, for boys of 8 to 18 years.
(Second Floor, Central)

Two Carloads Wanamaker 1921 Special Refrigerators Just in Priced \$35

A remarkably low price on one of the best refrigerators made—the famous WHITE MOUNTAIN brand.
Hardwood case, golden oak finish, all nickel-plated brass hardware.
Modern interior with sanitary white enameled provision chamber, and thorough circulation of dry, cold air. Ice chamber and drain pipe removable.
Size 33x19x47 inches, with 100-lb. ice capacity.
A special price on this particular refrigerator to make it even more widely known, \$35.
(Fourth Floor, Central)

White Buckskin Shoes for Very Little Folks

An extra good grade of buckskin, thoroughly well made, with particular attention paid to right toe formation and increasing size.
With light turned soles in sizes 2 to 8 at \$4.25 and \$4.75. Heavier welted soles in sizes 8½ to 2 at \$8 and \$10. Either button or lace.
Good Tan School Shoes at \$8.25
Every other kind of good juvenile footwear is ready here and special attention paid to properly fitting children's feet.
(First Floor, Market)

PEANUT BRITTLE 50c A POUND

Full of fresh-roasted peanuts, with molasses candy enough to hold the nuts together. You'll enjoy a box for the week-end. 50c a pound.
Old-fashioned stick candy, 50c a pound.
Chocolate-covered nougat, 50c a pound.
Chocolate-covered marshmallows, 50c a pound.
Cream wafers, 50c a pound.
(Down Stairs Store, Chestnut)

TIME TO GET ROOTS IN GROUND

Cannas, red or yellow, 10c each, \$1 a dozen.
Tuberoseas, 7c each, 75c a dozen.
Gladioli, mixed, 6c each, 60c a dozen.
Calladiums, 35c each.
Mexican vines—make a dense shady growth, 10c each, \$1 a dozen.
(Fourth Floor, Market)

GOSSIP

A few of the Jacobi reproductions of hand-colored etchings — are waiting for owners in the Picture Store. The price is about half of regular and the subjects mostly cathedrals.
(Fifth Floor, Market)

Tea sets of creamy Royal Doulton ware, with pheasant decoration, are the sort of thing to use for a substantial afternoon tea. They include cream pitcher, teapot, sugar bowl, hot-water jug, six cups with saucers, six plates and one cake plate, for \$40.
(Fourth Floor, Chestnut)

The Czecho-Slovaks are sending us the most novel of egg sets—one of cream-colored pottery consisting of six cups, each with two shell receptacles; and one with a central covered dish in which to coddle the eggs, while six cups sit in an orderly row around it. The first costs \$10 and the second \$12.
(Fourth Floor, Chestnut)

At last we have garden benches with smooth tops, so that my Lady Greensleeves can sit upon them without harm to her delicate gown. They are of cement and crushed stone, extraordinarily fine in workmanship—and cost \$32.50 and \$40. Other garden pieces wrought by the same hands run from bird baths on pedestals at \$15 to fountains at \$150.
(Fourth Floor, Chestnut)



In Men's Clothing a Reaffirmation of Old Principles

In men's clothing there is no substitute for all-wool and hand tailoring.
If there is anything somebody says is "just as good," we don't want it. We wouldn't touch it on a wager. The only things that go into Wanamaker men's suits are the things that make for quality. We believe in these things. We have always held to them. We will always hold to them.
It is important to our customers that we should hold to them. It is even more important to us.
We want no transactions likely to keep us awake at night with visions of a day of reckoning.
We like to know that we stand on firm ground, always ready to meet our customers man to man.
There is one sure way of being always able to do this.
That is to sell none but the best ready-to-wear clothing that men can find anywhere at the same prices and carrying the same guarantee.
That is our way. We have the suits to show for it. We consider them a good answer to any man who wants to know how this has become, and how it still continues to be, the standard store of men's ready-to-wear clothing.
Men's suits, \$30 to \$75.
Youths' suits, \$25 to \$40.
(Third Floor, Market)

1200 Men's Good Summer Shirts to Sell at \$2.15

\$2.15 is the lowest price at which the Men's Wear Store has had shirts of this kind for years.
And it is by far the lowest price at which you can buy shirts of this quality in Philadelphia.
They are of excellent material in striped designs of good variety and color range. All are soft-cuff, plain negligee style.
It will pay to buy them by the dozen or half dozen at this price, and stock up for the Summer. The only reason we are selling them so low is because they are accumulated stock and must go out at once.
(Main Floor, Market)

New Lot of Men's 50c and \$1 Neckties

All sorts of patterns but especial interest attaches to the assortment of regimental stripes and dots, which will be found in the 50c group.
(Main Floor, Market)

Two Soft Hats That Men Show a Preference For

Both are brown; one a dark brown and the other a pleasing lighter shade. And both may be worn with their crowns creased or dentured in, as you prefer. Both have roll brims, but the roll differs.
Made for good service as well as for looks and priced very fairly—\$5 and \$6.
(Main Floor, Market)

Men's Summer Underwear Much Under-Priced

We regard it as bringing the best underwear values for men that we have had in some time.
First and second grade goods and mostly the kinds that are wanted from now until next fall.
50c for first-grade madras and self-striped voile athletic suits and second-grade fancy balbriggan shirts and drawers.
\$1.15 for white lisle or gauze cotton union suits, white gauze lisle or cotton shirts and drawers and natural light-weight wool-and-cotton shirts and drawers; all second grade.
(Main Floor, Market)

Summer Furniture for the Glorious Days Ahead

The most popular kind of Summer furniture is popular all four seasons of the year, never more so, of course, than in Sumertime. This is furniture of reed, cane or willow.
It forms the largest individual group in this year's Summer furniture assemblage and it is a very interesting group.
Not the least attractive thing about it is the way it lends itself to novel color effects, especially in conjunction with cretonne upholsteries, gay, moderate or subdued in tone, as you please.
Some of these wicker pieces are in one color, others in two, still others in three-shade effects. The natural or unfinished is shown in full selection. Complete suits of distinctive charm are numerous.
It takes many other types to make up this comprehensive display, such as Chinese grass furniture in grayish-green, hickory, maple in green and natural finish and rustic cedar in large variety. There is a special joy in buying Summer furniture; one buys it with anticipation of the bright, glorious days that are surely coming.
(Sixth Floor, Chestnut)