

Band and Organ at 9
Organ at 11 and 4:50
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

It's Wise to Bear in Mind, Any Good Thing Is Better at Wanamaker

That Was the Hen and Chickens Reef Off on the Left

from the Florida Bay where we had good fishing yesterday. On those bunches of mangrove bushes standing alone out of the shallow waters we are sailing on, every one of the many white specks you see is a white crane or a young pelican, white when first born, with a delicate roseate tinge on its long neck, like the blush of a red rose.

The most famous fish hooked yesterday was the sailfish, which has a long wing on the peak of his back. He played with us for sixteen minutes and flew ten feet above the water, flopped down, bit the fishhook out of shape, slipped off the fishing line, laughed at us and disappeared.

You can never count your fish until he is landed over the side of your boat, or any chickens until they are hatched.

[Signed] *John Wanamaker*

April 22, 1922.

The Hall Clock With Mellow-Toned Chimes

Is it possible to think of a pleasanter way of being reminded of the time?

One may have the sweet chimes of Westminster, Whittington, Oxford or Canterbury, as the taste dictates.

The clocks are from the best American clockmakers only, and there are none finer in the world. The cases are beautifully carved mahogany.

Hall clocks with Westminster chimes alone, chiming on tubular bells, \$285 to \$475.

Hall clocks, chiming Westminster, Whittington and Canterbury chimes, \$325 to \$525.

Hall clocks, chiming Westminster, Whittington and Oxford chimes, \$355 to \$535.

(Main Floor)

A Glove, Yet Not a Glove

Fashion is reviving the lace mitt for wear with "picture" gowns and airy Summer toilettes. It covers without concealing the hand and arm, and allows brilliant rings to show.

In 16-button length, made of silk lace in black, white, gray, champagne, almond, mode, mist, periwinkle, lilac and wistaria colors.

Priced \$1.50 a pair.

(Main Floor)

Wicker Lamp Shades From Japan

Just in time for people thinking about the furnishing of Summer cottages.

The shades are in nine sizes, from those for boudoir to those for floor lamps; in five styles and lined with half a dozen colors. Prices are 65c to \$4.75.

(Fourth Floor)

A New American Dinner Ware Pattern, the Finest We Have Seen

Handsome border design, in a wide Persian effect, with a blending of black, green, yellow and brick red.

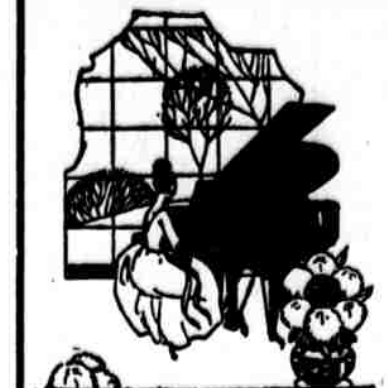
The ware is a particularly fine American semi-china, and in Philadelphia the pattern is confined to the Wanamaker China Store.

Sold in sets of 107, 52 or 32 pieces to suit the customer's need, and sold also in open stock.

107-piece sets are priced at \$59.
52-piece sets are priced at \$30.
32-piece sets are priced at \$13.

Also a new and unusually large shipment of famous old Blue Willow.

(Fourth Floor)



140 Gold-Plated Penknives, Special at \$2 Each

At least half price, which is a remarkable thing in connection with such knives.

The thin model which so many men like, having two blades of good English steel. There is a hole to attach the penknife to the watch chain.

(Main Floor)

HERE Are Certain Institutions by Which Philadelphia Is Known

There are historic shrines, there are two great railroad systems, there are one or two newspapers, there is a great store and there is

The Schomacker Piano

The Schomacker has been made in Philadelphia for almost a century. It is a particular product of the city and it is typical of Philadelphia history and characteristics.

There are Schomacker pianos in Philadelphia homes today that have been there for generations.

There is never any reason to replace a Schomacker piano except to get, perhaps, a newer model of the Schomacker.

The dignity of its character, the nobility of its tone, the fame of its name all give it a peculiar and particular standing.

It is in no sense to be confused with inferior pianos of similar name selling at a price for which the superb qualities of the genuine Schomacker could not possibly be achieved.

The original and genuine Schomacker pianos for which Philadelphia is famous are sold only in the John Wanamaker Piano Salons.

Upright Schomacker pianos, \$725 and \$750.
Schomacker grand pianos, \$1150 to \$1250.
Schomacker player-pianos, \$1000.

(Egyptian Hall, Second Floor)

75 America Bicycles Speeding Out at a New Low Price

For a fact, an unusually low price for such good bicycles.

Every one fully equipped with coaster brake, road tires, rear stand, front and rear mud guards, tool and lock.

Boys' and girls' models, two sizes, 16 and 17 inch frames, \$30.
Men's and women's models, \$35.

(The Gallery)

This Way for Standard Phonographs in Fresh and Perfect Condition

The principle of reliability in a Wanamaker purchase operates in the phonograph business as in everything else.

No machines of inferior musical qualities are ever here, no "job" lots purchased "cheaply" to sell "cheaply," but there is an exceptionally large range of models in the four fine makes of phonographs whose leadership is unquestioned.

Brunswick Cheney Sonora Victrola

Neither will you run up against an "as-is." Every machine we sell is "as should be."

As we never send out phonographs on approval, you're safe from getting an instrument that somebody else had had before you.

Convenient terms.
(Second Floor)

There's Lots of Help for a Man to Keep His Money With Wallets at 85c

Or if a better wallet or pass book is desired a man can pay as much as \$5, but whatever price he decides upon he can be sure of getting a dependable, well-made and serviceable wallet.

Tan ones, black ones in nearly all leathers with sharp grains or smooth.

Prices are 85c, \$1, \$1.50, \$2, \$2.50, \$3, \$3.50 up to \$5.
(Main Floor)

Shirts for Men Have Come From Scotland in the Oddest Patterns

and will be made right to a man's liking for \$7.50

In the custom-shirt section of the London Shop.

Scotch madras, famed with men everywhere for its superior sturdiness and wearableness.

Colorings this season are richer than ever and the patterns odd, but always neat and always distinctive.

One popular style is the tan ground with two different sized stripes in deeper brown or blue or any of several colors.

Checks—neat, tiny checks—also show everywhere among the new shirts.

The price, \$7.50, is for a fashionable negligé shirt. A stiff collar of the same material can be made for a little more.



(The Gallery)

New Beaded Garnitures Straight From Paris

Apparently Paris retains her love of fringe, for everyone of the fascinating new garnitures or girdles has this feature.

Imagine how decorative they are. Some are made entirely of black and colored wooden beads with a fringe of silk ribbons. Others are

brilliant with jet and sapphire, emerald or steel beads or they may be entirely of the jet.

Wonderfully pretty and effective at \$10 to \$18.

(Main Floor)

Many Smart Hats Are in Navy Blue or Black

For, with all the new high colors, many women cling to staple shades.

They are hats chiefly of medium size and in a variety of the newest and prettiest shapes, with trimmings of flowers, burnt ostrich or perhaps lace loops. A

number are faced with taffeta. Such hats are the nicest possible kind to wear with a smart tailored suit or dress for every day.

Priced \$18 to \$25.
(Second Floor)

New Dimity Blouses With a Touch of Color

It is quite the fashionable thing this Spring to have the blouse in some way or another carry out the prevailing tone of the suit or sports skirt.

So here are dimity blouses with Peter Pan collar and cuffs and the three box plackets in the front, all being embroidered in rose, Copenhagen or brown.

They are \$4.50. Another new dimity blouse has the collar, cuffs and two front pieces made from the colored checked border of handkerchiefs.

In tan, green or lavender at \$5.
(Third Floor)

Boys and Girls Are Wearing Sports Hose That Stop Below the Knee

Not alone fashionable, but a comfortable, sensible, practical stocking for a child to wear in Spring.

Mercerized cotton and silk plaited sports hose in plain colors or heather mixtures; some with clocks and all with the fancy turn-over tops, 75c and \$1.

White mercerized sports hose with the deep, fancy turn-over tops. 3 to 13 year sizes, 50 cents. Heather mixed ribbed golf hose for boys, with fancy tops. Also in sizes that young women wear with knickers. Price \$2.50.

(First Floor)

Women Like the New Buttoned Low Shoe at \$16

It meets the need for a dainty shoe that is neither as low cut as a pump nor as prosaic as an oxford.

The vamp is black patent leather with medium plain toe.

The Louis heel is gray-buck-covered.

The upper is of gray buck, setting well up around the ankle to the height of an oxford.

At the same price, \$16 a pair, are new afternoon sandals of black patent leather alone or in combination with gray suede; and one strap slippers of dull black calf with gray suede trimming.

Ask for any of these in the Little Boot Shop.

(First Floor)

Women's Distinguished Novelty Suits at \$85

Beautifully tailored garments of beautiful cloths, such as Poiret twill, gabardine, tricotine and even covert cloth of a peculiarly fine quality.

Hardly two alike, except in the general effect. Mostly the rather long coats and the box coats, all with narrow detachable belts, and while some of the coats are braided or embroidered, most of them have the severely tailored finish.

Colors are navy, black, gray and beige.
(First Floor)

250 Dozen Linen Napkins—Excellent New Goods at New Low Prices

Better and better grow values in Wanamaker Linen Store.

Newly arrived napkins are a splendid illustration. Three distinct grades in the collection.

One lot of full-bleached pure linen napkins in a choice of good patterns, and all of remarkably good quality for the money, are marked \$4.75 a dozen. Size 18x18 inches.

size 24x24 inches, one at \$8 and the other at \$12.75 a dozen. Both are splendid quality, in handsome patterns. Altogether the three best groups of napkins in several years.

Two finer grades are shown in (First Floor)



A Debutante's White Costume Embroidered in Daffodil Yellow

WITH it should be worn a large hat trimmed in the yellow and the picture would be complete.

The costume is so new and charming that it merits description. With a quite plain white serge skirt goes a slip-over straight little jacket of the serge whose lower edge, large square sleeves and high-back collar are all embroidered in the yellow and trimmed with narrow bands of yellow cloth.

The price is \$95. Another of the fascinating novelty costumes for the younger woman is an imported French dress of dark blue crepe de chine with Bulgarian embroidery in red, green and white beads. This is \$89.

Still another is a twisted faille cape dress in beige, with curious under-the-arms loops. The cape is pointed. It is \$125. Another cape dress is in white crepe de chine stitched in emerald green, with the

cape and lower part of the skirt green. The price is \$88. One might go on indefinitely telling of all the lovely new fashions for young women from school age up to debutantes.
(Second Floor)

Babies' Layettes

may be had in the Children's Store at prices running all the way from \$10 to \$100.

A \$10 layette includes twenty-six pieces, and a \$100 layette seventy-six pieces; and we will make up layettes for any price in between.

Baby folding wardrobes start at \$12.75—an uncommonly low price. Bassinets start at \$22.50. Other things for the nursery, such as baskets, cribs, scales, and little chairs will also be found here.
(Third Floor)

1200 House Dresses Special at \$1.50

Ginghams and chambrays in checks and plain colors; fresh good-looking dresses, made in several styles, all surprisingly good for such a small price.
(East Aisle)

Women Who Wear All Black

may like to know that The Little Salon of Mournings Apparel has received some French hand-made overblouses of black Canton crepe at \$27.50 and \$32.50; some admirable tailored suits of twilled cloth at \$65 to \$85, and some admirable Canton crepe dresses at \$45 to \$75.
(Third Floor)

White Goods Specials

White voile in various fancy stripes is much wanted for blouses and Summer dresses. Yard wide and 38c a yard. Lawn in ten-yard pieces, \$1.75 and \$2 the piece. Longcloth in ten-yard pieces, \$1.50 and \$1.75 the piece.
(Fourth Floor)

Stenciled Crash Draperies Prettier Than Ever

Tall garden hollyhocks, blue birds-of-paradise, proud peacocks, cunning pots of flowers are the patterns on curtains and draperies of stenciled crash.

Stenciled in oils and colors are guaranteed washable. Much liked for serviceableness and unstudied decorative effect.

Window curtains, \$8.50 a pair. Couch covers, \$6 and \$7 each. Table covers, \$1.75 and \$2.50 each.

Seats and pillow tops, \$1.25 each.
Chair backs, \$1 each.
(Fifth Floor)

All the Rich Colorfulness of the Orient Shows in Jute Rugs

that have just come over from Japan, and much of the queerness and artistry of pattern also is apparent.

But they are made of jute instead of wool, and that keeps the price down to a mere fraction of what fine imported rugs cost.

And for many rooms, especially in Summer, jute makes a delightful floor covering.

9x12 ft. \$43.50 36x63 in. \$6.25
8x10 ft. \$32 27x54 in. \$4.25
6x9 ft. \$22 27 in. x 9 ft. \$3.25
4x6 ft. \$9.75 27 in. x 12 ft. \$10.75
(Seventh Floor)

THERE'S the strength of a giant and the certain safeness of a Liberty Bond in the

"Wanamaker Special" Wardrobe Trunk

A NEW trunk—for men and for women—that brings to travelers all the advantages and all the improvements that make a trunk a real service.

Built to out-travel all others, the "Gibraltarized" corners making it stronger than years of knocks and bumps.

But it is made an outstandingly good trunk by the features—all the good points of other trunks being combined and improved in this "Wanamaker Special," which is unusually reasonable

At \$46.50

Any day a few minutes' demonstration will show why the new wardrobe trunk holds more for its size (21 1/2 x 22 x 40 in.) and why it keeps the clothes neater, cleaner and unsmudged.



(Fourth Floor)