

# Every Day Brings Some New Opportunity in Good Things at Wanamaker's

## He Who for Himself Makes Not Good Choice

eldom makes good choice for others. If there is anything that most of us have plenty of, it is what we are vain enough to think, whether we say so or not, is good advice. But did you ever notice that the farmer whose crops are only moderate, the shoemaker and the candlestick maker, as well as some of our neighbors, including ourselves, are mostly ready and voluble when a chance comes—or we considerately make a chance when it does not come—to give sacks full, boxes and pans full of advice, adding and adding to it until it seems we are running over with the vice of advice?

What do old bachelors know about bringing up children, or millers know about making a store like ours?

[Signed]

*John Wanamaker*

April 20, 1922.



## The Loveliest Colored Organdies Are From Switzerland

They rival the most variegated garden of sweet peas in color—pinks in many shades, blues and orchids, yellow, orange, red, and dozens of other colors, as well as the darker shades and white. Switzerland puts the crispness in an organdie to stay in. These are all 44 inches wide, and priced 75c and 85c a yard.

## All-Silk Ratine in White and Tan at 95c a Yard

1000 yards of silk ratine are in, containing plenty of the most wanted colors—tan and white. For dresses, blouses and all sorts of sports apparel, it combines a smart effect with economy of price. All a yard wide.

## Fresh Little Dimity Dresses for Girls

Particularly nice for school and they are just about as cool as anything could be. Another good thing is that they are so easily washed. In pretty rose, green, orchid or light pink stripes with white and each dress has a plain white organdie collar and cuffs buttoned in silk. In six to ten year sizes at \$11.50.

## An Entirely New Blouse for Sports Wear

Some women might call it a jumper blouse, for it goes on over the head and is intended to be worn over the skirt without being belted in. It is made of foulard silk in tile block pattern, tan with navy blue or gray with tan. The collar is turn-over style, opening in a V in front and there is a tie and trimming of the plain color. The price is \$15.

## Good Oxfords for Women Who Pay \$8 to \$12

Even the conservative woman who wears high shoes all winter displacing them now with oxfords. She may choose round, medium or narrow toe; flat mannikin heel, military or Cuban heel; long wing tip or straight tip; and a plente of perforations or severe simplicity. No better shoes can be found at the prices, in point of comfort, service and appearance.

## An Early Pennsylvania-German Dower Chest

In the Antique Shop is as quaint a specimen of this type of furniture as could be found. It is a little over four feet long, about two feet wide, and stands to about table height. Three shallow drawers fit in beneath the chest proper. It contains the original old brasses. The characteristic painting of the early Pennsylvania-German settlers, showing a tulip design in dull reds on a green ground, has mellowed by time into a very satisfying decorative effect. "The Pennsylvania Dutch" maiden of long ago, for whose dower of linens and laces it was made, had a handsome chest. For that purpose, or any purpose, it is for sale, priced \$275.

## Children's Hats for Every Occasion

Smartly tailored straw hats in dark colors for school or morning wear, pretty, natural colored leghorns with bands or ribbon or velvet streamers. All lovely with Summer frocks. And are gay flower-trimmed hats, the new combinations of straw, with taffeta or all-taffeta hats. Prices, \$1.50 to \$15.

## Comforts for Baby From Japan

The nicest gifts for babies who are going to the mountains or seashore. All are specially priced. Warm silk quilts, some hand embroidered and all are quilted by hand. In two sizes, for bassinet and crib, blue or pink, \$3 to \$6. Baby Buntings to wrap baby in away from cool drafts, in pink or blue silk, some hand embroidered, \$6 and \$8.85.

## The Paintings of Jeanes

Mountains silvered in snow, mountains rose-red in dawn or sunset glow, mountains shrouded in mist—it is easy to see the inspiration Jeanes has drawn from his beloved Dolomite mountains. Not mountains alone, but "Venice, Normandy, the sea—he understands everywhere the beauty of the world." These thirty paintings are unique. They are bold and daring in line and color. Color is Jeanes' great medium. They have the directness and simplicity of mural painting. Set in a wide space, with the advantage of distance, they would be far more striking than in this exhibition. And in effect they have the velvety softness of pastels. They are all for sale.

## Men's Silk Handkerchiefs From England

From the number of such handkerchiefs we are selling it would seem that the American man is as much in love with colorful silk handkerchiefs as is his English cousin. Just the right touch of color for the sports suit, and many men match them in socks and ties. Women, too, have taken up the gayly colored handkerchiefs for sports wear or for use as bags, table covers, lamp shades and in many other ways. The colors and designs are decidedly unique. In the new importation are many new patterns. Priced \$3.50 to \$5 each.

## 5184 Men's Excellent Woven Madras Shirts at \$1.55 Each

Thousands and thousands of shirts to pick from and a man can have any one for the same price.

Every one a good, tried and proven to be best woven madras. Every one made over the Wanamaker full form, assuring plenty of room and freedom, every one made up to Wanamaker specification, which means the best in shirt tailoring. Every one is perfect, up to standard and every one is identical with shirts that have been in the regular stock from a dollar more to twice as much.



Dark grounds and white grounds. Broad stripes, narrow stripes, but all distinctively neat stripes. There are shirts for any man, every man. Shirts for business, shirts for dress.

And every one is at the lowest price such a good woven madras shirt has been marked in seven years.

## At \$15—Wool Jersey Dresses for Women

Nobody who has once known the comfort of a jersey dress—light, soft, not given to crumpling—is ever willing to do without one in her Summer as well as her Winter outfit. Here are dresses of eight-ounce jersey, in henna, brown, tan, taupe and rust. There are half a dozen models, including several with wool embroidery, one entirely plain with nothing but pleats, and one with a shirred belt to its blouse, and little white collars and cuffs. Considering the smallness of the price—\$15—many women will want more than one.

## Young Women's Fine Tweed Suits Reduced to \$25 and \$35

The savings on each suit are enough to buy a pretty blouse and, in some cases, even a silk dress. They are all tweed suits of the finer kinds, which means the best materials and tailoring. Only there are not all sizes in any one style. There may be only one or two left. The color selection is good, however—tan, blue, orchid, rose and the fashionable mixtures, and there are all the sizes from 14 to 20 in some model or other.

## Light, Strong Traveling Cases That Women Take Away

Cowhide cases, splendidly made with hand-sewn hinges and priced decidedly lower. All black ones, strong as can be, and convenient. Double locks, brass finished. Moire lined with one large shirred pocket on the lid and two smaller ones at the ends. Three sizes, 20, 22 and 24 inches, all priced \$15.75.



## Fourfold Opportunity in China and Glass

GLASS MIXING BOWLS, sets of five pieces, one each of 5, 6, 7, 8 and 9 inch size, now 75c a set—that is, about one-third less than regular.

Teapots of American china, guaranteed heat-proof; in four colors and decorations in gold and silver on olive, brown, black and ivory, \$1.75 each, regularly one-fourth more.

Imported crystal glass tumblers in a pretty crackled effect, straight shape, full size, now \$1.20 a dozen, which is less than half.

15-piece imported cereal sets, square shape, choice of several pretty decorations—six large jars, six spice jars, covered salt box, vinegar bottle and oil bottle, specially priced at \$4.75 a set.

## Every One Wants Sports Hose and the Best Come From England

Men, women and children. All are called by the glad outdoors in Spring and all are seeking the things to wear outdoors. But to keep atop with the game, one needs sports hose. And right now the best selection of sports hose in years is ready. For women: Ribbed mercerized at \$3, including most all sports shades; silk and wool in black at \$5; fancy turn-over top wool golf hose in several colors and mixtures, \$6. For men: Wool golf hose with fancy tops. Two new styles at \$4 and \$6. For children: Long ribbed wool stockings at \$2.50 the pair. Another kind with fancy tops, \$3.

## Time for Children to Have Summer Wrappers

Terry bathrobes are a particular favorite with many mothers. Easily washed, they don't even need ironing and are nice to put on over wet bathing suits. In pink or blue, two to sixteen year sizes, \$3 to \$5. Japanese cotton crepe kimonos are another good choice. In plain colors, four to sixteen year sizes, \$2.25 to \$3.85.

## Chinese Rugs of Distinctive Charm, \$27 to \$49

Just out of the bales, and just such pieces as are now in much request. Sizes, 2x4 to 3x5 feet, in colors of striking richness and charm—tans, intense blues, mulberry and exquisite peach tones. Moderately priced at \$27 to \$49.

## Costume Slips of Tub Silk

Necessary things for any woman who wears thin one-piece dresses. Two styles, both tailored and both white; one without lining is \$3.85 and one with a 21-inch hem is \$5. Both have the severely simple shoulder straps.

## Nurses' Uniforms to Measure

Uniforms of linen are made to measure, with the required number of fittings, for \$9.50. In cotton poplin the price is \$8.50; muslin, \$5.50. Capes of blue broadcloth lined with scarlet are made to measure for \$19.50.

## Men Have a Fancy for Decagon-Shaped Watches

Perhaps the reason is that they are a pleasant variation from the more usual round kind. Such watches in 14-kt. green gold cases with high-grade Waltham or Elgin movements are \$47 to \$90. The dials are silver, gilt or enamel. And, in view of the fact that many young men are about to graduate and will probably receive gifts of watches, it is interesting to note that there is the largest collection of men's fine watches that we have had this year.

## When a Man Gets a Brogue That Is Soft and Pliable

he knows that the easiest, most comfortable shoe for Summer is his. Not only a shape that promises abundant room for each toe, but a leather that is free and easy and light on the feet. The softest, finest brogue a man can find is the one of boarded calf. It has the full wing tip and perforations everywhere. Almost endless service seems to be the promise of the solid oak soles and low flat heels set in stitched heel seats. The price is \$4.

## Quality Means Everything in a Boy's Suit

Wanamaker boys' suits are quality suits from first to last. In fabric, tailoring, style and finish they carry a full measure of quality for every penny they cost. Quality considered, they are the lowest priced boys' suit on the market. All of which is splendidly illustrated in the selections we are now showing. Norfolk style suits for boys of 8 to 18 years, \$16.50 to \$32.

## England Has Sent the Finest Fabrics for Men's Summer Suits

Light, almost every one is light, but every one is neat and smart and fashionable. Many are the West of England coverts, famous with men who like better clothes; others are worsteds, chevots, tweeds and homespuns. Unequaled fabrics in quality and richness of pattern. And expert tailors will make them into suits for business or suits for the club or suits for sports for between \$75 and \$100.

## 125 Dimity Bedspreads Exceptional at \$2.25

White as snow, scalloped, and with corners cut out at the foot. Seersucker weave, the kind that wash like a sheet. Size 2x2½ yards, \$2.25 each, and exceptionally good for the money. Also 600 snow-white dimity bedspreads of the same grade, but finished with a hem, in size 2x2½ yards at \$2, and size 2¼x2½ yards, \$2.25.

## It Seems That Cool Stenciled Crash Brings Coolness to the Summer Home

DOOR DRAPERIES, window draperies, couch covers, day-bed covers, swing covers, table runners, round, square and oblong table covers, as well as pillow slips and chair backs are made of stenciled crash. Hollyhocks, birds-of-paradise, peacocks, pots of flowers are stenciled on them in colors done in oil and guaranteed washable. Much liked for Summer home draperies because inexpensive and effective. Door draperies, reversible, so they show similarly on both sides, \$8.50 a pair. Window draperies, made in three pieces (two side drapes and a valance), \$6 a set. Couch, day-bed and swing covers, \$6 and \$7. Round, square and oblong table covers, \$1.50 to \$2.50. Pillow slips, chair-backs, table runners, from \$1 for a chair-back and \$1.25 for a pillow slip to \$2 for a table runner.