

Spring Things Abloom, Opportunity Is Ripe; No Time to Lose

Do We Ever Ask Ourselves What We Are Living For?
 A dear old lady at Orlando told us a few weeks ago that she was living, to do not only her own life-work, but more to live out the life of her mother, who had gone on before.
 She was living a simple life; pure, true and humble.
 The life that comes after such living is like yonder rainbow that followed the rain.
 [Signed] *John Wanamaker*
 April 22, 1922.

Lovely Flower-Trimmed Hats Are Special at \$10

LARGE, floppy hats with straight or drooping brims and the prettiest French flowers and fruit for trimming!
 They are truly Summer hats and intended to be worn with bright-colored silk frocks or dainty tub dresses. The colors befit such dresses, for they are in all the new fashionable shades—the brilliant jade greens, cherry red, canna, henna, tan and so on to dark brown, navy and black.
 With the many colored flowers and fruit are often feathery grasses and wheat and perhaps a touch of velvet ribbon. They are really marvelous hats to have such a small price. And they are just such hats as many women are looking for now.
 (Second Floor)



American Dinner Sets of 106 Pieces, to go at \$15 a Set

SETS of strictly first quality, up to the Wanamaker standard in every way.
 Pretty border decoration in pink and blue, with gold edges and gold-traced handles.
 As far back as we can remember, sets of this quality have not been sold regularly for as little as \$15, which is less than half today's market value.
 They cannot be made and marketed to sell for that at retail today.
 Just 50 sets in this special let-go.
 (Fourth Floor)

Men's Handkerchiefs Special at 25c Each
 Every thread linen, too, and of a quality that will wear well despite many tubbings. The price by the dozen is only \$2.75.
 (West Aisle)

Walking Sticks Special at \$4, \$5 and \$6
 All with Prince of Wales handles and made of cream-colored malacca, some plain and some with handsome silver trimmings.
 (Main Floor)

Silk Handbags Have Turned to the Gayest Sports Colors
 Beautiful bags and the most appealing values in a long, long while.
 There are sand ones and tan ones and blues and henna and old rose and black. But most gorgeous of all is the all-white bag. The white bag is in moire silk or crepe or a plain faille and adorned with either jade clasps and clasp handle or a crystal clasp.
 Colored bags are moire or faille, some with nickel frames, others covered frames with crystal clasps.
 All magnificently lined, in popular shapes and priced \$3 to \$6.
 (Main Floor)

The Finer Afternoon Wraps for the Young Woman to Wear

ONE might say evening wraps as well, for most young women make them do duty for both.
 Beautiful garments in the form of loose, graceful coats or capes which are almost wraps. Some are in such all-wool materials as light-weight bolivias, tricotines and duvetyns, others are of Canton crepe, silk lined, with collars of natural or black caracul, or delightful old-fashioned quillings.
 There may be much or little trimming, but it will be sure to represent the last word of fashion, and the colors include beach, navy, pinecone, fallow, lady-bird, cobweb, black and others.
 For young women from 14 to 20, and the prices are \$48 to \$125.
 (Second Floor)

Exquisite New Guimpes Are From Paris

It is a guimpe season, there's no question about that, with all the many sleeveless and jumper dresses, to say nothing of the sweaters and suits with which women are wearing guimpes.
 A number of new guimpes are of the finest organdie, the rest are of white or cream net. Hand embroidered, of course, and many are trimmed with real Valenciennes or filet laces. A variety of styles with Tuxedo or round collars and one has a high neck and long sleeves.
 Prices graduate from \$15 to \$30.
 (Main Floor)

Attractive Spring Suits—150 Are Reduced—Now \$25 and \$37.50

FROM \$5 to \$15 have been taken from the regular prices.
 Fresh and beautifully tailored suits reduced because sizes are broken.
 Imported tweeds, wool sponge, homespun and men's worsteds are the materials, in quiet and gay colors—rose shades, violet, gray, greens, tans, browns, black-and-white effects; and the plain colored linings harmonize with them.
 In a word, precisely the suits nine out of ten women feel are indispensable for Spring and Summer, especially if they expect to travel.
 34 to 44 inch sizes in the lot.
 Prices \$25 and \$37.50.
 (First Floor)

Little Children Need Coats for Cool Summer Days

The material should be all wool and preferably of tweed, cheviot or serge.
 Such coats are quite necessary on the seashore, mountains or in the country.
 Beautifully tailored little raincoats in as pretty and varied styles as those for grown-up men and women. Many have hats of the same material.
 The prices start at \$7.50 for a soft tan-colored woolen coat, fully lined with a hat to match at \$2.25 and they go up to a very handsome tweed at \$28.
 There are also straw hats to go with these coats from \$2 to \$7.50, the latter being English.
 (Third Floor)

Imitation Ivory Pieces, "Seconds"

By reason of some little imperfection which you would almost have to take a magnifying glass to see, the prices are made as low as 10c for a salve jar up to \$2.50 for a large bonnet mirror.
 And there are almost all the toilet articles which go to make up a set and many that women need to fill in gaps in their own collection—mirrors, hair brushes, combs, puff boxes, hair receivers, salve jars, trays, glove stretchers and toothbrush holders.
 (East Aisle)

Women's Top or Sports Coats at \$30 and \$37.50

Among the chevils we set down:
 A sport coat of tan cheviot with a full flaring back, raglan sleeves, big pockets and straight fronts, price \$30.
 Another of tan or caramel brown cheviot made with raglan sleeves, pockets and inverted back pleat, \$37.50.
 And a third of camel's-hair cheviot cut on mannish lines and having leather buttons, \$37.50.
 Among the tweeds are a topcoat with set-in sleeves, mannish vent and patch pockets. This comes in blue-and-gray, tan-and-green and a heather mixture; \$37.50.
 And a gray broken check made in raglan style and priced at \$30.
 (First Floor)

Eight Hundred Women Can Get Shoes at Half Price, \$3.50

Some even a little less than half, and there are three practical styles to choose from, all at the one price.
 First a lace oxford for business or walking. Five-eyelet type and made of black kid with the straight Cuban heel and sensible straight tip.
 Then there are smart-looking plain pumps with the two-inch Louis heels.
 One style is made of patent leather, another of dull calfskin.
 (First Floor)

Personal Ornaments From the Orient

Rare and exquisite things of jade, amethyst, rock crystal, carnelian, tourmaline, ivory, agate, lapis lazuli and coral.
 By way of an instance, prices for pendants start at \$6.50 for amber and end at \$180 for jade; for necklaces they start at \$8.50 for ivory and end at \$300 for jade.
 (Main Floor)

Boys' Norfolk Suits That Are Sure to Satisfy

Here at \$16.50 to \$32, in sizes for boys of 8 to 18 years.
 You might pay more for boys' ready-to-wear suits, but you cannot get better.
 You might pay less, but it most likely will cost more in the long run.
 Suits of the finest quality in fabric, tailoring and finish.
 Many at \$16.50, \$18 and \$20 have two pair of trousers.
 All are Wanamaker suits through and through.
 (Third Floor)

Sturdy Tweed Coats for the School Girl

After all, the best kind for a girl to wear, for they stand any amount of hard use and they look well with everything.
 She may choose either a coat cape in tan, rose or light blue tweed or plaid polo coating. Nicely tailored and a number of good styles from \$12.50, \$14.50 and \$28.50 in sizes from six to fourteen years.
 (Second Floor)

Good Choice of Wrought Iron Lamps, Special at \$4

Reading lamps with adjustable arms and extra long cord. A very good selection at \$4 each, which is a special price.
 Parchment shades to match them are at low prices, \$1.50 and \$1.75 each.
 (Fourth Floor)

Vudor Porch Screens

are timely now that people are beginning to think about porch furnishings. In the Oriental Store on the Main Floor.

"Lloyd George by Mr. Punch"

is a volume of the genial caricatures which London "Punch" has dealt out to the great English statesman for many years. With an introduction by W. Algernon Locker. Price, \$2.
 "Sergeant York and His People," by Sam K. Cowan, is not a war-book, but an inspiring record of the making of an American. Price, \$2.
 (Main Floor)

A Man Needs Sports Socks as Well as Sports Hose

And both are here and both are best to be had, coming direct from England.
 Many a man plays golf in long trousers and likes wool half hose, or a tennis player likes them, while many other sports couldn't be enjoyed without them.
 They are light-weight ribbed wool socks, broad ribbed wool ones in colors and heather mixtures, also heavy ones in fancy figures or heather and natural color.
 Prices \$3, \$3.50 and \$5.
 (Main Floor)

Many a Day a Man Will Want a Good Soft Felt Hat

Even in Summer there are times when no hat will do like a soft felt hat.
 A trip to make or a rainy day, countless times when a man feels the need.
 And right now is the best time we know to select such a hat.
 A shape, a color for any man and all at one of three prices, \$4, \$5 or \$6.
 There are sand hats, gray hats, tan hats and several shades of brown hats.
 (Main Floor)

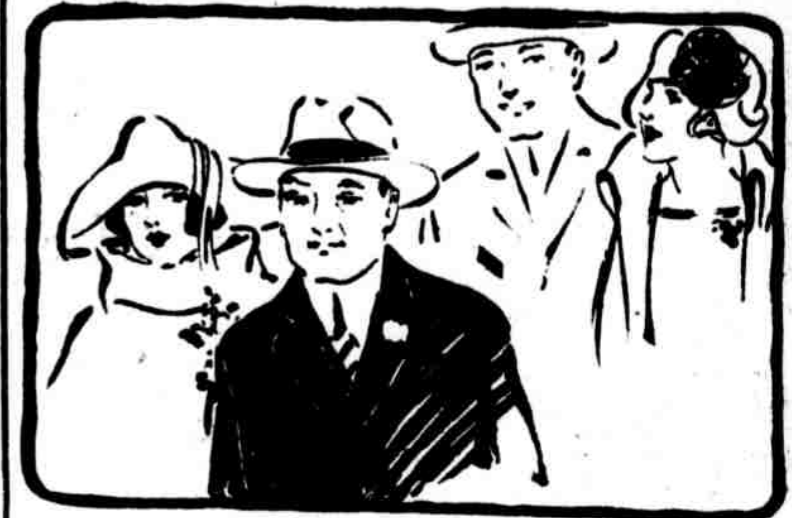
Rhinestone-Set Bar Pins

are much in request to wear with Peter Pan collars and all sorts of sport waists.
 We have them in ever so many designs, not to mention brooches and horseshoe pins, all of sterling silver, for prices varying from \$2 to \$17.
 (Main Floor)

Shirts!

thousands for men to pick from and every one at the same price. Good woven madras shirts, quality for quality, the lowest price in seven years. Every one made over the Wanamaker full form and every one made up to Wanamaker specifications—which means the best in shirt tailoring.
 Right along the identical shirts have been in the regular stock from a dollar more to twice as much. Now every one

At \$1.55
 (Main Floor)



Regarding that Summer Suit Every Man Intends to Get

it's a good thing to call to mind that Winter is over and it is Spring, and every man who runs himself on an equal with his business is getting into new, bright, cheerful clothing.
 True enough, that Winter suit was a good suit and it did a full share of service, but its time is over now and it has earned a comfortable place among the tar balls for a while.
 The man who is prosperous is the one who is looking that way in new Spring clothes.
 But the thing some men have a hard time realizing is that a suit of clothes can't be built for a pittance any more than a locomotive can be driven by the Spring breezes.
 A suit of clothes that has been built for a price is no suit at all, but the one that is built for quality is an investment.
 And nearly every man in Philadelphia who has been around at all knows that the best clothes in America are at Wanamaker's.
 And the prices are between \$35 and \$65.
 (Third Floor)

And it is wise to realize that the time has come to "stop chasing rainbows" as far as a man's clothing is concerned.

It's just as foolish to try to get something for nothing as it is to be content with nothing at all.
 A Winter suit doesn't look at home in July, any man will admit that.

Finials for Lamps Are New and Ornamental

Lamps need a crowning ornamental touch.
 These finials are the answer. They are entirely new and very ornamental.
 Upward of twenty different styles to select from in gold-finished brass, in imitation jade and ivory.
 Can be easily attached to floor, table lamps, the appearance which they enhance immensely.
 Prices, 85c to \$7.50 each.
 (Fourth Floor)

Children's Socks Have Come for 25c the Pair

And with fancy tops, too; but they are the roll tops in tan and cadet blue and cordovan colors.
 Mercerized cotton, sturdy for wear and splendid for appearance.
 Sizes 2 to 14 years.
 (First Floor)

What Kind of Paint Will Make the Porch Floor Safe Against Weather

and at the same time have it look as smooth and clean and nice as a much-used spot should be?
 Or how can an indoor floor be given that "polished hardwood" look?

Everyday questions because everyday problems of people who have homes to keep bright and cheerful looking. Especially in Spring, when things must be gotten pretty and fresh for Summer and be given a new armor against wear after the Winter elements have ceased their havoc.
 But there is no risk in painting when an expert guides you. Therein lies the advantage of this Wanamaker Paint Section, where nothing but the best paints are sold by men who have a practical acquaintance with painting.
 In the long run good paints are the economical paints and every gallon sold here will give two coats to a 860-square-foot surface.
 There are paints for everything, everywhere in this Wanamaker selection. Not only paints, but the best advice as to how to use them with the best results.
 Foremost among the paints needed right now and ready for the needs are: porch and lawn furniture enamel, gold and silver paint for picture frames, radiators, etc., stove pipe and iron enamel, enamels for screens, 8 shades of floorlac, water and heel proof varnish stain for floors, porch and deck paints, Decotint in a variety of tints that will not rub off the wall paper; Flatone, a washable paint for walls and woodwork; Scarnot, a waterproof varnish for furniture; canoe enamel. Rexpar varnish for all outside exposures, and everything needed for roofs, automobiles or other things that want touching up in Spring.
 (Fourth Floor)



Mattress and Bedding Renovation

House-cleaning time is a time of discoveries—a box spring broken down, a mattress that has sagged and lumpy, and so on.
 Now is the time to have all such defects attended to.
 We are completely equipped to do the work in the best manner and on short notice.
 Write or telephone to the Bedding Section.
 (Sixth Floor)

Three L. R. Corsets

Two topless L. R.'s for average women are made of a light-weight pink broche and are \$3.50 each.
 A front-lace model for girls and young women has a short skirt and is topless with elastic in the back, \$1.25.
 (Third Floor)

Sports Oxfords, New Ones for Men That Are Away Ahead of the Field

Two-tone sports oxfords and two kinds to choose from.
 Young men, all men are wearing them, wearing them for sports or the carefree hours at the club or at the shore.
 First of all, are the light ones that go so well with flannels or a smart tweed suit.
 Of smoked horse, which is light, almost sand color, with dark mahogany tips and instep saddles.
 Then golfers or other sportsmen like the two-tone shoe darker, and it is here. Of boarded calf in tan with dark mahogany tips and instep saddle.
 Better made, better looking, better shoes than are selling for almost a third more.
 And either style is at the one low price, \$6.40.
 (Main Floor)



A WONDERFUL selection of overstuffed furniture for the living room is in the extraordinary Wanamaker Sale. Three-piece suits covered with various fabrics and filled with all-hair are in wide variety at \$165.

(Fifth and Sixth Floors)