

# The Evening Rollcall of Tomorrow's Opportunities at Wanamaker

**Stop With Me to Look at That Stream of Rippling Water**

A few days ago, a long way off, it met us in the forest and sang to us with a sunny smile on our way down the mountain.

It seemed to say, "Come along, come along, and let me show you what I have been doing for a hundred years and more at the 'Mill on the Floss,' where at my touch the grains of the field are turned into the whitest flour, which the farmer's wife turns into the whitest of bread."

These comforting currents of thought that flow in this old stream are like unto those which a man or woman may have in old age, in reflecting on lives well spent in generous service.

*[Signed] John Wanamaker*

May 1, 1922.

**LUXURIOUS Fur-Trimmed Wraps of Duvetyn**

The fur collars are of white and Summer ermine, mole, squirrel, natural and dyed caracul, and a combed-out krimmer, and they go charmingly with the rich or quiet colors of the duvetyn wraps.

One dahlia-colored duvetyn has gray krimmer collar.

A walnut brown wrap has a collar of Summer ermine and a back which folds curiously over the front panels.

A cobweb-gray wrap is lined with peach color and softened by a stole collar of dyed mole.

A black duvetyn has a little upper cape with decoration of cut steel nailheads.

A pointed wrap of black duvetyn has a fox collar, a vividly printed lining and is worn like a Roman toga.

Prices \$175 to \$250.



(First Floor)

**Fur Collared Silk Capes for Young Women at \$38.50**

Nothing less than seeing them will give you an idea of how pretty they are and how wonderfully inexpensive.

Just imagine a full-length cape of a heavy crepe silk that hangs in straight folds. It may be black, navy or gray with a lining of some bright contrasting color such as jade, tan or gray Canton crepe. There is no end to the occasions for such a cape in Summer.

The collar is the fashionable straight stand-up kind and it may be either of silky black caracul or natural colored caracul. All sizes from fourteen to twenty years.

(Second Floor)

**Is There a Woman Who Doesn't Yearn for the Mannish Smartness of Oxfords?**

At least one pair of oxfords, for it's spring and walking time.

Hardly anything in footwear can take the place of oxfords when a suit of tweed is worn, and certainly nothing is as practical when madame swings along the flowered-kissed byways.

And oxfords of many styles are here for women around \$8 or \$9.

A new one is a two-tone oxford of smooth brown calf-skin with the straight, soft toe and mannish flat heel. Across the instep is a black calf saddle. The price is \$8.

Smart also is the tan norwegian oxford with wing tips, heavy welted soles, flat heels. The same oxford can be had in black Russia calf and the price of either is \$9.

A flapping fringe tongue is a novelty many young women like on an oxford and it is unusually smart on the tan booted calf oxfords at \$9.

Then the narrow English oxford. Always the stand-by with many women. Small perforations lend the look of fashion, while the military heels meet the tastes of those who don't like the long, hard hike. In black Russia calf the price is \$8; in tan smooth calf, \$8.75.

(First Floor)

**GAVE Our Own Price for Grass Rugs and It's a Third Less**

Good fortune—in fact, unusually good fortune—for they are the Chinese grass rugs that have shown themselves to be so sturdy and wearable.

Entirely new this year and not at all like the Japanese straw rugs.

Designs and colors as attractive as any of the year and five different sizes.

9 x 12 ft. .... \$8.75      4 1/2 x 7 1/2 ft. .... \$3  
6 x 9 ft. .... \$4.50      3 x 6 ft. .... \$1.50  
27 x 54 inches ..... 85 cents

(Seventh Floor)

**SPANISH Lace Flouncings**

Two yards of fifty-inch flouncings at \$3.85 a yard will make one of the prettiest and least expensive of dresses.

It is extremely easy to make—in fact, we have a model here which shows how easy; and the lace may be had in many colors—periwinkle, tan, henna, sand, violet, black, brown and navy.

The price is the lowest we have yet had on such good flouncings.

(Main Floor)

**EXQUISITE Handkerchiefs Arrive From Paris**

So deliciously feminine and dainty to the last degree! Fine sheer linen, with hand hemstitching and, in some cases, drawwork, and the hem, in some novel manner, is applied in the form of a scroll.

Priced \$2 to \$5 each.

Green being the color of the emerald, the birthstone for May, all gift handkerchiefs during this month will be tied up with emerald green ribbon unless otherwise requested.

(Main Floor)

**SIX Different Socks Have Come for Children**

And we went all the way across the sea so the tiny folk could have something a little out of the ordinary this Summer.

Two shades appear that haven't been seen in children's socks—sand and beige—and all have stripes of contrasting colors at the top.

Some are white grounds with colored tops, some French blue or navy or brown, and all have unusual designs.

Of brilliant and durable mercerized lisle and priced 60 cents the pair.

(First Floor)

**The Vogue Pattern Quarterly for Summer 1922**

is now ready, price 35c. in the Pattern Store.

(First Floor)

**CERTAIN Irresistible Frocks of Printed Silks**

"I simply must have one of those," is the thought that pops into a woman's head the moment she sees these dainty things—dresses which our grandmothers would have referred to as "Summer silks." But they have a grace and ease which the fashions of other days never knew, being made of the softest of printed silks in the gayest and daintiest of colors—cherry and white, jade and white, henna and beige, navy and beige and so on.

Of course, they are in one-piece styles, with long and short sleeves, and of course, some of them have pockets.

Prices are \$45 and \$47.50.

(First Floor)

**WHITE Sale Corset News**

Fresh lots come into the Sale today—all L. R. corsets—over a dozen models of coutil, batiste and elastic between 65c and \$6.50; two quite wonderful specials for average women—one topless and made of pink one broche, price, \$3.50, and one of broche at \$2; and two light-weight models particularly good for Summer at \$3.50.

(Third Floor)

**NEW Madeira Hand-Embroidered Linens in the White Sale**

Linen luncheon sets of 13 pieces, hand embroidered and elaborately hand scalloped. The price is \$6.75 a set.

100 dozen Madeira hand-embroidered and hand-scalloped tea napkins, size 13x13 inches, have just come in to sell at a special price—\$7.50 and \$8.50 a dozen, the lowest in about five years.

Another new lot of Madeira hand-embroidered hand-scalloped bread-tray doilies, 6x12, has just been opened to sell at the special price of 50c each.

(First Floor)

**We Had June Brides in Mind When We Made This Sale of White**

WHICH is one reason why there is such a large proportion of the hand-made and hand-embroidered Philippine garments and of the favorite silks.



In fact, we never have had such charming things of either kind in such variety and for so little money.

Think of paying only \$1.85 to \$8.50 for delightful Philippine nightgowns and \$1.85 to \$3.85 for chemises; of being able to get the beautifully tinted silk crepes and radiums and satins for prices which don't go above \$7.50 and drop as low as \$1. Many of these silk undergarments, by the way, may be bought in sets.

On the other hand, the woman who wants sturdy and substantial undergarments for everyday Summer wear and for vacationing will find thousands of them from which to choose, from high-necked nightgowns and strong double-paneled petticoats to

crinkly crepe garments, the coolest and daintiest of lace-trimmed nainsook things, and quantities of delicate-colored batistes. The great bulk of prices on the everyday undermuslins is from 50c to \$4.50.

All prices average 25 per cent less than the prices in our White Sale a year ago.

(Main and Third Floors)

**THE Children's White Sale Brings Savings in Undermuslins**

Mothers, as a rule, look to it for the needed Summer supplies, for they have learned from the experience of other years that every little garment in this Sale is neatly and carefully made and of good quality material and that the prices are small indeed.

Baby's nightgowns, 50c to \$2.25, in sizes one to four years.

Nightdrawers for children from two to twelve years are 75c to \$1.85. In cambric or crepe.

Nightgowns, 45c to \$2 are of crepe, nainsook and batiste for children four to sixteen years.

Billie Burkes, \$1.25 to \$3 in

(Third Floor)

**Plenty of Summer Blouses at White Sale Prices**

There are all the kinds, too, that women especially want to wear with sports suits or separate skirts and there are many good waists to go under sweaters.

At \$1.85 are some pretty Peter Pan and tuxedo styles.

(East and West Aisles)

**LEMON Cleansing Cream Is Something New**

One more added to the good Queen Mary preparations from our own laboratories.

It is a bland cleansing cream to be used either in place of water after exposure to dust or after washing the face with water. It is a delightful cream for motorists and the lemon odor is most fragrant and refreshing.

In three sizes, 60c, \$1 and \$1.50 a jar.

(Main Floor)

**A SILVER Tea Service Stands First Among Gifts**

For one thing, it is about the handsomest wedding or anniversary present that a person could give.

The pattern is most important. The tea service usually determines the character of the rest of the silver.

The Wanamaker Jewelry Store offers a large variety of beautiful designs, mostly period styles, in sterling silver tea sets. The entire set of seven pieces consists of coffee pot, tea pot, sugar bowl, cream pitcher, waste bowl, kettle and waiter. For such a set one may pay as low as \$800 or as high as \$3800 or anywhere in between.

Or the five-piece service or even the different pieces may be bought separately.

(Main Floor)

**COLORED Glass in Superb Choice (And Wedding Bells Are Chiming)**

People who know stores from the Pacific to the Atlantic are convinced that there is no collection of colored glass in the country than the Wanamaker selection.

It is unequalled, not only in comprehensiveness and variety, but especially in the attractive character of the pieces.

A wealth of pretty and useful things, such as flower bowls with candlesticks to match, buffet sets, fruit bowls, candy jars, vases, compotes and kindred pieces.

In almost every color of the rainbow, also unusual and distinctive shades: amethyst, amber, royal blue and other charming hues.

Prices from \$1.25 for a complete set to \$50 for a buffet set of a bowl with four candlesticks to match.

Delightful bridal gifts, every one.

(Fourth Floor)

**SUMMER Means White Shirts to a Great Many Men**

Soft and cool-looking white shirts, perhaps a little "negligé" in appearance.

And of all the white shirts three that are here stand out like shade in the desert in comparison with others.

One of softest chevot, with or without attached collar, and having soft turn-back cuffs is marked \$2.75.

Next a self-striped madras, excellent madras, so fine the count. Neckband style, with soft turn-back cuffs. Price, \$3.50.

Almost as fine as silk are the shirts of Sea Island poplin, and they have the luster of silk, too. But back of the beauty is the sturdy wearing ability of firmly woven cotton and the price is \$5.

(Main Floor)

**A GOOD, Solid Oxford for Men Cut a Little Higher**

than usual and built along English lines is the best day in and day out shoe.

After all, the reason behind it is just as solid as the oxfords.

First of all they are smart without being extreme and are the kind of shoes a man can wear and wear, any time, anywhere.

Plain oxfords that aren't plain are new ones of tan Russia calf without a mark on them except the stitching. Everywhere they are sewed, that is everywhere it shows, several rows of orange stitches are used to contrast with the leather. Price, \$7.50.

(Main Floor)

**More Than 200 Bedroom Suits 20 to 50 Per Cent Below Market Prices**

—One Feature of This Surprising Furniture Sale

Suits that range in price from \$165 to \$785, and include the best and most desirable grades of cabinet work turned out in America.

**A Few of the Bedroom Suits**

\$165 for a four-piece antique ivory enameled suit.

\$193 for a four-piece antique mahogany veneer suit, Louis XVI design.

\$260 for a four-piece antique walnut veneer suit, Adam design.

\$300 for an eight-piece enamel suit in black and orange and decorated.

\$350 for a four-piece William and Mary suit of mahogany veneer.

\$390 for a six-piece Louis XVI suit of walnut veneer.

(Fifth and Sixth Floors)

**The World's Best Refrigerators Are on the Fourth Floor**

The world's best because:

The boxes are well made.

Built solidly to stay good; built scientifically to circulate the air continually and thoroughly.

They preserve the family health.

They conserve the daily ice.

They are moderately priced.

Among the refrigerators in this greatest of all selections are: White Mountain, Seeger Syphon, Magicold, White Frost and Athermos all-steel and Eddy.

A convenient price listing of the white steel refrigerators here according to ice capacity follows:

60 lbs. .... \$40      100 lbs. .... \$66  
85 lbs. .... \$55      150 lbs. .... \$75  
100 lbs. .... \$65  
100 lbs. (smaller food space) \$62  
150 lbs. .... \$77

Also Athermos Chests

27 1/2 x 18 1/2 x 28 ..... \$32.50  
30 1/2 x 21 x 30 ..... \$35

(Fourth Floor)

**NEW Beach Parasols Are Somewhat Upside Down**

At the ferrule end a leather loop to carry them by and at the handle end is a ferrule to stick in the sand. It is a most sensible arrangement, in view of the uses of these parasols.

Pretty as well as practical, being covered with natural colored raffia and lined with flowered chintz. The handle is long and folds in two so that it easily goes in a trunk.

The price is \$7.50.

(Main Floor)

**THE Handle Hides Away When the Traveling Bag Stands Alone**

Men who travel far like the new bag because its habits are different from other bags, in that it doesn't walk away when the owner isn't looking.

When it is necessary to leave the bag for a time while buying railroad tickets or attending to some other duty in which a bag would be a burden, just fold the handle inside and lock it up.

And it's a splendid bag in other ways. Heavy cowhide, leather lined, sewed frames and durable brass trimmings. Standard size for men and the price is \$12.75.

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