

AFTER ALL, THE WANAMAKER STORE IS A GATHERING SPOT FOR THE WORLD'S FINERIE

This Little Four-Square Corner Means to Be Very Personal

Some people object to personality, but what else is there that stands for reality?

I declare what I know, what I see, and the details and facts of which I write, in the hope of benefiting somebody.

Genuine good will is not always seeking for itself. Gratitude takes three forms:

- a feeling in the heart
- an expression in words
- and on giving in return.

On the stern of the little boat in the dock is its name, "Wayside II."

One and one may count two, but by concert of action it often counts eleven.

[Signed] *John Wanamaker*

May 2, 1922.



The New Model Brunswick Style 200

A genuine "Brunswick" phonograph, most dependable, and certainly well worth its price of \$100. It is going into many homes and making most enthusiastic friends by the beauty of its tone, its splendid appearance and perfect mechanical construction.

Sold on the following plan:
Brunswick Phonograph, Style 200.....\$100
Records of your choice... 10
\$110
Pay \$15 with order, balance \$5 monthly.
(Second Floor)

Women's Handkerchiefs at a New Price, 20c

Just arrived from Lurgan, Ireland, especially for the White Sale.
Not only a new price for a woman's handkerchief, 20c each or \$2.20 a dozen, but a remarkably nice quality.
Plain hemstitched and would make excellent vacation handkerchiefs for women or girls going away for the Summer.
(Main Floor)

Two White Goods Specials

Both here at the moment when women are most interested in getting supplies of white things generally.
1000 yards of 38-inch white voile at 25c. An admirable quality for almost any use.
1000 yards of 36-inch underwear madras, in stripes only, 18c a yard. Fine for women's pajamas and children's dresses.
(First Floor)

Parisienne Corsets in the White Sale

are noteworthy, indeed, for the prices. All beautifully made and fine in every way.
One model of pink striped material is topless, long and light in weight, being designed for average women, and is only \$6.
A second is slightly heavier, designed for larger women. It has a medium bust and long skirt and is carried out in pink broche, \$10.50.
Third comes a pretty pink corset, well boned and long, with a giraffe top. This also is \$10.50.
(Third Floor)

Good Water-Loving Bath Towels—Special at 50c and 75c Each

Size 22x47 at 50c and size 24x51 at 75c. Excellent grades, well woven of good absorbent cotton yarn and finished with hemmed ends.
White as snow and full of good service.
(First Floor)

A Gay Silk Scarf Adds the Needed Color

Sometimes the tailored suit is too somber and requires a bit of brightness. Sometimes it is too vivid and needs toning down. The silk scarf may serve either purpose.
Some new artificial silk scarfs are knitted in a fancy stitch and are either plain with striped border or bayadere striped. In bright sports colors, also tans and grays, \$5.
Others in artificial silk in fancy weave, plain colors or two toned, 18 inches wide, \$6.50.
New real silk scarfs in plain colors with striped borders are special at \$12. Others in bayadere stripes, sports tones, at \$18.
(Main Floor)

200 Young Women's Tweed Suits, Special at \$16.50

A fair price for them would be about double! Beautiful qualities of herringbone, checked, diagonal and plain tweeds with crepe de chine or soft peau de cygne linings in the coat. All were made by one of the best tailors we know.
We took every tweed suit this tailor had and he is not contemplating making any more this season. That is the reason for the price.
In all the fashionable blues, rose, tan, orchid and gray, and all sizes from 14 to 20 years.
(Second Floor)

Enough Smart Tweed Capes for 50 Women

Three groups of tweeds are sold down to a few of a kind and are reduced accordingly.
Those at \$25 are cut full, with draped armholes and the colors are mixtures.
Those at \$30 are in brown black plaids and indistinct plaids in other colors.
At \$50 the capes are of imported tweeds in soft, agreeable tones with linings of soft taffeta.
(First Floor)



50 Fine Capes With Dresses Reduced—Now \$75 to \$185

The richest silk crepes—Canton and the heavier weaves in lovely colors, such as the new browns and tans, a periwinkle blue, a silver gray, and a lighter blue, besides the dark blue and brown and black which seem to be inevitable.
Some of the capes are bound with grosgrain ribbon; others have oddly ornamented collars or collars of fur; and some of them are reversible with gray figured silk within and quieter silk without or vice versa. Some show combinations of heavy lace with the silk. Hardly two of these cape dresses are alike.
The present prices are a substantial drop from first ones.
(First Floor)

Women Say a White Slipper Is Daintiest When It Has One Strap

So the newest white slippers for afternoon wear are much alike, with one strap, medium toe and vamp, turn soles and two-inch Louis heels.
Some are buckskin, some canvas, others kid.
Canvas slippers are priced \$14; buckskin and kid, \$15.
(First Floor)

Beautiful New Silks of the Most Wanted Kinds

New crepes de chine, satin Canton and Canton crepe, in most desirable colors, black, white, navy, beige and pink. A beautiful new showing at reliably low prices for goods are right in every essential—\$2 to \$4.50 a yard.
(First Floor)

More About Tunics

Georgette tunics with elbow sleeves and charming decoration of self-colored beads; colors gray, taupe, henna, Copenhagen, navy and black, \$26.75.
Voile tunics in white, rose, coral, tan, gray, Copenhagen and orchid are also beaded with white beads, and priced at \$19 and \$26.75.
It is worth remembering that all the beads are put on with a lock stitch.
(Main Floor)

Recent Books

"Pirates' Hope," by Francis Lynde, \$1.75. A twentieth century romance of a desert island.
"The 8 Strokes of the Clock," by Maurice Le Blanc, \$1.75. Being the latest exploits of Arsene Lupin.
"Making the House a Home," by Edgar A. Guest, 75c. A story which will reach the heart of every father and mother.
"The Minds and Manners of Wild Animals," a book of personal observations by William T. Hornaday, Sc.D., A.M., price \$2.50.
(Main Floor)

Cool Embroidered Swisses for the Warm Days Coming

Every bit as fashionable as last Summer, if not more so, and decidedly less in price.
There are all the plain colors, including white and black, also white with colored dots and colored grounds with white or contrasting colored dots.
A particularly good assortment brought over from Switzerland and priced 75c to \$1.50 the yard.
(First Floor)

French Veilings Special, 75c a Yard

Small dotted effects, so pretty with turbans and toques, and here in all the good colors—black, navy, taupe and brown, and contrasting colored dots also.
"Frame veils" some women call them because the dotted part is over the face and the ends are plain.
(Main Floor)



It Seems That the Whole White Sale Is Founded on Inexpensive Undermuslins

Garments galore between 50 cents and \$4.50.
Mostly nainsook, because coolest and airiest for Summer, but there are any number of sturdier long-collars and cambrics—so many women prefer them.
In spots one would think this is not a White Sale at all, there's so much color to be seen. All the dainty, fresh colors a woman likes for warmer days and here the underthings are made mostly of batiste.
But the big outstanding point are the values—better than ever. For instance, colored or white nightgowns are \$1 to \$2.85; chemises, \$1 to \$1.75. A double panel white petticoat can be had for as low as \$1, while a short petticoat is priced down to 50 cents.
And good is the assortment of allied garments—white aprons from 18c to 75c; caps, 50c to \$1.50; silk and cotton petticoats, 85c to \$3.85.
(Main Floor)

White Sale Dresses for the Little Children

Hundreds of fresh, dainty frocks and, for the younger babies, creepers!
There are plenty of the everyday colored dresses for mornings and the finer ones of white for the afternoons. In fact, all that will be needed for Summer days, and that means a great many, as mothers know.
Creepers, \$1.25 to \$3
Are of crepe, dimity, lincen, chambray or poplin for babies of one to three years.
White Dresses, \$1 to \$5
Are in sizes from six months to two years. In lawn, nainsook or batiste with tiny tucks, feather-stitching and some are lace trimmed. A number are hand made.
Colored Dresses, \$1.25 to \$4.75
Pretty little gingham, lawn, batiste, voile and cretonne frocks, many with bloomers. Sizes two to six years.
(Third Floor)

Thousands of Leather Handbags, the Fruits of One Sweeping Purchase, Have Come in for a Third Less.

And that means a full third below the prices the identical bags have been selling for right along.
Fashion's favorite bags for Spring.
And fashion's favorite shapes make up the entire lot.
There are dull seal bags, or shiny bright seal bags, or soft velvety calfskin bags. Some are swagger shape, some envelope, some sports, some gathered pouch and others the practical shopping shape.
With single handles or double handles, of cord or of leather.
Tan bags, gray bags, black bags, brown bags. All the newest bags, all the best bags as far as leather goes, and the prices are \$3.50, \$4 and \$6.50.
(Main Floor)

The Chickering Piano

For Nearly a Hundred Years Has Inspired Great Pianists, Singers and Musicians

WITH the Chickering they've achieved the maximum of artistic success.

Among the great names inseparably associated with it are Liszt, Gounod, Jenny Lind, Busoni, de Pachman.

Today such pianists, singers and violinists as Dohnanyi, Mirovitch, Ysaye, Kubelik, Alda, Piastro and Hackett find in the Chickering a perfect medium for the display of their highest artistry.

Sole distributors of the Chickering piano in Philadelphia are the

Wanamaker Piano Salons

where they may be tested at any time and purchased on convenient terms.

(Egyptian Hall, Second Floor)

A Bevy of Waists Help Make the White Sale Great

Women bought and bought and then came back for more. There never was a woman who found she had enough white blouses for warm weather.
At \$1.65 and \$1.85 are especially popular waists, and there are more of them here. All kinds including many pretty Peter Pan styles that are so much in request for tweed suits and sweaters.
Also some particularly lovely voiles at \$1.85 and \$2.25 with trimmings of real lace. Some have short sleeves.
(East and West Aisles)

Lamps for Summer Homes

Reed floor and table lamps are here in pretty nearly all the finishes necessary to go with reed furniture, at prices ranging from \$12 to \$75.
Little mahogany-finished boudoir lamps, complete with silk shades lined with rose, blue or gold silk, are \$3.
22-inch shades of gray glace cotton will take the place of finer ones and cost only \$6.
Iron floor lamps with adjustable arms may be had for \$4 and \$11.50. Shades for them are \$1.50 and \$1.75.
(Fourth Floor)

What of Your Window Curtains for Summer?

Heavy draperies must now give way to "fluffy ruffles," if the home is to present that cool, fresh, attractive appearance that should characterize it in the glorious Summer time.
Summer curtains are shown in delightful assortment in the Upholstery Store; among them:
Truffed voile, plain and figured, \$1.25, \$1.50, \$2.25 and up to \$5 a pair.
Dotted Swiss and scrim curtains, \$2.50 to \$5 a pair.
Ruffled, dotted and figured grenadines, \$3, \$3.50 to \$5 a pair.
Grenadine curtains in blue, rose and gold, \$4.50 and \$5 a pair.
Plain scrim curtains, hemstitched, \$6 a pair.
Plain scrim curtains with lace edge, \$1.25 a pair.
Plain marquisette curtains, \$1.25 and \$1.65 a pair. Marquisette with lace edge, \$1.75 and \$2.50 a pair.
(Fifth Floor)



MEN ARE building buildings and buying stock and running around in flashy new automobiles and the world's all toned up and going ahead again. These things have come to pass because prices are right and men have faith.

And if a man knows anything at all he knows

This Is the Time of All Times to Buy New Clothing

FIRST of all, it's May, and Winter's skepticism is all thawed out, and a man who is up with the times wants to look as if he is through with the long "sleep."

Alive, and up and doing is the spirit of the day, and to do anything at all well a man must be clothed in optimism.

On the other hand, clothing prices have been right alongside of bricks and lumber and stocks and everything else.

For a fact, they have gotten now to a point where a man who can use a pencil and paper to any advantage hears that wee, small voice within him say "now boy, go to it. All you need."

What's more, it's a fact that a man can see for himself. The suits this year are not only better made than two years ago, but suit for suit, the prices are almost half.

The best clothes in America are right at Wanamaker's and priced between \$35 and \$65.
(Third Floor)

The New Golf Shirt for Men Has Underdrawers on It

and the shirt can't come out no matter how hard the swing or how many swings a man takes.

Many a man has been wishing for such an arrangement and it seems they all are getting them, for the new shirt surely is being received with open arms.

The shirt part is plain white cheviot, with soft collar attached and short sleeves. The drawers are of white plaid nainsook.
Priced \$3.50.
(Main Floor)

If the Rock of Gibraltar Had Been the Work of a Shoemaker

neither the far-famed rock nor the new oxfords at Wanamaker's could have been one mite more solid.
Saying a lot, but we mean a lot about these particular oxfords and every man who sees them and feels them and tries them on will say just as much.
First of all, good, sturdy, "iron-clad" Scotch calfskin. And every man knows there's no better leather for a shoe. Made plain, with a toe ever so slightly like a brogue, and harness stitched throughout. The soles are solid white oak.
Tan, of course. Made to wear and made to look worthy of wearing. And the price is \$13.
(Main Floor)

Desirable Furniture of Every Standard Type Is Offered at 20 to 50 Per Cent Less in This Exceptional Sale

Not only is every standard type of bedroom, dining-room and living-room furniture represented, but the selection of each kind is helpfully broad and attractive.
Except in the famous events of February and August, is doubtful if an equally comprehensive and varied assortment of the best furniture ever was offered at such large reductions.

Bedroom suits, \$175 to \$715.
Dining-room suits, \$200 to \$785.
Overstuffed living-room suits, a remarkable choice \$165.
Hundreds of individual pieces for living rooms, bedrooms and dining rooms.
All at 20 to 50 per cent less than market value.
(Fifth and Sixth Floors)

A Cedar Chest That the Dust Can't Filter Through

is really the only cedar chest that is safe to keep the woollens in, and, what is more, it is the only kind of a cedar chest found at Wanamaker's.

Of all the hundreds of cedar chests here to choose from, every one is equipped with tight-fitting, secure dust-proof strips.

Not only dust proof, but the chests won't warp and they won't split. All have locks and casters.

36 x 20-in. size.....\$18
39 x 18-in. size.....\$18
41 x 19-in. size.....\$18.75
42 x 20-in. size.....\$22
48 x 20-in. size.....\$25
54 x 22-in. size.....\$34
Chests for packing also in two sizes—46x23 in., \$36.50, and 54x23 in., \$38.50.
(Fourth Floor)