

Late Spring Days Are Rich in Opportunity and Gay With a Wealth of New Summer Things, First at Wanamaker's

I Know an Old Man Who Knows by Observation of Many Years

that there is plenty of evidence that many of the men who thought themselves sharper than other men and able to take a short cut to success were oftener deceived than otherwise and came back with chalk on their backs instead of cheese in their tubs.

"No man is ever lost on a straight road," is an old Arab proverb that I have been repeating for twenty years and more.

[Signed]

John Wanamaker

May 16, 1922.

The Large Drooping-Brimmed Capeline

is the millinery of the hour. As June comes on, with its weddings and garden parties and outdoor fetes, these softly-curved large hats will be even more essential to complete flimsy toilettes.

Delicate textures and pastel shades prevail, or white. Some charming examples of wide-brimmed hats for such uses are now in the Gray Salons. They are typical Wanamaker millinery in charm and chic, and are priced \$20 upward.

(Second Floor)

A Flower Garden of Frocks for Young Women, \$14.50 to \$28

Checked gingham of fine imported quality and beautiful clear check, or of the sheer tissue gingham. In colors, there are reds, blues, apricot, rose, green, brown, navy or black. Each frock is unusually well made and each style surprisingly smart and attractive. The price but \$14.50.

At \$16.50 are dainty voile and dotted Swiss frocks, in red, navy, rose, black, orchid, green, Copenhagen and sunset. And at \$28 a new straight-line dress of candy-striped crepe de chine, bound to find favor with both home girls and business girls. Copenhagen or china blue, rose, orchid or green. All are in 14 to 20 year sizes.

(Second Floor)

The First Reduction on Children's Spring Coats and Capes

and it is still early enough for the children to need them. Good coats to wear to school on cool mornings and for traveling about the seashore and mountains. There are smartly tailored

tweeds, serges, chevots and velours among them. There are, too, some pretty silk coats for dress-up wear. Prices now read \$9.50 to \$28, and the coats will fit small girls or boys from two to six years.

(Third Floor)

New Suede Belts in Sports Colors

are about an inch wide, finished with strikingly ornamental buckles of colored celluloid and metal. Brown, black, blue, green, gray and tan are among the colors. Priced \$2.95 to \$2.75.

(Main Floor)

Real English Leather Buttons

are important to the woman who wants her tweed suit or coat correct in the smallest detail. They are here in many sizes, black, brown or natural, at 30c to \$1.50 a dozen.

(Main Floor)

Few Prettier Fabrics Than Snowflake Ratine

One of the most attractive cotton ratines, in various colors with a fine white stripe in irregular snowflake weave. Gray, green, tan, rose, blue, violet, buff, salmon and red. A yard wide and priced at 85c.

(First Floor)

Women's Colored Silk Umbrellas Special at \$4.85

Because of an occasional drop-thread in the silk. It can hardly be found, doesn't affect the wearing qualities, yet puts the umbrellas nominally in the "second" class. Otherwise the price would be about double. Navy, purple, green, garnet, brown and taupe, with handles of bakelite or hardwood and bakelite combined.

(Main Floor)

Semi-Made Waists Special at \$5

Each one is ample for a waist—all you have to do is to cut along the marked lines and sew. The material is printed crepe de chine in a firm quality, in a variety of colors. There are several attractive patterns each being ample for a large figure and at the same time easily proportioned down to fit a smaller figure.

(First Floor)

Embroideries to Be Cleared Away

Included are organdie embroidered edges in white and ecru or white embroidered in colors; batiste edges and insertions in all white or ecru galloons in all white and ecru. All half price or even less. Prices start at 25c for an organdie hemstitched edge to \$3 for a batiste insertion.

(First Floor)

Traveling Cases Are the Handiest Things for a Woman to Take

Plenty of room for all that is needed on the week-end trip, yet they are light and not at all inconvenient. Two special traveling cases are here and are about the biggest values in many a day. Both of black long grain cowhide, with hand-sewn edges and moire lining, in sizes 18 to 24 inches. One is priced \$9, and a little sturdier model, \$10.75.

(Main Floor)

A Cape of Black Canton Crepe

seems to be the desire of nearly every woman. One of unusually heavy black silk Canton crepe is priced \$38.50. It is lined with gray crepe de chine and topped by a close-fitting collar of caracul fur. For \$65 is a cape of finer silk crepe, deeply bordered with silk fringe, and collared with fur. But the most effective are \$85 and \$95—exquisite materials made with much originality. One is cut into many gorges, joined by openwork braiding, and fashioned into tabs around the hem. Another is reversible, forming a black silk cape with black fur collar by day, and a white silk cape with white fur collar by night. All have the most becoming collars of black, white or gray fur and are lined with white or gray crepe de chine.

(First Floor)

Sterling Silver Bag Tops at Half

A small quantity, in attractive designs and shapes, richly embossed, and measuring from 5 1/2 to 6 1/2 inches across. All are on chain handles. The low price for this limited number is \$15 each, or just half the usual price.

(Jewelry Store, Main Floor)

Women Are Wearing Sports Stockings on the Street as Well

and no one will deny they are attractive with a trim sports suit of tweed or some other colorful fabric. Especially the mixed silk and wool sports stockings, made thin to be cool and in dainty colorings to be fashionable. New ones have come in—oxford, rose or light gray with hand-embroidered silk clocks to match, along with a number of two-color mixtures—and the price is \$4.50 the pair.

(First Floor)



"Music Is the Universal Heritage"

remarks George Ade. "Somewhere in the flower-dotted fields between Brahms and 'The Maiden's Prayer' there is room for all of us to ramble."

Some prefer Chopin and the classics; others the old familiar ballads; and still others the jazziest of "jazz," the latest popular hit, the fox-trot of the moment.

It is the unending versatility of

THE AMPICO

that is one of its greatest fascinations. With an up-to-date library of recordings, the owner of the Ampico has at his command a choice of the whole world's music, old and new—

- The old classic masterpieces,
- The lighter, later classics,
- The popular favorites,
- The best operas,
- Musical comedy, ragtime and dance music.

In differing moods the same man may care for all kinds of music. The Ampico gives him all.

Listen to this marvelous instrument here in Egyptian Hall and judge if by any other means you could so fully ensure yourself of all the manifold delights of music. The Ampico is sold only in the Wanamaker Piano Salons in Philadelphia, and on convenient terms if desired.

(Egyptian Hall, Second Floor)

The Metal Clasp or Buckle

which catches my lady's cloak together, or holds her gown draperies at the side, is an important note in her costume.

A new collection of highly-polished metal clasp-cloaks, cabochons and slides are copied from imported ones, and moderately priced, 40c to \$2.

(Main Floor)

It Seems That Every One Wants an Oval Rush Rug for the Porch

Attractive rugs, because so different and a new lot is here in varied styles and colorings.

9x12 ft.	\$32.50	3x6 ft.	\$6.50
8x10 ft.	\$27.50	30x60 in.	\$4.75
4x7 ft.	\$11	6x12 ft.	\$21.50

(Seventh Floor)

The White Sale Takes Care of the Larger Woman

A practical round neck night-gown with short sleeves and convenient edge finish may be had for \$1; others with round and V necks in batiste and crepe with various dainty touches are \$1.50, \$1.85 and \$2.

Plain white petticoats with scalloped edges and double panels

(Third Floor)

are \$1.75. There are two styles with embroidered flounces at \$1.65, one with a blind edge flounce at \$1.85 and a particularly pretty one with firm embroidered flounce for \$2.25. Others with double panel and lace edged flounces at \$3.50.

Bath Towels—Special at 50c Each

Two kinds. One in fancy Jacquard weave and attractively striped in a plaid effect, in a choice of blue, or pink, making them decorative as well as practical.

(First Floor)

The others are all-white, size 22x47 inches, well-woven and finished.

Both kinds special at 50c each. Other excellent bath towels at 25c and 35c each, the latter kind with colored borders.



There's a Lesson in This Picture Clipped From an Old Magazine—

"The Other Fellow's Grass"

How many men you hear complaining that the other fellow has all the good opportunities.

But you have never heard the Wanamaker Store say it wished it had somebody else's kind of clothing to sell!

Once a man begins to wear Wanamaker clothing he realizes its superiority. It is all-wool, hand tailored, durable and fine.

Plenty of fine new Spring suits, \$35 to \$65.

(Third Floor)

When a Short, Stout Man Puts on a Straw Hat

that was planned for his long, lean, lanky brother, or the tall, trim man gets the "full-fashioned" one's hat, there is usually a little snicker for every one else and great discomfort for the man under the hat.

That is the trouble with buying a straw hat at a one-style hat shop. The hat that suits one man is ridiculous on the other, and after one or two days he is looking around for another hat. And that is the good sense of the Wanamaker Hat Store.

(Main Floor)

A Man Buys Shoes to Wear and He Wants Good Ones

Solidly good ones that look full of strength as well as full of smartness.

And of all the shoes men have seen this season there are no better ones than the brogues of tan Scotch grain calfskin.

Stout, durable brogues, yet fashionable; not too bulky and neatly perforated.

Good for months of wear, and the price is \$14.

(Main Floor)

Women From Far and Near Are Talking About the "Specials" in Fashions

150 Women's Tailored Suits Reduced One-Half Now \$15, \$35 and \$45

Broken sizes and color assortments account for the drastic reduction of Spring suits so early in the season.

Materials include tricotine, Poiret twills, gabardines, homespuns, tweeds and novelty mixtures—all of them of beautiful quality.

Among the colors are midnight and navy blue, black, beige, gray, sand, albatross, rose and mixtures.

There are simple tailored models with long coats or short, and individual models that have no duplicates, some with fine hand-decoration, and all finely hand tailored. Some cape suits are also included.

Sizes 34 to 48 1/2 are in the group.

(First Floor)

Women's Fine Footwear Lowered to \$6.75 and \$7.75

In the Spring clearaway of shoes of the better sort women can get, among other things:

Heavy-soled street pumps of gray-and-black or champagne-and-tan leather, with wide buckled strap and flat heel, now \$6.75.

Light-soled one-strap pumps of black patent leather with gray suede back, or tan calf with fawn suede back; both with low covered heels. Now \$6.75.

Brown suede one-strap slippers with Spanish heel. Gray suede one-strap slippers with baby French heel or low covered heel. Each now \$7.75 a pair.

Black or tan calf oxfords with military heel. Now \$7.75.

(First Floor)

1000 Pair of Long Silk Gloves in a Clearaway

Twelve and sixteen button length, in black, white, ponce, beaver and brown, with self-color Paris point embroidery.

All are double finger-tipped, and the silk is the substantial Milanese weave.

Because sizes are missing here and there, all are reduced from various higher prices to \$1.35 a pair.

(West Aisle)

Wardrobe Trunks a little group including three popular sizes and every one priced lower than a trunk just like it sold for before the war.

Good trunks, built to withstand the knocks and bangs of travel and equipped to take comfort on the trip.

Each trunk is built of 3-ply veneered bass wood, covered and lined with fiber and bound with brass plated hardware.

All corners are rounded and reinforced, and each trunk has a lift top, laundry bag, shoe box and drawers that securely fasten by a locking bar. Two of the drawers can be converted to carry women's hats.

Steamer size is priced \$28.

Three-quarter size \$33.

Full size, equipped with ironing board and iron holder, \$38.

(Fourth Floor)



Black Spanish Lace Flouncing, Special at \$2.25 a Yard

Lovely patterns to go on charming gowns for afternoon wear, informal dinners and the theatre. The flouncing is 36 inches wide and the price unusually low.

(West Aisle)

There Are Floor and Table Lamps of Reed

In most any color a housekeeper could want to go with the Summer furniture. Linings of cretonne or a little finish of silk add wonderful richness to each lamp and prices are between \$12 and \$75.

(Fourth Floor)

Summer Curtains in Cool, Dainty Abundance, 85c to \$5 a Pair

A Wanamaker showing, comprising everything that a tasteful and discriminating housekeeper can desire in the way of coolness, prettiness and inexpensiveness. Plain scrim curtains, with hemstitched edges, 85c a pair. Plain marquisette curtains, \$1.25 a pair. Ruffled, plain and block pat-

terned scrim curtains, \$1.50 a pair. Ruffled scrim and voile curtains, \$1.50 to \$2.75 a pair. Plain ruffled, dotted and figured grenadine curtains, \$3, \$3.50 and \$4 a pair. Ruffled and plain figured grenadine curtains in blue, rose and gold, \$4.50 and \$5 a pair.

(Fifth Floor)