

Organ plays at 9, 11 and 4:50 (Melody and Chimes at Noon) **WANAMAKER'S** Store Opens at 9 Daylight-Saving Time **WANAMAKER'S** Store Closes at 5 Daylight-Saving Time **WANAMAKER'S** WEATHER Showers

Good Evening, Have You Been to See the Fashions at Wanamaker's Recently?

Any One Who Thinks He Can Be Negligent in Business is on the road to ruin. No man should be satisfied in thinking only of his long and good experience, his excellent location, his large run of customers and "let it go at that."

It is wise for him to think of his weak points, and take steps immediately to remove them and strengthen his stakes in every direction.

[Signed] *John Wanamaker*

May 18, 1922.

And Now Madame Is Putting on Stockings of Silk Crepe that go with her silk crepe frocks surprisingly well. Really odd-looking stockings, but pretty, and they are the newest of all the new in hosiery.

In fact, Wanamaker's is the only store we have seen them in as yet, so the women of Philadelphia have first opportunity with a new fashion. The colors are black, white, cordovan, gray and champagne.

Beneath all the fashion there is a big advantage in the new silk crepe stocking.

The stocking is guaranteed not to run, and every pair that shows a run will be replaced by a new pair. The price is \$2.25 the pair.

(First Floor)

A New Elastic Girdle more in the nature of a belt or hip confiner, has an innovation in the shape of an elastic inset directly in front, with the clasp a trifle to one side as in the front-laced models.

It gives a perfectly flat effect over the abdomen and prevents the pressure of a front steel. Priced \$5.50.

L. R. girdles partly of elastic are \$1.65 to \$6.50. All elastic \$3.50 and \$4.50.

Popular models in Treo girdles are \$3.50 to \$10.50.

(Third Floor)

Women Travelers Are Buying a Certain Type of Coat

If it were intended for a man it would be called an overcoat and in fact it has many points of resemblance with a man's garment.

It is made of an indistinct plaid coating in a tweed weave either light or dark in tone but always with a contrasting overplaid. In the sleeves (either raglan or set-in style), the revers and pockets, it has closely followed the fashion of a man's coat.

There are as many as six models at \$27.50 each, all good practical coats for hard wear and especially for traveling.

(First Floor)

The New Bathing Suits for Women Are Here

Even this early there are many kinds, in great variety. Several materials and plenty of suits at small prices.

For example, in the wool knitted jersey costumes, the "two-in-one" suits, one may start as low as \$5. They fasten on the shoulder and have a white belt.

Another good model with V neck and contrasting colored facing is \$6.75, and still another of finer knitted wool, \$7.50.

And there are extra-size knitted wool jersey suits, "two-in-one" fashion, at \$8.75.

(First Floor)



White Sale Night-gowns From \$1 to \$2.25

Here are some of the best values in low-neck gowns in the White Sale:

At \$1, pink cotton gowns with top in satin finish, hand-embroidered and trimmed with wide lace. Also white gowns, the V neck and armholes bound in blue or other color.

At \$1.50, several attractive styles in white or colored batiste with bindings in coral, green, pink or other color. Also a sleeveless white empire model, the top of lace insertion. And a tailored crepe model in flesh only.

At \$1.65, several unusually good lace-trimmed gowns with square necks.

At \$1.85, a dainty round-neck style, the front feather-attached and pin-tucked.

At \$2.25, a ribbon-run lace-trimmed empire gown, and several other good styles in white nainsook. Also fine cotton crepe gowns bound with checked gingham.

Good values in high-neck and long-sleeved gowns are \$1.50 to \$2.25.

(Third Floor)

Children's New Redleaf Hats at Little Prices!

Never before have the good Redleaf English hats been so low.

Such soft pretty straws that you can turn them up or down at will. The majority are in white but a few are dark blue. All are tailored style, with ribbon binding and ribbon bands. All so nice for boys or girls from two to six years old.

The prices are \$3 to \$7.50. Other straw hats are from \$2 to \$10.

(Third Floor)

"Keds" Are Popular Foot-wear With the Boy

His mother likes them on him, too, because the rubber soles are so soft and easy about the house.

High brown canvas "Keds" are \$2.15 a pair. In brown or white canvas with brown rubber soles and leather trimmings, \$2.50.

Low canvas "Keds" in brown or white, with match-

(First Floor)

Junior Girls' Fine Wraps Are Down in Price

Only one or two of each style, so the prices have fallen.

Beautiful Bolivia and duvety coats, capes and wraps that are happy compromises in style. Some are belted or partially so and others not at all. Practically all the fashionable colors are included—the red shades, numerous blues, tan, brown and so on.

Really a wonderful opportunity for girls who need a handsome wrap. For the new prices are from \$30 to \$95.

All sizes from eight to sixteen years.

(Second Floor)

There Is a Large Family of Waltham Clocks

Each member is a worthy representative of the name which stands for reliability and time-keeping qualities.

Naturally the grandfather Waltham clock is at the head of the family. He usually has the place of honor on the stairs or in the front hall. Cased in the finest mahogany and chiming the quarter hours on tubular bells. He is worth \$475 to \$865.

Waltham mantel clocks are appropriate for living rooms and dining rooms, library, or den. Price \$85 to \$110.

Waltham mirror clocks may go almost anywhere, they take up so little room. Price \$45 to \$120.

Waltham leather folding clocks are the delight of people who travel and many who stay at home, \$20 to \$36.

Waltham boudoir clocks, small editions of mantel clocks, are \$25 to \$45.

(Main Floor)

Some People Buy Half a Dozen of the \$4 Iron Floor Lamps

at a time, for after all \$4 is a mighty little price for such a good lamp.

Summer cottages from California to Maine are being equipped with them, for their fame has spread far and every day orders come piling in. A new shipment of the lamps has come. Sturdily

(Fourth Floor)

A Sunshade for a Little Girl is her idea of bliss at a certain age.

Even the simple little parasol of blue-and-white cotton at 50c will please her. The dainty rosebud-strewn white silk one at \$5 is to carry with her "bestest" frock. And at prices between are all kinds of silk, silk-and-cotton and cotton sunshades, each pretty as a flower and all equipped with loops to swing them from the arm.

(Main Floor)

Fine Embroidered Swiss Special at \$1.25 a Yard

3500 yards at a special price.

New purchase of desirable goods in the wanted colors—light blue, Copenhagen, navy, brown, green, lavender, rose, red and black, all with white dots.

The width is 30 inches.

(West Aisle)

The Beauty of the New Silk Bag Lies in the Odd Frame

Celluloid frames, rather wide and queer in shape and looking for all the world as if carved.

Some the antique ivory finish, some black and white, some navy and others red and black.

The bag itself is an oblong shape and made of handsome striped silk, in dark colors. It dangles on a swinging wrist handle of silk. The price is \$5.

(Main Floor)

Swiss Breakfast Coats and Sacques

Fine-dotted white swiss dressing sacques, sleeves, neck and fronts scalloped in pink, blue, orchid.

Special at \$1.65.

White-dotted swiss breakfast coats in tuxedo styles finished with colored silk cording, large sizes, special at \$3.85.

(Third Floor)



If you've got a million dollars
And a beautiful home, beautifully furnished
And two or three flashy motor cars to run around in
And generous provision for your old age

You can afford to buy the "bargain clothes" that are breaking out in inch-high type.

But If a Dollar Means 100 Cents to You—Get Your Clothes at Wanamaker's

It's a case of spending five or ten dollars more to save twice as much.

Quality, tailored in to stay, explains it.

A suit that will hold its shape and its fashion as long as the cloth lasts is here for \$40 or \$45.

(Third Floor)

Wherever There Is a Man Who Wants a Good Shirt to Wear

he wants a woven madras shirt, and if he knows shirts at all, he wants one from Wanamaker's.

All of which leads up to the fact that some new woven madras shirts have arrived—made of the best woven madras, in neat, even beautiful, stripe arrangements and colors.

The kind of shirts that a shrewd business man picks out for day in and day out service, and the price is only \$3.50.

There's Dignified Style in Wanamaker Shoes and Men Like the Prices

Quality for quality it is doubtful such low prices can be found elsewhere.

Of course, there are cheaper shoes, but every pair in the Wanamaker stock for men is a substantial, well-made, thoroughly dependable shoe.

And as an illustration of how the values go, there are four popular styles at \$8.50.

First is a new one for most any man. An English oxford in the blucher type and made of soft, fine graine kid, almost chocolate color. Smart, yet dignified.

Brogues, of course, are the demand of many men, particularly plain brogues of tan calfskin.

Plain English oxfords, too, are \$8.50. Of tan calfskin without a mark on them and splendidly made.

Last of all is a smooth tan calfskin oxford with a slightly rounded toe that is both comfortable and trim.

(Main Floor)



A Truly Delightful Group of Women's Printed Crepe de Chine Dresses at \$27.50 to \$45

FOR the woman who wants a cool silk frock for afternoon wear, business, shopping or traveling, here is an unusual collection of dresses that will serve perfectly.

In the smart new printed crepes de chine, usually in small foulard or polka-dot patterns, and fashioned in simple but extremely clever styles.

A navy blue crepe dotted in white, with navy blue grosgrain loops down one side, has its sash caught in front with polished white discs. It is \$27.50.

At the same price is a cool white-and-blue crepe in tiny foulard figuring. The new wide circular skirt, cut into flaring points, is exhibited in a black-and-white crepe with a smart touch of green at the waist, \$37.50.

Altogether there are black-and-white, blue-and-white, cherry-and-white, beige-and-navy, black-and-green and blue-with-crimson.

Sizes are 34 to 44. Prices \$27.50 to \$45. And there are but 125 dresses in the collection.

(First Floor)



Sudden and Unlooked for Sale of China and Glass

AMERICAN semi-china dinner sets make up most of the sale, but there are a dozen other wares in china, semi-china and glass, all at new low prices, which mean substantial savings from market values.

Dinner Sets

Fine American semi-china, all of them.

106-piece sets, \$22.50; choice of two decorations, one a blue line with bowknot medallion, the other a pink rose medallion.

52-piece sets, \$10; two excellent patterns. Little over half the usual price.

47-piece sets, \$5; gold-band decoration, gold-traced handles, complete services for six people.

107-piece sets, \$50; handsome conventional border in black and colors with coin-gold handles.

106-piece sets, \$42.50; a brand-new decoration; dainty border in soft colors.

106-piece sets, \$33; two very handsome new patterns, exclusive decorations at a fourth less than usual.

Other Unusual Items

5-piece mixing-bowl sets, \$6; choice of old-fashioned yellow ware or blue and white; five different sized bowls to a set.

French fruit plates, \$4.50 a dozen; imported porcelain, assorted fruit decorations in natural colors.

15 imported marble pedestals, half price; notable variety of sizes, shapes and colors.

Art pottery flower bowls at half; dark blue and white in a dull finish; 9-inch size, \$1; 10-inch size, \$1.25; 12-inch size, \$2.

Iced-tea spoons, 25c a dozen; crystal glass, hollow stem, with colored glass bowls.

Imported glass tumblers, \$1 a dozen; fine thin glass, cracked effect, worth twice as much.

(Fourth Floor)

White Tub Frocks for the School Girl

Some are white-dotted swiss and others voile. For trimming, there may be a bit of colored smocking with the same color used in button-holding the collar and cuffs or the collar, cuffs and sash may be of colored organdie. Another style has Irish insertion and ribbon trimming.

For girls from six to twelve and are moderately priced from \$7.75 to \$11.50.

(Second Floor)

THE fluffy net guimpe is wonderfully becoming and cool. In white or ecru and with a frilly front it is on the Main Floor for \$1.50 up to \$6.50.

REMNANTS of cotton dress goods, including most all summery fabrics, are specially priced for a clear-away on the First Floor.

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(Third Floor)

After All Is Said and Done, a Wilton Rug Is the Good Rug

for any time and all time and, just as much now as in the dead of Winter, people with new homes to furnish or older homes to refreshen are after Wilton rugs.

A remarkable assortment of the better Wilton rugs is here; patterns and colors of every conceivable kind and nearly every size.

9 x 15 ft., \$118.50, \$172.
9 x 12 ft., \$84, \$87, \$110, \$125.
8.3 x 10.6 ft., \$78.50, \$97.
\$100, \$114.
6 x 9 ft., \$53, \$74, \$77.

(Seventh Floor)

Plain and Glace Taffetas of Real Merit

Goods of sterling quality much favored for Spring and Summer dresses as well as for millinery.

The plain taffeta is \$2 and the glace \$2.25 a yard, and both represent the highest standard of value regularly obtainable.

(First Floor)

A Good Bath Soap and a Good Spray

play a big part in removing the discomfort of a hot day.

For the soap we recommend the Wanamaker bath tablets, specially made for our customers. 15c a cake, \$1.50 a dozen, in violet, rose or verbenone scents.

Bath sprays of the better kind, with or without rubber brushes, from 75c to \$5, in the Toilet Goods Section.

(Main Floor)

Ice Cream Freezes While You're Preparing the Rest of the Dinner

without turning, or churning or worry when the right Freezer is used

For once the ingredients are in and the ice and salt packed in place there will be ice cream, and it will be smooth and hard and good.

It just seems to make itself and, what's more, it can't go wrong.

But aside from the convenience there are untold advantages in this sure-workin' Freezer. Just one packing of ice will freeze a freezer full and keep it frozen for eight hours.

One woman told us she made two lots of ice cream with the same ice. All of which means economy.

6-dish-size freezer, \$5
12-dish-size freezer, \$6
24-dish-size freezer, \$10

(Fourth Floor)