

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
Cloudy

The Rich Summery Things and the Late Spring Wearables at Wanamaker's

Almost Every Person Has Something to Do Which He Neglects

To break one's self of that habit, simple and small as it may be, might be the turning point to success.

The old adage comes in here that Franklin often spoke of—the lacking nail caused the loss of the horseshoe, which left the horse lame and prevented the rider from reaching safety, causing him to be overtaken and slain by an enemy. So also did Franklin say that carelessness caused more harm than want of knowledge.

Rise up, brother neglecter, and let us strike against our common foe.

[Signed] *John Wanamaker*

May 19, 1922

The Loveliest Summer Fur Is Fox

It is at its best in the beautiful scarfs of platinum, steel gray or the various blue-steel shades. All were originally the snow-white fox of hardy quality. Prices are \$65 to \$115.

A somewhat similar effect is achieved at less cost by the pretty light-colored wolf scarfs. In platinum, steel gray and rose shades, surprisingly pretty and effective at \$22.50 to \$40.

(Second Floor)

Some Girls Like Coats While Others Prefer Capes

One or the other it must be for cool days at the shore or the mountains.

There is almost no end to the variety of styles in capes and coats of tweed, polo coating, bolivia and plaids of various kinds. And all the new high colors are here. Well tailored garments that will stand much hard wear. For girls from 6 to 16 years, and priced from \$12.50 to \$25.

(Second Floor)

Fascinating New Hats Have Just Arrived

Quite easy to see that they are intended to go with the prettiest afternoon frocks in one's wardrobe, for they are mostly large picture hats or those of moderate size, and in the loveliest pastel colors.

For trimming, there are wreaths of flowers, bands of gaily colored coque feathers or ostrich feathers. They are mostly fancy straws, many of them of the rough variety.

You might very easily suspect that the prices were much more than they are, \$12 to \$20.

(Second Floor)



Fascinating Bijouterie From Paris

that recalls the lovely trifles in the tempting jewelry shops of that city. Just off the steamer, and decidedly the latest word.

Delicate necklaces of pearls and jade—the beautiful French imitation of both—ending in a tassel of pearls.

The piquant new earrings—tassels of imitation pearls or glittering marcasite.

Tassel necklaces of imitation jet and pearl, and of red-and-black and yellow-and-blue combinations.

And a delightful collection of jade-effect necklaces in graduated and novelty effects and many lengths.

Prices are from \$4.50 to \$65.

(Main Floor)

Four New Shoes for Women Are Priced \$8.50 to \$10

One-strap pumps with rounded toe, low covered heel, light turned sole. In plain black satin or perforated patent leather, each \$10 a pair.

Rubber-soled oxfords for sports, country or town wear. Of tan calf in blucher cut, with self-saddle, red rubber sole and wedge heel, rounded soft toe with perforated tip. Priced \$8.50 a pair.

White buckskin oxfords with black patent leather side strapping and lace stay. Sole and heavy wedge heel, of black rubber. An unusual shoe at \$9.50 a pair.

(First Floor)

Clearaway Prices Bring Rich Opportunities to Women With Wardrobes to Fill

Women's Dresses Reduced One-Half

300 Are Now \$7.50, \$15 and \$18.50

SUMMERY things are coming in and old groups of broken-sized Spring dresses must clear away—though most are the kind women wear all year.

Prices are cut exactly in half—in a few cases a little below half.

Materials include wool jersey, silk-and-wool novelties, silk eponge and knitted fabrics, Canton crepe, crepe de chine, Georgette and roshanara crepe.

Fashions are suited for sports wear, business, traveling and afternoon dress. Even the least-priced is well designed, well made and has decided style.

Black, navy blue, all the desirable light shades of gray and tan, henna, brown, rust and other odd shades are included. Sizes are 34 to 42.

(First Floor)

Women's Wraps and Capes Reduced to \$50 and \$75

AMONG them are delightful afternoon wraps and capes that women want to take away.

The finer gabardines, tricotines, Poirer twill, duvety and also new silk-lined eponge coats and capes and a few tweed capes, lined with taffeta.

Only a few of each kind and only a hundred altogether, but the savings in price are attractive.

(First Floor)

Women's Skirts—300 Are Specials at \$3.75 and \$7.50

200 Tweed Skirts at \$3.75
Good skirts to wear with sweaters and under sports coats or capes. Some are the new wrap-around styles and a number are fringed.

100 Pleated Skirts at \$7.50
In prunella cloth with pretty striped effects and mostly in the much-liked blue and tan combinations.

(First Floor)



Women's Summer Waists—550 Special, \$1.50 to \$3.85

250 Waists at \$1.50

Odds and ends of more expensive kinds in batiste and voile. Peter Pan or roll collars.

200 Waists at \$2.85, \$3.50 and \$3.85

Fine hand-made batiste with hand-embroidered dots and hand-drawn work. All have frills.

100 Waists at \$3.85

Finest dimity with colored handkerchief linen collar and cuffs, edged with Irish picot.

(East and West Aisles)

Long Chamois-Lisle Gloves—1200 Pair Special at \$1

Imported, and in the good suede finish foreign gloves excel in.

16-button length, in black, white, gray, cafe, caramel, pongoe and beaver, with embroidered backs. A much better glove than is usually possible at the price.

(West Aisle)

If a Young Woman Wants Tweed, Here Are Two Specials

Tweed Suits at \$14.50
A new low price for some of the prettiest suits of the season. Especially notable for the good quality tweed and the excellent cut. In rose, orchid, blue and gray for young women from 14 to 20 years.

Tweed Sports Coats at \$25
Several new models, one especially attractive, with full, loose back, Raglan sleeves and wide cuffs, is in a soft, indistinct plaid. Also a few coats from stock have been reduced to \$25; among them are herringbone, checks, plaids and mixtures in tweed weave. Sizes from 14 to 20 years.

(Second Floor)

New Japanese Crepes in Splendid Assortment

Seems as if all the tints of the rainbow were gathered on the counters, so great is the collection of plain shades!

And checks and stripes in relatively large selection. Mostly our own direct importation from Japan. All are at the lowest market prices.

Crepes in plain colors, 35c, 45c, 65c and 75c a yard. Crepes in check patterns, 50c and 75c a yard. Crepes in stripe designs, 45c and 75c a yard.

(First Floor)

EVEN Boys and Girls Have Taken to Sports Hose

Three-quarter sports hose, of course, for children. The fad is new but it is a good one and two new lots of such hose are here.

At 75 cents, mercerized lisle three-quarter stockings, derby ribbed. Turn-over tops. Black, cordovan, African brown, cadet blue and white, with contrasting cloaks.

At \$1, mercerized lisle ribbed stockings with turn-over tops in contrasting colors. Cloaks to match. The colors are black, cordovan, putty and French tan.

(First Floor)

Comfort in Camp Is Easy

with so many comfortable things in the sporting goods store.

There are canvas houses, tents, auto tent outfits, camp furniture, camp stores, camp clothing, fishing tackle, cooking outfits, blankets, cameras, flashlights, rowboats, rowboat motors, everything to make camping a pleasure.

"Close To Nature" canvas houses, for camping or lawn, from 7.6x9 ft. at \$54 to 16x24 ft. at \$168.
Wall tents, 7x7 to 12x11 ft., \$13.00 to \$28.
Auto tent, 7x7 ft. with awning over car, \$36.
The Wall auto tent and bed that fits on the running board of car, \$47.50.

(The Gallery)

Something New in Silk Lingerie enters the White Sale.

It is a step-in chemise, combining a vest and a step-in. Of crepe de chine, in pink, blue, white or orchid, hand embroidered with polka-dots and edged with hand-made filet. Priced \$5.50.

Other silk chemises of unusual quality include pink tub silk in jersey weave at \$3.75; crepe de chine at \$3.85; crepe de chine and radium silk at \$5; several styles in radium at \$5.50, and an attractive radium model edged top and bottom with laced ribbon, at \$6.85. Pink, blue, orchid and white are included.

(Third Floor)

Nainsook Costume Slips Special at \$2.65

An exceptional White Sale value. 22-inch hem, giving a double skirt thickness. Camisole top with ribbon-run embroidery casing and edging. Embroidery shoulder straps.

(Third Floor)

Gardener Helps

If not trimmed regularly, the hedge will get out of hand. Hedge shears, six inch, \$1.65; eight inch, \$2; nine inch, \$2.25; 10 inch, \$2.50.

White trellis for training the favorite vine over, six foot, \$2; eight foot, \$2.50; 10 foot, \$3.
Be prepared for dry weather. Wanamaker special black corrugated garden hose, 18c a foot in lengths of 25 and 50 feet. Hand-decorated bird plant sticks with movable heads, 75c, others larger in size with movable tails, \$1.25.

(Fourth Floor)

Music Rolls, 50c

Swanee River Moon
Smiling
Carolina Rolling Stone
Granny
Leave Me With a Smile
You-Hoo
April Showers
Old-fashioned Girl
Angel Child
Bleed Me Up and Lay Me Down
Cutie
Three o'clock in the Morning

(Second Floor)

Good Leather Handbags in Smart New Shapes Are Ever So Reasonable

That is, right now prices are really low, for a new lot has come along.

Most any shape—the square effects, the vanity, the oval, the shopping shape, the swagger—in shiny auto leather or pin seal or calfskin.

And there are several smart colors, all favored this season.

Prices are \$2 to \$6.50, and that doesn't begin to indicate how good the bags are.

(Main Floor)

Letitia Corsets of Woven Elastic

Imported corsets made with the usual care and accuracy.

The material is closely woven and the corsets are excellent hip confiners and comfortable for outdoor wear.

There are two slip-on models with front steel at \$6.50 and three other styles in varying lengths, priced \$6.50, \$7 and \$10.50.

(Third Floor)

Women's Good Union Taffeta Umbrellas at \$4

Jet black silk-and-cotton with tape-edge.

Years of wear to it, and it looks as well as silk.

On full-size paragon frames, with unusually attractive handles of hard wood, leather, bakelite or imitation amber.

(Main Floor)



It's a Straight Out Fact That a Man Can't Save By Buying Cheapness

Cheapness in anything is mighty costly in the long run.

But the most costly of all cheapness is cheap clothes.

A suit that is bought for a bargain is not a suit at all. It looks its price at the start and grows more expensive with each day's wear.

It stands to reason that the goodness in any suit is not limpid cloth and startling pattern. It is that unseen quality of tailoring that is put in by a master craftsman. And master workmanship costs money.

—it can't be cheapened or hurried just to cause a bargain flurry. But once it is in a suit, it is there to stay as long as the cloth holds together.

When a man can buy a suit of that caliber for \$40 or \$45 he is making a gilt-edge investment, and he won't be able to do better if he waits from now until doomsday.

And he can get such a suit at Wanamaker's right now.

(Third Floor)

See the Rain Drops Patter on the New Straw Hat

Patter and splatter and bounce away, for it's a Wanamaker straw hat—a Lincoln-Bennett or a RED-LEAF London-made hat, and a little bit of rain doesn't matter one way or the other.

There's a difference—every man who has tried one knows it; they wear better and look better.

(Main Floor)

A Good Leather Belt at 65 Cents

is a good timely buy, every man knows.

And such a belt is here at such a price, although it is worth much more.

Long grain cowhide, with the suede leather lining and buckles of composition metal.

Neckties Worth Much More Are Only 65 Cents

Silk four-in-hands every one and every one good. Stripes galore and colors as varied.

Two of the best ties in the lot are, first, a rep silk in many colors and -stripe effects and second, a Maccadore silk far famed for sturdiness.

(Main Floor)

Many a Man Is Stepping High in a Good Two-Tone Sports Oxford

And all the men who know anything about two-tone sports oxfords say there are none better than those at Wanamaker's.

And the Wanamaker sports oxfords are only \$6.40, which is away below any other price for an equally good shoe.

What is more, there are two kinds to choose from at the same price. One the sand color (or smoked horse) oxford with

dark mahogany tips, instep saddle and heel foxing. Also the regular golf shoe of tan calf with dark mahogany trimmings.

(Main Floor)

Candy Paves the Way to a Boy's Heart

If he has a preference, it is most likely for the Wanamaker extra fine caramels in all the flavors he most fancies at \$1 a pound.

For a prize for good behavior, there is a nice, fat, chubby boy, standing guard on a cake of chocolate and holding the flag, complete at 75c.

(Down Stairs Store)

Bedspreads Newly Arrived

Two patterns in the printed and three in the embroidered spreads.

2x3 yards, \$6, \$7 and \$8 each.

2 1/2x3 yards, \$7, \$8 and \$10 each.

Other bed sets are here in seven different styles, with separate bolster covers, at \$4 to \$18 a set.

(Sixth Floor)

Just to Show What the China Sale Offers

A Colored Glass Flower Bowl Can be gotten for \$1

EACH bowl measures 8 inches in diameter and has a separate black glass base. All the colors of the rainbow—rose, blue, jade, orange, canary, heliotrope and other favorite shades.

Blue Willow Dinner Sets—new lot to sell at \$27.50 for a set of 106 pieces. 52-piece sets of the same ware at \$15 a set.

New Dinner Sets of Finest French China—\$190 a set. Theo. Haviland sets of 106 pieces, with rich, wide border of encrusted gold—special at \$190 a set.

New Cracked Iced Tea Sets of fine glass, low-shaped jug with cover and six tall tumblers, special at \$4 a set.

Many other exceptional offerings in American Dinner Sets, from \$5 (for 47 pieces), to \$50 for 107 pieces; also tea sets, cereal sets, cheese dishes, fruit plates, glass tumblers, mixing bowl sets and so on.

(Fourth Floor)

