

Band at 9; Organ at 11;
Band at 4:45
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
Fair

The Evening Roll Call of Wanamaker's Happy Company of Finery

Many Men With Small Ambitions Could Rise

if they were not misled by a desire to reach the top by a single leap.

No honest person is down so far that he needs to stay there unless satisfied and content with his condition.

My friend Mr. Selfridge, of London, formerly a partner of Marshall Field, has just said:

"All young people should have a strong ambition to improve their position. Ambition is a necessary asset for any young man or woman setting out on life's journey."

(Signed) *John Wanamaker*

May 20, 1922.

THE Taffeta Hat Fashion Started With Paris

Speaking more exactly, it was Caroline Reboux who showed what really charming hats could be made from taffeta silk, and it was this noted Paris milliner who introduced the new note of fur on taffeta hats.

own milliners. Of plain or shirred taffeta, tricorn, sailor or large flat shapes. In black with a rosette of ermine tails, in navy blue with squirrel or brown with sable. The most convenient sort of hats, going equally well with silk or cotton frocks or tailored suits. Some are \$22, others higher in price.

A Handsome Bolivia Coat May Go Anywhere

That is to say, it is appropriate for almost any occasion. Hence many women are buying the lighter-weight bolivia coats for Summer resorts.

The newest fashions show the extremely large armhole and wide cuff or the square Chinese sleeve with heavy embroidery. The coat itself is loose, so that it may be slipped on over a kimono-sleeve dress or even a suit. Embroidery or silk stitching is the only trimming.

In colors there are blue and black, of course, also burro, Malay brown, Sorrento, dolphin-gray and fallow. Prices start at \$95 and go up to \$145.



The Women's London Shop

announces that it will make to measure for women and girls suits of the finest quality serge at a special price of \$75. The work is done by the London Shop's own tailors and is unsurpassed. A tailored costume of unquestioned distinction is assured.

Women's All-Silk Scarfs \$7.50 to \$18.50

Some are imported. All are every thread silk. Entirely plain effects may be chosen. Or mixtures. Or colored borders. All are fringed. An excellent assortment is here now. They give a becoming finish to the collarless dress, and many women wear them with coats.

When the Bride or Fair Graduate Has a Blue or Rose Boudoir

there is a veritable wealth of beautiful things for gifts among the leather novelties. Really the finest leather things obtainable, every piece being of glazed Erase and imported from Europe, where mastercraftsmen have developed an unmatched elegance in finish. There are writing cases or writing pads, jewelry cases with movable trays, card cases, traveling cases for gloves, veils, handkerchiefs, etc., emergency cases, cologne sets, powder cases, manicuring sets, blouse hangers in cases, pencil and pen cases, smelling salts and many other useful pieces. All are enclosed in leather, magnificent rose or delicate blue and prices are between \$2.50 and \$7.50.

A Little Miscellany of Lace Tunics at \$12.75

Only about forty, which we are clearing out—tunics in many styles, many kinds of lace and many colors. In almost every instance the lace is worth more than the price of the entire robe. They require only a little work to be complete and worn over satin underslips make charming dresses.

(West Aisle)

Have You Seen the New Good-Luck Umbrella?

It has a white elephant on its carved handle and ten little white elephants in place of tips. New, too, is the golfer's umbrella—a stick for the handle and a ball for the ferule end. Other novelties, also, among the new sun-and-rain umbrellas for women. Two inches smaller than the ordinary umbrella, but spreading as wide, because stretched more flatly over ten ribs in place of eight. All silk, in the prettiest colors as well as black. And treated to defy sunshine or rain. Priced \$5 to \$15.

(Main Floor)

Two New White Gore Pumps at \$13

One dainty model is white buckskin with three perforated straps across instep. The other is white glazed kid with latticed strapwork in front. Both have medium plain toe, light turned sole, low Louis heel. The little gussets of white elastic set in the sides insure a perfect fit around the ankle.

(First Floor)

Crystal Glass Iced Tea Sets Special at \$1 in the China Sale

Set comprises one four-pint jug with inset cover and six tall iced tea tumblers, all in an attractive grape and vine cutting. Special at \$1 a set.

1000 Pieces of Canary-Color Stemware at Half

Of excellent quality crystal glass in a beautiful shade of canary. Selection includes goblets, sherbet glasses and ice-cream glasses. All at half. The sale also includes a wide assortment of dinner sets, domestic and imported, all at substantial reductions from our regular prices.

Sets of 106 pieces now range from \$22.50 to \$75.

(Fourth Floor)



Women's Dinner and Semi-Evening Gowns of Beaded Georgette

APPROPRIATE for elaborate afternoon occasions, too. Georgette of a rich, heavy quality, in exquisite shades of blue, orchid, sea-green, tangerine, shell-pink, cornflower, sand, white and black.

A lovely example is a Princess blue Georgette, slashed into sharp points at the hem and lavishly beaded in crystal from rounded neck to foot.

A crystal-beaded sea-green Georgette is cut into deep tabs, falling over a charmeuse underskirt.

Another charming model is in sapphire-beaded cornflower blue, with side draperies and long flowing sleeves of blue-dyed Spanish lace.

Each of the half-dozen different models in the group of 75 gowns is delightfully new. Prices from \$57.50 to \$72.50.

(First Floor)

Three New Voile Waists, Irish Lace Trimmed

Two are in the Peter Pan style so much in vogue with suits and sweaters. One has an Irish lace insertion down the front with narrow picot lace ruffles on each side.

The other has lace on either side of the opening. Both are tucked down the front and have collars edged with wide Irish lace and cuffs finished with the picot lace. Both are priced \$5.50.

The third style has a vest and collar of hand-drawn work and the collar is edged with wide Irish lace. This is \$7.75.

(Third Floor)

"America," the Bicycle You Can Lock—

just as one can lock an automobile, is a beautifully finished machine, equipped with heavy road tires, coaster brake, front and rear mudguards, tool-bag and tools.

Boys' and Girls' models, \$30; Men's and Women's models, \$35.

(The Gallery)

High-Grade Baby Carriages, Special at \$34

BUILT on handsome, roomy lines. Of fine reed, in a choice of three finishes, white enamel, cream enamel or natural.

Reversible gear, detachable sanitary cushions, reclining back.

In every essential and detail a high-grade, standard baby carriage at a special price—\$34.



(Seventh Floor)

Household Fresheners

Aluminum paint and liquid gold are two of the best. Both are good protections as well as beautifiers used on either metal or wood.

White woodwork brightens a room like sunshine, and when woodwork is treated with old Dutch enamel it is more apt to stay white—pure white, ivory and a French gray, each with dull or gloss finish as you prefer.

Stovepipe and iron enamel is an economy, since a spot of rust causes rapid deterioration of heating equipment. Give all black surfaces a coating.

Decoatint is an ideal wall-coating for the decoration of interiors, comes in white, delicate tints and deep colors, and needs only to be mixed with cold water to be ready for use.

(Fourth Floor)

Letitia Corsets Are Favorites

because they are designed to suit so many types of figures, and keep their shape, as well as being dainty and pretty.

There are Letitia models for plump and slender and average figures priced from \$2.50 to \$15.

(Third Floor)

Silk Underclothes in Large Sizes in the White Sale.

500 pieces and mightily attractive they are, being in the daintiest colors.

For instance, there are crepe de chine nightgowns, pink, in tailored styles, for \$7.50; and with lace trimmings for \$9.50 and \$10.50. Also envelope chemises of crepe de chine in flesh-color, white, orchid and blue, for \$5.50 to \$7.50; and there are step-in drawers of crepe de chine in the same colors for \$5.50. Plenty of domestic and Philippine undermuslins also are in the Sale.

(Third Floor)

White Dotted Swiss Special at 50c a Yard

Imported white swiss of uncommonly fine quality, with several sizes of dots, ideal for women's and children's Summer frocks.

50c a yard.

(West Aisle)

New Chiffon Motoring Veils

are used not only to protect the face but also as a hat drapery. Wound softly around the crown, with ends floating airily from the brim, they make a becoming trimming.

In brown, black, white, navy, green, lavender, beige and all the new colors. Priced \$1 to \$10.

(Main Floor)

Long Gloves of Silver Gray Silk

are among the most asked for.

Here in heavy-weight Milanese silk, 16-button length, with Paris-point backs. Double finger tipped, perfectly made, and priced \$2.50 a pair.

Imported chamois-lisle gloves

(Main Floor)

Diamond Wedding Gifts for a Bride

After all is said, nothing else takes the place of a handsome piece of diamond jewelry. No other gift gives as much pleasure or is of such a personal character.

Perhaps that is the reason diamond jewelry is the customary wedding present of the groom and of intimate members of the family.

It is really a pleasure to choose from such a collection of diamond jewelry mounted in the finest platinum, the settings being the most beautiful new designs. All the diamonds are individually selected for flawlessness and blue white color.

Rings, \$135 to \$2800.
Bar pins, \$160 to \$1435.
Brooches, \$750 to \$1275.
La Vallieres, \$300 to \$950.
(Main Floor)

On the Reed Table—Naturally a Reed Lamp

should stand, or beside the reed settee, a reed floor lamp. Cheerful finishes for porches or sun room or any other place one lingers much in Summer.

Reed table lamps or floor lamps are here in every finish reed furniture could be in and they are made of whole reed, lined with silk or cretonne.

Prices start at \$12 for a table lamp and stop at \$75 for the most elaborate floor lamp.

(Fourth Floor)

When a Woman Wants a Rug and Sees the Finest in All the World

there's no trouble in finding one worthy of her own home, and throughout all the year she knows there are none prettier.

And right there is the reason why women who love their homes get their rugs at Wanamaker's. The finest, most beautiful rugs from all countries are gathered here. For instance, take Summer rugs. The sturdy weaves and merry patterns from China, Japan, Belgium and America are side by side and the rug any woman wants certainly will be found in such an assortment.

Right now, Japanese rush rugs are on everybody's lips, because nothing is more cozy for a porch. They are here in all weaves and all styles.

Plain and two-color block designs.

9x12 ft. \$50
7x9x10.6 ft. \$38.50
6x9 ft. \$28.50
4.6x7.6 ft. \$16.50

Rush rugs in the oval shape.

9x12 ft. \$32.50
8x7 ft. \$16.50
6x9 ft. \$16.50

(Seventh Floor)

Rush rugs with plain centers and band borders.

9x12 ft. \$17.50
8x10 ft. \$13.50
4x7 ft. \$3.75
3x6 ft. \$2.50

(Seventh Floor)

Fresh Arrival of Stenciled Crash Curtains

Practical, reasonable, serviceable and moderately priced.

Colors are done in oil. And they wash. Just the draperies for porches and living rooms.

Curtains, \$6 and \$8 a pair.
Couch covers, \$6 and \$7 a pair.
Table covers, \$1.75 and \$2.50 each.

(Fifth Floor)

Play-Time Clothes for Little Folks

Otherwise known as creepers and rompers, which are the best things in the world for playing in the sand or making mud pies.

The new warm weather kinds are made of dotted swiss, madras, dimity, lincen, poplin, soisette, chambray or gingham.

In white and colors and for boys or girls from one to five years, \$1.25 to \$3.

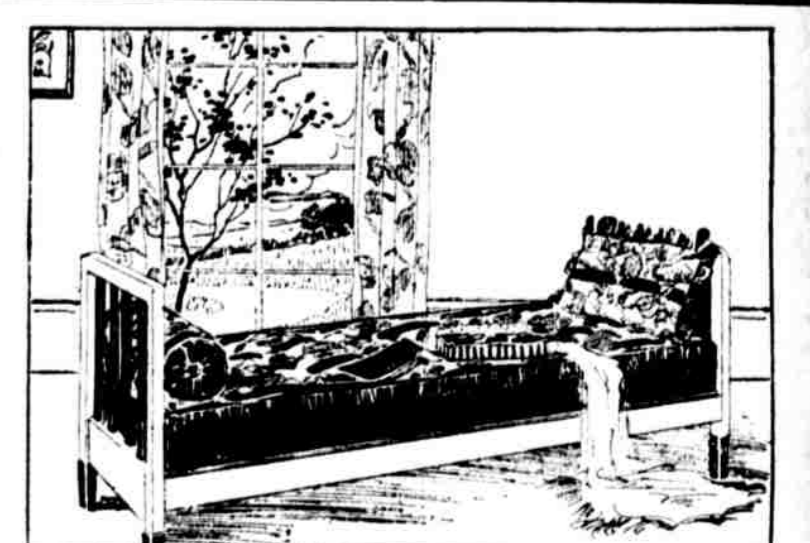
(Third Floor)

5000 Yards Ramie Linen

Special, 68c a Yard
Another shipment of imported linen in the heavier weaves for dresses, suits and skirts. A yard wide and remarkable at 68c a yard.

The colors are particularly pretty shades of light blue, Copenhagen, navy, pink, rose, coral, apricot, shrimp, reseda, green, heliotrope, gray, brown and white.

(West Aisle)



Daybeds, Just 100 Lowered in Price to \$33 Each

AN OUT and out saving on a little group of substantial daybeds taken from the regular stock.

Each one is a genuine piece of furniture, good for years and years of service.

Equipped with a high-grade box spring with cotton-filled mattress top and one square and one long or cylindrical pillow.

Made in two-color effects—mahogany and white and ivory and blue.

A variety of cretonne coverings to choose from. Special at \$33.

(Sixth Floor)

The New Web Semi-Soft Collar Men Like Is On Three White Shirts

A collar of comfort and convenience, as every man knows, and when it is attached to a neat white shirt it's hard to imagine anything finer for warm days.

First is a shirt of balloon cloth, which is close and fine and soft like linen. It has a new cuff, soft yet straight like a stiff cuff with holes for cuff links. Cuffs and collars are web.

A chevot shirt also has the new straight, soft cuff of web and a web collar, while another chevot has a soft, turn-back cuff of chevot and a web collar. Any one is priced \$3.50.

(Main Floor)

Irish Linen Napkins, \$7.50 a Dozen

120 dozen taken right out of stock and reduced. Good, heavy, full-bleached, pure flax Irish napkins, in half a dozen different patterns, and in size 22x22 inches.

50 full-bleached, pure flax Irish damask table cloths, a new purchase, size 70x70 inches, special at \$3.50 each.

(First Floor)

Vacation Handkerchiefs Some People Call Them

Handkerchiefs that many men and women like to take to the mountains or seashore to save the finer linen ones.

For women, 18c handkerchiefs, special, and of a firm good wearing linen with narrow hem.

For men, 35c handkerchiefs, special, closely woven linen, smooth finish and with quarter or half inch hem. Priced \$3.85 a dozen.

(West Aisle)

Somehow a Good Brogue Seems the Natural Shoe for a Man

Particularly a young man. There's strength and force and sturdiness in the very appearance of them. As masculine as can be.

And the stoutest, most serviceable brogues we have seen in a long while are here for \$12.50.

(Main Floor)

Tan Scotch grain calfskin with solid oak soles. The tips are perforated and the vamp seams strongly rope stitched.

Empire Cord Tires Are Traveling Fast "In Low"

That is, low in price for a special purchase brought piles and piles of Empire cord tires at figures much below the market.

And every motorist knows it is time to re-tire when an opportunity like this comes along. First quality tires, of the soundest construction and guaranteed for service.

Here Is the List

Size	Sale Price	Size	Sale Price	Size	Sale Price
30x3 1/2	\$13.50	34x4	\$25.50	36x4 1/2	\$34.50
32x3 1/2	\$19.50	32x4 1/2	\$28.50	38x5	\$37.50
31x4	\$21	33x4 1/2	\$30	35x5	\$38.50
32x4	\$23.50	34x4 1/2	\$31.50	37x5	\$39.75
33x4	\$24.75	35x4 1/2	\$33.50		

Empire Extra-Heavy Red Tubes
Designed especially in size and strength to use with Empire tires. Full line of sizes at corresponding savings.

(The Gallery)

