

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 Fair

Demure Brides and Sweet Graduates—Singing Birds and Happy Outdoor Games; What a Season of Loveliness and What Loveliness for the Season at Wanamaker's

A Well-Known, Successful, Retired Merchant of Another Big City

visiting us yesterday, spent some hours in this Store, and after looking carefully through the Store said, from his personal knowledge, that there was not another store in the United States as good as this from several points of view:

- 1st—The fullness and actual freshness of stocks.
- 2d—The certainties as to qualities.
- 3d—The absence of tricks in pricings.
- 4th—Absolute truthfulness in advertising.
- 5th—No pressure or urgency to make sales.
- 6th—The returnability of articles, if not harmed, for cash returns, with few exceptions.

What the old, wise merchant said unexpectedly about the Store is all true.

[Signed] John Wanamaker

May 24, 1922.

The Girl Graduate Needs a Soft Flower-Trimmed Hat

for the festive occasions and fluffy gowns of commencement week.

With her especially in mind, a collection of wide-brimmed, flower-trimmed hats has been prepared. All charmingly youthful in line and simplicity. Prices are from \$12 upward.

(Second Floor)

Fine Duvetyne Wraps Hurry Out at \$50 and \$75

More than twenty-five women will want them when they know that the prices mean a saving of in some cases a half on each wrap.

All novelties, some duvetyne, the rest a light-weight, bolivia, and in such colors as navy, tan, gray, brown and gaillardia, besides black.

Some are combined with other colors, and one or two are embroidered. They have been in our cases only a few weeks.

(First Floor)

PRETTY Pumps for the Holiday Outing, \$7.75

Pumps that combine the daintiness of a white shoe with the practical quality of a leather shoe.

Made of a fine weave of white canvas, with two buttoned instep straps. Wing tip and heel foxing of either tan calf or black patent leather. Welted sole and Cuban heel of tan or black leather to match.

\$7.75 is low for a shoe of such style and excellence.

(First Floor)

About the White Sale

300 silk camisoles at \$1—some of crepe de chine in orchid, blue and white, some of striped radium in orchid, blue and pink.

Still good choosing among the other White Sale undergarments—domestic and Philippine, besides the pretty colored silk things.

(Third Floor)

A Wonderfully Successful "Play Dress" for Girls, \$3.50

Small girls like the freedom it gives. Just bloomers worn under a kind of apron frock that is slit up both sides from hem to waist. All made of a nice quality gingham, with butterflies applied on the front. Mothers agree that it is wonderful for \$3.50.

Dozens of other frocks for girls of six to 14 years—for play, for school, for dress. Gingham, voiles and dotted swisses, priced \$3.50 to \$19.50.

A sensible idea is the frock with lower half of gingham and upper part of cool white sheer stuffs. \$11.50 and \$13.75.

(Second Floor)

Women's Cool Summery Waists—500 Reduced \$1, \$2 and \$2.85

Waists of white striped dimity with Peter Pan collar, of white voile with roll collar and frill front, and of batiste with vestee and colored hem-stitching, all now reduced to \$1.

White voile waists with lace-trimmed jabot fronts, now \$2.

Corded dimity waists with colored linen collar and cuffs; and white organdie waists with Irish lace-trimmed or embroidered collar and cuffs, now \$2.85.

(East and West Aisles)

Madeira Hand-Embroidered Bedspreads at Lowered Prices

Hand-embroidered and hand-drawn in patterns of exquisite charm.

Three kinds, all of the love-thing more delightful or appealing quality. As bridal gifts it will be hard to think of any-thing more delightful or appealing.

Prices are much less than they have been. Now \$22.50, \$25 and \$27.50. All in sizes 225 yards.

(Third Floor)



The Newest Sports Dresses Are Ratine

GAY and delightful on the golf links or in canoes or country clubs.

They are simplicity itself, made of the new jersey-backed ratine, with short sleeves, narrow ties and belts, and each has in its pocket a handkerchief to match—orange with red and black stripes, red with black, blue with black and a darker blue.

Price, \$30 each.

(First Floor)

Schoolgirls' White Waists

The schoolgirl of six to 16 who wears a sleeveless slip-over dress needs plenty of fresh white waists to wear under it.

New waists of white lawn, batiste, cross-bar or striped dimity are daintily made and trimmed, and priced \$1.25 to \$5.

Most of them have short sleeves.

(Third Floor)

A New Silk Is Shown That's Novel for Capes or Dresses

To the best of our knowledge, it has not been shown before in Philadelphia.

It is a fine knit crepe, substantial in texture, yet light in weight, and delightfully novel for dresses, capes, sweaters.

In black, brown, navy, 40 inches wide, priced \$9.50 a yard.

(First Floor)

Imported Cotton Ratine

We shall see a great deal of it in the shape of sports dresses this Summer and the colors are as many as they are delightful—rose and pink, blues, especially the light ones, tans, browns, greens, grays, sand, lavender, dull yellow.

The plain colored ratine is \$1 and \$1.25 a yard.

The fancy ratine-striped, plaided and cross-barred effects—are \$1.50 to \$3.

Some black and white effects are included in the latter group.

(First Floor)

A Little Overnight Case for the Holiday Trip

or a big, strong suitcase is here for every man and every woman who plans to enjoy the first Summer recreation day in fields away.

And either the overnight case or the suitcase is at a surprisingly low price.

Most likely a woman wants to carry something small and light. Nothing could be more convenient than a little black enamel overnight case. Leather reinforced corners and figured lining with a large pocket under the lid and two smaller side pockets. 16 to 24 inch sizes and priced \$5.50.

Black enamel suit cases, sturdily built and 24 and 26 inch sizes, are \$6.

(Main Floor)

Seventy Models of L. R. Corsets

It sounds extreme to say that the happiness of a home may depend upon a corset, but really there is more truth in that remark than meets the eye.

Sometimes a woman who has found herself unaccountably tired and irritable while running her house has a physician new enough to recommend a new corset, and discovers it works like magic. Only the wearer knows how much nervous wear and tear is due to a corset when it doesn't fit properly.

Seventy models of L. R. made in the best possible way, of the best possible materials, make a pretty good collection from which to choose the precisely right corset.

Prices \$1 to \$9.50.

(Third Floor)

Checked Gingham Frocks in Charming Styles for Young Women

To be comfortable in hot weather a gingham needs to be light and cool. From \$11.50 are frocks of fine silky imported gingham, cool as can be.

Even at \$7.75 they are of a fine light-weight quality. None of the stiff, heavy gingham that feels like a furnace on a hot day.

Styles are charming and easily laundered. Mostly straight frocks of simple lines with collars and cuffs of crepe or linen or organdie, and dainty touches of handwork. Sleeve variations are interesting.

As to color, there is daffodil, navy, orchid, black, rose, green, cherry, Copenhagen, shrimp, brown, tan—each checked with white.

Sizes are 14 to 20 years, and prices \$7.75 to \$17.50.

(Second Floor)



Tea Wagons at the Lowest Prices We Have Known—\$10 to \$36

175 of them and every one new and marked at half the regular retail value.

Never to our knowledge have tea wagons of the same quality been offered at such low prices.

New and unusual purchase bringing thirty different styles and finishes, one to sixteen of a kind.

Oak, also mahogany and walnut veneers and decorated woods.

All with removable glass serving tray over a finished wood top.

Some have drop leaves, some a drawer, some adjustable handles.

Several of the oak wagons are in a fine antique Italian finish.

\$10 to \$30 each, and about ten different prices between.

(Fifth Floor)

Each Hot Day Finds More Women Wearing Athletic Union Suits

Sheer, light, dainty undergarments that look cool and are just as cool as they look.

So free and comfortable, that's the big advantage most women talk about, and they are so easily laundered.

White cross-bar muslin athletic union suits are 75 cents.

White nainsook in white or pink, or pink lawn with lace edges, \$1.

White madras, pink or white plain nainsook or plaid voiles, \$1.50.

Pink or white striped batiste or silk muslin, \$2.50.

(Third Floor)

Sterling Silver Boudoir Articles

Appropriate gifts, especially for the girl graduate.

If one does not desire to give an entire set, the pieces may be chosen separately, from a number of attractive designs that can be matched later:

Hand mirrors, \$21 to \$36.
 Hair brushes, \$12.50 to \$23.
 Combs, \$5.25 to \$8.
 Perf Jars, \$9.50 to \$18.
 Cloth brushes, \$9.50 to \$20.
 Cream Jars, \$2.75 to \$13.50.
 Pin trays, \$10 to \$14.
 Shoe horns, \$2.75 to \$6.
 Nail files, \$2.25 to \$5.
 Button hooks, \$4.25 to \$5.50.
 Hat brushes, \$4 to \$7.50.
 Nail brushes, \$7 to \$12.
 (Jewelry Store, Main Floor)

Airy Fans to Give to Graduates

Some of all-white dainty gauze; others are white with gilt or silver spangles; others again are painted. Prices are \$2 to \$27.

Fans not airy but immensely attractive, being made of softly colored feathers, are the same prices.

(Main Floor)

Refreshing and Sweetening

Queen Mary talcum, a superior powder of unusual fineness and delicate scent. In attractive new containers with improved top, priced 20c.

(Main Floor)

Men's Good Woven Madras Shirts 2000 of Them Come at a Special Price, \$2.15

Every shirt of splendid quality woven madras and every shirt worth considerably more.

Stripes galore—the straight stripe ranging from pin to almost seersucker width that is so popular this season is here in abundance. Also the wide stripe made up by clusters of smaller stripes.

Plenty of black and whites among them; as better shirts, more distinctive shirts.

(Main Floor)

Most Every Man's Holiday Grip Will Carry a 4-Piece Sport Suit

Free and easy suits, yet smart suits for shore or club or mountains.

A man wants one for golf or hiking or any number of other times and the best Sports Suits that have come in a long time are in the London Shop.

First, the distinctive Norfolk model with full belt and box pleats is back again. Also the half-belt or the plain-back models. In a great variety of tweeds and homespuns. Priced \$42.50 to \$60.

(The Gallery)

Some of the Prettiest Walls Are Flat-Tone Walls

which really is a painted wall. More and more they are becoming fashionable for homes as well as public rooms.

But it is wise to be careful in selecting the paint. Sherwin-Williams flat-tone wall paint is preferred for its color, harmony and decorative effect as well as its protective qualities.

By covering a greater surface it also becomes the economical paint.

(Fourth Floor)

Irish Linen Pillow Cases Special at \$3 a Pair

New goods, size 22 1/2 x 36 inches, neatly hemstitched, finely woven of excellent flax yarn, bleached to a snowy whiteness and priced considerably below the market value.

Hemstitched linen towels, special at 50c. Guest size 15x22. Our own importation. New goods. Buffet and dressing-table scarfs, special at \$1. Linen centers with deep flounce of machine flit, sizes 17x45 and 17x50 inches. Cotton-center ones are costing as much.

An excellent group of hemstitched plain linen tea napkins of fine quality, 13x13 inches—\$4.75 a dozen.

(First Floor)

White Voile at 25c a Yard

is in great demand for shirt-waists and dresses, for voile has the great advantage of not crushing and of looking particularly cool. The width is 38 inches.

25c a yard is an uncommonly small price.

(First Floor)

Fashion Might Put a Man in Brogues But Service Keeps Him There

Big shoes and masculine shoes. It seems they were meant for real, red-blooded men to wear.

And that solid substantiality goes all the way through, for no shoe is more practical than a brogue.

Brogues of Scotch grain calf-skin with winged tips and perforations everywhere stand above all the other brogues that are here.

Solid for wear and smart in fashion. Price \$13.50.

(Main Floor)

Paper Necessaries for Memorial Day

Here is a reminding list: Crepe paper napkins and tablecloths. Picnic plates. Paper forks and spoons. Paper drinking cups. Paper flags. Decorated paper table covers. Red, white and blue streamer, party caps, chop frills and pie collars.

(Fourth Floor)

Mahogany Floor Lamps at \$13.50

Solid mahogany floor lamps, closely fluted, have just arrived. Each has two lights and the price is \$13.50.

Summer shades are of glass cotton and priced at \$6.

(Fourth Floor)

On a bright Summer day, many a man will wear no suit but a Blue Serge Suit

Whether it be for frolic or business, there's trimness and smartness about a good blue serge suit that brings the air of being well dressed.

But of all suits, one of blue serge must be good—good in fabric and good in tailoring.

In the Wanamaker clothing selection there is a blue serge suit for a long, lean man and for a short, stout man and for all the men in between.

Suits that are built to fit—long enough in the sleeves, snug enough in the shoulders and at the collar, trim enough at the waist and trouser seat.

Made of fabrics that are woven to wear, with colors that are in to stay despite the havoc of rain and sun.

And in every blue serge suit there is the same "tailored-in goodness" that adds months of wear to all Wanamaker clothes.

Prices mostly around \$40 and \$45.

(Third Floor)



New Arrival of Rich Gold-Encrusted Crystal, Special at \$3 a Piece

Cheese and cracker dishes, cake trays, candy jars, bowls, nappies, covered jugs and other pieces, all of fine crystal and every piece with a three-quarter-inch encrustation of 24-karat gold.

The price, \$3 a piece, is up to one-half less than the prevailing price.

Also a little lot of French china chocolate sets at half. Now \$6 a set. Two shapes in pretty floral decorations. Set comprises chocolate pot and six cups and saucers.

(Fourth Floor)

10 Cabinet Gas Ranges Are Special

Floor samples of the big, elaborate ranges that here and there show slight marks from demonstrations.

Some have large canopy tops with warming shelves and ovens; all have white enamel splashers, broiler pans and scavenger pans. Others have the glass front oven door with thermometer.

All are at a substantial saving, prices ranging from \$75 to \$100.

(Fourth Floor)

The Surest Working, Easiest Running Cleanest Cutting Lawn Mowers

are the lawn mowers at Wanamaker's

There's a lawn mower here in every size from the little \$12 trimmer with six-inch cutting space, that cuts close to walls and flower beds, to the Grand Wanamaker Lawn Mower, 20 inches, with self-adjusting ball bearings and five draw-cut wiper blades at \$24.

And there are a host of good grass cutters in between. No matter what one a man picks out, he can be sure of good, long service.

The range is:

The low-wheel Wanamaker with self-adjusting ball bearings, 12 inch, \$11.50 up to 18 inch at \$13. With plain bearings the same mower is, 10 inch \$9 up to \$11 for the 18 inch.

The high-wheel Wanamaker mower, self-adjusting bearings, 12 inch \$13 to \$16 for 18 inch. Plain bearings, \$11.50 for 12 inch to 18 inch at \$14.50.

Yankee lawn mower, 10 inch \$7.50 up to \$9 for 16 inch.

Grand Wanamaker mower, 16 inch at \$19 up to 20 inch at \$24.

New Giant Wanamaker mower, 14 inch at \$16 up to \$19 for the 20 inch.

(Fourth Floor)

