Moonbeams Are

Dancing on the

Ripples and

Music Steals

Across the Water

like nights of old when

fairies would come forth.

How often in legend

have we read of it and

longed to be in that mystic

Now it seems that legend

has come true, for all around

Philadelphia-wherever lakes or creeks or rivers wind their

way—there are a hundred places where frail canoes glide

silently over the silvery water.

Paddles glisten in the moon-

light and contented folk loll

back to rest while soft, sweet

strains of music soothe into forgetfulness the minds that were troubled and tortured a

few hours before when the day

But no longer is the music of the fairy kind—the thum

thum of a golden harp. In-stead, moonbeams seem to

dance to a plaintive melody of

plantation days, or some

golden opera notes or perhaps

reckless, buoyant dance air.

The music is all in one's

choosing when it is furnished

by the compact, light, easy to

Victrola VI

and wherever it goes, all the artists in the world accompany

It plays perfectly any flat

And what a constant joy it

can be. At home it sits in a case and looks like a floor

model, or in a Console that

provides just the proper touch

Then at your bidding it can

be carried along on the canoe

trip, the motor boat, the auto-

mobile or just out on the

Light, easy to handle and

sturdy, while the price is only

This is merely one of the many Victrola models that are

and we will provide you with

information regarding any other model Victrola.

John Wanamaker

Philadelphia, Pa.

Please let me have complete information about the various models of Victrolas and your convenient terms of purchase.

.......

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(Second Floor)

here for your inspection. Mail the inclosed coupon

porch.

disc record, as any Victrola

baby."

\$7.50 to \$20.

Pullmans and Strollers

for All Good Babies

to Ride In

is a great business and we like

to feel that we have as large a

selection as any one can well de-

sire of vehicles built on the prin-

ciple of "nothing too good for the

Up here in the great big Toy

Store you will see them, for in-

stance, Reed Pullman Coaches in

full assortment at \$32.50 to \$78.

There is a remarkably good

Pullman of round reed, with cor-

duroy cushions and reversible

Reed Strollers are shown at

Reed Strollers with hoods at \$23,50 to \$27.50.

(Seventh Floor)

200 Iron Floor Bridge

Lamps, New and

Special at \$4 Each

brass casting and two large gold-finished leaves embellish the

Special at \$4 each.

\$1.75 each.

Eleven feet of cord with each

Shades to use with them, plain, banded and decorated - \$1 to

(Fourth Floor)

gear, specially priced at \$34.

The building of baby carriages

The Evening Roll Call of Another Day's Opportunities at Wanamaker's

Four Books

of Interest

"The Spell of Sicily," by Will S. Monroe, price, boxed, \$8.75. A new addition to the Spell Series. It has many illustrations,

by Sir John Scott Keltle, LL. D., and M. Epstein, M. A., Ph. D. \$7.50.

"Since Cesanne," by Clive Bell, \$2.50. A book valuable to atudent

and critic as well as to amateurs. "Personal Experiences of a Cub Reporter," by Cornelius Vander-bilt, Jr., \$1.25.

(Main Floor)

The Best Camp

Blankets in Large

Selection

Famous Hudson Bay blankets, size 72x90, weight 5 lbs., in gray and in tan, price \$18.50 each. Camp blankets of Cape Colony

wool, size 68x88 inches, \$10 each.

Camp blankets of good American wool, 5 lbs., 66x84 inches, \$7

Camp blankets of Oregon wool,

Camp blankets of English wool,

(Sixth Floor)

White Goods

Remnants

A little of everything that we

have been selling lately-in

waist and skirt lengths mostly.

Prices a third to a half less.

(East Aisle)

Fine Swiss Dotted

Batiste at Less

Than Half

An importer's overlot of 5300

vards of this beautiful fabric

will be placed on sale at 50c the

It is an embroidered - dot

batiste, made in Switzerland in

the dotted swiss effect, but of a

soft, silky mercerized batiste

navy and china blue with white

embroidered dots; navy with

crimson, jade or self-color dots,

and beautiful shades of beige,

copper, brown, corn, green, china

blue and cherry, all with self-

(West Alsle)

Basking in the sun and joking

on the sand is half the sport of

Most comfortable of all steamer

rugs is the big all-wool ones,

A Lace Special

of Interest

lace of heavy quality, in navy, orchid, periwinkle, jade, cinder, black and white, \$1.90 a yard.

250 yards of all-silk Chantilly

all-over lace in black and white;

40 inches wide, price \$2.75 a yard.

(Main Floor)

Gold-Plated

Mesh Bags

bridal and commencement gifts,

all in the new narrow shapes and

green gold finish, prices \$16 to \$44.

(Main Floor)

Particularly dainty things for

250 yards of Spanish all-over

a bathing party.

color dots. 28 inches wide.

A large color line includes

texture that drapes gracefully.

yard.

size 60x80 inches, \$5 each.

\$6.75 each.

a few in color.

Stir and Bustle Is Not Always an Accomplishment

A properly organized business must have forethought and afterthought if it is to be of real value to its patrons.

It must irradiate cheerfulness, calmness, and show a spring of action and aptitude to save the time of patrons, that all comers will remember with pleasure.

A customer writes us today this:

"We like your store because it is apart from all others known to us."



50 Tricotine and Duvetyn Capes at Half

That is, an average halfthe first prices having been less than double and more than double the price we are asking today-\$57.50.

June 19, 1922.

They include novelties and practical capes, all of the wrap type, some simpler than others, and all of the very finest qualities. Colors are browns, grays and dark blues mostly.

The flannel suits have skirts

and coats both sleeved and sleeve-

less, and very finely tailored.

They are in all-white, white

bound with black, gray and white

stripes and tan and white; be-

sides such colors as a heathery

purple and an agate blue. These

are \$30 and \$32.50.

Women's Sports Suits Some With Knickers

Two-piece sports suits, some of natural crash or of linen, the of a porous, smooth others

The first are made with knickers and coats, the knickers cut in the full English fashion and having adjustable cuffs; the coats sleeveless, with big pockets and adjustable belts. The price is \$22.50,

All the coats are unlined. (First Floor)

New Peasant Blouses for White Tub Skirts The charm of them lies in the

bright red and blue cross-stitching or odd embroidery and the graceful but simple way in which they are made. Just this bit of r is especially nice with an all-white skirt.

One of the two models is an overblouse in white voile with cross-stitching and it has real Irish lace on the collar, \$5.50.

The other is of white voile, embroidered in the red and blue, and is \$5.85.

(Third Floor)

\$7.50 White Flannel Skirts for Young

Women

A new model and "special," for they are quite pretty enough to cost much more.

The fiannel is all wool and a delightful soft quality. The back is gathered and the front plain with the exception of two pockets, trimmed with tiny pearl buttons. Lengths, 30, 31 and 32 Waist bands, 26 to 29 inches. inches.

(Second Floor)

store in Philadelphia where these

three requirements are so fully

The spacious, cool and airy day-

light salons of the Wanamaker

Women's Shoe Store are unique

Shoes of every kind, from \$8 to

throughout the country for com-

Comfortable Shoes Should Be **Bought in Comfort**

The woman seeking shoes is entitled to three things-First-class shoes of every variety, at a fair price.

comfortable place to sit, vithout jostling and crowding. Courteous and skilled service, ithout too long a wait.

People tell us repeatedly that here is no other women's shoe

Parisienne Corsets

for Less

missing.

That is a welcome bit of news o all women who know the value of these fine things-reduced now merely because some sizes are

met as here.

fort and service.

\$16 a pair.

There are several models made of broche, silk broche and novelty materials; and there are two excellent designs for large women, one in sizes 32 to 36, price \$10.50; and one in broken sizes at \$6.

The new prices are \$6 to \$30 -a very substantial drop from those usually asked. (Third Floor)

Now Is the Time to Buy Tires and **Especially Empire Cord Tires**

Right now, early in the season, at these low prices, much below usual markings, even for cord tires. And not only that, but Empire cord tires are much better than usual cord

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(The Gallery)

What Cooler Than Pongee Silk for a Frock?

Nearly every woman who knows its comfort wants at least one dress of natural pongee. It makes up smartly in the simple fashions of the season, launders easily, and is so refreshingly and delightfully cool.

A fine weight for dresses, shirtings and children's frocks is \$1.50 a yard. A sturdier weight for tailored

suits and capes is \$2 a vard. Both are the genuine Chinese shantung, in natural color, 33

Drawn Thread Handkerchiefs Special, 50c Each

So many women like them and to use with their sports clothes, for they come in all the good sports colors, green, openhagen, rose, yellow, orange vender and also white, which, of ourse, has colored embroidery.

The threads are drawn by hand and there is a bit of hand embroidery in one corner. The hem

is revered. Never has the price been so low before and it is even less by the dozen, \$5.50.

New Voile and Swiss Dresses Await the Young Woman

In this warm weather, it seems, everybody is turning to something cool, and you can hardly find anything which answers better than voile and Swiss.

New voile dresses are in the prettiest and daintiest styles imaginable. If in plain colors, they may be combined with white voile or they are trimmed with drawn work (in some cases it is done entirely by hand). Other voiles are dotted, checked or in plaid ef-(Second Floor)

fect in light colors for afternoons and evenings and dark shades for mornings. They are \$12.50 to \$27.50.

New dotted Swiss dresses are \$20 to \$27.50. They are really lovely and can be worn almost anywhere. That is one great advantage of a dotted Swiss dress. Some are made with organdie collar and cuffs and silk sashes. The colors include navy blue and other shades. Sizes are 14 to 20 years.

Madeira Linens June Brides' Treasure

All good, pure flax linen has a distinct gift quality, always has had, and as long as woman's fine feeling for dainty and charming things

The gift quality is especially pronounced in Madeira linens, because of the exquisite hand embroidery and hand scal-

Brides surely will be delighted with the new Madeira hand-em-broidered and hand-scalloped tea sapking, 15x15 inches, that we are showing at \$8.75 a dozen, Also with the hand-embroidered

and hand-scalloped Madeira lunch con sets of 18 places, at \$7.75 which are much above the ordinary in quality.

linens are some hemstitched luncheon cloths, oyster white suitable for porch tables or for summer cottage use, 36x36, \$2.25; 45x45, \$3, and 54x54 inches, \$4.50

The New French Silk Stockings Have the Open Paris Clock

anything near the price—\$7.50. light and medium grays, beaver, champagne, African brown. flesh and taupe.

(First Floor)

remain, always will have.

loping.

Among the lower-priced gift

(First Floor)

New shipment of very desirable bridge lamps, made with adjustable arms, in the poly-chrome effect, with weatherproof finish. Legs are joined with solid

Dainty as can be in the chiffon weight that women like

Really the best-looking silk stockings in a long while for Most popular among the colors are: Black, white, fawn,

Beautiful New French Sets Replenish the Dinner Ware Sale

Six new and very handsome decorations are represented in this direct shipment from France, all of them shown here exclusively.

Dainty designs in a beautiful blending of soft colors. Coin-gold treatment of edges and handles. All are sets of 106 pieces and specially priced at

\$85 a set. Splendid selection of other sets in the sale, from American sets of 106 pieces at \$15, up to magnificent French sets in gold encrustations at \$250.

A remarkably good group comprises 106-piece sets of American semi-china at an exceptionally low price for such quality-\$37.50 a set. (Fourth Floor)

Valenciennes Laces 60c the Piece

Plenty of 5c-a-yard-laces are to be had, but it isn't often that they can be had of such fine quality. These are all in the favorite round mesh, and in matching sets-that is, one can have several widths of edging or insertion in the same design. 60c for twelve yards.

plain on one side and plaid on the

other. All edges are fringed and

the prices are \$7.50, \$10 and \$12.

tomobile or on the porch as the

They are just as good in an au-

(Main Floor)

Just Lounging Around on the

Beach With a Soft, Comfy

Steamer Rug

(Main Floor)

beach.

Queen Mary Talcum Powder, Special at 20c

Half-pound tins-a size that we shall discontinue using. Up to now they have almost twice this price. An extra fine and pure talcum, delicately scented and delightful to use. At 20c it is worth while to lay in a full supply. (Main Floor)

Summer Bathrobes for the Children

Terry bathrobes are particularly nice for the shore. Prices, \$3.25 and \$4.50. Japanese cotton crepe kimonos are in the prettiest colors. \$2.25 to \$3.25. Corduroy robes, with a bit more warmth, \$3.75 to \$4.50.

All the above are in sizes from 2 to 14 years.

Three Mighty Trim Looking Shoes for Men at \$7.50 Shoes for a man who dresses smartly, but stays away

from extreme fashion.

First is a new one-a modified brogue that looks mighty like an English last, so slight are the brogue traits. It is made smooth tan calfskin.

Next an English last in tan black calf.

calfskin and the same shape in

All are perfectly plain.



Four Schomacker Pianos in One **Family**

THE mother had one, as a bride.

As each of her three daughters have married, a small grand Schomacker piano has awaited them in the new home.

They had played on a Schomacker from childhood. had been familiar with its sweet tones from baby-

Only a Schomacker would satisfy them in the new

And not the slightest doubt that it will be a Schomacker in years to come they will present to their daughters on their wedding day.

So the unbroken chain of the sweet-toned Schomacker goes on, from generation to gen-

Since 1838, the year of its first making, it has been the favorite of music-loving Philadelphia families. The famous old original Philadelphia Schomacker

pianos are sold only at Wanamaker's. The small Schomacker grand, the bride's favorite,

a piano of exquisite tone beautifully cased in mahog-

any, is \$1150. (Egyptian Hall, Second Floor)

Leather Makes a Useful Token for the Groomsman or an Usher

Leather novelties and what a host of suggestions there are among them.

For instance, a cigarette or cigar case, a letter case, a card case, hip books, match cases, check book cases, memorandum books and dozens of other things most every man wants.

Particularly pretty ones are here-some fine leather, others

striped silk.

This one will have two gold corners, that one four, while

others have the whole edges bound with gold. Prices start at \$2 for a little

match box case and go up to \$40 for a magnificent wallet.

There Is an Unusually Comfortable, Good Golf Shoe In the Men's London Shop

Just one last but it comes six ways.

Three in the group have rubber soles with studs set in suction cups. One is smoked horse with a tan instep saddle, the other is tan Norwegian veal with the plain tip and saddle strap of the same leather; the third a tan Norwegian veal with winged tip.

Then there are two low models in the same last that have leather soles, but rubber cleats or studs will be attached for a small additional charge. Many



way so they can select their own type of sole grips. One shoe with a leather sole

has a saddle, the other is plain. Last of all is a plain tip high golf shoe.

All are priced \$10 or \$10.50.

Puilt Like a Battleship With a Frame of Steel Is the New Wardrobe Trunk

That goes into a special sale with close to half taken from the price.

THREE-ply laminated basswood trunks built over steel angle-iron frames. Trunks that are made to stand the bangs and bumps of travel-that will endure being thrown from car to baggage truck-that will bear up under the drops and the falls and the

Not a nail is used to fasten them together, everything is riveted, even to the metal edging on the drawers and shoe box.

All drawers have metal rein-

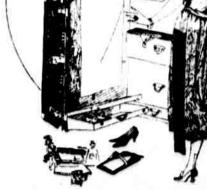
forced edges. A snap locking-bar

with Yale lock holds the bureau section firmly while traveling.

Every drawer, every part, is practically unbreakable, and they are just as big, hold just as much and just as convenient as any other wardrobe trunk of the size.

The Special Sale Prices Are:

Steamer size\$60 Regular size\$75 Bachelor Wardrobe\$78



(Fourth Floor)