

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5 P. M.

WANAMAKER'S

WEATHER
Fair

Cool Summer Clothing and Furnishings Are the Order of the Day

"Keep On and the Light Will Dawn"

are but seven simple, short words, yet they have helped me all my life," said the cheery man to the young fellow who was just beginning to try to find the way.

Put them in a frame, and hang it over your desk, and see it at your bedside when you rise every morning.

Keep on—
and the light will dawn!

With this you can climb mountains or steep hills of discouragement.

The history of this business may be fully spoken in these seven words.

[Signed] *John Wanamaker*

June 6, 1919.

Hundreds and Hundreds of Women's Cool Dresses Priced From \$9 to \$60

Every day we get scores of fresh ones—the Fashion Salons have them all gathered together in a corner near the bank of elevators where they are easy to get at. Gingham and calicoes, linens and voiles, nets and organdies, dark and light, flowered and plain, tailored and fluffy. Prices on these run from \$9 to \$40 and on certain lovely hand-made French affairs from \$40 to \$60. These last are the most charming things imaginable—being handkerchief linen and voile, made up very simply but with the perfect French taste.

(First Floor, Central)

Commencement Gift Books

It's hardly possible to go amiss when giving books, provided you know something of the tastes of the person you are giving them to. This stage of the matter is beyond us, but the Book Store is pretty well qualified to help at the next stage—providing the books you have decided on.

Here are books of poetry, the drama, travel and history biographies and books on business; standard sets and single volumes; aristocratic finely bound books and books of commoner clay.

All these are arranged and classified on the tables so as to make selection as easy as may be.

(Main Floor, Thirteenth)

Two Handkerchief Specials

A thousand dozen women's handkerchiefs, \$2.75 a dozen—perfectly plain hemstitched, fine, snowy linen—and a kind we couldn't buy wholesale for less than twenty-five per cent more!

Men's initialed handkerchiefs, \$4 a dozen—firm, good Irish linen, with good letters, and a style that's seldom sold for this moderate price.

(West Aisle)

Summer's Here and So Are All the Lovely New Summer Clothes for Girls and Young Women

It's a Great Season for Cotton Frocks!

In light, airy cotton frocks a girl not only looks cool, but feels cool—especially when she has such bewitching new frocks as these to wear!

\$10 to \$27.50 for a special group of new cotton dresses—organdies, flowered and plain voiles, gingham and other cottons in scores of charming new styles and colors.

\$11.50 for an effective little dress of striped tissue gingham in blue, sunset and lavender, with white slips. It's in two-piece style and there's a snowy little white vest.

\$12.50 for a pretty flowered voile dress in blue shades, with satin girdle to match.

\$15 for a becoming little frock of novelty voile with pleated-frill at neck, a touch of white lawn, and new skirt.

14 to 20 year sizes.

New Polo Coats and Other Sports Clothes

For \$65 there is an extremely smart new polo coat of soft camel's hair cloth in a fawn shade. Made in the new 34 length, with deep revers, large pockets and belt; just the sort of coat many girls and young women want for traveling, motoring, shore or mountain wear.

At \$35 are the fashionable knit wool capes with brush wool trimming.

\$32.50 for sports jackets of knit wool with brushed wool collar and cuffs—the knit wool in bright colors and the brushed wool in gray or white.

\$48.50 for knit wool sports suits in vivid Summer colors with brushed wool trimming.

\$85.00 for stunning new silk sports suits with soft wool trimming.

\$20 to \$37.50 for cool linen suits in white and colors—and there's a particularly smart model at \$20, of unusually good white linen.

All 14 to 20 year sizes.

Fresh White Tub Skirts

\$4 to \$7 for well-cut, good-looking skirts of gabardine, tricotine and surf cloth in new models, some button trimmed and all with pockets and new girdles. 33 to 38-inch lengths.

Girls' Coats Are Reduced

\$8.75, \$10 and up to \$20 for coats that have been much more expensive. Coats for general and better wear, many colors and styles, all from our own regular stocks and in 6 to 17 year sizes.

(Second Floor, Chestnut)

A Special Group of New and Lovely Flower-Trimmed Summer Hats, \$12 to \$18

It will take your own two eyes (and trying on, perhaps!) to appreciate how unusual these charming Summer hats really are, so we'd suggest an early visit to the Gray Salon to see them.

In the first place, the straws are of beautiful quality—fine Milan hems and the very fashionable chain-loop straw. They are in the newest Summer shapes and exquisite colors, and, as a matter of fact, most of the bare hats are worth "most as marked as the prices they're marked now."

They are wide brimmed and have the new crowns, some high, some round, some dome shaped. And they are silk faced to match the color of the straw.

White, of course, and China and deeper blues, exquisite rose and pink shades, soft sand colors and orchid shades are included in the list of colors, and they are all trimmed with roses, hydrangeas and other beautiful blossoms in Summer colors.

You'll agree that they will make delightful Summer afternoon and dress hats—and you'll agree too that they are rather remarkable for their prices, \$12 to \$18. They're fresh from the workrooms.

(Second Floor, Chestnut)



2000 New Waists Enter the June Sale

1000 waists at \$3.85 to \$5. Crepe de chine, Georgette crepes and china silks. Chiefly in light colors, but there are some dark ones in the collection. Some are tailored; the rest embroidered or beaded.

500 waists at \$1.65. White voiles striped and cross-barred; also part-linen waists, colored, with white pique collars and cuffs or high-low self-collars.

275 waists at \$1.50. Cross-barred voiles, trimmed with imitation Venise lace.

350 waists at \$1. Pink and blue checked voiles in colors, with white collars and cuffs.

(East and West Aisles and Third Floor, Central)

Women's Underclothes

made of that obliging crinkly crepe which needs no ironing and is in so much demand by travelers for that reason.

Nightgowns, low necked, \$1.65.

Bloomers, white, 85c; white or pink, \$1.

(Third Floor, Central)

AMONG the novelties in the Women's Sweater Store note the heavy silk sweater trimmed with colored silk at \$65, the black ribbon sleeveless slip-ons with stripes of red and white at \$25, and the accordion-ribbed slip-ons with trimmings at \$52.

(First Floor, Market)

Among All the Pictures Chosen for Wedding Gifts

the daintiest and almost the greatest favorites are the Wallace Nutting photographs. Nothing could be simpler or less pretentious, but they are exquisite in detail and charmingly tinted and they have sentiment.

Big and little, framed in mahogany or hand-carved gilt, prices 75c to \$30.

(Fifth Floor, Market)

A New Lot of Men's Brief Cases

An important feature of these cases is the extension lock, which can be adjusted to different positions.

The cases are in smooth brown and black cowhide, excellently made, with from one to four compartments.

Prices are \$7 to \$20.

(Main Floor, Chestnut)

Orientially Speaking

The Chinese, having lived quite a long time with their climate, know precisely the kind of fan which produces the coolest breeze with the least effort. It is a curved fan incredibly light, and we have a shipment of it now on sale in the Oriental Store. The price is 75c.

Palm leaf fans, bound and with carved bone handles, 75c each; with bamboo handles, 30c; common palm leaf fans, 6c, 8c and 10c.

Straw sandals for bathroom or beach use, 50c a pair.

A few folding tiffin tables, each with two bamboo trays, are to be had at \$6.

Incense out of the East is a thing to conjure with—even if you only conjure mosquitoes or put a little life in the air on a murky day. A spicy sort is the J. W. sandalwood powder in pretty boxes at 50c each. Another is sandalwood and patchouli at 50c a box. Lots of other little cones and sticks.

Parasols of oiled paper, mostly dark, and fashionable this year for use on the beach or at garden fetes and so on. \$1.35, \$2.25 and \$2.75.

(Fourth Floor, Chestnut)

New Silks That Lose Nothing by Not Being "Specials"

They are just new shipments of our regular fine grades of silks, marked at the prices they have been all along (or perhaps even lower) and women know that they can buy them at these ratings as long as they are here.

We do maintain, however, that such good silks are scarce and prices are generally higher elsewhere.

Tricolettes, brown, sand, taupe, gray, white, black or blue, \$6 a yard.

Georgette crepe, almost all colors, \$1.75 and \$2.25 a yard.

Novelty white crepe de chine, pressed to a broche pattern, very handsome, at \$3.75 a yard. It will not wash.

Foulards, \$2.10 a yard and an exceptionally beautiful quality at \$3 a yard. The latter includes radiums and pussy willow taffetas.

Bathing suit black satin, \$3 a yard. The most satisfactory satin for salt water bathing that we have found.

(First Floor, Chestnut)

Quite Little Girls Now Wear Barrettes

Barrettes, back and side combs of imitation shell, 25c, 50c and 75c.

Small hair pins of imitation shell, to hold the hair puffs over the ears in the popular fashion are 25c to \$1.50 each.

And all the other combs needed for the fashionable coiffure are here, too—from small sizes on up to the large and handsome carved Spanish combs at \$11.

(Jewelry Store, Chestnut and Thirteenth)

In Men's Suits, Tropical Is the Word

But in tropical suits, as in regular suits, there are differences. Tropical fabrics, meaning "Palm Beach," mohair, "breeze-weave" and kindred goods, demand a special kind of tailoring. Wanamaker tropical suits for men are tailored to perfection, or as near to perfection as it is possible to have them. There may be others that are tailored as well—we don't know—but we do know that our own are unexcelled.

Our assortment of these suits affords a man every advantage that any stock can afford him, in styles, varieties, colors and fair prices—\$18 up to \$25.

Scarcely any man needs to be told that a cool, tropical suit is much preferable to a weary body and a hot temper.

In all clothing, however, there is no such odd-looking futility as a tropical suit of the wrong kind. Usually this is a suit the material in which may keep a man cool, but the cut of which makes him look a little ridiculous.

Men who value their appearance, as well as their comfort and their money, will be extra careful in choosing tropical suits, and the more careful they are, the more our kind of tropical suits will appeal to them. These suits combine the two things that matter—coolness and correctness.

(Third Floor, Market)

Men Who Want to Be Sure of a Fine London Straw Hat

will do well to buy one while the choosing is good. We have just received new lots of Lincoln-Bennett and Redleaf London straw hats, and by the way they are going out there will not be many left in a few days.

These hats are incomparable in style and because of their glossy finish they keep clean longer.

Prices \$3 to \$5.

(Main Floor, Market)

Smartest Shoes in the Men's Shoe Store

Brogue oxfords on shapely English last, with wing tips and elaborately perforated.

In mahogany-color cordovan, \$15 a pair.

In dark tan Russia calfskin, \$14 a pair.

(Main Floor, Market)



The Hot Days Brought Out Men's Summer Shirts and Neckties

There was great activity among the light-weight goods in the Men's Wear Store. Great choosing of cool, thin shirts, of which we have such splendid variety, and tomorrow will be the busiest of the week.

For as little as \$1.65 a man can get a fine woven madras shirt here. It is soft-cuff negligee style and the range of patterns is large.

From there you can go all the way to \$12 for a superb silk shirt. We have silk shirts for less, but this is the king of them all.

Among neckties we call special attention to the imported foulards at \$1 and \$1.50 for four-in-hands and 75c and \$1 for bat-wings. They are unsurpassed for warm weather.

Bathing suits are coming to the front now and we have those at \$3.50 to \$8.75 in the various best-liked styles. There is a one-piece worsted suit, with skirt, that is special at \$3.50.

(Main Floor, Market)

Tub Suits to Keep the Boys Cool

The variety is large, the suits are of the best grade and the prices as low as the best grades can be sold for.

In linens, reps, galateas, chambrays and kindergarten cloths and in junior Norfolk, "Oliver Twist," short Russian and midday styles, for little fellows of 3 to 10 years at \$3.25 to \$6.50.

In "Palm Beach" and other fine, cool, washable materials, all made in the Norfolk style, for boys of 8 to 15 years at \$10 and \$12.

(Second Floor, Central)

Reinforcements Freshen the Klearflax Rug Sale

New shipments received of these good-looking and serviceable rugs that we are able to sell for a third less than regular prices because they are odd sizes.

For Summer cottages, hotels, offices, hospitals and other institutions, Klearflax linen rugs make splendid floor coverings. Being in one-color effects they harmonize well with any furnishings and being a good weight they lie flat on the floor and muffle the sound of footsteps.

A great many different sizes. Among them rugs to fit any rooms.

(Seventh Floor, Chestnut)

Sun Umbrellas—Every Day Is Their Day

For they are needed equally for the hot sun or the rain, and women certainly like the idea of carrying one umbrella that will do in either case.

The newest ones are of a beautiful satin-bordered colored taffeta. The handle is covered with suede, and there is a suede loop and a 14-kt. gold cap.

Many other styles, however, with bakelite ring handles, straps or cord loops and they come in almost every color silk, including black, and all are rainproof, \$4 to \$21.

(Main Floor, Market)

The Kind of White Shoes Women Want Now

One is a white buckskin oxford with narrow toe, military heel and white leather sole. Price \$9 a pair.

The other is a high lace shoe of the same style, at \$10 a pair.

Both fine-looking shoes, of the sort that well-dressed women wear at shore hotel or country club.

(First Floor, Market)

Organdie Vesteas and Neckwear Special at \$1

Dainty, fresh and just ready to do their part toward giving the look of freshness that every woman desires these warm days.

Both vesteas and the collar-and-cuff sets are in the newest styles and unusually pretty and under ordinary circumstances the prices would be a great deal higher.

The vesteas are of either colored or white organdie, with collars and without. The sets are all white or white with a touch of color.

(West Aisle)

New White Tub Skirts Special at \$8.75

Unusually pretty and in a particularly handsome quality of seersucker gingham, already shrunken.

Three of the styles have full gathered waist lines, one is plain in front and buttons all the way down. One has tiny tucks ending in small pearl buttons at the sides.

There are some very new pockets, rabbit's ear flaps, and others, and the pearl buttons as well as all the finishings are of the best.

(First Floor, Central)

5000 Yards Plain Voile, Special 38c a Yard

This is for the many women who want plain colored voile for afternoon and evening dresses.

There are as many as 20 shades, both light and dark, and really beautiful ones at that. The voile is a fine chiffon weave, 38 inches wide, and in plain colors it is most unusual at this price.

(West Aisle)

Furniture To Make Breakfast Rooms Inviting

If there is anything one longs for in hot weather it is to walk into a breakfast room that is at once cool, cheerful, inviting and agreeably suggestive.

Furniture of the kind that will make it so is plentifully shown in our Summer displays, the pieces here mentioned being representative. It should be noted that the chairs can be had with either the high or the low back and with or without arms.

\$57 for a blue enamel-and-gold wicker table with a 44-inch hardwood top and a 6-foot extension.

Chairs to match can be had at \$11.50 each.

\$35 for a drop-leaf table with wicker-base and oak top, the top measuring 42x60 inches when open.

\$67 for a 48-inch natural wicker table with glass and cer-tone top. Chairs at \$15 and \$16 each.

\$30 for a drop-leaf brown

(Seventh Floor, Central)

wicker table with an oak top measuring 33x44 inches.

\$48 for an oblong drop-leaf table with natural wicker base and oak top, 36x48 inches when open.

Chairs can be had at \$15 and \$16 each.

\$25 for a rustic hickory drop-leaf table with an oval-shaped oak top measuring 38x72 inches when open.

\$15 for a 36-inch round table.

\$35 for a white painted table with 36-inch round top and a latticed skirt.

\$14 for an oblong table with 30x60-inch top.

\$27 for a 36-inch octagonal table with slat top.

\$38 for an oval drop-leaf table, with fiber base and quartered oak top measuring 42x64 inches when open.

\$45 for a 48-inch extension table with a wicker base and a hardwood top in ivory enamel.

Suitable chairs to be had at \$10 and \$11.50 each.