

Store Closed All Day Tomorrow

About the Cool Comfort of the Wanamaker Store—

And Some of the Things That Will Help You Keep Cool at Home

TOMORROW the Wanamaker Store will be closed, with no further opportunity for shopping here until 9 o'clock next Monday, when we reopen the wide, airy doors to fresh Comers and fresh Goers, to transact fresh business in a Store freshly aired and made smart as fresh paint with displays of fresh, attractive merchandise.

Come and be cool and be welcome, whilst you do your shopping; or if you only wish to see the new, interesting Summer merchandise, or to use the great, breezy aiseways of the Store as a comfortable and shady passageway from Market Street to Chestnut Street, or from Thirteenth to Juniper, or the other way about, you shall still be welcome and still be cool.

It is an interesting fact, which has been demonstrated several times by careful tests, that on the hot days, including even "record-breakers," in more than one Summer, many of the reliable thermometers hanging in various places in our Store have shown registers two or three degrees lower than those exhibited on the Government's own sedulously guarded and shaded thermometer on the breeze-swept heights of the Federal Building in Philadelphia.

Few homes are as cool as *that*.

We wish they were, but since they're not, it is a source of satisfaction that within our doors, our guests and friends can find—

Plenty of cool, clean air to breathe—

Plenty of aisle space to move about in—

Plenty of roof space above them—

Plenty of first-class merchandise to choose from—

Plenty of refreshment, daintily served, in cool, airy surroundings—

Plenty of service, ready and courteous, the best we know how to instil—

Plenty of sweet music to soothe, revivify and uplift—

Plenty of pleasant places to rest in—

And all the safety that human science and prevision can supply, in construction and other essential features of public welfare in public buildings.

Cool Ice-Cream Freezers!

YOU knew that ice-cream was good for you, didn't you?

Yes, there's no use making a secret of it, for every small boy and every small girl knows it now, and ranks the discovery as higher in importance than that of America, or the X-rays, or anything else that can't be eaten.

A plate of smooth, light, fluffy, delicious ice-cream, made of wholesome ingredients, properly mixed and properly frozen, is not merely a delicacy, not a snare to the stomach (Not even a luxury, so the tax list says, if you freeze it at home!), but a fine, wholesome, cooling, nourishing FOOD,

"Werry soothing to the organ," as Sam Weller said

This discovery doubtless gave a sad jolt to the theories of those good but cheerless people who go through life on the principle of "Go see what the baby is doing and tell him he mustn't," and who are dead sure that anything that tastes delicious must be harmful.

But it certainly has increased the demand for

the famous Wanamaker Ice-Cream Freezer!

It's a mistake to think that all ice-cream freezers are alike, when most persons over the age of five know that all ice-creams are not alike.

There's snowy, slushy ice-cream; there's rough, crumbly or lumpy ice-cream; there's ice-cream that's gluey, and like Hamlet's flesh, "too, too solid" in its texture—

And there's ice-cream made in the Wanamaker ice-cream freezer, which we, after making acquaintance with and testing out every freezer of merit in the market, consider to make the very best, richest, lightest, fluffiest ice-cream that a connoisseur in ice-cream ever ate.

In all practical features—easy running, quick freezing, and economy in ice and salt—the Wanamaker freezer gives excellent service. The outstanding feature, however, in which it beats all other freezers (and incidentally beats the cream to a fluffy lightness while freezing), can be expressed in the four words:

revolving wire whip dasher

You'll find this wonderful whip dasher only in the Wanamaker freezer. For every turn of the freezer this busy dasher makes three revolutions, so it may be seen easily that

in short time and with little work

the loveliest, lightest, most velvety of creams, ices, sherbets and other frozen

(Fourth Floor, Market)



desserts can be prepared, to be described in the same words as these which for years swung on a certain druggist's soda-water sign in an uptown district in Philadelphia:

"Ice cold in Summer, colder still in Winter."

Wanamaker freezers come in the following sizes and prices: 1-qt. \$3.15 to 14-qt., \$13.90.

A Recipe Book, with complete directions for making over 100 frozen dainties, accompanies each freezer

Gem Freezers, 1-qt. \$2.90, to 12-qt. \$12. Auto Vacuum Freezers, 6-dish size, \$4; 12-dish size, \$5.

Fly wheels for freezers, adding by their momentum to ease of operation and quick results, come in different sizes, and are attachable to either Wanamaker freezers or other kinds. \$1.50 to \$5.

Cool Cookers

(Not Fireside but Fireless Friends)

"For this relief, much thanks:"—SHAKESPEARE

Or maybe it was Anne Hathaway who said it, when, upon a warm Summer's day, the bard, after a successful season's run of "Hamlet," brought home into the little cottage kitchen at Stratford-on-Avon, a—

Oh, what a shame! Fireless cookers weren't invented then nor for generations afterward.

It's the modern woman that's the lucky one.

Luckiest of all women who purchase fireless cookstoves or of men who purchase one for a woman is she or he who procures the "Superb" Fireless Stove.

This eliminator of worry, hurry, heat and unhappiness from the up-to-date kitchen can be seen on the Fourth Floor (Market), and it is worth seeing, examining and buying. Among a multitude of merits, it possesses four which are found in no other fireless cookstove:

The top plate of the stove is stamped with edge raised ¼ inch, so that the water that is deposited on the plate from the condensed steam does not run down the side of the cooker and mar the outside finish of the stove.

Extra deep wells—a larger cooking capacity, giving opportunity of cooking a bigger quantity and variety of food.

Larger cooking vessels—more vessels and larger ones than are furnished with the equipment of any other cooker.

Stove legs—can be attached to any of the Superb Stoves, bringing it to a convenient height to eliminate stooping.

Adjustable catch—the stove cover may be either closely or only slightly fastened, allowing more or less steam to escape, in conformance to the nature of the food being cooked. This insures a dry cooking well, which is especially advantageous in baking and roasting.

The outer stove casing is made of steel and so cannot warp or crack and is re-enforced on the inside so that it cannot buckle. The stove lining is made of pure aluminum.

"Superb" Fireless Stoves, complete, with all equipment, range in prices as follows:

(Fourth Floor, Market)

Two compartments, 9x13-inch well, \$24.

Two compartments, two wells (10x10-inch size), mounted on legs, \$27.

Three compartments, two wells (one 10x13-inch-size, the other 9x13-inch), \$38.50.

Of course, the day is past when the advantages of a fireless cooker over a coal or gas range in Summer need to be dwelt on.

It's altogether a splendid and efficient household assistant; when the cook coolly leaves you, it will coolly stay with you.

Even an inexpensive cut of meat, when stewed, boiled or roasted BROWN in the Superb Cooker, will be tender, juicy and free from shrinkage.

Fruits and vegetables keep their shape and retain their delicate, natural flavor, while cooking more thoroughly than by any other process.

The cooked part of a whole Summer meal can be handled by a "Superb" stove, and you can say truly of it that it's

"Like the climate—one minute you're roasting—the next you're freezing."

For a two-compartment or three-compartment stove will roast meat and freeze ice-cream at one and the same time.

Cool Refrigerators!

THE refrigerator that stands in the back shed; the side yard, the pantry, dining room or sometimes even in the kitchen, is a very unobtrusive piece of household equipment.

But its influence reaches like a long arm all over the house; into guest-room, nursery, drawing-room—indeed, as far as office, shop or school and even farther, for the incident of eating isn't closed by simply swallowing food.

That food will go right ahead doing you either good or harm. Do you think it safe to take chances upon refrigerators?

Some refrigerators that look very pretty on the outside are slackers on the inside job. That's bad in cold weather, and in warm weather outright dangerous.

The interior finish of your own stomach may depend upon the interior finish of your own or some one else's refrigerator.

We do not say that you should first get a refrigerator and next marry a wife to take care of it (or a husband to fill it with the needfuls) and last, build a house around it, but we say that

If Everybody Had White Mountain Refrigerators Everybody Would Be Safe

from all deleterious effects on food produced within the walls of the home refrigerator. The famous White Mountain Refrigerators, in grades manufactured especially for the Wanamaker Store, are the best all-around home-duty refrigerators at moderate prices that we know of.

First and foremost— they refrigerate.

Second, though less essential— they're nice looking.

Third, and quite important— they're easily kept clean.

Fourth, and no light matter— they cut down ice bills.

Fifth, and worth considering— they wear splendidly.

The White Mountain is scientifically constructed to produce complete insulation and ventilation, which is the secret of refrigeration.

Once the ice is put in and the door swings to, the warm air outside can't get in, the impurities thrown off by the food inside can't stay in, but a constant current of pure, dry, cold air is generated and kept on the move. The salesman (Fourth Floor, Central), will show you why.

Prices of White Mountain Refrigerators Are—

Tall, narrow style, two doors, white enameled-lined provision chamber:
90 lbs. ice capacity—\$35.
110 lbs. ice capacity—\$47.
140 lbs. ice capacity—\$55.

Same style, porcelain-lined provision chamber:

100 lbs. ice capacity—\$50.
110 lbs. ice capacity—\$55.

Regular style, three doors, porcelain-lined provision chamber:

100 lbs. ice capacity—\$66.

Four-door style:

125 lbs. ice capacity—\$74.
150 lbs. ice capacity—\$81.
165 lbs. ice capacity—\$85.
220 lbs. ice capacity—\$100.

Soft-wood grained imitation of golden oak, enamel-lined provision chamber, three-door style:

75 lbs. ice capacity—\$36.
100 lbs. ice capacity—\$40.



"Mighty cool, I must say."
(Fourth Floor, Central)