

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

The Cool New Summer Clothing Is a Pleasure to Behold

In One of Charles Dickens' Stories Mark Tapley Says he would like to squeeze Mr. Pecksniff behind the door, because he was the

Sort of man who would squeeze soft.

This is the way some of us feel about recent books and novels—they are beautifully bound with pictures on the front, and almost all of them squeeze very soft, there's so little to them.

Do give us some strong books, solid, substantial and real; less whipped cream and souffles.

A man wants books that won't "squeeze soft."

[Signed]

John Wanamaker

June 10, 1921.

Paris Started the Fashion of Pearl Bead Tassels

But few people realized how far that fashion was going to spread or how many American women were going to adopt the pretty little ornament.

The tassels are made up of tiny imitation pearls and are worn on black silk neck cords or fancy chains. \$5.50 to \$15.
(Jewelry Store, Chestnut and Thirteenth)

New White Silk Handbags Charming and Low Priced

There is something very lovely about a white silk handbag, and these are notably fine in fashion. There are bags of white moire silk and white silk crepe in various sizes and shapes.

Some have fancy metal frames, others white celluloid frames, and a few have gaily colored celluloid frames for a contrast. Many have inner frames, too.

The new prices, \$2.75, \$3, \$3.75 and up to \$7.50, are much less than similar bags have been selling for.
(Main Floor, Chestnut)

New Tweed Capes Arrive Opportunely for Travelers

They are easier to slip on than a coat, and so many women like them for motoring, boating and especially on a long journey.

Only the best English tweeds are used in these capes and they are in the most attractive soft colorings, checks, plaids and plain effects. All are weatherproofed.

They are made long enough and wide enough to almost cover the suit or gown and some have straps to act as fasteners. \$37.50, \$55 and \$57.50 are the prices.
(First Floor, Central)

Little Girls Will Look Like Flowers in These Frocks

Made of fine organdie, in white, blue, flame or rust-color. The skirt is fashioned of three ruffles, the sleeves of little ruffles, the neck square and the waist finished with a black sash.

They could not be simpler or more becoming for little maids of 8 to 12 years.

And the price is but \$15.
(Second Floor, Chestnut)

A "Plum" for Women Who Want High Heeled White Shoes

These shoes won't interest any other woman, for they all have high French heels.

They are plain pumps, tongue pumps and laced oxfords. They are made of fine white canvas. And they are so well made and such good shoes that in the regular order of business, they would cost us wholesale more than we shall sell them to you for.

But because their maker had several thousand pair overstock, he cleared out to us at a price that enables us to sell them all

At \$5 a Pair

There are plenty of \$5 white canvas oxfords and pumps. But not like these!

Women who want the high Louis heel on their pretty white slippers will get a bargain.
(First Floor, Market)

Changeable Chiffon Taffetas at \$2 a Yard

A new low price on these fashionable glace silks. Street, after-noon and evening colors. 36 and 40 inches wide. Very unusual quality indeed for \$2 a yard.
(First Floor, Chestnut)

American-Made Dotted Swiss Special at 38c a Yard

Quite impossible to name a more fashionable Summer material than dotted Swiss and some of the loveliest new dresses are choosing it.

This particular Swiss comes in plain colors only with self-colored dots—white, light blue, rose, Nile green, navy, gray, primrose, lavender and black. 31 inches wide.
(West Aisle)

Snowy, Frilly Blouses

Something like a score of these frilled styles may be seen tomorrow in the Shirtwaist Store—styles developed in white voile and batiste and trimmed with fillet, hand-made lace in Irish patterns and other laces.

Nothing is prettier to wear with tuxedo sweaters. The prices are \$3.50 to \$20.
(Third Floor, Central)

Undermuslins for Large Women

Made of nainsook chiefly and very often lace trimmed. Long petticoats, \$1 to \$4.50. Drawers, 85c to \$3.50. Short petticoats, 75c to \$1.50. Chemises, \$1 to \$3.50. Corset covers, 65c to \$2.75.
(Third Floor, Chestnut)

All-White Millinery for Many Uses

Simple little sports hats and large dress hats make up the collection of all-white millinery for tomorrow. They are of straw, or Georgette crepe, or other summery fabrics, variously trimmed. They will fit into many occasions and it will be an unusual woman who does not find them becoming. Prices are \$10 to \$20.
(Second Floor, Chestnut)

Organdie and Mignonette Dresses for Young Women \$16.50 and \$18.50

The organdies are simple frocks, and that means extra nice for the price. Some of them regularly sell for double. With them are sample dotted swiss and voile dresses, equally good. Delicate pinks, blues, yellows and white. Daintily made in charming girlish styles. And so much better than usual for \$16.50 that the first comers who get them will be very fortunate. At \$18.50 are remarkably good mignonette—or silk tricolette—dresses, in the smart sports style of pleated skirt and belted Russian blouse, with picot linen collars and cuffs. Extra good quality, unusually well made and in a most satisfying color assortment—all white, flesh color, navy, Harding blue, brown, tangerine, beige, gray and several greens. Also with the skirt white and the blouse of color. These two dresses will go far toward completing the Summer wardrobe of the young woman who wears 14 to 20 sizes.
(Second Floor, Chestnut)



Fresh Checked Gingham Frocks for Women

It's amazing how charming a frock of this one-time humble material can be. Here is one of pink and white, with tucks and square neck outlined with blue wool, and wool embroidery on its skirt; another is a straight chemise dress with rows of square bound vandykes forming its only relief; another has a "wrapped around skirt," and still another has a tie-back blouse. They are all as simple as simple can be, these gingham, and for that very reason are in high favor in a season which preents simplicity as its crowning note. Prices are \$17.50 to \$40.
(First Floor, Central)

200 White Surf Satin Skirts Specials at \$3.75

You will find the same style skirt in the same good quality of surf satin gelling for much more than this in our own regular stock. These are the odds and ends left after the manufacturer finished making wash skirts for this season. The model is very pretty, with gathered waist line, large tucked pocket and belt trimmed with pearl buttons. Also in extra sizes up to 38-inch waist band at this price.
(East Aisle)

New No-Vent Reversible Silk Petticoats

There are several reasons why these petticoats are remarkably interesting to well-dressed women. First, they are absolutely smooth and ventless all the way to the elastic waistband. Second, being made of two thicknesses of silk all the way up, they do away with any need of double panels. Third, the same petticoat may be worn with different dresses, since each petticoat is one color inside and another color outside. At present the combinations are navy with pewter gray, navy with green, brown with turquoise, henna with tan, black with white, brown with rose and turquoise with gray. Fourth, they are made of extremely fine and heavy Milanese silk. Fifth, their price is only \$16.50. Please note that these petticoats are to be had at Wanamaker's only in Philadelphia.
(Third Floor, Central)

Once More It's Time for Honfleur "Specials"

Not hard to find the reason why so many people look forward to these occasional little sales. Everything is of thoroughly dependable quality and prices are just as low as they can safely be made. Sachets, l'Empire, Violet and Rose, 35c each. Skin cream, cleansing cream and Youth and Beauty cream, each, 40c a jar. Face powders, Violet, Rose, l'Empire, 35c a box. Lilac and Wistaria Vegetal, 75c a bottle. Bay Rum, 90c and \$1.80 a bottle. Witch hazel, 40c, 70c and \$2.65. Extracts, Violet, Rose and l'Empire, 65c a bottle. Toilet water, l'Empire, Violet and Bonquet Amour, 50c a bottle. Toilet water, Violet and Bonquet Amour, 90c a bottle. Talcum powder, Violet, Rose, l'Empire, 15c a box.
(Main Floor, Chestnut)

The Red Seal Victor Records

Wanted by Everybody who appreciated the fine classic and operatic compositions, could not, for a while, be turned out fast enough to satisfy the demand.

Naturally, this only whetted the musical appetite, so it is good news that the factories are beginning to "catch up" with this type of record.

A consignment of these just received here includes among others the following universal favorites:

- 64644—Souvenir (Elman).
 - 74232—In a Persian Garden (McCormack).
 - 74346—Good-Bye (McCormack).
 - 74601—Kol Nidrei (Elman).
 - 74563—Ave Maria (Heifetz).
 - 74182—"Meditation" from Thais (Kreisler).
 - 74196—Lieberfreud (Kreisler).
 - 64131—Hungarian Dance in G Minor (Kreisler).
 - 64197—Traumerei (Elman).
 - 64566—Nightingale Song (Gluck).
- (Second Floor, Central)

"Queen Victoria" By Lytton Strachey (Author of "Eminent Victorians")

Mr. Strachey's ironic wit, fidelity to fact and historical sympathy have created what may well be one of the great biographies of the language. Besides Victoria herself there are dazzling portraits of many of the chief figures of the period—Lord Melbourne, Palmerston, Disraeli, Prince Albert.
Price, \$5.
(Main Floor, Thirteenth)

MOORCROFT pottery of a somewhat unfamiliar type has just come from England to the China Store. It takes the form chiefly of vases and bowls, very simple and beautifully shaped, in a vivid copper color, a pale lemon yellow, and an evasive apple green. Prices start at \$1.25 and end at \$22.50.
(Fourth Floor, Chestnut)

Egg-Mailing Boxes

For sending eggs by parcel post. Metal, with inner compartments for two dozen eggs, \$1. Sizes for three dozen, \$1.25; for four dozen, \$1.50; and for six dozen, \$1.75.
(Fourth Floor, Market)

Come on in, Boys, the Wash Suits Are Fine!

Here are cool, comfortable washable suits and tops for fellows of all ages from little chaps of 3 up to sturdy boys of 18.

Every suit and garment is of a reliable, trustworthy grade in material and making, and prices are just as low as enables the quality to be kept safe and sound. Palm Beach suits, in 8 to 18 year sizes, \$13.50. Gray crash suits for boys of 8 to 18 years, \$10.
(Second Floor, Central)

Hair Mattresses at the Lowest Prices in Years

We purchased a quantity of fine, clean, pure mattress hair on such a favorable basis that we can now make hair mattresses to order at one-fourth less than current prices.

This brings them down to the lowest price-level in years, practically to where they were in pre-war days. Everybody will understand that these are mattresses of fine quality. We have no use for any other kind. You can have yours made in any standard size and covered in your own choice of any of our sateen or printed tickings. It is by far the best opportunity in these goods that has developed in many a day. Mattresses in double-bed size are now \$32, \$36, \$42 and \$45 each. Smaller sizes at smaller prices in proportion. We also offer three grades of box springs of excellent make at substantial savings. These are now marked \$21, \$35 and \$42 each.
(Sixth Floor, Chestnut)

The Whole Mint Family Is in the Candy Store

From the large chocolate mints at \$1 a pound down to the tiny crystal mints at 50c a pound. There are delicious sugar mints, too, at 50c a pound, double vanilla mints at 70c and mint cordials, which some people like best of all, at \$1 a pound. The children, of course, and many grown folks, like the old-fashioned cream mint best. It is 40c a pound. Better buy a box of each.
(Down Stairs Store, Chestnut)

There's No Law Against Candy Fireworks

So you will find the most fascinating boxes of them in the Candy Store. They are good candy, too, that children can safely eat. 50c a box. Also in readiness for the Fourth are Jack Horner pies, snapping bonbons and baskets to hold nuts or candy.
(Down Stairs Store, Chestnut)

Flashlight Headquarters

People going off to camp or other places where an electric flashlight will be indispensable will find every conceivable kind here. Tubular styles, flat pocket styles, lantern styles. Complete with Tungsten battery and Mazda bulb, their prices are \$1.25 to \$7.50. A handy novelty is the combination bull's-eye flashlight and compass to steer one by day or night. It is carried on the belt and costs \$4.60.
(Fourth Floor, Central)

A Housewife's Table containing many little imported table articles, such as coasters, trays, covered pitchers, teakettles, pepper-mills, and so on—has many suggestions for little wedding gifts.
(Fourth Floor, Central)

To People Waiting for Wicker Shades

A big shipment of these shades has just come in from Japan, but it is hardly big enough for all the people who want such shades. They are made of brown wicker, lined with silk—green, blue, gold, red and rose-color; they are in nine sizes and will sell at nine prices from 65c to \$4.75.
(Fourth Floor, Central)



Men's Tropical Suits and Other Suits

Every One a Wanamaker Suit

There is only one kind of tropical suit worth considering and that is the best. We have no other kind. By their very nature, tropical fabrics must be tailored with care. A "tropical" suit made of an inferior fabric, or badly tailored, or both, is dear no matter how "cheap" it is.

The Wanamaker insistence upon first-class fabrics and finest tailoring means a great deal in regular woolen suits. Think of what it means in tropical suits!

Whether you want a regular Summer woolen suit or a tropical suit, the certainty of quality in every Wanamaker suit leaves you no excuse for taking less than the best to be had for your money.

Wanamaker Palm Beach suits are real Palm Beach suits, made of the one genuine Palm Beach fabric.

They can be had in brown, gray, heather mixtures and different shades of tan or sand tones, and they are priced at \$20 and \$22.50.

- Mohair suits, \$25 and \$30.
 - Tropical suits of coolest worsted, \$32 to \$40.
 - Knitted sports coats, \$20.
 - Blue flannel sports coats, \$18.
 - White flannel and striped flannel trousers, \$12.
 - White duck trousers, \$3.50.
 - Khaki trousers, \$2.
 - Serge suits, including models for young men, \$30 to \$60.
 - Standard Summer suits of fancy mixed woolsens, \$35 to \$65.
- (Third Floor, Market)

A Great Stock of Men's Summer Shirts

The Men's Wear Store has a collection just now in which a man can find a fine shirt at a price to suit. At \$1.55 are shirts of fine percale in fast colors. At \$2.50 are good seersucker stripe woven madras shirts. At \$3.50 are shirts of fine Russian cord madras. At \$4.50 are shirts of famous imported woven madras. At \$5 are shirts of the finest imported madras to be found in ready-to-wear shirts in Philadelphia. When it comes to silk shirts we have a new lot in beautiful colored stripes at \$7.50 and some of white Japanese silk at \$8.50. Men who want white sports shirts will find a good assortment at \$2, \$2.50 and \$3.50. Some with collars attached and others with neckbands for separate collars.
(Main Floor, Market)

Men's Fine Leghorn Hats Cool and Serviceable

Being loosely woven, these hats permit some ventilation and they are known for their durability. The hats are hand woven in Italy and blocked here in square crown, telescope and Alpine shapes. The color is natural Tuscan. Prices, \$8, \$10 and \$12.
(Main Floor, Market)

Men's Silk Half Hose "Seconds" at \$1.25

1500 pair of full fashioned, ingrain silk socks in black only. Second grade goods, but the imperfections are so slight that you will have to look carefully to find them. If they were first grade goods they would be much higher in price. Sizes 9 1/2 to 12 in the lot.
(Main Floor, Market)

Good Days in Glassware

Days of large selection in pretty sets and pieces at prices that make one want to buy. Regular cut glass of standard crystal in well executed cuttings is shown in particularly attractive assortment at price advantages of 25 to 33-1-3 per cent.

Imported decorated glassware from Czecho-Slovakia is offered at large reductions, mostly at half price.

Light cut glassware so much needed for summer use is shown in glittering amplitude at much less than regular prices.

Seekers for wedding gifts no less than people looking for things for their own home are having a great time among these groups.

Cut Glass 20 to 50 Per Cent Less

- Olive and jelly dishes, \$1.75 to \$3.
 - New berry dishes, \$2.75 to \$6.50.
 - Berry bowls, \$3.75 to \$12.
 - Sugar and cream sets, \$3.50 to \$10.75.
 - Jugs, \$6 to \$14.75.
 - Celery trays, \$3.75 to \$7.50.
 - Orange bowls, \$4.75 to \$10.75.
 - Vases, \$3.50 to \$10.
 - Sandwich trays, \$6.75 to \$12.75.
 - Mayonnaise sets, \$3.75 to \$12.
 - Baskets, \$2.50 to \$32.50.
 - Ice cream trays, \$7 to \$15.
 - Footed bowls, \$3 to \$6.75.
 - Relish dishes, \$6 to \$8.50.
 - Punch bowls, \$25 to \$175.
- (Fourth Floor, Chestnut)