

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

WEATHER
Fair

A Cool, Comfortable, Convenient Store, Filled With Summer Merchandise

We Have Just Talked Out With a Learned Friend

the question: "Are first thoughts or second thoughts the better?"

The conclusion of a successful doctor was that in medical and surgical cases second thoughts are as a rule a necessity. But the commercial man without hesitation affirmed that he had found first thoughts the best in purely business matters, and emphasized particularly that in patriotic, heroic undertakings for the public good, aiding sick and suffering, if the first thought is not promptly followed, in at least half of the instances, nothing is done.

A good thing is often an inspiration, and if it is not immediately acted upon it is lost.

When the heart and hand go together there are few mistakes made.

[Signed]



June 13, 1921.

Young Women Will Look Lovely in These Dotted Swiss Frocks

Whoever designed them had the freshness and charm of young girlhood in mind. They are of fine dotted swiss, combined with white organdie in such fashion as to add to their airy lightness.

There is firey red, navy blue, pale blue, orchid, jade green, delft blue, or white with coral dots. And the sash, neck and sleeve finish, a little tucked chemisette, are just right.

The sizes are 14, 16 and 18. And the price is \$22.50.

(Second Floor, Chestnut)

The Charming Knitted Cape Has Won All Hearts

As far as the Summer wraps are concerned, it is the success of the season. And, in consequence, there are as many as nine different styles, enough to give every woman a good choice.

There are the rough shaggy capes and the smooth knitted ones, some with scalloped hems, others with stripes of prettily colored fiber silk. And there are various kinds of scarfs and facings. Prices go from as low as \$32.50 up to \$85.

(First Floor, Central)

Glaze Taffetas of High Quality at \$2 a Yard

Nothing in town—or elsewhere—is better silk value than these splendid quality changeable taffetas at this price.

They are not cheap silks, cheaply bought to sell cheap. They have regularly sold from half again to full twice as much.

A rich quality, in beautiful afternoon and evening colors—a few street shades, too—in 36 and 40 inch widths, at the very special price of \$2 per yard.

(First Floor, Chestnut)

Most Important, Her Swimming Suit Was Exactly Right

So, of course, she enjoyed her ocean bath and had the most good out of it.

The swimming suit was of a good substantial quality wool Jersey, made in one piece with the skirt attached and nothing to come out of place. The skirt was narrow enough not to fly up around her head, but wide enough for perfect freedom of motion.

Such suits are here, in any number of new styles, plain colors, others with colored piping or stripes, \$5 to \$15.

(First Floor, Central)



Still Good Choosing in Women's Long Silk Gloves \$1.35

They are twelve-button length gloves of a beautiful quality silk and they are less than half the regular price in our own stock. Is it any wonder that most women are buying not one or two, but a number of pairs to see them over the Summer?

Owing to the large special purchase of 5000 pairs, there are all sizes and a complete assortment of the best colors—white, black, beaver, ponce, tan, brown and navy.

(West Alle)

Frolaset Corsets Are Laced in Front

We don't at this moment know of any front-lace corset that is better in design, finish and comfort. And it is perfectly adapted to the present soft finished fashions.

Here are some of the models: A soft-finished topless of pink broche with long skirt, elastic section over the diaphragm and elastic band in the back, \$6. Low top model of plain pink coutil with long skirt, \$5.50. Dainty broche model for slight figures. This has a short skirt and short bones over the abdomen and is topless, \$5.

A model for average figures. It is made of pink coutil with a very low top and long skirt, \$6.50.

(Third Floor, Chestnut)

This Is the Season for Dressing Cases

Both men and women want them because of the comfort they add to traveling.

Men's dressing cases in black and tan leathers with black fittings, \$6 to \$35.

Women's dressing cases are in black and colored leathers including ostrich and calfskin. They are silk lined in harmonizing or contrasting colors and are equipped with various kinds of fittings. They are of white celluloid, shell-finish celluloid, ivory-finish celluloid with colored edges and shell-finish celluloid with gilt inlay.

Prices are \$10 to \$67.50.

(Main Floor, Chestnut)

As to the Blouse for the White Silk Skirt

We have noticed that most well-dressed women are buying some of the pretty novelty silk blouses, it may be in white, but it is also quite likely to be in jade, blue, bisque or navy.

There are dozens of styles in such blouses, and the very prettiest ones you can imagine, from the simple sports type up to the frilliest sort. The materials are chiefly crepe de chine and Canton crepe and they are trimmed, in some cases, with hand embroidery, touches of color or Irish lace.

Prices range from \$7.50 to \$27.50.

(Third Floor, Central)

Women's Novel and Charming Jersey Suits

We have two groups of them—some made of the new silk-and-wool jersey with striped skirts and sleeveless coats; some with sleeved coats and oddly striped skirts. The colors are very pleasant—bluebird blue with navy, green with navy, white with fawn, white with black, corn color with bluebird, gray with navy or black, Chinese red with navy, tan with brown. On these suits the flat, narrow girdles end in large tassels.

Then there are soft wool jersey suits in pure white with square necks and square sleeves in their "pull-on" coats.

The coats and pull-ons can easily be worn with other skirts.

Prices, \$28.50 to \$70.

(First Floor, Central)

Blazer Striped Flannel Skirts Special at \$10

They are wonderfully pretty, especially when worn with a sweater to match the color of the stripes, and that is what many women are doing.

The flannel is a fine all-wool quality, the same that is used in some of our much more expensive skirts. In pink, Copenhagen, jade, honey dew, red, navy and black stripes—all with white. The sports model is a very becoming one.

(First Floor, Central)

"Flaconettes" Paris's Newest Whim in Perfumes

"Flaconettes" are dainty little bottles of famous French perfumes in a size to slip into the handbag or pocketbook. They have a specially constructed "applicator" to allow just enough perfume to be used and are enclosed in metal cases to prevent breakage.

The French perfumes, put up in "flaconettes" are these favorites, Houbigant's, Coty's, Guerlain's, Rocca's, Roger & Gallet's and Rosine's. There is a guarantee to show they are filled from the original bottle of the perfume.

The price of a "flaconette" is \$1 or \$1.50.

(Main Floor, Chestnut)

The Summer Baby Requires Plenty of Dainty Garments

He may not know it, but there is a Baby Salon entirely devoted to his needs and the things to make him comfortable in warm weather.

His first little slips are here, just such exquisite garments as mothers could wish, hand made, from \$2 to \$5 and from 60c to \$2.25 for machine-made ones.

White petticoats, hand made, \$1.75 to \$3 and machine made, 95c to \$2.50. Also flannelette petticoats, starting at 85c and going up to the finest flannel at \$4.25.

Tiny shirts may be had from 30c for an all-cotton grade up to \$2 for silk-and-wool. And diapers from \$1.35 to \$4.50 a dozen.

(Third Floor, Chestnut)

White Nainsook for Lingerie

We have a hundred ten-yard pieces to dispose of at \$1.95 the piece. It is 36 inches wide and of the proper weight and quality for undergarments.

(First Floor, Chestnut)

Just Such Chinese Rugs as People Want

From an investment as well as from a furnishing standpoint these are very desirable pieces—most of them just newly unbaled. Blue is their predominating color; blue set off by ecru or tan. The patterns are sufficiently refined and conventional to fit in effectively with various modern schemes of furnishing. For looks and for wear it would be hard to find rugs to surpass them at their prices.

Chinese Rugs

12x8.11 ft., \$225	15.6x12 ft., \$475
12.2x9.1 ft., \$275	9.10x8 ft., \$210
14.4x10.5 ft., \$525	16.3x10.10 ft., \$525
18x10.3 ft., \$385	17.7x11 ft., \$575
12x9.4 ft., \$285	13.3x13.3 ft., \$525
9.1x6.2 ft., \$145	12x10.1 ft., \$450
17x11.2 ft., \$675	14x9.5 ft., \$357
16x11.3 ft., \$535	10.2x10 ft., \$300
16.3x9 ft., \$375	20x10 ft., \$775

Chinese Rugs, Small Sizes

4.1x2.2 ft., to 7.1x4.1 ft., \$25 to \$75
(Seventh Floor, Central)

New Gold Encrusted Glassware for Wedding Presents

For bridal gifts this ware is in particularly high favor, and no wonder. There is something very ornate and pretty about it which gives it a real gift-like quality. The new lot on sale tomorrow gives new interest to the assortment.

Some pieces of plain crystal with gold encrustations, others in colored tints, ivory, blue, pink with encrustations.

Mayonnaise sets, \$8.50 to \$7.50.	Covered bonbon dishes, \$4.
Handled sandwich trays, \$5 to \$10.75.	Salad bowls, \$5 to \$10.
Cracker and cheese dishes, \$7.50 to \$10.75.	Rollish or compartment dishes, \$7.50.
Footed fruit bowls, \$5 to \$10.	Flower bowls with stand, \$6.
Compotes, \$2.75 to \$9.	Candy jars, \$4 to \$6.

(Fourth Floor, Chestnut)

Two Books of Fiction

"Guns of the Gods," by Talbot Mundy. Price, \$2. In which that wonderful woman, Tasmini, appears again, in a wonderful setting.

"Slash of the Marsh Country," by Harold Waldo. Price, \$2. A book that through and through is woven out of the fiber of American life.

(Main Floor, Thirteenth)

Did You Ever Live in the Open Air?

If you did, you know how much better you feel as a result.

If you did not, this Summer would be a good time to try it and a Close-to-Nature canvas house will provide you with the necessary shelter.

These houses, which can be taken on camping trips or set up on your lawn, are easily erected and taken down. They are storm proof, insect proof and have shutters for greater privacy or protection against storm.

Eight sizes from 7x6 feet at \$54 to 18x24 feet at \$468.

(The Galleries, Juniper)



Carload of Couch Hammocks at Special Prices

This is decidedly the season for couch hammocks and we are glad to tell of the arrival of a carload of these hammocks made for us to sell at attractive prices.

These couch hammocks embody certain good, exclusive features not found in others and are upholstered with the best quality cotton.

Those in the two higher priced groups are made with adjustable, upholstered backs.

Prices, \$16, \$20 and \$27.50.

(Seventh Floor, Market)

Untrimmed Hats and Sports Hats at Half

Nearly all of the untrimmed millinery—excepting only what has just come in—is marked at \$1 to \$6—an average of half original prices. The same reduction is made on a large number of sports hats—soft and crushable little hats of many colors, that look none the worse for the much handling that has lowered their prices.

(Second Floor, Chestnut)

2500 Yards Printed Crepe Voile Special at 25c a Yard

Quite as pretty and cool a material for Summer dresses as you will find in a long time and at this little price (less than half what it was earlier in the season) it is most economical.

In small all-over designs in light and medium colors and it is 36 inches wide.

(West Alle)

The Making of a Pleasant Summer Breakfast Room

depends chiefly upon the furniture. It is well to know that any breakfast room set you may pick out on these furniture floors will hold the particular charm that should always belong to furniture of this kind, but which sometimes does not.

We are speaking specifically of the painted and decorated sets that are novel or odd in design.

Furniture decorating is no experiment with us. We have been doing it here in the building for years, and we have learned much about it. You can have any one of these solid-color suits decorated in any style or motif you desire.

These suits are about as interesting a feature of the furniture stock as we know of. It is fascinating to think of all the possibilities they suggest in the furnishing of an ideal breakfast room.

An eight-piece suit in fiber and wood in gray and dark blue is \$245. Note the solidity of the pieces and the excellent side table.

A six-piece suit in a Windsor effect in blue, in dull finished American walnut, in gray and in tan at various prices—\$196, \$440 and \$495.

You can have one of these decorated to your liking if you don't want it in the solid tone.

A Chinese blue suit of six pieces at \$332 is a curious commingling of the Windsor and Queen Anne styles.

A seven-piece suit of an Italian type is in a peculiar brownish red with patterns in an inlaid effect in faint yellow and dark blue.

A six-piece suit is in soft yellow with maroon and gold stripes. A marine scene is painted on each drop-leaf of the gate-legged table and a Holland scene on the buffet doors. The effect is quite elaborate. Price, \$510.

(Sixth Floor, Central)

These Trunks Have Set People Talking

Customers look all around this city, and some of them look around New York, and then come back here to buy their trunks.

Why? Because this Store is giving trunk values not easily matched elsewhere—and not often matched even here.

Our splendid

Wardrobe Trunks at \$70 and \$85

certainly have few equals. During the stringent time of higher prices people thought nothing of paying exactly \$45 and \$50 more for these two trunks—which was the fair price we had to ask for them then.

Their present figures represent not only the general price scaling downward, but a very special value even for these lower-priced times.

Everybody knows what a good wardrobe trunk is. These are two of the best—in point of materials, construction, convenient arrangement, packing, and locking devices.

The \$70 trunk is professional size. The \$80 trunk is regular size.

They are going very fast and any one who wants one will do well not to delay too long. Other wardrobe trunks, \$27 up, in steamer size; \$32 up in three-quarter size; \$40 up in regular size.

The One Thing Certain About All Wanamaker Men's Suits Is Their Quality

This is as true of our serge suits as it is of our tropical suits or of our regular fancy woolen suits—quality is the mark of all of them.

Speaking of serge, nothing makes a finer Summer suit, and there are no finer serge suits anywhere than Wanamaker serges, priced at \$30 to \$65, young men's models included. These are trimmed and finished to make the suit as light and cool as possible—and serge is the coolest of standard woollens. The colors in Wanamaker serge suits are guaranteed.

We have no Palm Beach suits that are not made of the one genuine Palm Beach cloth. Not only are they made of the genuine fabric, but they are made with the extra degree of care and thoroughness which tropical fabrics demand. And they look it.

We have Palm Beach suits in brown, grays, heather mixtures and sand shade. Prices \$20 and \$22.50.

Mohair suits in ample selection, all modeled and tailored to hold their lines and fit properly, \$25 and \$30.

Tropical worsted suits of coolest, airy wool fabrics, \$32 to \$40.

Knitted sports coats, \$20.

Blue flannel sports coats, \$10.

White flannel and striped flannel trousers, \$12.

White duck trousers, \$3.50.

(Third Floor, Market)

He Was Well Dressed—All But His Hat

A man came into the Men's Hat Store the other day who looked like too many other men. He was very well dressed in every particular but one. The exception was that he wore a very much soiled straw hat.

"This hat suits me," said he, "but my wife says I ought to get a new one."

"Well," we replied, "it doesn't correspond with the rest of your clothes."

So the man got him a fine, new straw hat, and everything else he wore looked the better for it.

Lincoln-Bennett and Redleaf London straw hats, \$2.50 to \$5.

(Main Floor, Market)

Men's Fine Cool Shirts of Japanese Pongee

We have some of these shirts in the natural color pongee with soft cuffs and with or without soft collars attached. Price \$6. The very finest Japanese pongee shirts with neck bands are \$8.50.

And we have some cream-colored Fuji silk shirts with or without soft collars at \$7.

All very fine for Summer and all shirts that will wear well.

(Main Floor, Market)

Men's Initial Handkerchiefs Special at \$4 a Dozen

A good substantial quality of Irish linen and of generous size. There are all initials.

Because of this special price these handkerchiefs will be sold only by the dozen or half dozen, but many men will buy a couple of dozen or more when they see them.

(West Alle)

Specially Priced Summer Rugs

The following good Summer rugs are all marked one-fourth to one-third less than regular prices.

Imported Straw Rugs	Rush Rugs
9x12 ft., \$9.75	9x12 ft., \$13
7.6x10.6 ft., \$7.50	8x10 ft., \$10.25
6.9 ft., \$4.85	4x7 ft., \$3.75
3x6 ft., \$1.75	3x6 ft., \$2.50

Colonial Rag Rugs

9x12 ft., \$9.75.

(Seventh Floor, Chestnut)

The Best Camp Blankets

are here in large selection, all priced fairly on a basis of market value and real merit—some of them one-third less than last year—\$5, \$7, \$10, \$8, \$10 up to the finest, most famous camp-blanket made; the Hudson Bay blanket at \$15, used in the cold far North country.

There are camp blankets here in different colors—tans, fawn, gray and olive drab.

Nearly every grade in the collection is all-wool; but some fine English camp blankets favored by Oxford and Cambridge students are shown at \$10 each. These are about 80 per cent wool.

As a collection we don't think there is anything to equal this in Philadelphia.

(Sixth Floor, Central)



Steamer trunks—not wardrobe—from \$14 up.

Ordinary dress trunks, from \$16 up.

Hat and shoe trunks, \$27.50 up.

The famous Louis Vuitton French trunk is also sold here.

(Fourth Floor, Central)