

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

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

# It Is Surely the Summery Goods That the People Are Asking for Now

## Continuous Intelligent Industry May Go On Without a Jolt

There will be enough work for all if wages are fairly squared to the conditions of the time. Some house rents are reduced and reducing, as well as commodities.

There is far too much reflection upon the working people, who always suffer the most when called out to strike.

Now that rents will have to lower wherever scarcity of houses raised them; and now that almost all articles of food and drygoods and furniture are lowered, part of the high cost of living has been removed. And still further reductions will go on as the rates of labor are gradually lowered, at least to the extent of a beginning to share in further reducing the cost of production, which will have the effect of providing more work for the mills, factories and workshops.

Let this subject be carefully thought out before action.

[Signed] *John Wanamaker*

NO—it is not too late to put furs and Winter clothing into safe storage. Simply telephone Rittenhouse 1000 if you would like the Wanamaker wagon to call, or send us a postal card. The Storage Office is on the

(Third Floor, Central)

## Millinery in All-White, Navy-and-White and White-and-Black

"There is a current impression that it is unpleasant to have to run after one's hat," says Mr. Chesterton.

Every woman knows that it is at least exhausting. And many know that much time and strength are saved if the search begins in

these cool, pleasant Millinery Salons of ours—where so many charming hats are displayed that the difficulty lies in deciding against any of them.

Tomorrow a special collection of all-white, white-and-black and navy-and-white hats are shown at very moderate prices.

### Children's Hats Reduced

A large majority of all the pretty little hats in the juvenile salon have had their prices lowered and are now but \$2.50 to \$7.50. This includes both dress and everyday hats.

(Second Floor, Chestnut)

## Women's Gingham Frocks Fresh and Gay, at \$15

The sort which most women would like to buy by threes and fours—they are so summery-looking and so convenient.

There are a dozen styles or more—tie-back dresses, surprise dresses, overskirt dresses, chemise dresses, and there are checks and plaids in the variety of

colors characteristic of gingham—the checks white with tan, black, green, pink, brown or blue; the plaids with a little of everything in them. Usually these gay colors are relieved by white trimmings; white pique or rickrack, or percale or embroidery; but a few dresses have self-folds or bindings. Price \$15.

(First Floor, Central)

## Young Women's Organdie, Swiss and Taffeta Dresses at \$22.50

A really delightful collection of frocks, in which Miss 14 to 20 will be certain to find her own particular style.

TAFFETA DRESSES in dark blue or black, trimmed with little points of cream organdie. The quaint bodice is double pointed in front and ties in a sash behind. A good soft quality silk that promises excellent service and very carefully made. Priced \$22.50.

DOTTED SWISSES AND ORGANDIES in at least ten different styles at \$22.50—lovely summery things in every hue of the flower garden.

Sleeveless Frocks, \$7.50 to \$25  
Fine checked GINGHAMS in all the pretty colors at \$7.50.

Novelty colored EPONGES and white GABARDINES at \$9.50.

LINENS and IMPORTED EPONGES, in white and beautiful colors, at \$11.50.

WOOL JERSEYS, in white, black and colors, at \$11.50.

Heavy SILK CREPES, in black, rose, navy or delft blue, at \$25.  
All 14 to 20 year sizes.

(Second Floor, Chestnut)



### Frocks for Little Girls

Several particularly dainty styles in gingham frocks at \$8.50—one with a cunning apron effect of white organdie.

Charming flower-like frocks of white organdie, the skirt composed of innumerable little ruffles of colored organdie with flower girdles and neck frills to match. White with blue, orchid, maize, flame or rose color. Priced \$10.

6 to 12 year sizes.

## Women's Sleeveless Coats Again

This time it has jumped into the front line of fashion almost overnight, as it were, and women at the fashionable dressing places are wearing these smart little jackets over one-piece dresses or with sports skirts and lingerie blouses.

The material is a deliciously soft silk-and-wool duvetyne, either in a plain color, like jade green or rust, or in a fascinating plaid. They are priced at \$47.50 and \$75.

(First Floor, Central)

## More of Those Long Knitted Capes for \$10.75

They go out almost as fast as they come in. Long, soft cloaks of knitted wool, in lovely colorings—jade, Harding blue, tomato, honey-dew, black-and-white, and all-white.

The big soft collars of white brushed wool are as becoming as swansdown.

Nothing prettier to slip over thin frocks at seashore or mountains. Sizes 14 to 20.  
Priced \$10.75.

(Second Floor, Chestnut)

## 50 PLEATED STRIPED SKIRTS SPECIAL AT \$22.50

They are the very newest fashions in stripes and the most desirable colorings, navy and tan, brown and tan and black and white.

We haven't had any prettier skirts than these this Spring and they are of light-weight, fine wool materials that can be worn all Summer. Women going off to seashore and mountain resorts are taking such skirts with them to wear with sports coats and sweaters.

(First Floor, Central)

## LETITIA CORSETS FOR LARGE WOMEN

One model is of pink striped broche very heavily boned, with long skirt, graduated clasp with eyelets and lacing below front steel, and low, full bust. This is \$8.

A white coutil model has long skirt, elastic inserts in the front, and short boning over the abdomen. This has a low bust and is heavily boned throughout. \$8.50.

(Third Floor, Chestnut)



## In the Women's London Shop

We are showing the "Colbrook" cape-suit, a combination of a sleeveless slip-on dress with a cape to match. It is carried out in white flannel, bound with black, and in tweed, and the prices are \$55 for the first and \$86.50 for the second.

Those who wish may have the sleeveless slip-on dresses without the capes. They are to be worn with white shirts and are developed in white and colored linens, in jersey, in tweed and in cotton ratine. Prices start at \$17.50.

S. A. P. FOR WHITE SHOES

S. A. P. is an English shoe dressing that is internationally famous. Many people consider it the best white shoe dressing in the world and it is especially good for children's shoes, as it does not rub off on clothing and furniture.

Price, 50c for a large bottle. (Main and First Floors, Market)

(Third Floor, Chestnut)

## Women Do Well to Choose Black Taffeta Bathing Suits

Some of the prettiest styles of the season have appeared in this silk, and it is always a great favorite where bathing costumes are concerned.

To start the price list, there is a good-looking straight-line bathing suit of taffeta with extended shoulders, instead of sleeves. It is \$8.75. Others have plain or cat stitching done in white, with perhaps a sash.

One very new costume is delightful with checked gingham collar and piping around the scalloped skirt. Another, with a gingham collar, has the entire skirt ruffled. The tie-back blouse is seen in still another pretty model. Prices go up to \$22.50.

Tights to wear with these suits are from \$1.25 up to \$18, and they include cotton, wool, satin and thread silk.

(First Floor, Central)

## These Slippers and Pumps Are Uncommon Value at \$9.75

Prices are falling just as fast as we can make them. Here are four most attractive slippers and pumps as evidence. Each has been regularly several dollars more:

A tan calfskin slipper with one buckled strap, flexible turned sole and high covered Louis heel.

The same in brown glazed kidskin.

A gray suede tounge pump with flexible turned sole and high covered Louis heel.

(First Floor, Market)



Victrola XI—Price \$150

## Probably the Most Popular Victrola Ever Made

is the fine-looking instrument pictured above.

It is a member of a musical family that is universally known and universally accorded rank and respect—the family of Victor Talking-Machines.

Its price is but \$150, and for payment of even this moderate sum, convenient terms can be arranged.

All in all, we know of no instrument of sound reproduction which gives the owner more for his money than this particular model.

Victrola XI at \$150 may be had in a mahogany, an oak or an American walnut cabinet, size 43x20x23 inches. It is up-to-date in its mechanical equipment, and, like every phonograph carried in this Store, is in Fresh and Perfect condition, a feature important to note.

Features of the mechanism through which with absolute fidelity it renders the world's most beautiful music include a 12-inch turntable, a nickel-plated Victrola No. 2 sound-box, a new, improved Victor tapering tone-arm and tapering "goose-neck" sound-box tube, an automatic brake and speed regulator, an automatic speed indicator, and a newly designed, patented and improved double-spring spiral-drive motor (which can be wound while playing).

These mechanical details of tone production may be Greek to some musical enthusiasts but they contribute to the spell of the music which arouses the enthusiasm.

They contribute to the perfecting of the instrument chosen by Caruso, Melba, Paderewski, Heifetz and a host of other gifted men and women whose music is an inspiration to thousands, to carry their wonderful art to the people.

Madame Galli-Curci is one of the exclusive Victor artists. She is to sing in grand opera in New York next season. One of her latest records is the *Pollonaise* from "Mignon"—brilliantly sung, faithfully recorded and superbly reproduced on a Victor Record.

This record, and the generality of favorite operatic arias can be obtained in our Phonograph Store.

Come in and hear it played. You will find besides Victrola No. XI at \$150 sixteen other interesting Victrola models.

Nor does the choice in talking machines and phonographs end even here, for we carry four famous makes with a range altogether of fifty styles, all purchasable on easy terms.

(Second Floor, Central)

## WOMEN'S SILK NIGHTGOWNS

We have them in uncommonly large variety at this moment—in pink and white crepe de chine, in radium and satin, for \$5 to \$22.50.

If we were to pick out one or two particularly pretty ones we should choose these:

A radium nightgown with square neck and lace edge, at \$8.75.

A tailored radium, severely simple, with nothing but hemstitching to ornament it, at \$12.75.

A white crepe de chine, its shoulders built up with lace, at \$10.50 and \$11.50.

(Third Floor, Central)

## COOLER NIGHT GARMENTS FOR THE CHILDREN

Short-sleeved nightgowns in nainsook or batiste, white or pink and with V, round or square neck, 95c to \$2. These are for small girls of four to fourteen years.

And then there are night drawers for either girls or boys, sizes from two to ten years, in cotton crepe, barred muslin or cambric.

In white, pink or blue, these are 95c to \$1.75.

(Third Floor, Chestnut)

## ANYTHING YOU NEED FOR GOLF AND TENNIS

Including a selection of golf clubs and tennis racquets not equaled elsewhere in Philadelphia.

### For Golfers

Imported wood clubs, \$6 and \$6.50.  
Domestic wood clubs, \$3.50 to \$5.50.

Imported irons, \$5.50.  
Golf balls in standard makes, \$7.20 to \$13.20 a dozen.

### For Tennis Players

Bancroft, Slazenger, Wright & Ditson, Spalding, Lee and Reach racquets, \$6 to \$16.

A large lot of specially priced racquets at \$1.75, \$2.50, \$5 and up to \$10.

(The Gallery, Chestnut)

## NEW APPLIQUED BEDSPREADS MUCH SOUGHT FOR

These are probably the most popular bed coverings at the present time. They are fresh looking, reasonable, cool, dainty and everything else one can desire in a Summer spread.

They are made of unbleached cotton, and appliqued on each one is a floral pattern in colors, with a basket of ferns in the center, an effect as cool and pretty as you please. Each spread is really a spread and bolster-sham in one, every one being 108 inches long.

The edges are embroidered in colors to match the floral patterns. Sizes, 72 by 108 inches, at \$8; 90 by 108 inches, at \$10 each.

(Sixth Floor, Central)

## GOOD PRACTICAL HANDKERCHIEFS TO TAKE AWAY WITH YOU

They are excellent values, which we only obtained by very special purchases. And they are particularly the kind of handkerchiefs for Summer use, being of sturdy quality which will stand much and not-too-tentative tubbing.

Women's initial handkerchiefs, \$2 a dozen. Generous size and plain block letter.

Men's plain linen handkerchiefs, nice quality and size, 35c each or \$4 a dozen.

(West Aisle)

STILL plenty of those Japanese wicker shades are to be had at 61c to \$1.75. They are in nine sizes, all the way from those which fit candlesticks to those which fit floor lamps, and they have variously covered linings—rose, green, brown, red, gold and so on.

(Fourth Floor, Central)

## A FRENCH FACE POWDER FOR EXACTLY HALF PRICE

It is "Fleur D'Or," made by the Parfumerie Claire, Paris, and it is now here in slightly different boxes, but of the same size as the original ones, for 75c a box.

This is exactly half what this popular face powder usually costs. This price only applies to "Fleur D'Or" face powder in these special boxes and only while they last.

(Main Floor, Chestnut)

## THE FOURTH OF JULY CANDY SURPRISE

Of course one shouldn't give away secrets beforehand, but this is too good to keep and then there are lots of people who will want to send it to the family or friends at a distance. It contains:

One pound of chocolate-covered marshmallows.

One pound of cream mint.

One pound of assorted chocolates.

One pound of yellow jack.

One-half pound of assorted clear drops.

A cannon cracker filled with gum drops.

Three snapping bonbons.

And the price is only \$2.50 for the whole package.

(Down Stairs Store, Chestnut)



## It All Depends Upon the Man

He has a right to the best suit of clothes his money can buy. He can get a good suit as easily as he can get a bad one. It depends upon him to get the best. He can depend upon this Store to have it for him.

Wanamaker men's Summer suits, whether they are regular fancy woolen suits, tropical worsted suits, mohair suits or Palm Beach suits, are all as fine suits as can be had in the country for the money they cost, and they are here for that reason, and for that reason only.

The test of every man's suit that comes into this store is quality, service, value—never cheapness.

The suits that meet that test are here at prices as low as a man who knows what's what in clothing qualities, clothing styles, clothing values and other things will want to pay.

Fine woolen suits of fancy mixed fabrics excellently tailored and fashioned, \$35 to \$65.

Serge suits of splendid quality, \$30 to \$55.

In tropical suits the selections are very good—

Tropical worsted suits, \$32 to \$40.

Palm Beach suits, made of the genuine fabric and made with the greatest care, \$20 and \$22.50.

Mohair suits in striped effects, \$25 to \$30.

Also knitted sports, \$20; white duck trousers, \$3.50; khaki trousers, \$2.

(Third Floor, Market)

## Men's English Straw Hats That We Sell for \$3

are just as carefully made and just as good style as the highest-priced straw hats in our stocks.

They are the famous Redleaf hats, and anything that bears the name Redleaf may be counted on for complete satisfaction.

There is a wide range of shapes and sizes to choose from.

(Main Floor, Market)

## Nothing Too Good for the Boy—or Too Cool

That is the first idea likely to suggest itself to anybody looking intelligently through the collection of washable suits in the Boys' Clothing Store.

Here, surely, are suits and other washable garments that are as good as they are cool; and they are cool enough to keep the young wearer as comfortable as his best friend, always his mother, can wish him to be, and as neatly dressed at the same time.

As to quality, well, we are not going to sell any but good suits to our boy friends, if we can help it, and we CAN help it.

Wash suits in 3 to 9 year sizes, Oliver Twist, middie and shirt suits, \$4 to \$5.50.

Wash suits in 8 to 18 year sizes, in Norfolk styles, and of genuine Palm Beach cloth, \$13.50.

Gray crash suits for boys of 8 to 18 years, \$10.

Tan linen suits in 8 to 18 year sizes, \$8.50.

Washable trousers, 8 to 18 year sizes, \$1.75 to \$3.

Sports blouses in 8 to 15 year sizes, \$1.50 to \$2.25.

(Second Floor, Central)

## THE less space an umbrella takes up the more it will be beloved by the vacationer who takes it along.

Collapsible umbrellas for women are here at \$7.50 to \$15; for men, \$7.50 to \$10. Suitcase umbrellas for women are \$5 to \$12; for men, \$5 to \$8.50.

(Main Floor, Market)

## Whoever Needs a Cedar Chest Should See These

Red cedar chests of fine grade, admirably finished, and complete with lock and key. Five sizes, from 42x20 inches to 48x22 inches. Specially priced at \$24, \$32, \$34 and \$37—on each chest a reduction of \$10.

Small cedar chests, with lock and key and casters, 31x17x16 inches, at \$10.75—a reduction of \$4.25.

Small cedar boxes, without locks, from 27x15 1/4 inches to 33 1/4 x 15 1/4 inches, at \$6.50, \$6.75 and \$7—a reduction of \$4 on each.

They represent a maker's clearance, accounting for the low price.

(Fourth Floor, Market)

## Facts and Particulars of Some Very Fine Dining-Room Suits

These are some of the suits you can now buy at prices away below what their style and quality of cabinet-work and fine finish call for.

We believe they could not be reproduced for selling retail at these prices—

Ten-piece suit, Queen Anne style, in mahogany, the chair seats upholstered in hair-cloth, \$385.

Ten-piece suit, Chippendale, in walnut, seats upholstered in tapestry, \$410.

Ten-piece mahogany suit, Chippendale design, the chairs upholstered in hair-cloth, \$470.

Ten-piece walnut suit, Chippendale style, the chair seats upholstered in hair-cloth, \$475.

(Sixth Floor, Market)

Ten-piece suit, in walnut, \$480.

Ten-piece suit, in mahogany or walnut, Queen Anne design, with oblong extension table and closeted serving table, \$585.

Many other ten-piece suits in mahogany or walnut and in Queen Anne, Chippendale and other favored styles, at \$480, \$585, \$590, \$660, \$790, \$795, \$830, \$885 and so on.