

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  
Partly Cloudy

# "There Must Be Principles and Well-Matured Plans Benefiting the Public"

## The Inner Life of a Business, Bank or Corporation

has much to do with its triumphs or its disasters. Success is not a haphazard affair. Certain well-known, successful mercantile, manufacturing and banking operations in the past half century which lost the brains of their founders and pilots have gone out of existence, but it is also true that in some instances their sons and heirs, left with riches, preferred lives free of care.

The simple truth is that the capital of trade and commerce is much more than money. There must be visions, principles, and profound devotion to well-matured plans faithfully carried out, benefiting the public as well as the owners and investors. Such businesses cannot be extinguished.

[Signed]

*John Wanamaker*

June 27, 1921.

## New in Millinery—Hats of Snowy White "Coton"

The "coton" hat, as Paris calls it, is charming enough to justify its appearance anywhere. Fashioned of a new downy white cotton cloth that has the effect of white plush or beaver, and is ever so cool and light, both to look at and to wear. Some examples will appear in the Millinery Salons tomorrow morning. And with them many other novel and effective all-white hats for the season of white now beginning.

(Second Floor, Chestnut)

## Summertime Jewelry Is Having Its Day

When the more expensive jewelry is left at home during the vacation trip, many women like to replace it with these useful little articles. Bar pins, in 14-kt. green gold with platinum front, without stones, \$14.50 to \$17. With stones, \$36 to \$125. Handy pins in 14-kt. gold, \$3 to \$10.50 a pair. Cameo brooches with 10-kt. gold mountings, \$8 to \$27. Signet rings in 14-kt. gold, \$6.50 to \$12.

(Jewelry Store, Chestnut and Thirteenth)

**THE** newest hoop and pear-shaped pendant earrings are in imitation lapis, sapphire, topaz, pearl and jade and are priced at \$1.25 to \$12 a pair.

(Main Floor, Chestnut)

## Such a Favorite Is the Peter Pan Blouse

that we have about twenty different styles with this kind of collar alone. It is especially nice for the sleeveless dress, for sports wear and for white tub skirts. In materials, one can have voile, dimity and lawn, all white or with the collar, cuffs and frill edged with a color. In one case the collar, cuffs and front pleat are of gingham, in another there is a touch of hand embroidery. Prices begin at \$2 and go as high as \$12.50.

(Third Floor, Central)

## Hand-Embroidered Neckwear Samples, 50c to \$5

Such exquisitely lovely things as you would ordinarily pay much more for. And they are all quite fresh and ready to be worn immediately. Among them are very pretty sets of pique and linen for gingham dresses, sweaters and coats, and many of the daintier sets and collars in organdie and net, lace trimmed as well as embroidered. There are guimpes, too, in organdie and net. Some of these are not hand embroidered, but are finely tucked.

(Main Floor, Central)

## Speaking of Bathing Suits for the Fourth

We are selling so many that it seems as though nearly every woman was planning to spend the Fourth at the seashore. One thing we are quite sure of—there never before were so many attractive costumes or so many materials for a woman to choose from, and the prices are surprisingly moderate. New styles are arriving constantly. One is a wool jersey boat-necked costume with a different color showing under the pleats. It has the skirt and belt attached and is \$15. Other wool jersey suits are \$5 to \$25. Surf satins start as low as \$3.75, and there are many pretty styles in taffeta, poplin, foulard, gingham and satin going up to \$45. Tights and bloomers are here also from \$1.25 to \$18.75.

(First Floor, Central)

## A Dust Coat Is a Comfort on Her Shortest Trip

And for a long trip a woman finds it indispensable. Loose coats of linen-color line at \$4.50 and \$5.75 are cool and inexpensive, and the collar, pockets, width and easy armholes are just right. Big all-enveloping cloaks of the same material are \$8.75. Good-looking long cloak of dust-shedding gray mohair is \$10.50. Smart, loose coats of natural Belgian linen are \$17.50. An oxford gray coat of linen-and-mohair mixture with raglan shoulders, is just right for any kind of Summer traveling. Priced \$20. Pongee coats in plain-tailored or more elaborate models start at \$30.

(First Floor, Central)

## Porto Rican Undermuslins in Large Sizes

Garments with square simple necks and shoulder straps or kimono sleeves, but besides their embroidered edges they have embroidered dots and delicate hemstitching in straight lines, occasionally a little bit of embroidery. Straight chemises are \$3.85 to \$4.50. Envelope chemises are \$3.85 to \$5.00.

(Third Floor, Central)

## Prices Down on Bed Muslins

Here are some good examples of moderately priced bed muslins, the kind that many women are buying for Summer homes. Pillow cases: 45 x 36 inches at 40c. Bolster cases: 42 x 72 inches at 75c. 45 x 72 inches at 80c. Sheets: 72 x 99 inches at \$1.55. 81 x 99 inches at \$1.48. 81 x 99 inches at \$1.88. 90 x 99 inches at \$1.80.

(First Floor, Chestnut)



## Now Women's Darker Novelty Dresses Are Hurried Out at \$85

And this new price means a saving of \$25 to \$50 on every dress. There are over a hundred of these fine things for women—they are just reduced, and every one of them is charming or distinguished. There are heavy Canton crepes, Georgette crepes and crepes de chine; there are taffetas and failles and even some foulards—the last frequently veiled. And these fabrics are in such colors as navy, browns and grays. It doesn't seem as if any woman could help finding something to suit her in a collection so varied—there are simple straight dresses with a delicate contrast of color due to thread embroidery, dresses with fringe, dresses embroidered with chenille dots; "petal dresses," dresses of eyelet taffeta. And always the qualities are of the finest. Everybody's size is in the lot.

(First Floor, Central)

## Fine American Silk Broadcloth

Three and four dress patterns to a customer are going out from this splendid collection of washable silk broadcloth. White grounds with colored stripes in every color and width, from fine pili stripes and clusters to the broad, colored stripes that make such effective skirts. Men like them for shirts, too. No such variety elsewhere. 32 inches wide. \$2.25 a yard.

(First Floor, Chestnut)

## Young Women's Fine Linen Dresses, \$11.50 to \$25

It would be difficult to match these dresses anywhere at the prices. They are for young women who want good style and distinctive lines, even in a wash frock. Here is one of white linen made after a French model, with narrow insertions of openwork and tiny black velvet bows as its only ornamentation. Another of blue linen has just a touch of rose-patterned calico for trimming.

A third, of cool green, is bound in white, with hand appliques of white linen in the skirt. The entire collection is delightful and offers a color choice of rose, blue, gray, white, maize, green and leather color. All have short sleeves and some have most becoming little collars. Prices are \$19.50, \$23.50 and \$25.

## Sleeveless Linen Dresses at \$11.50

offer a color choice of white, pale or dark rose, light or dark blue, orchid, wistaria, jade and a darker green, several shades of tans, grays and browns. A well-cut, straight-line model, finished with either a leather belt or linen sash. Sizes on all include 14 to 20.

## Girls' Gingham Frocks at \$8.50

Pretty little frocks in 12, 14 and 16 year sizes, in blue or pink broken plaid with white pique trimming. A good style, very well made.

(Second Floor, Chestnut)

## A Good Sports Shoe for Women

Something new comes into the Little Boot Shop almost daily. Tomorrow it is a smart white canvas sports shoe cut on comfortable lines, with low military heel. Tip, back, buckled strap, heel and sole are all of either black or brown leather, giving the contrast so much favored in the sports shoe of the season. Its price is \$12.

(First Floor, Market)

## When You Say "Dotted Swisses"

Every woman has a mental picture of the prettiest, cool Summer frocks that she can think of for warm weather. There is no gainsaying the fact that dotted Swisses are tremendously fashionable, and we are very glad to have the good assortment to meet the many demands upon it. Swisses with self-colored dots, \$1 a yard. With contrasting colored dots, \$1.25, \$1.50, \$1.75 and \$2 a yard.

(First Floor, Chestnut)

## Women Needing Practical Handkerchiefs

will find a very good medium weight of Irish linen handkerchief, hemstitched and of a good size for everyday use at the moderate price of \$2 a dozen. These are nice handkerchiefs for women who like to save their better ones while they are away during the Summer. Ink marking will help to keep them from getting lost. It costs only 36c a dozen extra.

(West Aisle)

## Children's Striped Top Socks at 25c a Pair

First grade mercerized socks with turn-over tops striped with pink, sky blue, tan and cadet on white grounds. Sizes 1 to 13 years. Usually higher in price. Usualy higher in price.

(Cross Floor, Market)

**H**AIR nets are a sine qua non in the Summer weather for any woman who wishes to keep her hair presentable. All colors—except gray and white—may be had in the Salon de Beauté for \$1 a dozen.

(Third Floor, Chestnut)

## A Fine Lace Bedset Makes a Nice Gift

Almost any one with a few home to furnish would welcome one of these finer imported bedsets of Marie Antoinette lace which we are now selling at the special prices of \$15, \$17.50 and \$20. A bedspread and bolster slip constitute a set. Lace bedsets mounted on marquise, in a combination of cluny, filet, antique lace and embroidery, are now priced at a third less than formerly—\$6 to \$25.

(Fifth Floor, Market)

## Striped Dimity Bedsets New and Welcome

In pink and white and blue and white. Scalloped on the edge, and with bolster sham to match. All of these new arrivals are in double-bed size and priced at \$3 a set, which is quite a come-down from last Winter's figures. The arrival of this new lot of sets brings our assortment to a full degree of completeness, as you can now get sets all-white, or with pink and blue stripes, in both single and double bed sizes, at \$1 and \$5 for the single and \$5 and \$6 for the double size. And they are a fine, pretty and practical Summer bed dressing and wash as easily as sheets.

(Sixth Floor, Central)

## Unusually Good Things in Light Cut Glassware

These are some of the remarkably good and desirable sets and pieces which we are now offering at prices very much below regular figures:

- Water goblets, 45c each.
- Tall or low sherbet glasses, 45c and 60c each.
- Ice tea tumblers, 25c each.
- Grape juice sets of 6 glasses and one pitcher, \$3 a set.
- Ice tea sets of a 2-qt. covered pitcher and six handled tumblers, \$4 a set.
- Water set, 3-pt. tankard shape jug and 6 tumblers, \$2 a set.
- Also at lowered prices will be found—
- Vases, 25c to \$2.75.
- Compotes, 75c to \$1.
- Candy jars, \$1 to \$1.50.
- Marmalade jars, 60c to 75c.
- Magnolia sets, \$5c to \$1.75.
- Sandwich trays, \$1.50 to \$4.50.

(Fourth Floor, Chestnut)

## Always Fresh Rag Rugs in This Store

Having an unusually complete stock of rag rugs we are subjected to an unusual demand for these goods, which means a constant inflow of clean, fresh rugs.

### Colonial Rag Rugs

The finest made with mixed centers, band borders of pink, green, rose or light or dark blue.

- 9x15 feet .....\$24.50
- 9x12 feet .....\$18
- 8x10 feet .....\$11.50
- 6x9 feet .....\$10
- 1x7 feet .....\$5.25
- 3x6 feet .....\$3.50
- 30x40 inches .....\$2.50
- 27x34 inches .....\$2

### Hit-and-Miss Rag Rugs at Special Prices

- 12x15 feet .....\$24.50
- 12x12 feet .....\$20
- 9x15 feet .....\$18
- 9x12 feet .....\$9.75 and \$12.75
- 7.6x10.6 feet .....\$10.50
- 6x9 feet .....\$6.75

(Seventh Floor, Chestnut)

## Cool Creepers and Rompers

The creepers are made of checked and plain ginghams, chambrays and madras, plain colors and white trimmed with colors. Sizes are one to two years; prices, 85c to \$2.50. The rompers are in pretty much the same materials, are in sizes two to five years, and their prices also are 85c to \$2.50.

Overalls or sturdy play-suits in which the youngsters can build sand forts or climb trees or do almost anything of a rough and tumble kind, are usually of denim or some other strong material. Their sizes are two to eight years, their prices \$1.25 to \$1.75.

(Third Floor, Chestnut)

## The Iceless Refrigerator Is a Great Economy

It's nothing new. They used its principle of cooling by evaporation in ancient Egypt.

Where for one reason or another one cannot get ice, this great porous covered jar will keep the meat, butter, milk and other food perfectly preserved. They obey these instructions:

1. Every three days and the iceless refrigerator effectively is clean, cool, ready.

2. Keep it always in a well-ventilated room.

Four sizes and prices, from quart milk bottle size at \$2.75 to family food-chest size at \$7.50.

(Fourth Floor, Central)

## Of Course You Will Play on the Fourth of July

—but will it be—golf, tennis, baseball or some other popular game, or will you go a-fishing or on a motor trip? However you expect to put in the coming holiday, the Sporting Goods Store stands ready to equip you for it.

### For Golf

Clubs that you will find nowhere else in town. Imported drivers and brassies, \$6 and \$6.50. Domestic drivers, brassies, \$3.50 and \$5.50. Imported irons, \$5.50. All standard makes of golf balls, \$7.50 to \$12.50 a dozen. Golf bags, \$1.50 to \$30.

### For Tennis

Baronoff racquets include the Tilden, Autograph and White Wing, \$12 to \$15. Shazzer racquets include the L. Z., Autograph and Doherty, \$14 and \$15. Lee racquets include the Autograph, Dreadnaught and Church, \$15 and \$16. Wright & Ditson, Spalding and Reach racquets, \$6 to \$16. A good selection of specially priced racquets of unusual value, \$1.75 to \$14. Tennis balls, \$7.29 a dozen.

### For Water Sports

Kennecook canoes in various models, colors and lengths, \$50 to \$124.50. Kennecook rowboats, \$42.50 to \$107.50. Rowboat motors, \$77.50 to \$112.50.

### Bathing Suits

Men's two-piece all-wool suits, \$3.75 to \$5. Men's one-piece all-wool suits, \$3.75 to \$7.50. Women's one-piece swimming suits, \$3.75 to \$8. Women's California bathing suits, \$5 to \$10. Sleeveless bathing suits, \$1.50 to \$4. Flannel bathing trunks, \$3.

(The Gallery Juniper)

## In Men's Tropical Suits it Pays to Buy Quality

In men's tropical suits, above all other suits, quality demands the right fabrics and the best of tailoring. You can buy Palm Beach and mohair suits at various prices.

You can buy Wanamaker Palm Beach and mohair suits only at Wanamaker prices.

If anything in men's clothing has no reason for existence, it is a badly-made tropical suit, and still there are plenty of them.

The man who wants to have a tropical suit that is made of the best fabric, whether Palm Beach, mohair or tropical worsted, and that is made as well as expert workmanship can make it, will choose where tropical suits of that kind are sold to the absolute exclusion of the inferior kind.

He will find us ready, especially ready to outfit him for the Fourth.

- Palm Beach suits, \$20 and \$22.50.
- Mohair suits, \$25 and \$30.
- Tropical worsted suits, \$32 to \$40.
- White flannel trousers, \$12.
- White duck trousers, \$3 and \$3.50.
- Khaki trousers, \$2 and \$3.50.
- Knitted sports coats, \$20.

(Third Floor, Market)

## Men's White Sports Shirts for Golf and Tennis

or for many another outdoor sport which you may engage in over the coming week-end.

At \$2 is one of chevrot with soft collar attached or with neck band for separate collar.

At \$2.50 is a mercerized cotton shirt with soft collar and with some collars that button down.

At \$2.75 a better grade of chevrot with or without soft collar and with some collars that button down.

At \$3.50 a basket-weave chevrot and at \$4 a fine madras shirt, both of these latter with neck bands for separate collars.

Also a tan chevrot shirt with soft collar attached at \$2.75.

(Main Floor, Market)

## Black Enamel Suit Cases for as Little as \$6.75

These are women's suitcases, being 16 inch to 24 inch sizes, but sometimes men use the largest size.

They are notably light in weight, with leather corners for greater durability, well lined and with inside pockets.

A woman can carry in them all she will require for a short trip.

(Main Floor, Chestnut)

## All White Garden Furniture Comes Down in Price

All the fiber furniture is also at lower figures.

A large number of reed suits and odd pieces have been lowered.

Many large rustic pieces, such as summer houses and gateways, have been reduced. It is a time of opportunity in Summer furniture.

The white painted pieces are of the type so popular in Europe. An especially impressive piece in this group is a large gateway with canopy top and double gates, now \$90. It was three times as much. In rustic there is an octagonal house at \$295, this piece complete with seats.

In reed there is a very good choice of chairs, rockers and settees, chiefly with loose-ushion seats and backs upholstered in cotton. Six-piece suits in reed, \$250 and upward.

There is a remarkably good selection in fiber starting at \$8.50 a brown-finished rocker up to a settee, six feet long, finished in brown, at \$37.

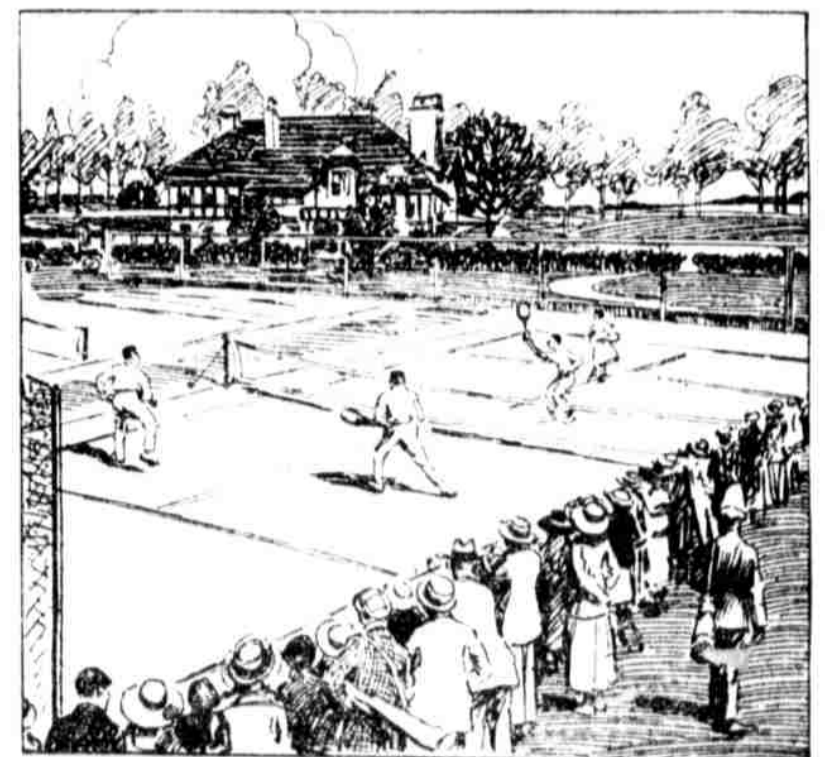
(Sixth Floor, Central)

## Summer Time Means Canning Time

to thousands of housewives. The cold-pack method is recognized as the easiest and best way to can both vegetables and fruits. Less labor and absolute certainty of success.

The Atlantic Cold-Pack Canner has the endorsement of domestic science experts and is recognized as highly efficient. On sale in the Housewares Store, \$4 for six-quart jar size, \$5 for twelve-quart jar size.

(Fourth Floor, Market)



A good collection of equipment for baseball, fishing, camping and cycling. Cameras, automobile supplies and sporting clothing of every description.

(The Gallery Juniper)