

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  
Unsettled

# A Great Summer Store, With Its Cool Aisles and Cool Wearables

## A Rhyme of the Olden Time

"Gentle speech and courteous mood  
Cost nothing and are always good."

Transcribe these few short words and put them where you will see them every day.

Possibly you may care to cut them out of the paper and send them as a birthday greeting to some friend. Don't ask me who wrote them. We do not know.

But let us be thankful for these two short lines, and pass them on.

How many good thoughts worth keeping have been lost from neglecting to take care to save them!

[Signed]

*John Wanamaker*

July 6, 1921.



## Whether or No Women Dress for Men

is a question of perennial interest—and one that isn't likely ever to be satisfactorily answered. Our own private opinion is that they do and they don't, but we are sure that they know very well, as a recent writer has said, that a pretty gown chases its owner's despair and gives pleasure to every one who sees it.

In hot weather gowns of white and pink are as grateful to the eye as apple-blossoms. Tomorrow we shall have a hundred

### Silk Jersey Dresses to Sell at \$28.50

which means a saving of \$10 to \$20 over their first prices—a reduction made simply because it is time for us to turn our attention to Autumn merchandise. The dresses are in a dozen styles—being made with tunics and coat effects besides the straight lined dresses with self-sashes; and some of these are embroidered or fringed, while others are plain. Pink and white only.

(First Floor, Central)

## All the Women's Knitted Capes Are Lowered in Price

You would go far and hunt long to find anything prettier or more fashionable in the way of a Summer wrap than these capes.

In all, there are about a hundred, so there is good choosing: Light and dark colors, plain knitted; others with checks or stripes, some with stripes of fiber silk, and there are a number of brushed wool capes, which are very much liked, indeed.

Women knowing the former prices will be surprised to hear that these knitted capes are now only \$25 to \$45.

(First Floor, Central)

## Summer Dresses in Pretty Colors for Little Girls

These are the gay, inexpensive, often charming little frocks for girls of two to six years. They are of chambray, lawn, dimity and gingham; usually short-sleeved, sometimes smocked, trimmed with embroidery or entirely simple, and they are priced at \$2 to \$6.75.

(Third Floor, Chestnut)

## 100 Young Women's Sweet New Cotton Dresses at \$9.75

These delightful little organdies and voiles are in light and dark colors and include some especially nice ones of navy blue. They have just been received, so that you will have good choice and you will be sure to find something to put in your vacation trunk.

14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's Silk Undergarments

Women who delight in these washable silk things will want to see—

A particularly charming style of sleeveless tailored nightgown, made of crepe de chine, in flesh, light blue, orchid and apricot, price \$5.

Another style of nightgown in radium, sleeveless, with finish of real filet edging, pink only, \$10.50.

Envelope chemises of the same pink radium match the nightgown in style and trimming and cost \$5.85.

(Third Floor, Central)

## Finest Imitation Pearls We Have Ever Found

They are La Perle Rana, exquisite in color and luster, and most satisfactory substitute for the true Oriental pearl.

They are becoming to every woman who wears them, and they are worn by smartly gowned women at all hours of the day.

Necklaces of La Perle Rana, with 14-kt. gold clasp, \$30 to \$70. With diamond clasp, \$45 to \$190. Double necklaces, with diamond clasp, \$155. Triple necklaces, with diamond clasp, \$220.

(Jewelry Store, Chestnut and Thirteenth)

## 200 Young Women's Gingham Dresses Have Just Been Reduced

The new low prices are \$12.50 and \$14.50.

At \$12.50 are about 100 of these dresses in a full range of colors with all the little niceties of the latest fashion worked into them. They are suitable for street or home wear, and one or two of them should go into every young woman's vacation trunk.

The dresses at \$14.50 have the added distinction of being, most of them, David and John Anderson gingham, and there is a full range of colors.

We have not known a more attractive lot of young women's dresses at such low prices.

(Second Floor, Chestnut)

## Silver Plated Mesh Bags

So fine and so flexible that one doesn't wonder they are regarded as the perfect thing to wear with delicate Summer dresses. They are square or narrow and deep, with strap or chain handles, and narrow frames, which are engraved or chased.

Prices \$14 to \$34.

(Main Floor, Central)

## Crepe Silk Handbags Down to \$5

These beautiful and fashionable bags have been lowered from much higher prices.

They are in gray and beige crepe silk, in a good pouch shape, with inner frames, purse and mirror, and excellent satin lining.

Splendid Summer handbags.

(Main Floor, Chestnut)

## Roman Striped Girdles Are New Arrivals

They are used with practically every kind of dress a woman chooses to wear them with—with cotton, silk or wool, as the case may be. And with any one of them they are most effective.

Quite a number of different blendings of colorings, either finished with fringe or a long tassel, \$3.

(Main Floor, Central)

## L. R. Corsets of Every Type

They may be had made of heavy or light materials, for slight women or young girls or women of vigorous matronly figure.

There are L. R.'s of open mesh at \$2, and L. R.'s of plain and fancy materials at \$1.50 to \$13; and two or three new models of particular interest, such as—

A pink coutil with elastic all around the top and moderately heavy bones, \$1.50.

A pink broche with low bust and elastic band in back designed for average figures, \$3.75.

Another for heavy figures, being long skirted, strongly boned and low busted, \$3.50.

(Third Floor, Chestnut)

## Some Beautiful Venetian Glass

POLLY (a parrot) on a pedestal, a turtle with a candle-socket in its back; a thing that suggests a prodigious snail, with its head buried under a bunch of flowers—these are some of the designs in a large newly shown collection of Venetian glass in the China Store.

Besides the fantastic-looking things, there are many of sheer simplicity. The colors are, of course, strikingly attractive in their peculiar, luminous charm and distinctiveness of tint. Amethyst and amber tones, there are, and celeste blue and milk-white with stripes of pale blue; and there are amber and blue, and glowing wine shades and the blue of the robin's egg.

Candlesticks, birds, flower centers, fruit bowls, goblets, finger bowls, pretty glasses and novelty pieces are in the assortment. Surely they will please people who know how to appreciate the charm and beauty of Venetian glass.

Prices, \$4 to \$30 a piece.

(Fourth Floor, Chestnut)

## Warm Weather Waists

They are crisp and fresh and cool looking. There is nothing fussy about them, for they belong to the type of women who like tailored garments.

One in lawn is tucked, even in the back, and has a round collar and short sleeves, trimmed like the front pleat with rick-rack edging, \$3.

Two other pretty styles in lawn are each \$3.85. One has a round collar with fluting and is box pleated. The other has a roll collar with fine pin tucks and picot edging.

There is still another model, an exceedingly good one for sweaters, in cross-barred lawn with cool embroidered collar and cuffs. This is only \$5.

(Third Floor, Central)

## Girls' White Petticoats

The oftenest-asked-for sizes are 30, 32 and 34 inches, and here are some particularly good styles in these sizes:

Hemstitched sateens, \$1.25 to \$2.

Plain surf sateens, \$3.25.

White washable silks of varying weights and severally simple styles, \$3.85 to \$5.

Nearly all of these petticoats are double paneled.

(Fourth Floor, Chestnut)

## "More Limehouse Nights" by Thomas Burke

Few books have been so celebrated as the first volume of "Limehouse Nights"—tales of a London quarter in which drama and crime and romance rubbed elbows. This book takes up the tale afresh, and is written in the same vivid and memorable style.

Price, \$1.90.

(Main Floor, Thirteenth)

## Store Tours

start from the Rendezvous on the Eighth Floor, Central, at 9.30, 10.30, 12.30 A. M., and 2 and 3.30 P. M. every day that the Store is open.

## Honeycomb Wool Blankets

are used with nothing but a sheet for a hot-weather bed-covering, and for divans and couches at any time. They are in rose-and-white, blue-and-white and combinations of color, and are \$12 each.

(Sixth Floor, Central)

## Little Mirrors

for Summer cottages may be had for \$4 to \$20—oblong shapes and French shapes, a few with prints or paintings in their tops.

(Fifth Floor, Market)

## Porch Screens

Even now some people haven't secured them, although the weather of the Fourth may have seemed like a pretty strong hint. Plenty in the Oriental Store—green or brown, thin, cool, ventilated at top and the easiest things in the world to hang. Prices \$4.40 to \$16.75.

(Fourth Floor, Chestnut)

## Orenburg Shawls

not to say scarfs—also are being worn like tulle scarfs, and cost \$2.25 to \$8 in the Art Needlework Store. Scarfs are \$1.85 to \$4.50. All white.

(Second Floor, Central)

## More 38c Printed Voiles in Foulard Designs

And there are little dice figures and small irregular checks all in the darker colorings that women like for street frocks.

The combinations of colors, too, are very good, blue-and-white, black-and-white, brown-and-white, gray-and-black and tan-and-brown. They are 38 inches wide.

(First Floor, Chestnut)

CAMISOLE and nightgown tops are so much liked we don't often have enough to advertise. These are of filet crochet with shoulder straps and ribbon, price \$1.25; and of cotton filet, also with ribbon and shoulder straps, for \$1.

(Main Floor, Central)

## Inexpensive Laces

The home needlewoman is buying a great deal of such lace now, for curtains, lingerie and so on.

Valenciennes edges and insertions at 60c the dozen yards.

Filet crocheted edges, 5c a yard. Wider—the sort used for camisoles—19c to 35c a yard.

Imitation Cluny or Barmen lace, 12c. to 35c a yard.

(Main Floor, Central)

## Women's Handkerchiefs \$1.50 a Dozen

A brand new shipment has just come in; but, if it follows the example of the former ones, it won't stay long.

These are Irish linen handkerchiefs, made especially for us to sell at this price. They are a nice quality and size and are very good every day handkerchiefs. Many mothers buy them for girls going camping.

(First Floor)



## All the Excellence of Wanamaker Men's Tropical Suits

is based upon two things—the fabrics and the tailoring. It is all such a simple matter that there is no need to stress it—and it all amounts to this, that, as in every other field of activity, the right thing cannot be made in the wrong way or of the wrong materials.

But how many or how few inferior Summer suits there are in the country need not really matter to the men who know where there are plenty of the best kind to be had at fair prices.

This is one store where they are finding them. Mohair suits in black and white stripes, blue and white stripes and black self-stripes, \$25 and \$30. Palm Beach suits in sand, tan, gray and fancy mixed colors, \$20 and \$22.50.

Tropical worsted suits, \$32 to \$40. Knitted sports coats, \$20; white flannel and striped flannel trousers, \$12; white duck trousers, \$3.50; khaki trousers, \$2.

(Third Floor, Market)

## All the Men's Leghorn Hats Down to \$6

They have been anywhere from a third more to twice as much, and they are all fine examples of their kind and not to be confused with the commonplace leghorn hats so often seen.

The color is the natural Tuscan, and the hats are in square crown, telescope and Alpine shapes. Being loosely woven, they permit ventilation, and they are notably durable.

Any one of them for \$6 now.

(Main Floor, Market)

## New Among the Men's White Sports Shirts

is one that is closed from the waist down, a style which some men prefer for golf or tennis. It is of white chevot, with soft collar attached, and is \$2.75.

At the same price are other white chevot shirts that are open all the way down and are with or without collars.

For \$2.50 you can choose from shirts of mercerized cotton, with or without collars.

At \$3.50 is a fine basket-weave chevot with neckband for separate collar.

(Main Floor, Market)

## Where Else Will a Man Find Such Golf Shoes!

The Men's London Shop has a fine showing of golf shoes of the better sort at reasonable prices.

Plain-toe tan calfskin oxfords with leather soles and heels, \$9.50; with air-peds, \$2.50 extra.

Same style in high shoes, \$10.50; with air-peds, \$2.50 extra.

Plain-toe smoked horse oxfords with tan saddle straps and rubber soles, \$10.

Plain-toe tan calfskin oxfords with rubber soles, \$10.

Plain-toe tan calfskin oxfords with leather soles and spikes in soles and heels, \$12.

Plain-toe smoked horse oxfords with tan saddle straps and spikes in soles and heels, \$11.

Plain-toe tan calfskin high shoes with rubber soles, \$11.

Plain-toe tan calfskin high shoes with leather soles and heels and with spikes, \$12.50.

(The Gallery, Chestnut)

## The Best Low-Priced Bedspread Sets Are Here

They are ripple dimity sets with scalloped edges, the foot corners of the spreads being cut out.

These are the lowest-priced bedspread sets in our stock.

They are the best low-priced bedspread sets to be found anywhere, to our knowledge. And they are a new shipment.

In all-white, the price for double-bed size is \$5 and for single-bed size \$4 each.

Other rippled dimity bedspread sets in white with pink stripes and also in white with blue stripes at \$6 for the double-bed size and \$5 for the single-bed size.

(Sixth Floor, Central)

## The Boy Must Have a Good Regular Suit

—a good going-away suit that he can wear at the shore or in the mountains when rough-and-tumble play clothes are not the thing.

We have just the very suits to fill the bill—a particularly good lot of Norfolk suits in grays and browns, some fancy mixed effects and some in solid colors. All of them particularly good suits at \$15, \$16.50 and \$18, in eight to eighteen year sizes.

Most of the suits at \$16.50 and \$18 have two pair of trousers, a real advantage. The suits at \$15 are remarkably good at that price.

(Second Floor, Central)

## Rowboat Motors for Fishermen

Fishermen who spent precious hours of their recent holiday rowing to the fishing grounds could have saved themselves that labor and had all the more time for sport if they had had onboard motors on their rowboats.

Caille five-speed motors with magneto ignition, \$112.50. Caille Liberty drive motor with battery ignition, \$77.50. Evinrude motors with magneto ignition, \$112.50.

And the rowboats are here, too, if you need any.

(The Gallery, Juniper)

## Whittall Anglo-Persian 9x12 Ft. Rugs for \$98.50

This is a clear saving of \$21.50 on one of the most desirable of all domestic rugs.

Discontinued patterns, but none the less beautiful or serviceable on that account.

These are the features of a sale of year-round and Summer rugs at savings of 10 to 40 per cent.

Wilton, Axminster, body Brussels, tapestry Brussels and Smyrna rugs for year-round use.

Among the Summer rugs are imported straw rugs in block patterns, rush rugs, Colonial rag rugs and jute runners.

(Seventh Floor, Chestnut)