

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

The Test of a Store or of Merchandise Now Is—Is It Comfortable?

Hope Is the Cheeriest Foster Mother of Our Thoughts
and the brightest star in the sky in times of sickness and anxieties.

To keep a cheerful heart in trials and disappointments is half the battle.

To have to bear the loss of friends and fortune and to be obliged to begin all over again is not an infrequent experience of life, however unexpected it may be.

Cheer up, hope for the best and try again.

[Signed] *John Wanamaker*

July 11, 1921.

None Other Has a Chance With the Bracelet Watch

At least as far as women are concerned. The only question is what make of watch to buy, and in this we can perhaps be of some help.

The Waltham and Elgin watches are generally considered the best American watches for women. There can be no possible mistake in choosing either one.

Waltham Watches
on black ribbon bracelets are \$50 with gold-filled cases. In 14-kt. gold cases, \$70 to \$240. With flexible link bracelets, gold filled, \$45 to \$55, and in 14-kt. gold cases, \$75 to \$120.
(Jewelry Store, Chestnut and Thirteenth)

Elgin Watches
on black ribbon bracelets are: Gold filled, \$45. In 14-kt. gold cases, \$35 to \$90. With flexible link bracelets, gold filled, \$21 to \$35. In 14-kt. gold cases, \$45 to \$87.
(Jewelry Store, Chestnut and Thirteenth)

A Brand-New French Handbag

A long, low, flat shape of cross-grain morocco in dark blue and dark brown. With finger-strap handle, inner frame and purse and mirror.

Dainty Persian - pattern silk lining adds an effective note.

Price \$4.50.
(Main Floor, Chestnut)

Two New Smart White Buckskin Pumps

Novelties in footwear come and go, but the smart white buckskin pump goes on forever. A certain proportion of well-dressed women will always like it best.

Two particularly good models of fine white buckskin are just in.

A pump with perforated wing tip and heel foxing.

white leather, Cuban heel and sole, at \$12.

And a pump with one buckled strap, wing tip and perforations, low military heel and sole of black leather. This is \$15.

Both are beautifully made and have the becoming medium toe, which a number of women prefer to the long, narrow vamp.
(First Floor, Market)

New Short-Sleeved Blouses Dainty and Inexpensive

In fact we don't know when we have seen prettier ones for these prices.

Two models are of very fine voile—one has a tuxedo collar with hand-embroidered dots and Valenciennes lace and the other has a round collar with lace trim.

ming. Both are finely tucked and priced at \$5.

Another is made of imported Swiss and is an overblouse with a tie-back sash, at \$5.85.

There is still another in sheer batiste with a tuxedo collar, lace trimmed and pin tucked, at \$6.85.
(Third Floor, Central)

Many Woolen Sports Skirts Have Their Prices Lowered

This takes in practically all the light-colored ones in tweed and plain worsted, some of which are made in our own factory and are wide enough to suit the needs of a golfer. They are now \$9.75.

Also there are some very charming striped and checked pleated flannel skirts in the fashionable sweater colors. These are now \$12.75 and \$18.75. A number have been almost double.
(First Floor, Central)

Try a Sports Veil With the Outing Hat

And see how much more becoming the effect is. Some women prefer the fancy meshes with chiffon borders, others like the plain chiffon veils which they can twist around to suit their fancy.

Both kinds are here in a good selection of colors at \$1 and \$1.50 each. This is a special price.
(Main Floor, Central)

Pretty and Inexpensive Cottons for Cool Dresses

And it may be mentioned in passing that every one of them is less than earlier in the season.

Printed batiste, 28c and 38c a yard.

Printed voile, 25c, 38c and 50c a yard.

Printed dimity, 38c a yard.

Printed organdie, 38c a yard.
(First Floor, Chestnut)



The Coolest Everyday Frocks for Women Are of Cotton Voile and These Are Only \$15

Two hundred or so at a late-season price. Some showing dark foulard effects—navy-and-white, navy-and-tan, black-and-white; and some very light and dainty, being white with just a little light blue or a little black. They all have sheer white collars of one sort or another, and elbow sleeves; and there are finely pleated tunics and ruffled skirts and various other pretty, Summer features.

We suspect that a good many women will want more than one.
(First Floor, Central)

The New Letitia Corsets

Made of light-weight materials and famous for retaining their shape until worn out.

A pink figured batiste, topless, with elastic in bust and diaphragm, \$8.50.

A heavily boned elastic-top model of the same material, \$8.50.

An elastic-top model with long skirt, well-boned, \$6.50.

A topless with elastic section over the diaphragm and a free hip, \$6.50.

Please note that in the warm weather, especially, the morning hours are best for fittings.
(Third Floor, Chestnut)

PARIS SEES BEADS AS THE TRIMMING FOR FALL

So it is interesting to many women to hear that a new lot of those attractive wooden bead girdles is here for the moderate price of 85c each.

They can be used as long neck chains also and there are at least five combinations of colors. They are worn with almost any kind of gown.
(Main Floor, Central)

NIGHTGOWNS FOR THE TRAVELER

Women going to cool places are asking for less sheer nightgowns, such as these:

Nainsook with V necks, \$2.50. With square necks, \$2.85.

Cambrics with square necks, \$2.25.

Whether cambric or nainsook they all have embroidery for trimming.
(Third Floor, Central)

We Are Taking Many Advance Orders for Schoolgirls' Dresses

to be made to measure by our Custom Tailoring Bureau and delivered in the Fall. We shall be glad to accept either individual or contract orders for these, to be made in any size and material.

Wanamaker regulation dresses in particular are famous in girls' schools throughout the country.

Tailored Suits for Women and Girls
will be made to measure at reduced prices during the Summer season. The most approved Autumn materials and correct advance models will be used.
(Custom Tailoring Bureau, Second Floor, Central)

WOMEN'S middy pajamas made of plain and striped crinkly crepe, are in again. Colors are pink and blue, the stripes being combined with white and exceedingly dainty, while the price of either kind is \$3.85.

(Third Floor, Central)

Women's Bloomers

For traveling a great many women are buying crinkly crepe—pink or white—priced at \$1.50 plain and \$1.75 lace trimmed. Black satin bloomers for bathing are \$4.50 and \$5; black and navy radium bloomers, \$5.50.
(Third Floor, Central)

Costume Slips

Correct and comfortable to wear under one-piece dresses. They are of pink or white lawn and exactly like chemises, except for having long double skirts, and they sell at \$3.75. The same things made of washable satin, \$6.85; of crepe de chine, \$8.50.
(Third Floor, Central)

New Glassware for Hot Weather

Light-cut, in a large variety of new and attractive patterns. Pretty, practical, inexpensive and so desirable for hot-weather beverages.

Iced tea sets, six handled tumblers and covered jug, \$5.50 to \$12.

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Water sets, six tumblers, and jug, \$2.50 to \$6.50.

Water sets, six goblets and jug, \$12 to \$15.

Grape juice sets, six tumblers and jug, \$3 to \$5.50 set.
(Fourth Floor, Chestnut)

Hot-Weather Comforts

Glass spoons with hollow-tube handles, for iced tea, 10c each.

Glass knives for the cutting of acid fruits, much used in the restaurants, 40c each.

Lemonade straws, 50c for a box of five hundred.

Paper cups to use at picnics and on motor trips, five for 6c.

Oilcloth luncheon mats to save laundry work, \$1.25 and \$1.35 for sets of thirteen pieces; \$1.25 to \$1.75 for other sets of five pieces.
(Fourth Floor, Central, and Market)

Shower-baths, from the simplest sprays at 75c to ring curtain showers at \$15.

Bath brushes with detachable handles, \$1.75 to \$3.25.

Wanamaker ice cream freezers, with capacities varying from one to ten quarts, at prices all the way from \$4.15 to \$15. These all have the triple dasher.

Ice cream salt, 35c for a ten-pound package.

Flash-lights of many kinds for vacationers, \$1 to \$7.50. Batteries for these are received fresh daily.

How About Your Summer Reading?

Here are books at 50c a volume—about a quarter of their usual prices. They are all regular editions, with good print, good paper and binding; and just the things to take on week-end trips or to a shady nook and a hammock.

Here are a few of the thirty-six titles:

The Light Out of the East, by S. R. Crockett.

Port Allington Stories, by R. E. Vernede.

The Triumph of Tim, by Horace A. Vachall.

Heritage, by V. Sackville West.

The Book of Carlotta, by Arnold Bennett.

The Searchers, by John Foster.

Lady Lilith, by Stephen McKenna.

Robin Linnet, by E. F. Benson.

Colette Baudoche, by Maurice Barres.

Young Low, by George A. Dorsey.

Sanctus Spiritus and Company, by Edward A. Steiner.
(Main Floor, Central)

Linen Table Cloths and Napkins of Sound Merit

To say that there is still a scarcity of pure flax linens is not pessimism—it is merely facing a fact which cannot be ignored.

In Ireland there is a general reluctance to sowing flax, the farmers claiming, and we believe with good reason, that it doesn't pay. Then, again, the Continental supply is meager, the bulk of the crop being absorbed by the home looms.

This, however, is a condition which cannot become permanent. It is bound to improve, but the improvement will take time.

In the meantime we have good supplies of the best grades of pure flax table linens at as low prices as they can regularly be sold for.

In particular, we have some very good Irish table cloths and matching napkins, full-bleached, reliable goods, in four handsome floral patterns, circular and oval, with napkins to match.

Table cloths, 2x2 yards, \$9.50; 2x2½ yards, \$12; 2x3 yards, \$15 each.

Napkins to match, 22x22 inches, \$10.75 a dozen.
(First Floor, Chestnut)

Fine New Golt Clubs From Simpson of Scotland

Robert Simpson, of Carnoustie, Scotland, has just sent us some of his best new models.

Among them are the Perfect Balance, Medalist and Simpson drivers and brassies, at \$6.

And Malinka mashies, mashie-niblicks, jiggers and putters, at \$5.50.

Nowhere else in Philadelphia.
(The Gallery, Chestnut)

AIRY-LOOKING LAMPSHADES NEW FROM JAPAN

Very light and thin shades of decorated silk and paper. They are in six different shapes and as many color schemes; and there are nine sizes, beginning with that correct for a candlestick and ending with that appropriate to a large table lamp; the prices are \$1.25 to \$18.50.
(Fourth Floor, Central)

STRONG WILLOW CLOTHES BASKETS

Made of good-sized willows, tightly plaited by hand. Extra strong bottom and rim top.

27 inch at \$2.50.
30 inch at \$2.75.
33 inch at \$3.
(Fourth Floor, Central)



There's No Excuse for Men's Tropical Suits of Inferior Quality

And still there are plenty of them on the market, and men to wear them, thinking they are getting something wonderful.

Any man of common sense and normal eyesight can recognize inferior tropical suits when he sees them.

He can tell by the way they are made. He can tell by the lapels, and by the edges, and by the seams, and by the pockets, and by the finish.

By the same token he can recognize tropical suits of the really fine kind, tropical suits that are made of the best selected materials—mohairs, Palm Beach and tropical worsted, and that are expertly tailored.

He will see plenty of tropical suits of this fine kind in the Wanamaker Men's Clothing Store, but he will see none of the other kind.

Mohair suits, \$25 and \$30. Palm Beach suits, \$20 and \$22.50. Tropical worsted suits, \$32.

Knitted sports coats, \$20. White flannel and striped trousers, \$12. White duck trousers, \$3.50. Khaki trousers, \$2.
(Third Floor, Market)

What a Man Should Consider in Buying Soft Collars

A soft collar must be comfortable and it should have style. But that is not all. It should look just as well after frequent trips to the laundry as it did in the beginning. That is one of the real tests of a soft collar and very few of them stand it.

Wanamaker soft collars are fine in fashion and will give good service. Almost every man who has worn them buys all his soft collars here. They give the most satisfaction in the long run.

A dozen styles at 35c and 50c.
(Main Floor, Market)

Sturdy Linen Handkerchiefs That Some Men Prefer

They are the kind that wear and wear and that stand hard usage. Men usually buy them for everyday handkerchiefs.

They are medium-weight Irish linen, with a half-inch hem and are specially priced at \$4.50 a dozen.
(West Aisle)

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

1500 pair of full-fashioned black, white and colored silk socks that would be a great deal more if they were first grade.

From one of the best hosiery makers in the country, whose trademark is known everywhere.
(Main Floor, Market)

Clothing the Boy for Health and Comfort

This is a matter of common sense. Coolness means comfort these days, and washable clothing means coolness.

Will you just keep in mind that the word Wanamaker applied to boys' washable clothing means excellence.

Whether your boy is a toddler of 3 or a husky youth of 18, or a sturdy chap of any age between, you will find the right kind of hot-weather, washable clothing for him in our Boys' Clothing Store.

No doubt about it.

Washable suits for boys of all ages from 3 to 18 at \$3 to \$13.50. A large variety of fabrics, colors and styles to select from.

Washable trousers, 8 to 18 year sizes, \$1.75 to \$3. Sports blouses, \$1.25 to \$2, in 8 to 18 year sizes.
(Second Floor, Central)

Rugs Down From 10 to 40 Per Cent

You can choose from year-round rugs and Summer rugs; rugs for every season and for every room in the house.

Quantities are limited in some instances, but there is a wide selection throughout the Sale.

Wilton, Axminster, body Brussels, tapestry Brussels and Smyrna rugs are among these suitable for year-round use.

Among the Summer rugs are imported straw rugs in black patterns, rush rugs, Colonial rag rugs and jute runners.
(Seventh Floor, Chestnut)