

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

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Probably cloudy

LOTS OF COOL THINGS AT WANAMAKER'S TO TALK ABOUT ON THE LONG SUMMER EVENING

It Is Sheer Waste of Time to Dress Yourself Up

In borrowed garments to appear wiser and better than you deserve, when you are sure to be discovered and sooner or later written down as a counterfeit.

Be content to light and carry the little candle that belongs rightly to yourself, and strive vigorously to connect up with electric wires of learning and experience.

[Signed] *John Wanamaker*

There Is Only One Trouble With White Flannel Skirts

We can scarcely bring them in fast enough for all the women who are going off to the seashore and mountains and who must have a white flannel skirt to take along. Just arrived are some pretty box-pleated skirts, with pleats

Good Little Cotton Dresses for School Girls

Among the latest arrivals are some of the prettiest figured voiles, dimities, dotted swisses and linens, all of them nice for warm days. The styles are wonderfully attractive and quite new; for instance, many have hand embroidery done in wool of brilliant



Blue Ornaments

Some unusual designs in imitation lapis lazuli ornaments are being shown in the Store of Inexpensive Jewelry—necklaces at \$3 to \$14; bracelets at \$2.50 to \$7.50; and earrings at \$2.50 to \$10.50.

Sheer Swiss Organdies That Keep Their Crispness

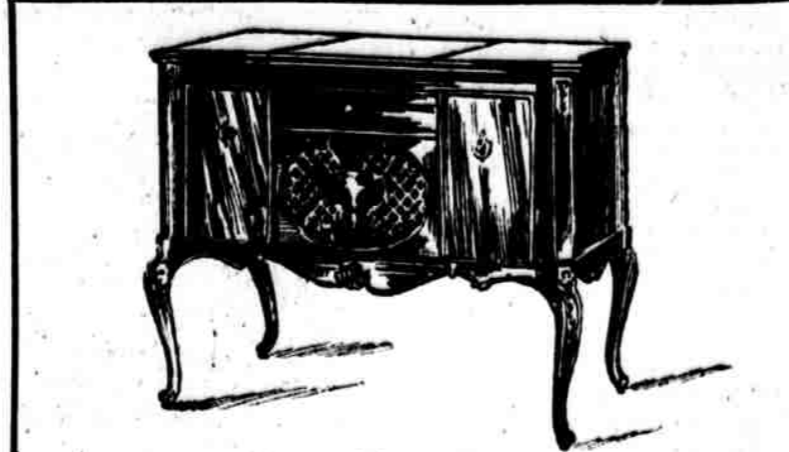
Never such a season for dainty organdies, which come in all the colors of the rainbow and the flower-garden combined. Besides the uncommon fineness, they are permanently crisped, and will not wilt and droop as common organdies do. All are 44 inches wide. The beautiful colors are 75c, 85c and \$1 a yard. The white ones 75c to \$1.50.

New Middy Blouses for Girls

One style that many girls seem to like is of tan colored soisette with Copenhagen blue collar and cuffs and a black tie. It is unusually pretty at \$2.25. Other middy blouses are in white jean, either all white or white with blue trimmings from \$1.25 to \$2.95. Sizes 6 to 18 years.

Children's Feet Look Truly Cunning

In soft white buckskin ankle-strap slippers, with wide toes and light turned soles, such as tender little feet ought to wear. Better buckskin nor better making could not be had at any price and these are marked only \$3.50 to \$5. Sizes from nine months to about six years. For children a little older—about seven to ten years—the finest kind of patent leather dress slippers, with broad toe, light sole and one ankle strap, are \$6 a pair. And what spacious, airy and comfortable place to bring children for shoes!



Come Hear the New Loud-Speaking Radio Outfit and Phonograph Combined

Here is an invention that combines two of the greatest sources of entertainment in the home—the wireless telephone and the fine phonograph. Encased in the handsome carved mahogany console pictured—which is in itself an ornament to any room—is an exceptionally fine electrically-played phonograph and a complete radio outfit of high order, batteries and all. You listen to the records of the phonograph in the usual way. Or you remove the needle, insert a plug in the socket, and listen to the music in the air! The sound-box of the phonograph acts as the loud-speaking horn of the radio. Every member of the family can enjoy it at once. This wonderful device, which is of the finest workmanship throughout, is priced \$750, complete except for antenna. You may hear it today and any day in the Wanamaker Phonograph Salons. (Wireless concerts, of course, only at the hours of broadcasting from 2 o'clock on.) Every good make of phonograph will be found in the delightful salons of music, priced from \$50 up, including the convenient portable kinds for summer use.

For a Rare Gift to a Bride

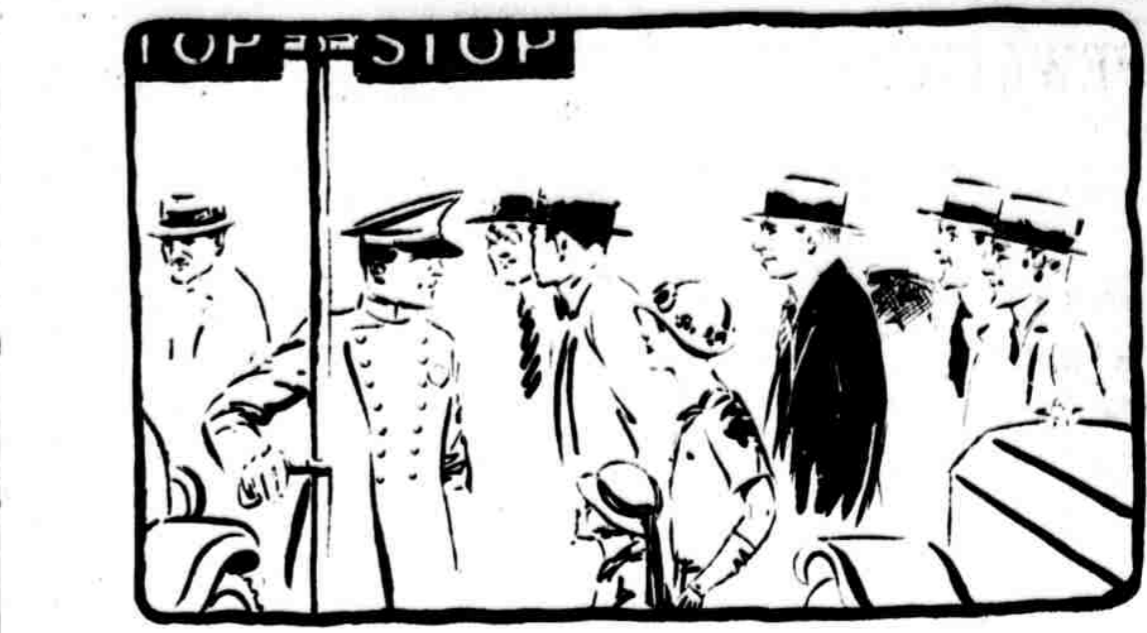
Why not choose something from the Oriental Store? If a personal ornament is desired here are beautiful and unusual things—necklaces of jade and coral and lapis lazuli, and of leek-green and periwinkle agate; bracelets and earrings and lovely pendants. Prices start at \$20 for a coral necklace and end at \$300 for one of jade.

Black French Taffeta for Bathing Suits Special at \$2 a Yard

It is decidedly unusual to get a fine French black taffeta for \$2 a yard. Fine enough for the prettiest dinner dresses. Exactly what is wanted for the fashionable bathing suit. 36 inches wide. The quantity is limited.

Gas Ranges in a Clearaway

Just twelve of them—but twelve unusual values. The better cabinet type ranges, with canopy tops or high warming ovens among other improvements. They are floor samples and every one is substantially lower priced between \$75 and \$125.



It's a Mighty Cool, Refreshing Sort of a Feeling

for a man to step out with all the other men and feel that his collar is not melting away and his clothes are not hanging in wrinkles. But the hard thing to keep in mind is that Half a Man's Comfort Comes From the Suit He Wears

Not necessarily a tropical suit, although tropical suits are as cool as a September breeze. But a good Summer suit, made to stand up at attention and look almost animated when the sun is boiling it's hottest. Most likely it will be a light suit in color and certainly light in weight.

Men's Imported Lisle Hose With Clocks Are 50 Cents a Pair

Full-fashioned half-hose, and the clocks are hand embroidered. There are black, navy or cordovan hose, all with white clocks. And the price is about on a par with the pre-war marking for the same hose.

The Good White Madras Shirts That Men Want Are \$2

Just the shirts for day-in-and-day-out wear when days are hot and evenings no cooler. White madras with tiny self-stripes, and it's a light madras, which means a cool madras. There are two styles in the new shirt. One with the new soft collar attached and the straight soft cuffs, the other has the neckband and soft turn-back cuffs. Either way the price is the same.

Cool Looking Lamp Shades

2000 wicker shades have arrived from Japan. They are in nine sizes from boudoir to floor lamps, are lined with rose, blue, green and gold silk, and may be had for 65c to \$4.75.

Boys' Wash Suits in Wonderful Selection

Shipment after shipment constantly coming in put the varieties at the high-water mark. Values unexcelled. Every desirable style, color effect and tub fabric. Suits for 3 to 10 year olds at \$3.25, \$3.75, \$4 and up to \$9. Norfolk, Oliver Twist, regulation shirt styles. Suits at \$8.50 to \$12 for boys of 8 to 18 years in tan linen, gray linen and Palm Beach. Fine stock of washable trousers in khaki, white duck, crash and Palm Beach, for 6 to 18 year old boys at \$1.50 to \$3.

Here Are the Best Silk Crochet Neckties in a Long While at \$2

New, too, for college stripes are among them—college stripes in gay, summery colors. Also smaller stripes and heather mixtures and almost everything. And the silk is good, the bright floss silk, firmly woven.

A New Yarn

is being demonstrated in the Art Needlework Store—a yarn with loops which give the effect of a light-weight astrakan wool when it is knitted.

The June Bride Is Being Entertained

Which means that many hostesses are racking their brains to think up pretty and novel table decorations. Here are some good ones. A vase filled with artificial roses for the centerpiece and each of the twelve roses contains an appropriate favor. Complete at \$10. Or, at the same price, is a slipper which carries out the idea in the same way. Basket, trimmed with real-looking wild roses and twelve favors, in \$6.50. Kewpie bride dolls, large size, \$3.50. Smaller ones, \$1.50 and \$1.75 each. Paper dolls with long tulle veil, \$1 each. Wedding cake boxes in paper, 10c each, in white, 20c and 50c each. Also baskets and satin slippers for holding candy and bridal candles in mint flavor in the form of roses or slippers.

A Thousand Pair of Long Silk Gloves Special at \$1.35

A good, firm quality of Milanese silk, well cut, perfectly made and much better than usual at the price. Both 12- and 16-button length. Double finger tips and Paris point embroidered backs. But only black, white, heaver and brown.

There Are Many Colors for an Automobile

and any motorist can refresh his own car by using Sherwin-Williams Auto Enamels, which are here in a score of shades. Unusually lustrous enamels that give a finish that is not easily dulled by frequent washings. And the Sherwin-Williams enamels are so easily used that even a novice painter can expect pleasing results.

A Handy Thing at Preserving Time

and that is right now, with many people, is a folding jar rack that sets in an ordinary wash boiler and proves a wonderful help in putting the goodies into the glass containers. It holds 8 one-quart jars, and is priced 75 cents. Jar holders, tighteners and lift-ers are all here at 10 cents each.

50 Dinner Sets of 106 Pieces, \$15 in the Sale

(Little Over Half) American semi-china, in a choice of three border patterns, including gold bands. Just 50 sets at the price, which is just over half. Splendid choice of other sets in the great sale at 25 to 50 per cent less. American semi-china sets of 106 pieces at \$15 to \$20. French china sets of 106 pieces in a wealth of beautiful decorations, from \$50 to \$250.

When a Man Sits Down to Figure What a Good Shoe Is Worth

he can't count up the number of steps it ought to be good for like he would miles with an automobile tire. But service is the big consideration—service measured in months, most likely in seasons, instead of mere miles. And with that service there must be smartness and fashion, so the shoe won't look just like an ironclad foot covering. There's one sure answer to the two questions—brogues. Brogues are fashionable, brogues are serviceable, and tan Scotch grain calfskin brogues with neat perforations are here for \$10.50.

Many People Are Giving Percolators to June Brides

And after all they are practical gifts, for most every woman likes a percolator to assure a perfect beverage for breakfast, but few include them among the original furnishings of the bridal home. A special lot of the nickel-plated electric percolators, in the six-cup size are priced \$17, complete with cord and plug.

The Coolest of Pretty Pongee Tailored Suits

are being shown now—suits as simple as simple can be, but charming, partly because of the colors—a lovely orchid, a fine dark blue and a bright purple, besides black, natural and white—and partly because of the cut. One style shows the rather long belted coat with straight sleeve, and the other shows a flaring circular coat with loose Chinese sleeve. The skirts are comfortably wide and have pockets. Prices are \$32.50 and \$37.50.

Baby Must Have the Right Shoes When He Takes His First Steps

He must have the right kind of shoes and stockings to start the little feet aright. Soft moccasins are usually the first kind he wears. They may be white with pink or blue trimming or chamois colored. When he really walks he will need leather slippers with one or two straps or button or lace shoes. They are 75c to \$1.25 a pair. Stockings in cotton, silk-and-wool or all-silk, 35c to \$1.25 a pair. Socks, cotton or silk, 35c to \$1.75 a pair.

Women Favor Capes in Warmer Weather

Just a shade cooler than coats, and a certain much easier to slip off and on. Of the many different kinds of capes here, three are particular favorites. So moderately priced they are almost entitled to be called "specials." For example—a lovely black Canton crepe cape de Chine lined. It has a shallow yoke to hold in the fullness

200 Gingham House Dresses at \$5

Straight, simple little things made of a good Scotch gingham in pleasant colorings—lavender, black, green, red and blue with white checks. Every dress is straight-lined and every dress has white collars and cuffs with hand drawn work.

Cool Nightgowns for Summer

Three styles, one of white striped dimity with V-shaped neck, and waist slightly gathered; one of the same style but of cross-bar dimity in orchid, pink and white; and a third of cross-bar dimity in the same colors with round necks and edges of imitation flannel. Each is sleeveless and each priced \$2.50.

Cotton Crash Bureau Scarfs

not to mention squares and centerpieces are here for very little—45c each. All are white with blue chain stitch designs.

The 35c Handkerchiefs

A sheer or a heavier Irish linen handkerchief, plain hemstitched. A handkerchief with reverse hem, sheer linen. A hand-embroidered initial handkerchief of linen. A linen handkerchief with lace edge. Better still, they can all be bought by the dozen at \$3.85.

Bathing and Swimming Suits, the Right Kinds in Full Variety

Men's, women's, boys' and girls'. Every wanted kind for ambitious swimming feats or for just bathing. Bathing belts, 25c. Women's one-piece all-wool swimming suits, \$2.75 to \$4. Men's Pacific coast style suits in a large variety of colors, \$3.50 to \$5.50. Men's two-piece suits in a large assortment of color combinations, \$4 to \$6. Lifeguard style suits (blue flannel trunks), \$2.50 to \$3. All-wool sleeveless shirts, \$2 to \$4.

Hundreds of Pieces of Luggage Are Away Down in Price

A special purchase brought them in—many about on a par with the manufacturer's price. All good, high quality luggage, some the best of its kind in material, workmanship and design. Not a piece that is faulty in any way and not a piece that doesn't meet the high standard of regular Wanamaker luggage. There are black enamel hat boxes are priced \$6.75 to \$18. Big, sturdy cowhide kit bags are \$18.50 to \$42.50. Coat cases are \$22.50 to \$37.50. Cowhide or walrus kit bags are \$18.50 to \$42.50. And every price means a substantial saving.

