

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
Partly Cloudy

The Evening Roll Call of Another Day's Opportunities at Wanamaker's

Stir and Bustle Is Not Always an Accomplishment

A properly organized business must have forethought and afterthought if it is to be of real value to its patrons.
It must irradiate cheerfulness, calmness, and show a spring of action and aptitude to save the time of patrons, that all comers will remember with pleasure.

A customer writes us today this:
"We like your store because it is apart from all others known to us."

[Signed] *John Wanamaker*

June 19, 1922.

50 Tricotine and Duvetyn Capes at Half

That is, an average half—the first prices having been less than double and more than double the price we are asking today—\$57.50.
They include novelties and practical capes, all of the wrap type, some simpler than others, and all of the very finest qualities. Colors are browns, grays and dark blues mostly.

(First Floor)

Women's Sports Suits Some With Knickers

Two-piece sports suits, some of natural crash or of linen, the others of a porous, smooth flannel.
The first are made with knickers and coats, the knickers cut in the full English fashion and having adjustable cuffs; the coats sleeveless, with big pockets and adjustable belts. The price is \$22.50.
The flannel suits have skirts and coats both sleeved and sleeveless, and very finely tailored. They are in all-white, white bound with black, gray and white stripes and tan and white; besides such colors as a heathery purple and an agate blue. These are \$30 and \$32.50.
All the coats are unlined.

(First Floor)

New Peasant Blouses for White Tub Skirts

The charm of them lies in the bright red and blue cross-stitching or odd embroidery and the graceful but simple way in which they are made. Just this bit of color is especially nice with an all-white skirt.
One of the two models is an overblouse in white voile with cross-stitching and it has real Irish lace on the collar, \$5.50.
The other is of white voile, embroidered in the red and blue, and is \$5.85.

(Third Floor)

Comfortable Shoes Should Be Bought in Comfort

The woman seeking shoes is entitled to three things—
First-class shoes of every variety, at a fair price.
A comfortable place to sit, without jostling and crowding.
Courteous and skilled service, without too long a wait.
People tell us repeatedly that there is no other women's shoe store in Philadelphia where these three requirements are so fully met as here.

(First Floor)

Parisienn Corsets for Less

That is a welcome bit of news to all women who know the value of these fine things—reduced now, merely because some sizes are missing.
There are several models made of broche, silk broche and novelty materials; and there are two excellent designs for large women, one in sizes 32 to 36, price \$10.50; and one in broken sizes at \$6.
The new prices are \$6 to \$30—a very substantial drop from those usually asked.

(Third Floor)

What Cooler Than Pongee Silk for a Frock?

Nearly every woman who knows its comfort wants at least one dress of natural pongee. It makes up smartly in the simple fashions of the season, launders easily, and is so refreshingly and delightfully cool.

(First Floor)

Drawn Thread Handkerchiefs Special, 50c Each

So many women like them and especially to use with their sports clothes, for they come in all the good sports colors, green, Copenhagen, rose, yellow, orange, lavender and also white, which, of course, has colored embroidery.

(Main Dozen)



Moonbeams Are Dancing on the Ripples and Music Steals Across the Water

like nights of old when fairies would come forth. How often in legend have we read of it and longed to be in that mystic spot.

Now it seems that legend has come true, for all around Philadelphia—wherever lakes or creeks or rivers wind their way—there are a hundred places where frail canoes glide silently over the silvery water. Paddles glisten in the moonlight and contented folk loll back to rest while soft, sweet strains of music soothe into forgetfulness the minds that were troubled and tortured a few hours before when the day was hot.
But no longer is the music of the fairy kind—the thum thum of a golden harp. Instead, moonbeams seem to dance to a plaintive melody of plantation days, or some golden opera notes or perhaps a reckless, buoyant dance air.
The music is all in one's choosing when it is furnished by the compact, light, easy to handle

Victrola VI

and wherever it goes, all the artists in the world accompany it.
It plays perfectly any flat disc record, as any Victrola will.
And what a constant joy it can be. At home it sits in a case and looks like a floor model or in a console that provides just the proper touch for many a drawing room.
Then at your bidding it can be carried along on the canoe trip, the motor boat, the automobile or just out on the porch.
Light, easy to handle and sturdy, while the price is only \$35.
This is merely one of the many Victrola models that are here for your inspection.
Mail the enclosed coupon and we will provide you with information regarding any other model Victrola.

John Wanamaker Philadelphia, Pa.
Please let me have complete information about the various models of Victrolas and your convenient terms of purchase.
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(Second Floor)

Four Books of Interest

"The Spell of Stilly," by Will S. Monros, price, boxed, \$3.75. A new addition to the Spell Series. It has many illustrations, a few in color.
"The Statesman's Year-Book," by Sir John Scott Kaitie, LL. D., and M. Epstein, M. A., Ph. D. \$7.50.
"Since Casenna," by Olive Bell, \$2.50. A book valuable to student and critic as well as to amateurs.
"Personal Experiences of a Cub Reporter," by Cornelius Vanderbilt, Jr., \$1.25.

(Main Floor)

The Best Camp Blankets in Large Selection

Famous Hudson Bay blankets, size 72x90, weight 5 lbs., in gray and in tan, price \$13.50 each.
Camp blankets of Cape Colony wool, size 68x88 inches, \$10 each.
Camp blankets of good American wool, 5 lbs., 66x84 inches, \$7 each.
Camp blankets of Oregon wool, \$6.75 each.
Camp blankets of English wool, size 60x80 inches, \$5 each.

(Sixth Floor)

Madeira Linens June Brides' Treasure

All good, pure flax linen has a distinct gift quality, always has had, and as long as woman's fine feeling for dainty and charming things remain, always will have.

The gift quality is especially pronounced in Madeira linens, because of the exquisite hand embroidery and hand scalloping.

Brides surely will be delighted with the new Madeira hand-embroidered and hand-scalloped tea napkins, 12x18 inches, that we are showing at \$2.75 a dozen.

Also with the hand-embroidered and hand-scalloped Madeira luncheon sets of 15 pieces, at \$7.75, which are much above the ordinary in quality.

Among the lower-priced gift linens are some hemstitched luncheon cloths, oyster white, suitable for porch tables or for summer cottage use, 52x56, \$2.25; 48x48, \$3, and 62x54 inches, \$4.50 each.

(First Floor)

The New French Silk Stockings Have the Open Paris Clock

Dainty as can be in the chiffon weight that women like so well for Summer.
Really the best-looking silk stockings in a long while for anything near the price—\$7.50.
Most popular among the colors are: Black, white, fawn, light and medium grays, beaver, champagne, African brown, flesh and taupe.

(First Floor)

White Goods Remnants

A little of everything that we have been selling lately—in waist and skirt lengths mostly. Prices a third to a half less.

(East Aisle)

Fine Swiss Dotted Batiste at Less Than Half

An importer's overlot of 5300 yards of this beautiful fabric will be placed on sale at 50c the yard.

It is an embroidered-dot batiste, made in Switzerland in the dotted swiss effect, but of a soft, silky mercerized batiste texture that drapes gracefully.

A large color line includes navy and china blue with white embroidered dots; navy with crimson, jade or self-color dots, and beautiful shades of beige, copper, brown, corn, green, china blue and cherry, all with self-color dots. 28 inches wide.

(West Aisle)

Just Lounging Around on the Beach With a Soft, Comfy Steamer Rug

Basking in the sun and joking on the sand is half the sport of a bathing party.
Most comfortable of all steamer rugs is the big all-wool ones.

(Main Floor)

A Lace Special of Interest

250 yards of Spanish all-over lace of heavy quality, in navy, orchid, periwinkle, jade, cinder, black and white, \$1.00 a yard.
250 yards of all-silk Chantilly all-over lace in black and white; 40 inches wide, price \$2.75 a yard.

(Main Floor)

Gold-Plated Mesh Bags

Particularly dainty gifts for bridal and commencement gifts, all in the new narrow shapes and green gold finish, prices \$16 to \$44.

(Main Floor)

Valenciennes Laces 60c the Piece

Plenty of 5c-a-yard-laces are to be had, but it isn't often that they can be had of such fine quality. These are all in the favorite round mesh, and in matching sets—that is, one can have several widths of edging or insertion in the same design. 60c for twelve yards.

(Main Floor)

Queen Mary Talcum Powder, Special at 20c

Half-pound tins—a size that we shall discontinue using.
Up to now they have been almost twice this price.
An extra fine and pure talcum, delicately scented and delightful to use. At 20c it is worth while to lay in a full supply.

(Main Floor)

Three Mighty Trim Looking Shoes for Men at \$7.50

Shoes for a man who dresses smartly, but stays away from extreme fashion.
First is a new one—a modified brogue that looks mighty like an English last, so slight are the brogue traits. It is made of smooth tan calfskin.

(Main Floor)

Next an English last in tan calfskin and the same shape in black calf.
All are perfectly plain.

Built Like a Battleship With a Frame of Steel Is the New Wardrobe Trunk

That goes into a special sale with close to half taken from the price.

THREE-ply laminated basswood trunks built over steel angle-iron frames. Trunks that are made to stand the bangs and bumps of travel—that will endure being thrown from car to baggage truck—that will bear up under the drops and the falls and the strains.

Not a nail is used to fasten them together, everything is riveted, even to the metal edging on the drawers and shoe box.
All drawers have metal reinforced edges. A snap locking-bar

with Yale lock holds the bureau section firmly while traveling.
Every drawer, every part, is practically unbreakable, and they are just as big, hold just as much and just as convenient as any other wardrobe trunk of the size.

The Special Sale Prices Are:

Steamer size\$60	Regular size\$75
Three-quarter size\$70	Extra wide\$78
Bachelor Wardrobe\$75		

(Fourth Floor)



Four Schomacker Pianos in One Family

THE mother had one, as a bride. As each of her three daughters have married, a small grand Schomacker piano has awaited them in the new home.

They had played on a Schomacker from childhood, had been familiar with its sweet tones from babyhood up.

Only a Schomacker would satisfy them in the new home life.

And not the slightest doubt that it will be a Schomacker in years to come they will present to their daughters on their wedding day.

So the unbroken chain of the sweet-toned Schomacker goes on, from generation to generation.

Since 1838, the year of its first making, it has been the favorite of music-loving Philadelphia families.

The famous old original Philadelphia Schomacker pianos are sold only at Wanamaker's.

The small Schomacker grand, the bride's favorite, a piano of exquisite tone beautifully cased in mahogany, is \$1150.

(Egyptian Hall, Second Floor)

Leather Makes a Useful Token for the Groomsman or an Usher

Leather novelties and what a host of suggestions there are among them.

For instance, a cigarette or cigar case, a letter case, a card case, hip books, match cases, check book cases, memorandum books and dozens of other things most every man wants.

Particularly pretty ones are here—some fine leather, others striped silk. Prices start at \$2 for a little match box case and go up to \$40 for a magnificent wallet.

(Main Floor)

There Is an Unusually Comfortable, Good Golf Shoe In the Men's London Shop

Just one last but it comes six ways.

Three in the group have rubber soles with studs set in suction cups. One is smoked horse with a tan in-step saddle, the other is tan Norwegian veal with the plain tip and saddle strap of the same leather; the third a tan Norwegian veal with winged tip.

Then there are two low models in the same last that have leather soles, but rubber cleats or studs will be attached for a small additional charge. Many



men prefer to have it done this way so they can select their own type of sole grips.

One shoe with a leather sole has a saddle, the other is plain. Last of all is a plain tip high golf shoe.

All are priced \$10 or \$10.50.

(The Gallery)

