

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  
Fair

# Gentle, Stealthy Breezes, Soft Lights and the Maze of Finery, Like Chips From a Fairy Rainbow, Add to the Charm of This Big Store

## You Have Often to Make a Strong Battle With Yourself

to "win out," as the politicians say. You say sometimes, "What's the use of trying? I was cheated out of all I had by the deceit of a person I trusted."

But, you see, that was because of your own bad judgment.

Many others have gone through the same experience.

Perhaps you were in too much of a hurry to get rich quickly.

Shirts, clothes or fortunes made in a hurry, ten chances to one, won't hang together long.

[Signed]

*John Wanamaker*

June 21, 1922.

## New White Kid Belts Are Copied From Paris

Many women would suspect that without being told because they are so different. Narrow white kid with white celluloid clasps mounted in silvered metal. There are several styles, each one seemingly prettier than the other. But every one is adjustable, for there is not a stitch of sewing on the kid. The prices are \$2.50 and \$3. (Main Floor)

## Silk Remnants at a Third to a Half Less

Lengths for dresses, waists, linings, combination dresses, underwear, fancywork, millinery, sleeves, and all the uses to which women put silk. Almost every fashionable silk of the season is represented in the odd lengths from weeks of unusually busy selling. Some priced even less than half. (First Floor)

## Silk Pajamas From Japan

Two-piece pajamas of pink, lavender, black and blue habutai, beautifully embroidered by hand. Made in regulation style, the prices are \$12.50 and \$15; in midly style, \$13.50. Ask for them in the Women's Little Nightgown Shop. (Third Floor)

## Large Combs of Spanish Type

Spanish combs and fan-shaped combs, all prettily carved, some of imitation shell, others in black-and-white, green-and-black and red-and-white. Prices are \$1.50 to \$12. (Main Floor)



## SILVER Christening Gifts for Baby Dear

Spoons, forks or pushers in sterling silver are often given. They are made conveniently small to be grasped by tiny fingers and are from \$1.50 to \$3.25 each. A sterling silver porridge bowl makes an especially nice gift from one of the god-parents or the family. Bowls with handles, \$10 to \$33. Without handles and with plates are \$16.50 to \$79. And there is a beautiful mahogany tray with sterling silver gallery to keep the dishes from being pushed off, at \$46. (Main Floor)

## BABY'S Comfort Much Depends Upon Cool Bedding

There should be a good supply of pillowcases and sheets for the bed in warm weather and lighter-weight blankets and quilts. Sheets in sizes for bassinet or crib, cambric, 85c to \$3.50, the latter being hand scalloped and from Paris. Pillowcases, 65c to the finest French hand-hemstitched and scalloped ones at \$5.50. Blankets of cotton and others of wool, white and colors, 75c to \$5.50. Quilts in pink or blue sateen or silk muslin or silk, filled with cotton or wool, \$4.75 to \$7.50. (Third Floor)

## Small Oriental Rugs of Rare Charm

Four groups that will fascinate gift-seekers or, indeed, anybody who appreciates a rug of true Oriental fineness and home-enriching quality. Principally Kermanshahs and Saruks, two of Persia's most exquisite weaves. Also an excellent group of Chinese pieces. All moderately priced. Kermanshahs, (lay mats, 2x3 ft., \$19 to \$35; Kermanshahs, 4.4x4.7 ft., \$135 to \$190; Saruks, 3x5.3 ft., \$63 to \$83; Chinese rugs, 2x4 to 3x7 ft., \$27 to \$153. (Seventh Floor)

## New Lot of Colored Glass Flower Bowls

Special at \$1 Each. So unusual that the last lot of 600 sold in two days. Eight inches in diameter, and with each goes a detachable black glass base. The price, \$1 each, is half the usual figure. Also another new lot of 200 iced tea sets of excellent crystal glass. One jug, half-gallon size, with inset cover, and six iced tea glasses, all attractively cut in a floral design. Special at \$2 each. (Fourth Floor)

## "Let's Dance"—in an instant the Music Started and Happy Feet Were Gliding

—gliding over the porch floor in an even, rhythmic cadence. What music! Soft, sweet, irresistible on the clear Summer air.

What sport when happy young folks gather, to dance away the long evenings.

And wherever there is a good phonograph the best of the world's music is theirs to dance by. Music always within bidding and home becomes their playground.

Four of the best phonographs made are in the Wanamaker Salons—

- the Victrola
- the Cheney
- the Brunswick
- the Sonora

None sweeter in tone, none richer in volume, none superior. And behind these four world-known instruments is the service of the Wanamaker organization—unequaled anywhere.

Any model of the four phonographs is sold on convenient terms. (Second Floor)

## That Airy Poplin Shirt Men Like Has Come in Tan, as Well

White was popular enough, but it seems the tan is even smarter.

For a fact, it's a striking shade, and a white semi-soft web collar is attached. The cuffs are the soft, turn-back style of the same material as the shirt.

One of the coolest shirts that has come along in a long while. Either the white negligee or the tan, \$4. (Main Floor)

## More of Those Solidly Good, White Enamel Refrigerators

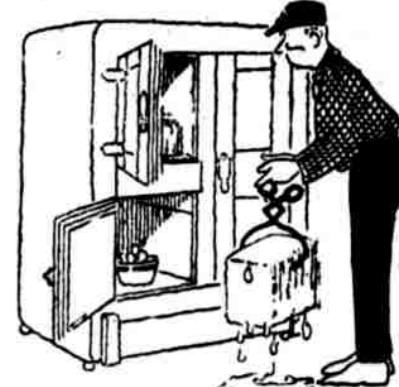
Another train has come speeding in with enough to fill up the stocks that were shattered by two days' unprecedented demand.

Never before have so many people wanted any particular refrigerator. And there is only one reason for it. A mighty good refrigerator for a surprisingly low price.

## Special at \$27.50

Three-door refrigerators—big enough for any home, having 100-pound ice capacity, and the outside measurements are 33x19x46 inches.

White enamel inside and out and perfectly constructed in every detail. Mail and phone orders are being filled. (Fourth Floor)



## Fashion Really Means Comfort in Shoes for a Man

In a word—Brogues. Broad, roomy, easy-to-wear brogues. No shoe is more fashionable. It is doubtful if any fashion ever has been so generally accepted by men as brogues have.

Here's the reason. First of all, brogues are big enough to allow plenty of room for the whole foot. Walk all day and still they are comfortable. Then brogues are manly looking without being ridiculous or "labeled" extreme. Last of all, brogues can be made heavy enough to be serviceable. Tan brogues of Scotch-grain calfskin—with neat perforations—are mighty reasonable at \$8.50. (Main Floor)

## More Iron Lamps at \$3.50

Iron floor lamps, the three-footed kind, with adjustable arms and 11 feet or cord. Shades intended to go with them, \$1 and \$1.75. (Fourth Floor)

## Imitation Ivory Toilet Articles

"Seconds," but the defects are trifling. Included are hair brushes, mirrors, puff boxes, hair receivers, combs, soap boxes and small articles. Priced from 10c for a puff box to \$1.50 for a mirror. (West Aisle)

## Women's Airy Frocks for Afternoon

Sheer and graceful and cool, and yet they are dark—chiefly blue and black. Georgette is used for most of them—alone, with handwork for its only decoration, or combined with foulard, or daintily braided or beaded. Such dresses are among the most useful in any wardrobe, and are really inexpensive, being only \$27.50 to \$45. (First Floor)

## Organdie Robe Patterns—A Clear-away at \$3.75

A manufacturer's clear-away—otherwise the price would be nearly twice as much. Each pattern consists of two yards of founcing for the skirt, 2½ yards of banding for collar, cuffs and trimming; 1½ yards of plain organdie, and one sash with hemstitched ends. And there is a long list of colors—apricot, heliotrope, navy, jade, old rose, Copenhagen, maize, tomato, tangerine, honeydew, brown and white. (West Aisle)

## Many New Pretty Hats Come Without Trimming

The hats, themselves, are in the new fashionable large shapes or medium in size, mostly white or black, and in all the prettiest straws, including timbo, yeddo, milan and hemp. Some are \$2 and others go up to \$10.50. Everything in the way of trimmings is here, also, flowers, fruits, feathers, and so on, and it requires only a few stitches to attach them. (Second Floor)



## "On With the Dance"—Here Are Debutante's Frocks

The newest of the Summer dance frocks, and of such elusive charm that they hardly can be described.

It is like trying to give a word picture of a gorgeous sunset. In fact, many of the dance frocks are in the rose and yellow tints of a sunset.

Suppose one likes quaint bouffant effects over the hips. Two of the prettiest models in Georgette crepe have them, one in tile blue has a suggestion of hoops and many tiny ruffles stitched in silver.

Instead, one may prefer the new side draperies, handkerchief points or cross tucking of the Georgette crepe to form panels. All are here in some one or other of the new dance frocks. And there are a number of draped lace dresses, one of which is combined with Georgette in an interesting way.

Best of all, the prices are surprisingly small, there is no question about that—\$25, \$28, \$32.50 and \$45. Sizes 14 to 20. (Second Floor)

## Women's Velour Coats Hurrying Out at \$25

All-wool velour coats—and a few capes—left from the Spring stock are substantially reduced for clearance.

They are at once practical and attractive; cut on ample lines and with such fashion features as silk stitching and tasseled scarfs. Capes are lined throughout, but some of the coats are only half-lined. Grays, browns, blue and black are the colors. (First Floor)

## Young Women's Footwear in Varied Hues—\$4.75 to \$9

Black, white, bronze and gray are represented in the group. Gray calfskin pumps, with one wide-buckled strap, saddle, wing tip and back stay of black calf, are extraordinary value at \$4.75 a pair. The heel is low and broad and the sole welted. A duplicate one-strap saddle pump of all-black patent leather is \$7.50 a pair. (First Floor)

## Women's Bathing Suits, Samples—at \$15

and because they are samples they are a third less. There are crepes de chine, satins, taffetas, mostly in black and white effects and mostly plain, though a few are figured and striped, and a few have bright-colored trimmings. (First Floor)



## The New Steel Bounding Stick

is practically indestructible, but light in weight nevertheless. Consists of a strongly made, hand-somely painted steel tube, with an aluminum step, a great improvement over the wooden jumping stick. Sizes for children of 40 to 60 lbs., \$3.50; children of 60 to 110 lbs., \$4.50, and for adults, of 110 to 160 lbs., \$5.50. An extra rubber tip with each one. In Philadelphia, it is exclusively at the Wanamaker Toy Store. (Seventh Floor)

## Pretty Bedspread Sets at Much Lowered Prices

Several attractive styles to select from, including sets appliqued with cretonne stripes, embroidered effects in several patterns, also block-printed styles. All are of unbleached muslin, some with separate bolster covers, others with bolster covers attached; some scalloped, others finished with wide hems. Prices now \$4, \$6 and \$8 in the single and \$5, \$8 and \$9 in the double bed size. (Sixth Floor)

## L. R. Corsets of Cool Net

They are among the necessities of life for a girl or woman in hot weather.

One of pink net is made with small proportions for slight figures; it is topless and has a short skirt, and the price is \$1.25.

Another pink net has a low bust and long skirt, and its price is \$1.50.

A model with medium bust and moderately long skirt is \$2, and a long white net corset with low bust the same.

Wanamaker Special Net corsets are \$1.50; and American Lady corsets are \$3. (Third Floor)

## Fine Printed Batiste—Special at 38c

Fifty or sixty different styles in the finest domestic printed batiste of fashion. White and colored grounds, attractively patterned. All 38 inches wide, and ordinarily priced more. A cool, dainty fabric, never out of fashion. (First Floor)

## "Nowhere Else in Town Is There Such Luggage"

Not one, but dozens of people have said it upon returning from "a look around." And more than ever has it been said since the sample line of one of the country's best makers of luggage has been here at greatly lowered prices.

Every kind of luggage in the lot—traveling bags for men and women, exquisitely fitted traveling cases, unfitted traveling cases, coat cases, suit cases, fitted and unfitted overnight cases. There are pieces in most every shape, all good leathers, some black, some brown, but no two alike. And every price is substantially below what the piece was made to sell for, starting at \$7.50 for a traveling bag and going up to \$100 for a magnificently fitted traveling case. (Main Floor)

## Many a Home Is Being Furnished With All the Year 'Round Rugs

Say Wiltons—for no rug could be so good all the year 'round or for so many years around.

What a variety of Wilton rugs there are, in colors of striking beauty and patterns that seem almost Oriental.

Soft, lustrous rugs, rich enough for any room and serviceable enough for every room.

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 9 x 12 ft., \$84, \$110 and \$125 | 10.6 x 12 ft., \$118.50, \$172 |
| 8.3 x 10.5 ft., \$100 and \$114.  | 11.3 x 15 ft., \$148.50, \$215 |
| 9 x 15 ft., \$118.50 and \$172    |                                |
- (Seventh Floor)

## Fishing Tackle That Lands 'em From the Deep Blue Sea

SALT-WATER FISHING will soon be at its height. In the Sporting Goods Store is plenty of the kind of tackle that lands the "big ones."

- |   |   |
|---|---|
| Salt water rods, a large selection, \$3 to \$65.                  | Lines for fish of practically every size, 15c to \$12.50. |
| Surf casting rods, a fine assortment, \$10 to \$60.               | Surf boots, \$7 to \$16.50.                               |
| Reels, every description, for salt water fishing, \$2.25 to \$75. | Surf shirts, \$8.50 to \$12.                              |
| Hooks in all sizes, 25c to \$1 a dozen.                           | Fishing clothes of every desirable kind.                  |
- (The Gallery)