

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  
Cloudy

# Late June Is All Abloom at Wanamaker's With Rosy Opportunities

## The Patrons of This Store Will Always Have

our first consideration.  
We shall be open all day next Saturday as usual, from 9 to 5, being the Saturday before the Fourth of July, and also next Monday, to assist our patrons to make preparations for the observance of Independence Day, on which day the Store never opens for anybody.  
All other Saturdays of July and August we remain closed, as well as on the first Saturday in September, and on Labor Day, the Monday following.  
Following the precedent we made many years ago, our salaried people have their turns in a two-week holiday during July and August, without loss of pay.

[Signed] *John Wanamaker*

## Silk Capes for Women

An Important Clearaway at \$50 and \$75  
THE new prices are a third and often a half less than the original ones.  
And the capes are all the quiet, fine things which are admirable for afternoon and can be worn for evening when desired.  
In the \$50 group are black or navy Canton crepe capes of many styles, usually fringed.  
In the \$75 group are capes of the same crepe, usually in black, occasionally in brown and navy. Also fringed styles.  
In both groups the capes are lined throughout.  
(First Floor)

## Cool Summer Quilts—\$6.50

Good looking in coverings of dotted silk mull, all in solid colors, blue, rose, lavender, yellow.  
Filled with pure, clean cotton, cool, and with much of the appearance of high-priced quilts.  
(Sixth Floor)

## 4000 Shirtwaists in an Extraordinary Sale

**\$1.85—\$2.85—\$3.85**  
Of Which 1000 Are Exquisite Porto Rican Hand-Made Blouses Trimmed With Real Laces  
TWO great lots of waists that we have been fortunate to obtain for our customers—1000 Porto Rican waists and 3000 domestic waists.  
The Porto Rican waists are hand made and are nearly all \$2.85—a few at \$3.85.  
Delightful things—all made of fine, white, French-finish voile; made by hand in every detail and trimmed with hand-made laces.  
Rows and rows of beautiful hand-drawn work or hand embroidery give distinctiveness.  
Mostly blouses with long roll or Tuxedo collars, a few with Peter Pan collars. Sizes 34 to 46.  
Red, brown, green or Copenhagen blue are the colors—all combined with white checks.  
Sizes from 6 to 14 years.  
(Second Floor)

## White Flannel Sports Skirts—Women's

Made in the conservative straight style with vertical sport pockets and hand-turned belts.  
Price \$11.75. Extra sizes \$12.75.  
(First Floor)

## White Canvas Oxfords That Certainly Will Give Satisfaction

Trim daintiness and solid comfort could not be better combined.  
The canvas is fine, the making excellent, the lines of each shoe graceful and attractive, and the last in every instance a comfortable one with the medium-toe breadth and heel height in which the majority of women find satisfaction.  
One model at \$7, two at \$9.50 and one at \$11.50.  
(First Floor)

## New French Cotton Ratines in Soft Gray Tones

Gray with a note of violet or white or blue, red, henna, green, yellow, black or other color.  
The color takes the form of a line check or a stripe on the soft gray ground. Wonderfully smart for dresses, skirts and cape costumes. 38 inches wide, priced \$2 a yard.  
No other such assortment anywhere of French, English and domestic cotton ratines, in every variety of color and design, priced from 75c to \$3 a yard in novelty effects, \$1 and \$1.25 in solid colors, and \$1 to \$3 a yard in all white.  
(First Floor)

## Blue-and-White Cottons from Japan

A particularly good collection of the table covers and runners so much wanted for cottages and bungalows is here. The designs are wistaria, bamboo, chrysanthemum and cherry blossom. Covers are in four sizes, from 30x30 inches to 64x54 inches, and priced at 50c to \$2.  
Runners are also in several sizes, from 36 to 54 inches, and always 17 inches wide; prices, 40c to 60c each.  
Napkins to match are \$1 a dozen for the small size, and \$2 a dozen for the large.  
(Main Floor)

## The June Bride Needs Many Things in Silver

Not all of them are necessarily of the expensive sort. In fact, there are a number of delightful gifts in sterling silver whose prices are extremely moderate.  
A bonbon dish of a good size to hold candy or nuts is \$9. A useful berry bowl with a pretty openwork border is \$22 and there are really beautiful sandwich trays starting at \$30.  
Also bread trays, cake baskets, compotes, water pitchers and fruit bowls the highest price of which is \$165 for a handsome Heppelwhite engraved water pitcher.  
(Main Floor)

## Paris Holds the Jabot in High Favor

Notice how many collars have jabots attached—a new importation of French neckwear.  
The collars themselves are of the finest organdie, daintily hand embroidered or hand drawn and the long jabots are of net trimmed with lace. Priced \$6 to \$14.  
Also there are some beautiful straight collars and modesty pieces in organdie, hand embroidered or hand drawn from \$5 to \$9.  
(Main Floor)

## The Women's Custom Tailoring Bureau

makes a specialty of nurses' uniforms and capes, clergymen's and judges' gowns, and all such out-of-the-ordinary garments.  
Workmanship and materials are of a superior quality and prices moderate.  
(Second Floor)

## "The Queen of Sheba," by Phinneas A. Crutch

Not history nor romance nor biography, but subtle satire, written by a person with an abounding humor and illustrated with half-tones and line drawings.  
Price \$2.50.  
(Main Floor)

## Middy Blouses 75c to \$1.85

White cotton jean, some with long sleeves, others short, and they are either in all white with a chevron or they have colored collar and cuffs.  
In sizes from 6 to 18 years.  
(Second Floor)

## The Latest Ear-Rings

are of marcasite and imitation jet, of imitation pearls, sapphires, jade and lapis lazuli, in long, slender and hoop designs.  
Prices are \$9.50 to \$33 a pair.  
(Main Floor)

## Concerning Eye Glasses

People who wish to have lenses made will find the optical workers here careful and expert, both in the filling of oculists' prescriptions and in making repairs.  
(Main Gallery)

## Old Ivory and Blue

are the color tones chosen for a quaint rejuvenated bedroom group shown in Antiques.  
Four-post bed, chest of drawers, candlestand table, and Hitchcock rush-seat chair have all been painted in these colors—blue striping on old ivory ground—with the further hand decoration of a flower motif, differentiated on each piece.  
In addition are a draped dressing table and two mirrors.  
The bed is complete with box spring, mattress and chintz-trimmed spread that delightfully carries out the color scheme.  
The entire set, of course, like all the interesting things in Antiques, is for sale.  
(Fifth Floor)

## Lovely Things for Baby's Nursery

are to be found in the Little Children's Store. Parents with a nursery to furnish, or people with a baby gift to give, will be glad to know of these—  
Dainty baskets to carry the baby on an automobile ride, \$9.50.  
"Moses baskets" on stands, \$22.  
Toilet baskets, \$2.75 to \$5.25.  
Folding wardrobes, \$12.75.  
Scales, \$12.75.  
Basinets, \$16.50 to \$32.  
Cribs, \$25 to \$32.50, including folding screened nursery cribs.  
High chairs, \$15 to \$25; other chairs, \$9.50 to \$14.  
Bath tubs, \$8.50 to \$11.75.  
All the things are very dainty, as they ought to be for baby's use; and any of them will be trimmed to special order.  
(Third Floor)

## New Oliver Twist Suits for Small Boys

With white dimity blouses and little buttoned-on trousers of colored chambray, hardly a thing could be more attractive for a little boy.  
Some of the blouses are hand-smocked or feather stitched, others prettily trimmed with tiny ruffles and the trousers may be blue, pink, corn yellow or even white.  
\$3.25 to \$6 are the prices and the sizes are 2 to 5 years.  
(Third Floor)

## Toys To Make the Fourth Children—AND SAFE

One way to insure a safe and happy Fourth of July for the children is to let them have plenty of safe and harmless toys to play with.  
Lots of fun for Young America on the great National Holiday, and no danger—that is a pretty sensible motto, and the Wanamaker Toy Store is full of the playthings that enable one to live up to it.  
Wagons, wheelbarrows, hand cars, scooter cars, velocipedes, scooters, kiddie cars, croquet sets, play tents, play suits, sand boxes, sand toys, sail boats, motor boats, boulder sticks, juvenile golf stick sets, separate golf sticks, kites and other things to make the day joyful and safe.  
(Seventh Floor)



## Really Lovely Dance Frocks for Young Women at \$28!

DELIGHTFUL little affairs of chiffon and silk lace, new and so pretty! Bloused at the waist with a wide silver ribbon girde trimmed with streamers and a flower ornament.  
The lace is dyed to match the chiffon, and it extends from the shoulder to the hem, the chiffon being arranged in side draperies. Exquisite shades of jade, beach, coral, white and orchid are here, one has only to choose the most becoming color, the style is almost certain to be suitable.  
For young women from 14 to 20 years.  
(Second Floor)

## New \$3.25 Gingham Dresses for School Girls

In a pretty checked gingham with white rep collar and cuffs, hand stitched and hand embroidered and there is a sash of the gingham.  
Red, brown, green or Copenhagen blue are the colors—all combined with white checks.  
Sizes from 6 to 14 years.  
(Second Floor)

## Dresses for Women Who Wear All-Black

Four styles of black china silk dresses may be seen today in the Little Salon of Mourning Apparel. Priced \$25 to \$45.  
Also crepe de chine and other heavier silk crepe dresses at \$25 to \$65.  
(Third Floor)

## Handsome New Bedspread Sets—\$12.75 and \$13.75

Made of unbleached muslin.  
The distinctive feature is the liberal use of lace, a copy of an Italian filet with a large square mesh, varied by large figure and floral patterns made of the solid material and finished with fringe all around.  
The effect is impressive, and complete sets, each comprising bedspread, bolster piece, bureau scarf and window panels, are bound to be attractive in any bedroom.  
Bedspread, with bolster roll, \$12.75 and \$13.75 a set.  
Bureau scarfs to match, \$2.75 each.  
Matching window panels, \$6.50 each.  
(Fifth Floor)

## Good Corsets at Lowered Prices

Mostly broken size lines of well-known and unexcelled makes. Some are reduced as much as one-half. Remarkable values among them.  
A group of Frolaset front-lacing corsets now at \$8.50.  
Madam Lyra corsets now \$3.  
Parisienne corsets now \$6 to \$30.  
L. R. corsets now \$1 to \$6.50.  
Lettitia corsets now \$5 and \$6.50.  
(Third Floor)

## Women's Handkerchiefs, Special, \$3.30 a Dozen

Good, sturdy Irish linen, plain hemstitched and the sort of handkerchiefs which many women like to have always on hand to save the finer ones.  
Excellent values at \$3.30 a dozen, or 80c each.  
(Main Floor)

## She Wore The Richest Silks, and He—a Dingy, Old Straw Hat

A straw hat with a narrow brim that hardly extended as far out as his chubby cheeks—but, most of all, a straw hat that had been worn and worn and bore eloquent testimony that city streets are dusty, dirty, smoky places.  
Perhaps alone it would not have been noticed, but there in the train, beside that rippling, Summery, daintily tinted frock it seemed twice as much nicked and twice as dirty and twice the shame that it actually was.  
Straw hats in enough styles to provide a becoming one for every man, and good straw hats that will not show the dirt so soon, are at Wanamaker's—dependable American-made or the famous Lincoln-Bennett and REDLEAF London hats, priced \$2.50 to \$5.  
(Main Floor)

## Mighty Comfortable All the Summer Is a Shirt of White Cheviot

Just plain white, and most likely with a soft collar attached.  
One day they were called outing shirts, but not so now, for men have learned the reason for wearing them day in and day out.  
Such a shirt is always clean and neat looking and it's surprising what worlds of comfort there is in one.  
A white cheviot shirt with the new semi-soft web collar attached is marked \$3.50.  
At \$2.75 is a white cheviot shirt with a soft collar of the same material or a neckband. Either the soft turnback cuff of the straight button sports cuff.  
(Main Floor)

## Boys' Suits With Extra Trousers—the Kind It Pays to Buy

**\$13.50, \$15, \$16.50 and \$18**  
BOYS' suits with extra trousers can be had at various prices.  
We could get suits, each with an extra pair of trousers, and sell them for much less than these, but we prefer not to.  
We believe in selling the kind that are really good for the money, the kind that will prove a good investment, and these two-trouser suits at \$13.50 to \$18 are that kind.  
They are good, serviceable suits, made of reliable fabrics and made to last.  
Norfolk style in gray and brownish mixtures, well cut, good fitting and lined with cool alpaca.  
In 8 to 18 year sizes.  
(Third Floor)

## Collapsible Lanterns

Ready for public or private celebrations of the Fourth—people buy them by the hundred.  
They are in six sizes, and various colors—yellow and blue, green and red, rose and blue—and priced at 15c to \$1.  
(Fourth Floor)

## Flies Are Buzzin'—which brings to mind fly swatters that are here for 10 cents.

Fly catchers hang from the wall or ceiling or anywhere and are two for 5 cents.  
A double sheet of fly paper is priced only 3 cents.  
(Fourth Floor)

## There's a Black Enamel Suitcase at Almost Any Price

Starting with a little overnight case the sizes grow up to the "near trunks" with straps all around.  
Some of the better ones are equipped with trays and hat forms as well as roomy pockets. All are substantially made and plaid lined.  
The actual sizes are between 16 and 32 inches, while prices vary from \$5.50 to \$24.  
(Main Floor)

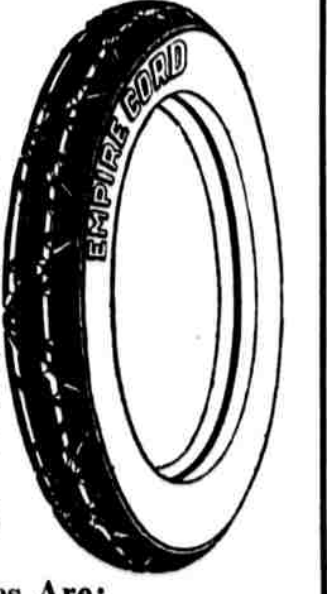
## —Velvet Couldn't Be Smoother, but What Makes the Ice Cream Freeze?

THERE'S no turning, no churning, no worry, no work—it seems like magic, but, of course, it isn't.  
In fact, it's very simple. The same thing will happen to anything that is kept away from the temperature of the outside air.  
Just put the ingredients in, pack the ice around, set it in a corner somewhere and go on with other things. Go back any time—in twenty minutes, an hour, eight hours—and there will be ice cream as smooth, as solid, as fine as ice cream could be.  
For a fact, an Automatic Ice Cream Freezer is more than a marvel—it's one of the biggest helps a housekeeper could have.  
Hardly a day in Summer but what would be more enjoyable with a frozen fruit dessert, or a custard or ice cream, or anything cool and refreshing.  
Now only are frozen desserts made without work, but they are made without risk of being unsuccessful with an Automatic Ice Cream freezer.  
1 qt. (6-dish) size, \$5  
2 qt. (12-dish) size, \$6  
4 qt. (24-dish) size, \$10  
(Fourth Floor)

## It's nothing short of an achievement to have

## Empire Cord Tires

of the first quality and the soundest construction so far below the market price.



Tires that are depended upon the country over for service at prices that bring the mileage down to a fraction.  
That is the story of what every automobilist can find in the unusual purchase that just got in.  
Every tire guaranteed to be up to specifications in all details, and the adjustments are made right here.  
The Special Prices Are:  
30 x 3 1/2 .....\$13.50  
32 x 3 1/2 .....\$19.50  
31 x 4 .....\$21  
32 x 4 .....\$23.50  
33 x 4 .....\$24.75  
34 x 4 .....\$25.50  
32 x 4 1/2 .....\$28.50  
33 x 4 1/2 .....\$30  
34 x 4 1/2 .....\$31.50  
35 x 4 1/2 .....\$33.50  
36 x 4 1/2 .....\$34.50  
33 x 5 .....\$37.50  
35 x 5 .....\$38.50  
37 x 5 .....\$39.75  
Empire fabric tires for Ford cars—size 30x3 1/2—are priced \$9.50.  
(The Gallery)