

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

The Biggest Saving of All Is the Saving of Time Gained by Wanamaker Service

Moderate Profits Will Not Make Money Quickly
but a long experience both in Philadelphia and New York proves that it is much the best way to make money surely.

To earnestly and constantly strive to obtain worthy articles that will give the longest and most satisfactory service to the purchasers who own them for their own use, is our chief endeavor.

Looking out faithfully for our customers' interests we find to be better than always thinking of ourselves.

(Signed) *John Wanamaker*

June 30, 1922.

NEW FLOWER-TRIMMED HATS FOR LINGERIE FROCKS

White it may be, or the most delicate orchid, maize, pale blue or pink to accord with the color of the dress or to add a touch of color to an all-white costume.

They are large shade hats with drooping brims in the new fancy straws, yeddo, timbo or hair; some have white flowers and others are exquisitely blended in several tones.

Prices start as moderately as \$12.

(Second Floor)

Every Young Woman Wants Cool Dresses for Warm Days

What is more, she needs plenty of them to allow for many changes, and this Summer such really charming frocks are so inexpensive.

Nothing takes the place of the checked gingham for mornings. All colors and a dozen or more pretty styles with and without collars and some with hand embroidery, \$7.75 to \$17.50.

Voile Dresses
in exquisite colors, daffodil, flesh, orchid, maize and white, a number are hand made, \$11.50 to \$17.50.

Linon and Ratine Dresses
which, like voiles, are used for mornings and afternoons, a half-dozen or more styles, \$12.50 to \$17.50.

Dainty Dotted Swisses
with hand-embroidered linen collar and cuffs, or another model combined with organdie. Both colors and white, \$20 and \$25.

Striped Tub Silk Sports Dresses
made in tailored fashion, \$16.50.

Printed Crepe de Chine Afternoon Dresses
Colors on white grounds with round lace collar and black tie, \$22.50.

(Second Floor)

Jumper Dresses Are Favorites With Women

No wonder when one sees how cool and pretty and simple they are, not to mention how inexpensive.

Here, for instance, are linens, novelty striped cottons and silk knitted materials, besides the heavy and beautiful silk crepes. The linens start at \$10, while the silk crepes are only \$27.50.

(First Floor)

Chiffon Veils to Drape the Hat

Almost every color you can think of, with borders, picot edge or deep hem, \$1 to \$4.50 each.

(Main Floor)

Negligees, Petticoats and Other Things
200 Blanket Bathrobes at \$5.50

Much in request by women and girls going camping or to cool climates. They are in colored checks mostly, and are altogether ample and comfortable.

Crepe de Chine Negligees at \$13.50
Fairly heavy quality, in rose, light blue and Copenhagen, and with quillings as the only trimming.

White Petticoats, Both Cotton and Silk at 75c to \$5.50

They include white satens with double panels, other white satens in extra sizes—with tailored flounces; and two styles of tub silks with double panels, one style plain and one with scallops and embroidery.

Also, four styles of white satin and tub silk which are quite plain except for scallops or hemstitching.

(Third Floor)

Hurrah for the Fourth and Candy Firecrackers!

There is a fine big surprise package of candy with something in it for all the family. It is \$2 complete.

Large cannon crackers, filled with caramels and yellowjack, 50c each. Candy fireworks, 15c a package.

For parties on the Fourth there are table decorations in the form of a huge Uncle Sam hat, from which are pulled twelve favors, \$6.50. Also, large drums with twelve favors, \$6.50. Baskets with twelve favors, \$6.50.

And for individual favors, small drums, 30c, and hats, 15c, both to be filled with candy. Baskets for salted nuts, 15c. Snapping bonbons, 75c to \$3 a dozen.

(Down Stairs Store)

The Finest Dress Linens of Three Lands Are Here

Irish linens in the sturdy ramié, the soft non-crushable and the sheer handkerchief weaves; and French and Belgian linens of fine texture and dull suede finish.

If a desired shade of any color is missing, we shall be surprised. Fully twenty-five colors in the sheer variety alone.

Colored linens run from 85c to \$1.50 a yard, white linens from 85c to \$2.50, and natural linens from 65c to \$2.

(First Floor)

200 White Silk Skirts at \$10

A late season price for some desirable sports skirts of the fashionable all-white fancy baronet silk or rough silk crepe.

All are built on a straight gathered model, have vertical pockets, and will go charmingly with tailored white silk blouses.

(First Floor)

Only \$4 and \$5.75 for Women's Bathing Suits

All-wool worsted in black, navy and seal brown, with white stripes around the bottom of the skirt. They unbutton on each shoulder, and have wing sleeves or are sleeveless, \$4.

Of heavier wool, but much the same style, \$5.75. Others at \$5.75 are sleeveless and made with belts and contrasting pipings.

All three styles have the bloomers attached.

(First Floor)

Prettiest New Tub Frocks for School Girls

A fine woven chambray is the material, in the loveliest shades of peach, maize, blue and green.

The collar and cuffs are of white cotton, there is a sash to tie in the back, and touches of hand stitching in a darker color, like the hand-crocheted buttons.

In sizes 6 to 12 years, and the price is only \$8.

(Second Floor)

An Overnight Bag Will Do at the Last Minute

Plenty large enough to hold the few things a woman wants for a short jaunt, and not a bit of trouble to carry.

Black enamel overnight bags, surprisingly roomy, are here for \$5. Well made and serviceable.

(Main Floor)

2000 Philippine Undergarments—Special

Really beautiful nightgowns and chemises at \$1.85 to \$2.65 apiece—the prices are so small because the garments are in the "seconds" class on account of oil spots or imperfections which are really immaterial.

The embroidery on the garments is uncommonly fine and there is an unusual amount of it.

The nightgowns have square necks and V necks, kimono sleeves, set-in sleeves or no sleeves at all. Chemises, of course, are all envelope style.

Other specially priced undergarments are chemises and step-ins of pink and white cotton crepe at \$1; and crepe de chine nightgowns with much lace and shirring; colors pink, orchid, blue and peach, at \$3.85.

(Third Floor)



The First Blazing July Suns Will Wilt the Rug Prices Away
on all discontinued and dropped patterns, broken assortments, and limited quantities, for with the dawning of July comes

An Unusual Clearance of Floor Coverings of Almost All Kinds

Rich Woolen Rugs Summer Rugs Carpets Linoleums

Every piece goes into the clearance with a substantial amount slashed from the price ticket. Every piece is perfect, in fact, has been regular right along.

But each piece represents a line that has sold away and all that remains is repriced so the stocks can be cleared for the complete Fall lines.

Standard Wilton Rugs
9x12 ft., \$80 and \$95.
8.3x10.6 ft., \$67.50 and \$92.50.
6x9 ft., \$42.50 and \$60.
9x15 ft., \$98.50.
10.6x13.6 ft., \$110.

Axminster Rugs, 9x12 ft., \$32.50 and \$42.50
Double-Faced Smyrna Rugs, 9x12 ft., \$48.50
Klearflax rugs in two sizes and four colors, 27x54 in., \$3; 4.6x7 ft., \$9.

Among the Summer rugs at notable price advantages are:

Japanese Rush Rugs
Oval shape, oblong, rounded corners and block design.
9x12 ft., \$23.50, \$26.50 and \$42.
8x10 ft., \$21.50.
6x9 ft., \$15 and \$17.50.

High-Grade Fiber Rugs
9x12 ft., \$13.75.
7.6x10.6 ft., \$12.50.
6x9 ft., \$9.

Choice Rag Rugs
9x12 ft., \$11.75.
7.6x10.6 ft., \$8.25.
6x9 ft., \$6.25.
3x6 ft., \$1.90.
27x54 in., 95c.
24x36 in., 50c.

Belgian Mourzark Rugs
9x12 ft., \$29.50.
8x10 ft., \$22.50.
6x9 ft., \$15.

About 2000 yards of carpets and linoleums in varying sizes at prices marked down accordingly.

Carpets are in lengths from 8 yards to a full roll and linoleums in pieces from 15 square yards to a full piece.

Velvet and Axminster Carpet, \$1.75 to \$3.25 per yard
Inlaid Linoleum, \$1.15 to \$1.35 square yard
China Matting, \$14.50 roll of 40 yards; \$7.25 half roll.

(Seventh Floor)

2400 Pair Women's Fine Pumps and Slippers Reduced to \$5.75 and \$7.75

A saving of from \$3.25 to \$8.25 on a pair. Some are actually less than half early-season prices.

The reason is simply that sizes are broken and stocks sold down to a small quantity in each group.

Without exception, every shoe is one of the newest Spring or Summer's styles; of a highly desirable quality and pattern.

Now \$7.75 a Pair
Brown suede one-strap slippers with low French heels or Spanish heels.

Black patent leather one-strap slippers with high French heels or low broad heels.

Tan or brown calf plain pumps with French heels.

One-strap pumps of tan calf with fringed tongue.

Dark blue kid one-strap slippers with low French heels.

Three-strap tan calf pumps with Cuban heels.

White canvas two-strap pumps with black patent leather trimming and military heels.

Three-strap gore pumps of tan calf and beige buck, or patent leather and gray buck, with low French heels.

Plain seamless turned-sole pumps of black or tan calf or patent leather, with low or high French heels.

(First Floor)

A Sale of Waists—Many Being Hand-Made

Beautiful hand-made and hand-embroidered blouses of the finest kind at about half price, \$4.85 and \$6.50.

The material is the finest French voile, nearly all are round neck, collarless blouses with short sleeves and many women are asking for them. Every one is elaborately hand-embroidered or hand drawn and some have insets and are trimmed with real laces. One style has a roll collar.

White Crepe de Chine Overblouses at \$5
Finely tucked and trimmed with real lace. Round collarless neck and short sleeves.

Voile Blouses at \$1.85 and \$2.85
Both long and short sleeved models and some have touches of hand embroidery and real flit. Those at \$2.85 are entirely hand made.

(West Aisle)

"You Won't Be Sorry" Is the Newest Record
by Paul Whiteman and his orchestra.

Quite true, you won't be sorry for stopping in to hear it—it is just as fine as all the other Whiteman records, and is here among the July numbers released by the Victor.

On the other side is "Sweet Indiana Home," a fox trot, played by the Club Royal Orchestra. Price 75 cents.

(Second Floor)

The Perfume of the English Violet

is sweetly and subtly imprisoned in an extract from a London perfumer who makes fragrances for royalty.

English violet is \$7.25 a bottle; but many persons like as well the gardenia, jasmine, sweet pea, hyacinth, tea rose, rose geranium or Malmison, odors of this English extract. Priced \$2.75 and \$5.50 a bottle.

From the same London perfumer are fine talcum powders in five scents, at \$3; and exceedingly dainty toilet soaps at 50c and \$1 a cake.

(Main Floor)

Paris Intended Them for Gift Handkerchiefs

Exquisitely hand embroidered or embellished with hand-drawn work or appliqued hems.

The linen is French and fine, and the prices are \$1.75 to \$8.50 each.

Note—A red ribbon, when requested, will tie up all gift handkerchiefs bought during July. Red is the color of the ruby, the birthstone of July.

(Main Floor)

9276 Pairs of Children's Socks at a Flat Half Price 25c a Pair

All the broken lots and discontinued lines from an importer of fine socks for children.

Not every size in each style—but all good socks and perfect.

There are plain colors and numbers of fancy styles in most every color. Fashion has named for Summer. There are cotton socks and mercerized lisle, splendid quality, and in sizes 4 to 9½.

(First Floor)

Iron Bridge Lamps at \$4

Sixty inches high, with strong brass tripods to hold the three feet together, and polychrome finish.

The arms are adjustable, with key sockets, and artistic large leaf springs, and there are 11 feet of cord.

Parchment shades to go with them are \$1 to \$4.50.

(Fourth Floor)

Quaint Candlewick Bedspreads Such as Grandmother Used

They look particularly well on high four-poster beds.

The stamped spreads in unbleached muslin, which does not need to be ironed, are \$3.50. Two extremely pretty patterns.

The candlewick cotton, white, pink, blue or gold, is 35c a skein.

(Second Floor)

100 Babies' High Chairs Lowered to Half

Of birch, finished in either mahogany or walnut.

Every desirable kind in the collection, all marked at half or less in a clearaway.

From \$3.50 to \$8.75 each.

Also Children's Chairs and Rockers at Half

Mostly enameled, in either white or ivory.

Some are decorated. Prices are half or less in every instance. Now \$1 to \$10 each.

(Sixth Floor)

Baby Must Creep
and here are the freshest and daintiest new "creepers," just in the Baby Store.

Fine white dimité, barred muslin and dotted Swiss, smocked and hand-embroidered with a delicate touch of color. Unusually pretty styles, in sizes 1 to 3 years.

Priced \$2.75 to \$3.85.

(Third Floor)

Bedroom Draperies Cool, Effective and Low-Priced

AN attractive drapery scheme for a Summer bedroom can be carried out with bedspread, curtains and bureau cover of unbleached muslin decorated with a colorful pattern in either stencil or patchwork.

The stenciled pieces are furnished with embroidery on the outlines of the colored patterns.

Sets comprising a stenciled cover and bolster piece to match, are \$6.50 and \$7.75.

In the patchwork pieces the colored pattern is applied on the unbleached material. Sets of this kind are \$6.50.

Curtains in either stencil or patchwork, \$4 and \$4.50 for three-piece sets. Bureau covers of either kind, \$1.50 and \$1.75 each.

(Fifth Floor)

The train doesn't go until an hour after the timetable says—which means sixty long minutes, plenty for any man to get

A Tropical Suit
That Is Smart But Cool and Easy
One that is all ready to walk out in.

A man's size needn't matter for the short stout man or the tall lean one; the man who is big in all ways or the one just average will find a suit that fits to a "T."

Every day men of extreme builds are putting on suits and walking out all dressed up.

Good suits, too, and tailored to stay good as long as the cloth holds together.

Palm Beach Suits, \$18 and \$20.
Fancy Mohairs, \$20, \$22.50 and \$25.
Tropical Worsteds, \$25 to \$32.

(Third Floor)

Perhaps It Would Be Better to Have a New Straw Hat

Look cleaner and finer with the other new things, and from all the shapes at Wanamaker's it's mighty certain you'll get a becoming style.

American-made or the famous Lincoln - Bennett and REDLEAF London-made hats priced between \$2.50 and \$5.

(Main Floor)

For a Tie, a Man Says Silk Crochet
The price is \$2.

Bright, lustrous floss silk in diagonal stripes and regimental stripes.

(Main Floor)

A Cool Shirt That Is Built for Hard Summer Wear

is a good kind to take on the trip.

Woven madras beyond a doubt, for it is mighty hard to find a sturdier shirt or a neater one.

In pin stripes or wider stripes, the price is \$2.

(Main Floor)

Brogues—Two to Pick From at \$6.40

First a new style—black gunmetal calf brogues with the receding toes; full wing tips and rounded sole edges. Rubber heels.

Tan brogues are grained calfskin and have soft toes with perforations.

(Main Floor)

Boys' Blue Serge Suits Fine All the Way Through

Wanamaker boys' blue serge suits are priced as low as the finest ready-to-wear blue serge suits can be—\$15 to \$28 in sizes for boys of 8 to 18 years.

Norfolk styles in several models. Coats are excellent to wear with white duck or white flannel trousers.

(Third Floor)