APPETIZERS

Fresh fruit cocktail ........................................ 25
Chilled tomato juice ........................................... 15
Chilled seafood cocktail ...................................... 40
Stuffed celery hearts and olives ........................... 30
Cherrystone clams on half shell ............................ 20
Vitamin cocktail (fresh carrot and celery juice) ....... 15

SOUPS

Jellied soup du jour ............................................. 15
Cream of tomato soup ......................................... 15
Special luncheon soup ......................................... 15
Chicken broth with rice ...................................... 15
(Served en tiers) .................................................. 25

SALADS

Heart of lettuce with Russian or Roquefort dressing 35
Crisp fresh vegetable salad .................................. 55
Lettuce and sliced tomatoes ................................. 35
Sliced egg, beet, and cole slaw salad ....................... 45
Jumbo shrimp salad Surprise ............................... 70
Fresh fruit salad ................................................. 60
Health salad (millet toast or Ry-Krisp) .................... 30
Wanamaker chicken salad .................................... 75
Fall white meat .................................................. 100
Fresh Motive lobster salad .................................. 125

WANAMAKER ICE CREAM AND SHERBET

Vanilla, chocolate, coffee, butter pecan, lemon, brandied nuts, fresh strawberry or fresh peach ........ 20
Orange, raspberry or pineapple sherbet ................. 15

DESSERTS

Cherry upside-down cake .................................... 15
Fresh fruit fools - custard sauce ......................... 15
Chocolate chiffon pie ......................................... 15
Chilled cantaloupe or watermelon ....................... 15
Apple pie a la mode .......................................... 25
Fresh stewed fruit ............................................. 20
Old fashioned peach shortcake ............................. 25
Cup custard with cream ...................................... 20
Toasted crakers with imported Camembert, Roquefort, Swiss, cream or American cheese ........ 20

WANAMAKER ICE CREAM DESSERTS

Frozen ice cream pie ......................................... 20
Toasted almond snow ball ................................... 25
Coffee parfait .................................................... 30
Caramel sundae .................................................. 20
Ice cream cake, chocolate sauce ......................... 25
Meringue cookie .................................................. 20
Maple nut sundae ................................................. 20

LIGHT SUMMER LUNCHEON

Bowl of fresh peaches or berries in season served with cream and choice of cereal or boiled rice ................................................. 40

BEVERAGES

Wanamaker special blend coffee or tea, hot or iced .................................................. 15
Vitrocoke ........................................................ 15
Delicious chocolate, hot or iced, whipped cream ......... 15
Certified milk (individual) ..................................... 15
Buttermilk (individual) ......................................... 10
Chocolate, vanilla or pineapple soda ............... 20
Coffee frosted ................................................... 20

Viniportage. A rich spicy wine full of flavor that is sure to please the most discriminating palate. A perfect accompaniment to the Delightful luncheon menu. No extra charge.


WORLD'S FAIR SUGGESTION

Crepes de Vianne (French pancake filled and rolled with creamed chicken, broccoli, mushrooms, cheese, and parsley) ........................................ 25

* May be purchased at the Pantry Shelf.
Welcome to John Wanamaker in Greenwich Village

Welcome to John Wanamaker... a great American institution... a great New York institution... situated in Greenwich Village, Manhattan's 307-year-old community-in-itself. The sons and daughters of The Village have won national and international fame in many spheres of artistic endeavor. Here lived 10 of the 72 world famous notables whose likenesses are now enshrined in New York University's Hall of Fame. Here in The Village, Washington Irving wrote much of his delightful "Legend of Sleepy Hollow" as he sat before the fireplace in his Commerce Street house. Gaunt Edgar Allan Poe prowled the streets of The Village, with "The Bells" tintinabulating through the auricles of his imagination. And Richmond Hill Mansion which formerly stood at 161 Sixth Avenue once housed no less a personage than General George Washington.

The Village has a glorious past—and a glorious future. Some quaint house on a cobbled alley may in future years be pointed to as the home of a genius of the "40's". The now famous sidewalk art shows that fringe Washington Square may be the springboards of future Picassos.

From the John Wanamaker "Restaurant in the Sky" you look out upon one of New York's most fascinating and most promising areas. John Wanamaker, the institution that has been so much a part of The Village in the past, looks forward to continued participation in its future.
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The John Wanamaker way is the American way

The John Wanamaker Store is an American institution founded on American principles. On the principles of honest trade, fair bargains, and truthfulness. Our customers and our manufacturers both benefit from these principles. For we save money the American way, by cutting production costs without taking one cent from labor.

Thus the John Wanamaker way of storekeeping is, and always has been, the fair way of storekeeping — the American way of storekeeping.

As a great American institution and a great New York institution, John Wanamaker is proud to extend most cordial greetings to the New York World’s Fair for 1940, and a hand-clasping, heart-warming welcome to you, our friends, our guests, and our visitors.