

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

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WEATHER
Fair

Closed Today, but Monday Will Bring New Interests and Better Service

A Snowball Grows Larger the More You Roll It Around

So do very little things not worth spending much time upon that should be dismissed from the mind that it might be free for useful things. Some one has said: "Never trouble yourself with trouble until a real trouble troubles you."

In old days in this and all cities shopping was a terrible task to many.

It took so much time, and the shopper had to go long distances to twenty places or more, and walking was almost preferable to riding in a two-horse omnibus or driving over streets paved with small round cobblestones that made riding continual jolting and bumping.

This Store amazed people because they could find almost everything wanted.

It saved time, expense, strength and comfort.

That one thing, the removing of trouble, conquered a little world of friends for us from the beginning. So to speak, we untied big bundles of purchases people carried in their arms along the streets, and all the goods being here, were collected and sent home, free of expense. "What a relief it was!" the people used to tell us every day.

In old times the stores seem to have had an idea that they were the whole thing; and then this Store came and made the people understand that they, the people who had the money to spend to supply their wants, were the whole thing.

With new hospitalities, new privileges, new platform of dealing, where customers had rights instead of favors often disagreeably given, the people were easily able to discover that they had a store that really was

A New Kind of Store

We have learned much and are continually learning, and it is a great pleasure all the time to see our plans rolling up to better service without any need of pretensions or braggadocio. The plain everyday-alike facts are apparent.

(Signed) *John Wanamaker*

July 12, 1919.

Women's Silk Wraps Reduced and the Season Is Young

They will be in time for the social functions taking place at the various Summer resorts. There are really beautiful garments among them and in some cases as much as \$100 has been dropped from the price!

A few silk poplin coats and wraps, a number of the latter with large satin collars.

The large majority, however, are handsome satin afternoon and evening wraps, black, dark blue and high colors, some reversible. Certain ones have brushed wool or marabou trimming.

New prices read from \$50 to \$150.

(First Floor, Central)

Mothers Buy Their Daughters' Dresses by the Half Dozen—

and girls are delighted with the styles and the pretty colors and the lovely summer cottons, when they see the wonderful collection of finer tub frocks for little girls who wear 6 to 14 year sizes.

There are white and colored dresses and more styles than we have space to describe. There are cool, snowy dimities with rose or china blue dots; there are French organzies and volles of exquisite fineness; there are silky batistes and fine lawns. And the wee sleeves, the round and square necks, the fine embroideries and pretty hand touches make them the charming, different affairs they are.

And it does save so much time and bother to get them all ready to slip on!

\$6 to \$27.50—6 to 14 year sizes.

(Second Floor, Chestnut)

Glove Silk Underwear Specially Priced

Special lots of glove silk underwear are unusual now. With prices rising and merchandise becoming harder to get, such opportunities as this are remarkable:

\$1.35 for pink glove silk camisoles, lace trimmed.
\$3.50 for pink glove silk envelope suits, lace trimmed.
Either garment worth over a third more than the price.

(First Floor, Market)

New Linen Skirts Made in Our Own Factory

They are really custom made and have all the nice little touches that women appreciate, such as hand-embroidered arrow heads to finish the pockets, and so on.

There are three styles—all beautifully tailored, and they come in rose, Copenhagen blue, natural and white. Many women have been asking for colored and natural linen skirts, and we are very glad to have such skirts as these ready for them.

The price is \$10.75.

(First Floor, Central)

Pretty Dotted Swisses Are Again Coming to America

Not as plentifully as before the war, of course, but there is a very fair assortment to meet the many demands.

We have just received some tan-colored Swisses with white dots, cool and most refreshing looking, at \$2 a yard.

There are also here white grounds with black, red, pink, blue or lavender dots and black with white dots—these are all \$2.25 a yard.

(First Floor, Chestnut)

Chinese Shantung Pongee for Coolness and Wear

No other silk you can find is as practical and satisfactory for men's and women's clothes for warm weather. One reason is that it washes so well.

We have a good grade of Shantung pongee at 65c a yard. Many women use it for blouses, dresses, petticoats and negligees.

There is a much better quality, well worth the difference, at \$1.50 a yard, which we can strongly recommend for men's shirts, women's waists, dresses and children's clothes.

At \$2 a yard is one of the best Shantung pongees made. It is almost impossible to wear it out, and for this reason it is used for men's and women's tailored suits, riding breeches and motoring coats.

(First Floor, Chestnut)

THAT refreshing dip in the salt sea under the hot sunshine means some little special consideration for skin and hair afterward—a facial treatment for the first and a shampoo for the second. The Salon de Beauté has trained people to attend to such matters. (Third Floor, Chestnut)

MONDAY is a good day to have young Goldlocks' hair cropped; and the Children's Hair-cutting Salon is a clean and cool place to take her for the purpose. (Third Floor, Chestnut)

ROWS upon rows of tiny, white washable shoes may be seen in two cases in the Children's Store. Some have embroidery on their toes, some tatted edges on their uppers, some are plain. Prices, \$1.25 to \$3 for French; \$1.75 and \$2 for domestic. (Third Floor, Chestnut)

NEW BEADED HANDBAGS FOR SEMI-MOURNING

They are made of dull and bright jet beads combined, with sometimes a touch of purple. The combinations are effective, yet dignified.

Some have beaded tops, others black celluloid tops.

Prices \$25, \$30 and \$35.

(Main Floor, Chestnut)



Airy Georgette Frocks for Women—Prices \$18.75 to \$75

WHEN you get a material which is semi-transparent, which hangs beautifully and which is almost universally becoming, you need look no farther—the chances are that there isn't anything more satisfactory.

These pink and white Georgette dresses are made with

(First Floor, Central)

long and three-quarter sleeves and shallow necks; they are beaded or combined with taffeta, or embroidered or braided or even plain; and they are sometimes brightened by girides of contrasting color. For luncheons, afternoon or semi-evening use—even for dancing—they are an excellent choice. Prices \$18.75 to \$75.

Plenty of Wash Dresses for Girls at Home or on Vacation

If you are going away to the shore or the country you'll need a good supply of frocks for morning and afternoon wear—and you'll need much the same, cool pretty things if you are to stay at home and wish to be comfortable.

There are dresses of sturdy gingham with touches of snowy pique on the collar, there are figured voiles and flowered lawns in light and dark colors. And there are frocks simple in style or more elaborate just as you wish.

\$8.50 to \$18.75—14 to 20 year sizes.

(Second Floor, Chestnut)

FASCINATING BEAD WORK FOR SUMMER DAYS

Making bead bags, beading one's frocks and blouses, contriving novel and artistic ornaments of beads—these are popular pastimes this summer.

All the beads for such work are here—big beads, little beads, glass beads, decorated wooden beads, opaque beads, and they are in white, black and colors.

(Second Floor, Central)

Madame Lyra Corsets

These are the finer "American Lady" models—all being notable for grace of line and style.

A topless model of pink coutil, with elastic insert in waist, eyelets and lacing below the front steel, is \$5.

A model for tall figures. This is of pink coutil, with low bust, long skirt and elastic gores in the skirt, \$5.

A pink broche with low bust and elastic gore in the skirt, and considerable length over the abdomen, \$6.50.

A strong, coutil, heavily boned, with broad clasp and low bust, \$7.50.

(Third Floor, Chestnut)

SOMETHING MORE THAN PLEASURE SUGGESTS SLIP COVERS

They are a real protection to the furniture from two of its worst enemies, the hot sun and dust. Years ago people used to put slip covers on even though they were ugly, because it was more economical in the long run.

English chintzes and cretonnes make the best and prettiest covers that anybody could want. Many of the designs in the latter are copied from beautiful French linen prints.

English chintzes, 90c to \$1.75 a yard.

Cretonnes, 35c, 50c, 60c, 65c, 75c, 85c, \$1 and \$1.25 a yard.

But the best and quickest way is to let us make the slip covers and draperies to match. A postal or telephone call is all that is necessary to bring our representative to give estimates.

(Fifth Floor, Market)

TO DEVELOP and print Kodak roll films in such a way that all the valuable detail in the negative is brought out requires much care and experience. The Camera Store does admirable work of this kind.

(Main Floor, Chestnut)

One Handsome Dining-Room Suit Amongst Many

EVERYBODY can readily understand that this furniture stock is too large and varied to be typified by any one item embraced in it.

And yet the individual items are so attractive in themselves that they call for individual notice.

One of these is a ten-piece dining-room suit of black walnut in the Italian renaissance style.

The panels on all the doors and also the chairbacks show

(Sixth Floor, Market)

an oval decoration, high lighted in brick-dust red with an outline border of blue. On the base of each piece there is a scroll work in an antique gold and verde finish.

The buffet is long and graceful, with a wooden back. The serving table has a cupboard base and the china closet beautiful wood panel door and ends. The extension table has a graceful oval top. The chairs have slip seats.

Price for the ten pieces, \$640.

Dainty Colored Desk Sets Suggest a Summer Boudoir

But they would also be quite at home in the living room of a country or seashore cottage. The delicate coloring would go charmingly with mahogany or white wood furniture.

Five-piece sets of blue, green and violet silk moire covered with celluloid, \$5 a set. Larger sets of tapestry or silk moire, both covered with celluloid and the silk moire ones having hand-painted designs on the celluloid, \$7.50 to \$12.50.

Ecrase leather desk sets, pink, green or blue, 7 pieces, \$11.

(Main Floor, Chestnut)

CERTAIN BLUE-AND-WHITE BREAKFAST SETS

recently made up in the Oriental Store would be agreeable to use in summer cottages. The china has the old-fashioned pheasant or Howo pattern, there are forty-one pieces of it, and it stands upon a Japanese breakfast cloth and six doilies—also blue-and-white.

The price of each entire set is \$12.

(Fourth Floor, Chestnut)

YOU CAN GET AN AMERICAN BICYCLE AT ONCE

We are prepared to make immediate delivery of these fine wheels in any size or model, and in either black-and-white or red-and-white finish.

They are all fully equipped with coaster brake, front and rear mud guards, tool bag and tools.

Men's models, 20 and 22 inch frames, \$40.

Women's models, \$42.50.

Junior models, for boys and girls, \$35.

(The Gallery, Juniper)

MEN'S ALL-LINEN HANDKERCHIEFS FOR 30c EACH

Good linen, too, for the price; snowy and firm and every thread soft.

Perfectly plain hemstitched style, 30c each, \$3.60 a dozen.

(West Aisle)

To Housewives

The aluminum preserving kettle with cool handle is the perfection of its kind and its price is going up—women who really want it would do well to buy now. Eight-quart size, \$2.50; 24-quart size, \$6.75; four sizes between these. Lids extra.

A self-basting roaster, which can also be used in canning and for boiling fish and ham, is of aluminum and costs \$7.25. Rack to hold fruit jars, 90c.

Jelly strainers to hang over the edge of the preserving kettle have nice, clean cheesecloth bags and cost 45c and 75c.

Aluminum colanders to use in preparing fruit for preserving, \$2.25.

Aluminum quart measures of the lightest, \$1.30.

A vegetable kettle with a strainer lid and a cool handle is an aluminum treasure and costs \$2.60 or \$3.10, according to size.

The toothsome corn cob will soon be ready to boil; the proper vessel in which to prepare it is a boiler of seamless blue or white enamel at \$3.75, or gray enamel at \$2.70. Each boiler has in it a draining rack.

The Mudge patent canners are ideal for sterilizing fruit. Prices are \$5 to \$23.75, according to model and size.

Ice-cream freezers are increasingly hard to get—we placed orders months ago to be sure of enough for the July demand. Triple dashers, sizes from 1-quart at \$3.15 to 14-quart at \$13.90.

A 9-pound sack of ice-cream salt is 90c—find it close by the freezers.

(Fourth Floor, Market)

PILLOWS ARE A HELP IN MAKING THE PORCH LIVABLE

There are also pillows for swings, hammocks, boats, camping and so on to be thought of.

With such a large assortment of pillows as is here one should be able to find just the right kinds for all these purposes.

Round, oblong or square pillows, covered with pretty cretonnes, and some have plain-colored poplin in combination, \$1.10 to \$4.50.

(Fifth Floor, Market)

COOL SLEEPING PILLOWS FOR HOT NIGHTS

Our Bedding Store has a number of excellent pillows, made by our own people and especially intended for use on hot nights. They are filled with pure white, clean hair, covered in standard grades of ticking.

They have the additional advantage of being in sizes to fit regular pillow cases. Six sizes, from 10x15 inches at 75c to 20x30 inches at \$4 each. Others in between at \$1, \$1.50 and two kinds at \$2.25 each.

(Sixth Floor, Chestnut)

SUMMER BATH COMFORTS

First, you'll want a good spray—we have all kinds, from \$2 to \$6.

Bathing salt added to the water will make it more refreshing—35c for a ten-pound bag.

Big, thirsty bath sponges, 50c to \$1.00.

Bath soap, 12½c cake, \$1.35 a dozen—violet, rose, verbena and cold cream scents.

(Main Floor, Chestnut)

NEW GUEST TOWELS ARRIVE 50c AND 65c EACH

Hemstitched Irish huckaback towels, of pure flax, well woven, well bleached and reliable for service. Size 15x22 inches, 50c each; 16x23 inches, 65c each.

(First Floor, Chestnut)

Summer Blankets—Cool and Thin—At Special Prices

So cool and thin that many people call them sheets, insisting that they are much cooler, by reason of their lightness and open weave, than regular sheets.

We have them in sizes to fit all beds & eads, specifically, 60x90



Summer Suits for Men of Spirit (In the London Shop)

With a great many men, especially young men, one of the most important requirements of a suit of clothes is that it shall have individuality.

They don't want to find themselves sitting beside strangers wearing suits that are either identical or very similar in design. It would be a drab world if every man wore the same kind of clothes.

Individuality in a man's suit is partly a matter of cut and partly a matter of material. These new Summer suits show it in both ways.

We call particular attention to a little lot of chevots in the high colors characteristic of sports clothes—tans, browns and greens that are rather pronounced, yet perfectly good form.

These suits are in two and three button single-breasted models and in double-breasted models and the prices are \$42.50 to \$65.

(The Gallery, Chestnut)

A Fortunate Shipment of Men's English Half Hose

Scarcest of all half hose today are the finer imported kinds, and with Britain's hosiery knitters on strike they are likely to be still scarcer.

But we are happy to announce that a small shipment of these goods, which we bought in England a year ago, has just come in. Prices have advanced at least fifty per cent, since then, but we sell this lot based on the old cost.

Better be early if you want any. Tan and white lisle, \$2.50 a pair. Black, white, gray and navy ribbed lisle, \$3. Black-and-white and black-and-blue striped lisle, with hand clocks, \$3.50.

Ribbed white merino, for golf or tennis, \$2. Heather and light and dark gray mixed wool, \$2.50.

Black and tan lightweight ribbed cashmere, \$2.50.

Brownish heather mixture lightweight ribbed cashmere, \$3. Black-and-white and grayish mixture lightweight silk and cashmere, \$3.

Black, tan and gray, shot with contrasting colors, accordion-ribbed silk and cashmere, \$3.50.

(Main Floor, Market)

9x12 Ft. Domestic Rugs at July Sale Prices

This sale has helped a great many people to furnish their homes with new floor coverings at fine savings. As you will note, there are both year-round and summer rugs in the disposal:

9x12 ft. fine Wilton rugs, \$50 and \$98.50.

9x12 ft. seamless Wilton rugs, \$78 and \$88.50.

9x12 ft. seamless Wilton velvet rugs, \$35.50.

9x12 ft. Axminster rugs, \$39.

9x12 ft. tapestry Brussels rugs, \$20.

9x12 ft. Colonial rag rug, \$10.75.

9x12 ft. oval rush rugs, \$25.

(Seventh Floor, Chestnut)

A 2000-Yard Lot of Irish Table Damask at Less Than Today's Landing Cost

Practically all of these goods belong to a forehanded and very advantageous purchase.

They include medium and heavy weight damasks, all full-bleached, pure flax, 70 inches wide and in a dozen handsome designs, chiefly floral effects.

They are as remarkable a group of table linens as can be found probably in the United States, their prices being 25 per cent less than landing cost at the present time.

Four grades, marked respectively at \$1.50, \$2.25, \$2.50 and \$3 a yard.

(First Floor, Chestnut)

Important Special Sale of



1400 Pair of High and Low Shoes for Men and Women, at Savings of a Third to a Half

In some styles sizes are incomplete, while in others there is a fairly good run of sizes. In some of the former groups the shoes are less than half price and in no case is the saving less than a third.

This is a splendid opportunity for people who have been wearing Anatomik shoes and for those who have wanted to try these wonderful shoes but did not want to pay the full price. Thousands of our customers can testify to the comfort of Anatomik shoes and the help they are for almost all foot troubles.

The earlier you come in the more likely you are to get your size in the lower-priced groups. And of the 1400 pair only 200 pair are for men.

Men's Anatomik shoes, \$7.90.

Women's Anatomik shoes, \$5.90, \$6.90 and \$9.

(Men's, Main Floor; Women's, First Floor, Market)