

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Clearing

Giving People a Little More Than They Expect Is Good Business

The Poetry and Ideality of a Building

is not observed at all by many persons who see in a structure only four walls and a roof. Homes are not made by bricks nor stores by stones.

Some people never see the ideal of things.

A little hut on the hillside, without an organ or any stained glass windows, but with a few neighbors with hymns in their hearts, may be a cathedral of worship.

Some people never see the sun in a dewdrop.

Little ideas, little dreams, little prejudices, sometimes called patriotisms, are only little bags of self-conceit.

This vast structure, the dream of a country boy, great in dimensions and strength, is much more than a mart of trade. It is the whole thing anticipated. It expresses the fullness of an idea that is being developed, and its household and house-keepers spend happy days in it doing something more than "a day's work."

[Signed] *John Wanamaker*

July 16, 1919.

New and Lower Prices on 'Most All the Hats in the Gray Salons

This means charming dress hats—large flower and feather trimmed hats in new and distinctive styles.

Also small hats—in unusual and attractive models. And sports hats in many fashionable colors and shapes. All these hats are in good condition, and the prices are changed simply because it will soon be time for us to use their space for Autumn hats, even though you will have many weeks yet in which to wear them.

(Second Floor, Chestnut)

A Good Time for Young Women to Get Spring Suits at Small Prices

As the prices on all the suits in our collection have been much reduced, there is really excellent choosing for any girl of young woman who wishes a suit to finish out the summer and start the autumn.

suits and some sports suits in black and white checks. At \$25 and \$27.50 are still better suits of serge, in good styles, well cut and silk lined. Between \$40 and \$70 there is a wide choice of tricotine and twill models—one-of-a-kind suits—suits of fine wools in good colors and distinctive styles.

(Second Floor, Chestnut)

Bathing Suits of Velvet

are among the latest—black velvet cut with great simplicity. The price is \$40.

But the majority of mermaids this summer are wearing black taffetas, and one particularly good style has a crossed-over bodice and ruffled skirt with cording for its only trimming. \$19.50.

Other taffetas and satins are \$23.50.

Black mohair suits, often trimmed with color, are \$4.50 to \$15.

Surf-cloth suits \$5 and \$5.75.

(First Floor, Central)



Women's Summer Gloves Special, 50c and 75c a Pair

Most women like to wear gloves as comfortable and as light weight as possible during the warm weather, and these gloves are precisely right for the purpose. They are of unusually good quality, fit well, and are in desirable colors.

50c a pair for 2-clasp chamouis lisle thread gloves in black, mode, tan and gray shades. These are washable, too.

Also at 50c a pair are lustrous silk gloves in black, white, tan, gray or mode, and black with white stitching.

And it would pay to buy such gloves as these a season ahead, too.

(West Alle)

Women's Capes Come Down to \$25 to \$50 Prices

And they are every one of them capes that have been until now selling for a good deal higher prices. But there are very few of each kind left and not all colors.

Fortunately there are among them plenty of smart blue serges and gabardines and a few tan and gray.

(First Floor, Central)

Nightgowns for Travelers

Women who expect to make holiday at the mountains like the V-necked nightgowns, with sleeves three-quarters long. Here are three styles of cambie with tucked and embroidered trimmed yokes, priced at \$2.85.

A fourth style, with square neck and three-quarters sleeves, may be had in either nainsook or cambie, for \$3.50.

(Third Floor, Central)

White Waists New and Cool

One style of voile has a round neck and deep collar of scalloped embroidery. \$2.50.

One of batiste is hand-embroidered and hemstitched. \$7.50.

An imported voile, embroidered and further decorated with imitation Venice lace. \$9.50.

(Third Floor, Central)

What Gifts a Bride Wants—Those She Is Likely to Get

Even though they be such handsome pieces as these in sterling silver. They are gifts that will well repay the initial cost, because of their usefulness and lasting value.

Water pitchers, \$47 to \$260
Coffee sets, \$78 to \$280
Vegetable dishes, \$88 to \$275
Meat platters, \$130 to \$380
Bread and butter plates, \$240 to \$750 a dozen
Dessert plates, \$525 to \$1050 a dozen
Dinner plates, \$725 to \$1650 a dozen
Tea sets, \$255 to \$725

(Jewelry Store, Chestnut and Thirteenth)

The Effective Little Black Ribbon Sautoir Is Much in Fashion

for it looks well on both light and dark frocks and adds a touch of smartness to her costume.

Ribbon sautoirs with lustrous pearl pendants (imitation, of course, but quite effective) are \$8.

Sautoirs with glistening rhinestone slides or ornaments are \$1.50 to \$7.50.

Sautoirs with jeweled or fancy pendants are \$9 to \$21. Other sautoirs with gold-plated and sterling silver slides, 50c and \$1.

(Jewelry Store, Chestnut and Thirteenth)

Women's Riding Habits Arrive

Natural-colored linens, cut with sleeveless coats, are \$20.

Natural-colored linen crashees are also \$20.

White linens, \$35.

Khaki, \$18.50.

All these habits are made with breeches and are designed to be cool and comfortable.

(First Floor, Market)

Necklaces From the Orient

With the present fashions such things give a charming accent to a dress and one can hardly have too many.

Cut beads of shining crystal are \$6.50 a string.

Ball beads of imitation crystal. \$2.

White bone beads, \$2.25.

Ivory beads, \$10.

Oriental pearls, pinky and lovely, \$8.50; white, \$6.50.

(Fourth Floor, Chestnut)

A Choice Group of Chinese Carpets Reduced

These pieces have backgrounds of glowing ceru and blue, mostly enlivened by characteristic Chinese devices.

In texture and appearance they are particularly attractive, and they have plenty of good substantial wearing quality.

They certainly make a most interesting addition to the already attractive assortment of Oriental rugs which we are offering at a reduction of 25 per cent from prices that were already below the market.

(Sixth Floor, Chestnut)

A Little Lot of American China Dinner Sets Unusual at \$35.

Not semi-porcelain sets, remember, but china sets, made in this country. The decoration is a pink rose border pattern, with gold edges and gold traced handles, each set comprising 107 pieces.

(Fourth Floor, Chestnut)

Scrim Curtains for Fall Are Economically Bought Now

For prices are certainly rising, and there will surely be an advance of from 25% to 50% by then.

It is now possible to get a nice quality of scrim or marquisette curtains, plain hemstitched, for as reasonably as \$1.50, \$1.75, \$2.25 and \$2.50 a pair. With hand-drawn edges, \$4 a pair.

Or the more elaborate ones with lace insertion and edges for \$3.75 to \$15 a pair.

(Fifth Floor, Market)

55 Bed Sets at Half Price

An overlot comprising muslin and pique and also beach cloth in white and tan colors.

Embroidered in pink, blue, rose, delft blue, yellow and lavender, mostly in floral designs. Each set consists of a bedspread and bolster piece to match.

Being oddments, we have reduced them to half price now. \$4, \$5, \$6 and \$7.50 a set.

(Sixth Floor, Central)

"Pound" Paper Always in Demand for Vacations

These are the kinds that people choose by preference to any others:

Wanamaker Linen, 35c a pound, 50c for 100 envelopes.

French Cambrie, 50c a pound, 50c for 100 envelopes. In four sizes, paper and envelopes.

Liberty Linen, 50c a pound, 75c for 100 envelopes. There is also a new men's club size in this paper for the same price.

Royal Irish Linen, \$1 a pound, \$1 for 100 envelopes. In the four colors—white, blue, pink or lavender.

(Main Floor, Chestnut)

This New Silk Handbag

is of navy blue moire silk in a good full shape with ruffle around. It has covered frame, inner compartment and is prettily silk lined.

The price is \$5.

(Main Floor, Chestnut)

Boudoir caps at \$1 are scarce; here are some rather good ones of pink and blue crepe de chine and lace—two styles.

(Third Floor, Central)

Men's Suits for the "Phew" Kind of Weather

When men say "Phew!" and "Oh, boy!" and mop their brows, we know what they mean.

This Men's Clothing Store understands it exactly—it is, and always has been, an understanding kind of store; and it takes just such an understanding kind of store to dress men comfortably and well for heat or humidity, or both.

It is hardly necessary to tell any man that we are now getting well into the thick of the season of heat and humidity and all the rest of it.

But we want to say emphatically that the man who needs to get the right clothes for just such a time will be sure to find them here.

There is no gainsaying that tropical suits are the suits for the "phew" kind of weather; and tropical suits of the finest ready-to-wear kind to be had in America are here in good selection, their special point of excellence being careful tailorwork.

"Palm Beach," mohair and breezeweave suits cut on the right lines and tailored on the best principles are \$18 to \$35; and cool, breezy tropical worsteds, light in weight but of good firm construction, are \$35 to \$65.

(Third Floor, Market)

Men's Shirts of the Finest American Madras Yet

Only an expert could tell it from Scotch madras—and not every expert.

Light, cool, plain negligee, soft-cuff shirts with separate soft collars to match.

In as clean and fresh-looking a lot of designs as you ever saw—stripes of various width in black, blue, green, lavender and tan on white grounds.

Price \$3.50.

(Main Floor, Market)

Men's \$5 Panama Hats "of an Excellence"

—as the French would say.

Of an excellence, indeed, which is not equaled by any other \$5 Panama hats that we have seen in Philadelphia.

Enough different shapes for any man to find a style that suits him.

The best place in town for men's yachting caps is the Men's Hat Store. Such caps made of blue cloth are \$3 and \$4; of white duck, \$2 and \$3; of pongee, \$3.50, and of English Lovat tweeds, \$5.

Two Smart White Buckskin Oxfords for Men

One style has leather soles and heels and the other has rubber soles and spring heels.

Both are on straight English lasts with perforated straight tips.

Price \$9.

(Main Floor, Market)

Men's Wing Tip Oxfords of Distinctive Style (In the London Shop)

Two models in the fashionable lotus calfskin in a rich shade of tan. One is the British brogue style, with full toe, and the other has a narrower toe.

\$14.50 a pair. The third shoe is a heavy brogue oxford in mahogany cordovan, with the wide toe characteristic of a smart custom-made shoe. This is \$16 a pair.

All have long wing tips and are profusely perforated.

(The Gallery, Chestnut)

(Main Floor, Market)

Neat, Cool Tub Suits for Little Chaps

Many a small boy has an advantage over his daddy in the fact that he is dressed in a suit that keeps him cool and can be washed at any time, so as to give him a fine, fresh, new appearance.

Wise mothers won't let their small boys come short in the matter of tub suits.

For little men's new tub suits just now we have a good selection in linen, chambrays, kindergarten cloths and such fabrics and in all the latest styles: Junior Norfolk, short Russian and midley. In sizes 3 to 10. \$3.25 to \$6.50.

Norfolk style suits "Palm Beach" cloth and other fine cool fabrics for boys of 8 to 18 years at \$10 and \$12.

(Second Floor, Central)

A New \$1 Box of Cream Wafers

The box is the popular round, flat shape and filled with cream wafers in assorted flavors. It is ribbon tied, and \$1 complete.

Old-fashioned chocolate creams, 60c a pound.

Vanilla marshmallows, 50c a pound.

(Down Stairs Store, Chestnut)

Hosiery and Underwear at a Fourth to a Half Less

All good, seasonable Summer merchandise in first and second grades.

Women's stockings, 15c, 50c, 95c, \$1.50 and \$1.85.

Women's underwear, 25c, 30c, 35c, 3 for \$1 and 50c.

(West Alle)

Men's half hose, 20c and 75c.

Men's underwear, 50c and \$1.15.

(Main Floor, Market)

Children's socks, 10c and 18c, 3 pair for 50c.

(First Floor, Market)

Hand Embroidered Lingerie of Unusual Attractiveness

A long looked-for consignment from the Philippines has just been received in the French Room. In it are chemises both straight and envelope and nightgown. Both garments are in several patterns.

The chemises are selling at \$3 to \$4.50. Nightgowns at \$3.25 to \$5.50.

(Third Floor, Chestnut)

Fine Domestic Rugs in Unusual Sizes

There are rugs in these groups suitable for any room in the house, and they are here in stock for immediate delivery.

Wilton Rugs

10.6x12 ft., \$105 and \$168.

10.6x13.6 ft., \$112.50 and \$189.

9x15 ft., \$105 and \$168.

11.3x15 ft., \$125 and \$210.

Amxminster Rugs

11.3x12 ft., \$78.

9x15 ft., \$72.50.

12x15 ft., \$115.

Body Brussels Rugs

10.6x12 ft., \$77.50.

10.6x13.6 ft., \$87.50.

Specially Priced Rugs, 8.3 x 10.6 Ft.

Seamed and seamless Wiltons, \$57.50.

Body Brussels, \$45.

Amxminster, \$37.50.

(Sixth Floor, Chestnut)