

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
Showers

This Store Is an Open Book and Many Read It Every Day

There Are Few Books That Are Read More Than Once

Some books will stand two readings, but hardly any book gets three readings.

Every day many men and women come to our big book store of 180,000 separate volumes and say: "I have read through all my books. Give me something new."

Thousands of people pass through this store every day, because in some particulars

It Is a New Book

Every day there is a new something that was not there the day before.

We like to be read through every day, if it is only by a visit for a look.

If your visit did no other good, it would be sure to make us keep on getting in fresh goods promptly that you might never be disappointed.

[Signed] *John Wanamaker*

July 21, 1919.

For Girls in Search of Crisp White Frocks for July Days—

and August and September days, too, most likely, there are delightful little dresses of airy nets, trimmed with lace or picot ribbons, or organdie with tiny frills, and of fine white voiles. They are made in many fascinating fashions, necks are low and sleeves are short or long, as you like. \$10 to \$18.75.

But there are any number of cool, pretty frocks in colors, too—gay flowered voiles and fine printed cottons in figured effects, as well as plain colored weaves. They are as simple or as fluffy as you like, there are ever so many to choose from and prices are moderate—\$8.50 to \$15. 14 to 20 year sizes.

Of White Tub Skirts—

there are many styles between \$4.50 and \$8.50, and there are lengths from 33 to 38 inches.

Dusters for Summer Trips—

are really a good investment because they keep the clothes beneath them fresh and unrumpled. Linen colored dusters and capes—\$6 to \$30—14 to 20 year sizes.

(Second Floor, Chestnut)

Handsome Evora and Bolivia Coats at Last Reduced

They have never been reduced before, and these two materials are among the most desirable coatings for Fall. Also both evora and bolivia are growing scarcer and higher in price as the season advances.

Now, that there are only a few of each style in this group we have made the prices lower. There are beautiful coats, wraps and capes, lined with plain or plaid silk, and in colors of dark blue, tan, black or taupe, chiefly at \$50 to \$95.

They are all of very new fashion and many women will welcome such an opportunity as this.

(First Floor, Central)

For Now, a Woman Wants Gloves Like These—

cool, light-weight fabric gloves that are so comfortable on the hand it's a pleasure to wear them.

50c a pair for chamois-lisle-thread gloves in black, white, champagne, chamois color, mode or gray; washable, too.

55c a pair for silk gloves in black, white, gray or brown. 75c a pair for still better quality silk gloves in black, white, tan, gray, mode and black with white stitching.

All have 2 clasps for fastening, and the silk gloves, of course, are double finger tipped for longer wear.

(Main Floor and West Aisle)

Redfern Corsets

Guaranteed not to rust, tear or break.

One model for short figures has a low bust and short skirt and is made of cool batiste, \$4.

Another of fine batiste has a low bust and long skirt and is \$5.

A pretty pink broche with low bust has a skirt strongly boned over the hips in the back, \$7.50.

A Redfern of fancy pink batiste is daintily finished with ribbon and lace and costs \$5.

A front-laced corset of white coutil heavily boned is \$5. Cool white batiste with very low top and long skirt is \$5.

(Third Floor, Chestnut)

200 White Tub Skirts for Women—Special at \$5 Each

Because some few need a pressing (otherwise they're quite fresh) and the others are broken as to sizes, we've changed the prices on two hundred attractive summer skirts.

All are of white gabardine of good quality, made in several styles, some button down the side, some have clusters of buttons for trimming, some have one, others two pockets, and all are well cut and carefully made.

Plenty of sizes in the whole group—24 to 30 inch waist bands—and just the kind of skirts many women will be glad to get at this new, lower price.

(First Floor, Central)

New From Paris—The Oddest of Stationery

Can you picture pale blue paper edged with black and on the black, scrolls of gold?

The envelopes are lined with the black and gold. It is a French idea and very smart.

Or you may prefer a soft plain paper in rose, tan or green with a lining of the plain color to match.

There is another, a white paper with a lining of bright nasturtium red showing through it in a rosy glow.

No two boxes of this new stationery are alike, but each in its way is delightful. Prices are \$1.75 to \$5.

Also there is some quaint French pictured stationery for tiny children. It is lined and priced 75c a box.

(Main Floor, Chestnut)

DIPLOMAS and class pictures should be promptly framed if they are to be kept in their pristine condition. The Picture Store is doing a good deal of such work these days.

(Fifth Floor, Market)

Black Satin Slippers

are never left out of a woman's week-end grip, no matter what else may be.

These have long vamps, narrow toes, 2-inch Louis heels and cost \$12.

Rhinestone buckles to put on them, \$3 to \$30.

All in the Exclusive Little Boot Shop.

(First Floor, Market)

PEOPLE who motor a great deal are wise to give their eyes a little special consideration, and especially to protect them from sun and dust. Automobile goggles made of non-shatterable glass—a flying stone may crack the glass, but cannot splinter it—may be had in the Optical Goods Store.

(Main Gallery, Chestnut)

"The Magic of Oz" By L. Frank Baum

All you need to say to the children is that there is a new "Land of Oz" book and they will tell you what to do next.

We may add that this volume incloses one of the most amazing stories ever told, even in that amazing land. Price \$1.50.

"Rebecca's Promise," by Frances R. Sterrett, \$1.50.

"Hurdy's Whistle," by Anne Archbold Miller, \$1.35.

(Main Floor, Thirtieth)

COOL, low-necked nightgowns for women who wear large sizes are coming in. The sleeveless sorts are \$2.75 to \$4.50; the sleeved are \$1.75 to \$3.85. Materials are cambrie and nain-sook, usually prettified with lace.

(Third Floor, Central)

To Hold Powder and Her Small Change

there are pretty trinkets that she likes to dangle from a finger on a slender chain.

One always needs a supply of powder in warm weather, and the little powder boxes are a great convenience. Some are silver plated, some engraved and some have pretty colored enamel tops. 50c to \$1.75.

Small coin holders, silver plated, are useful, too, \$1.75 to \$3.25.

Flat silver plated lockets, to be carried on finger chains, \$2.75.

(Jewelry Store, Chestnut and Thirtieth)

NEVER were better cotton dress goods and never were better savings than in this year's

Sale of Cotton Remnants

There were 25,000 yards of remnants to start with and they are all the new fashion materials that women are buying the most of for Summer and early Fall frocks.

Many of these remnants would do for children's school dresses, small boys' suits, women's blouses, skirts, and there are plenty of lengths for women's dresses.

Prices start as far down as 12½c and go up to \$1 a yard.

The savings average a third to a half.

(First Floor, Chestnut)

Preserving and Other Notes

A colander on a bracket that clamps to the table is particularly good for seedy fruits, but may be used for all others, likewise for vegetables. Price \$1.75 and \$2.50.

Perforated tin covers to place over the food during frying haven't been on deck since the war. Now we have them—prices 15c, 20c, 25c and 30c.

A bread and cake box with roll-top cover is the latest. It is easy to handle and there is a sliding tin box inside. \$5.50.

A vacuum clothes washer which can be used in a common boiler for the lighter articles, such as shirtwaists and towels, is \$2.

Little fruit pressers with removable caps are 40c complete. Fine for mashed potatoes and so on.

A kitchen fly trap is ingeniously constructed of a plate to hold the sweet mixture which wins the hearts of flies and two wire covers which trap them. 60c.

All standing foods need protection from flies—here are round and oval covers of black wire, 10c to 60c.

Light cakes, such as sponge, are preferred in hot weather, and the best tin to bake them in is the tin with a tube. 50c.

Shallow jelly-cake tins with an ingenious device which turns them out in a most clean-cut manner are 20c.

A breadpan much used by bakers is one with rounded edges and slanting sides. It comes in three sizes and is as good for biscuits and cake as for bread. Prices 35c to 45c.

Blanching baskets for fruits and vegetables are made of heavy, good wire and cost 45c for a 9-inch size.

Lots of women even now don't know how easily they can handle the fruit jars with a wire holder. 10c each; \$1.10 a dozen.

The famous pressure cookers for the people who like to use steam are here at \$22, complete.

(Fourth Floor, Market)

HAND-CROCHETED SLIP-ONS INEXPENSIVELY PRICED

Light-weight woolen garments of a type much in demand among women during the vacation season.

In such a wide color range as white, turquoise, Copenhagen blue, peacock blue, navy, pink, salmon, rose, cardinal, Kelly green, dark green, purple and brown.

With belt, \$7.50. Without belt, \$6.

(First Floor, Market)

In the Building of a Chair or of a Palace One of the First Essentials Is Sincerity

THE lifework of William Morris was a protest against skimping. He saw, as any thoughtful man or woman can see, that the first essential of good workmanship, or indeed of any performance of the hand or brain, is sincerity, or an unfeigned desire to do the thing as well as it lies in one to do it.

Ruskin's feeling for tastefulness and harmony in the things that surrounds us, we all know; but it is worth while recalling that he

never lost sight of substantial requirements. For, speaking of homes, he says: "I would have our dwelling houses built to last." Please note the three little words, "built to last." Without any desire to preach, we do believe the world of craftsmanship had better keep the Morris and Ruskinian traditions well in mind, because it is vain to look for a convenient substitute. There is no substitute and there cannot be a substitute for good quality in furniture or for sincerity of purpose in the making of it. No man can build a chair,

that is, a chair worth the name, without an ideal of some kind in his mind, and, with average skill, the only ideal needed is the sincere desire to do it as well as he can. No store can conduct a sale which will develop into a great public utility without merchandise of the kind that is made upon the right principles, made to serve, "built to last."

In storekeeping, great things develop from serving people with goods that are "built to last."

The greatest thing to come from it so far is the



August Furniture Sale

which will open in this Store on next Friday, August 1st, and which will be preceded by four days of courtesy and inspection, Monday, Tuesday, Wednesday and Thursday, July

28th to 31st, inclusive. So far as we are concerned, the sale and all the furniture in it represent a great sincerity—a sincere effort to assemble the largest collection of lasting and

workmanly and beautiful furniture to be found in any one store for selling at legitimate price reductions.

We mean to prove to you that our effort has been successful, and on

Monday next we shall be ready.

On that day, or on any of the other three days of courtesy, selections may be made and all transactions dated from August 1st.

Japan Sends a Silk for Curtains and Covers

"Shike" is the name the Japanese give it, and you can scarcely imagine a softer, more graceful material for such curtains, table covers, pillow covers, lamp shades and so on. The weave is somewhat un-

even, which only adds to its attractiveness in most people's opinion. Beautiful shades of henna, buff, tan, green, Copenhagen, rose and natural-color white, 36 inches wide and \$2 a yard.

(Fifth Floor, Market)

GOOD CHOOSING IN BOSTON BAGS

For shopping or business. Boston bags are convenient things, with their wide mouths, double handles and surprising capacity. The soft leather they are made of permits stuffing them to the limit.

We have these bags in black, chocolate brown, russet brown and tan, in 12 to 16 inch sizes.

Prices are \$5 to \$15.

(Main Floor, Chestnut)

Speaking of Baskets

Now that tall flowers, such as gladioli, dahlias and tuberoses are blooming, the tall, trumpet-shaped wicker stands are in favor. Cream-colored with ivory finish and tin linings, \$8.

Wicker hanging baskets lined with tin, and wall pockets ditto, are \$6.75 and \$2.75, respectively. Filled with trailing green vines, they add a cool and pleasant note to porch or living room.

For the lady of the garden a flower basket with a spike to stand on is as necessary as gardening gloves and flower scissors. \$4.75.

Wicker sewing stands for the porch come in shades to match porch furniture and have covered tops and two under shelves, and cost \$11.50.

Waste-paper baskets of gilded or white enamel have composition garlands, oval and round, upon them. Price \$1.25.

One of the strongest and most beautifully made market baskets ever seen is of wicker and well worth its \$6.50.

Japanese sandwich baskets made of that strong trailing vine we used to call wistaria are \$1.25.

(Fourth Floor, Central)

Klearflax Rugs Near Half Price in the July Rug Sale

Odd sizes, to be sure, but plenty of desirable sizes at that. And at such low prices these splendid, serviceable linen rugs are a fine investment.

9x10.6 ft., \$18.50	9x8.10 ft., \$14.75
9x9.6 ft., \$15.75	9x10 ft., \$18
9x7 ft., \$13.75	9x6.3 ft., \$10.75
9x5.6 ft., \$9.25	8x10.6 ft., \$16.25
8x8 ft., \$13.75	8x9 ft., \$13.75

And many other sizes in proportion. Also in this July sale are new Colonial rag rugs, new Wilton rugs, new Axminster rugs and new tapestry rugs, all at large reductions and all eminently desirable pieces.

(Seventh Floor, Chestnut)



It Takes a Wise Man to Know What to Wear to Match the Weather

But not even all the rain we have been having can alter the fact that the suits men must have in Summer are Summer suits. Tomorrow may be another day of "cats, dogs and pitchforks," or it may be atmospherically glorious.

In either case a man must have the proper kind of Summer suit, and that is why we want to talk to him about it.

We want to say to him in particular that we have a good assortment to show him, both in cool, thin woolen fabrics and in "Palm Beach," mohair and other tropical materials. We want him to understand that all our Summer suits have been tailored with the extra degree of care which the lightness of the fabrics demands, and that they are cut on the most correct lines and priced on the fairest basis for all concerned.

To most men, of course, this is not news. But it means so much to every man that it is no harm to keep them constantly reminded of it, especially considering how easy it is for men to go thoughtlessly and pay out money for suits of inferior kinds, of which now as always there are too many to be had.

Men who mean to have the superior kind will find them here. Mohair, "Palm Beach" and breeze-weave suits at \$18 to \$35. Light weight chev-

rot and worsted suits \$35 to \$65.

(Third Floor, Market)

Men's Summer Shirts With Soft Collars Attached

A style that is very popular in warm weather with men who like comfort. All soft cuff plain negligee shirts, of course.

Of percale, in fancy stripes, \$2. Of white silk, \$6.50. Of Fuji silk, in a rich creamy white, \$8.

(Main Floor, Market)

Men's Outing Shoes Special at \$1.40 and \$1.90

The \$1.40 shoes are white canvas tennis oxfords with rubber soles and tan trimmings.

The \$1.90 shoes are white canvas oxfords with heavy rubber soles and heels. Both these shoes are much less than regular prices.

(Main Floor, Market)