

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Unsettled

# Ready for the Thousands Who Want Cool Clothes

## This Is Not an Epistle of Commendation

nor is it necessary to get a new letter of introduction to certify to what we are doing here to make shopping interesting, convenient, comfortable and advantageous to our patrons.

Our great desire is to live up to the testimonials of the tens of thousands who profited by our sixty days' campaign.

It was a straight-out battle against the high lights of trade whose war chest was full of war gold, which frowned upon the idea and scouted at any interference with existing prices.

We have reason to take heart and work harder to lower H. C. L., and our customers join us in battling against hoarders of goods and self-opinionated wholesalers and mill owners.

Service for each other is inventive.

[Signed] *John Wanamaker*

July 8, 1920.

## Flexible Jeweled Bracelets to Sparkle on Pretty Arms

Brilliant with rhinestones or with rhinestones alternated with imitation sapphires, emeralds or amethysts and the setting is sterling silver.

They are very much worn this summer with the most fetching dance frocks by women and girls alike. Prices for any one of these varieties, \$5.

(Jewelry Store, Chestnut and Thirteenth)

## Children's Summer Hats Have Their First Reduction And the New Prices Are 65c to \$10 Each

The original prices were considerably higher, so that the savings are quite worth while, for the hats are plain or fancy, are suitable for little girls or little boys, and every hat is in good condition.

There are tailored and dress hats, there are straws of many weaves, and hats in black, white and colors.

They'll fit children up to 6 years of age.

(Third Floor, Chestnut)

## Women's Handkerchiefs, \$3 a Dozen

Fine Irish linen makes them, they are finished with tiny hems, faintly stitched, and they are in that perfectly plain style which never goes out of fashion and which fastidious women always use.

We'll mark them for you, if you wish, at moderate charge.

(West Aisle)

## Fine Waists

Tailored crepe de chine of fine quality, two styles, each in white and the universally becoming shell or flesh pink, one with high-low collar at \$7.85, and one with a square-necked opening at \$10.85.

Also Georgette crepes in white and flesh, one with much drawwork and real filet at \$18.75, and one with filet and Valenciennes at \$16.50.

(Third Floor, Central)

## Good Bath Towels, 85c Each

Bleached Turkish towels, well made of good, absorbent cotton yarns, all with hemmed ends and in a convenient size—20x40 inches, 85c each and good value for the money.

(First Floor, Chestnut)

## Another Fine Lot of Persian Mahal Rugs is Ready

These are of the same purchase as the group that we placed on sale some days ago, but they were later in arriving.

Also they are of the same good grade and rich, attractive appearance.

Besides those with red grounds and figures in scarlet, tan and blue, there are many with grounds of tan with the patterns in red and other contrasting shades, the general effect being rich, pleasing and decorative. Prices are on a moderate commercial scale.

### Persian Mahal Rugs

10.4x8. 6 ft., \$825	10 x8. 5 ft., \$495
12.5x8. 6 ft., \$875	10.3x7. 5 ft., \$457
11.8x6.10 ft., \$447	13 x9. 4 ft., \$755
10.8x8.10 ft., \$575	11.11x8. 9 ft., \$575
10.4x8.10 ft., \$555	11.11x8.11 ft., \$675
10.3x8. 4 ft., \$455	12. 2x8. 6 ft., \$945
12.3x8.7 ft., \$655	

(Seventh Floor, Central)

## Sterling Silver Toilet Ware at a Fourth Less

For the reason that these particular patterns will not be part of our collection any longer. They are all good designs, however, and some women may find among them pieces to match their sets. Others may like this opportunity to start a set.

(Jewelry Store, Chestnut and Thirteenth)

## Japanese Straw Rugs at Lowered Prices

A limited lot, so whoever wants one will do well to come in early.

9x12 ft., \$9.50.

8x10 ft., \$6.75.

9x15 ft., \$13.50.

(Seventh Floor, Chestnut)

## Roman Striped Ribbons, \$1.50 a Yard—Loom Ends

These are fine and fashionable ribbons—just such kinds as we've sold in our Ribbon Store at twice as much and more a yard.

Not full pieces—loom ends—but practical lengths.

Six inches wide, rich colorings and combinations, and all of heavy faille silk.

For girdles, trimmings and such needs they will be just the thing.

(Main Floor, Central)

## New Pickard China Rich and Ornate

Most of the pieces are done in engraved gold, but a small proportion of them are hand-painted as well.

This is a very ornate and splendid-looking ware now in much favor for wedding gifts.

The assortment to be found here is particularly well-chosen, comprising all the more desirable pieces, among which are saucers, sugar and cream sets, cups and saucers, coffee pots, fruit bowls, cake plates, sandwich plates, lemonade pitchers, water pitchers and bonbon dishes in many styles, priced from \$5 for a bonbon dish to \$75 for an exquisite coffee set of 17 pieces.

(Fourth Floor, Chestnut)

## Quilts of Coolness

Cotton-filled ones, in coverings of silkoline—a good selection at \$7.50 to \$10 each, some finished with plain silk mull borders.

Very fine, cool quilts are filled with the best cotton, covered with mull, the center being figured and the border

(Sixth Floor, Central)

## The Best Break of the Season in the Men's Clothing Market

(Be Early Tomorrow)

## 500 Fine, Light-Weight Summer Suits at \$37.50

These are some mighty good suits of clothes that have just come from the manufacturer, and it is only fair to say that he was somewhat scandalized when we told him how low a price we were going to sell them for.

"If I could have shipped them at the start of the season when you first wanted them, you would never have got them to sell under \$50 and \$60," he declared.

But that is just the point.

They are nearly three months late—and the penalty for the delay is the difference in the price.

## They Are Splendid Suits for the Money

They are splendid suits, no matter what the price.

Genuine all-wool, hand-tailored chevots and light worsteds, three-piece suits, half lined and quarter lined, full in their measures and distinguished for the niceties of their good tailoring.

Light colors and dark colors and some fancy mixtures.

All regular sizes and good choice for stout men.

We know it to be the best clothing opportunity of the season—and the 500 suits are likely to go pretty quickly.

(Third Floor, Market)



## Charming Silk Suits for Women

First come the ever fashionable pongees of rather light weights, cut with narrow belts, and tuxedo and box fronts. These are \$35.

Then the novelty tricolettes, lovely in color and varied in weaves, some two-toned and some in solid colors. They are in greens and grays, sand, pinks, blues and tans. Price \$35.

Last the black and navy taffetas—at \$35.

(First Floor, Central)

## Parisienne Corsets

are made of the most fashionable corset materials and made most beautifully. Here are half a dozen of the best new models:

At \$8. A low, full bust corset of white coutil; it has a long skirt and is well boned.

Also another of pink coutil with elastic inserts and very low top.

At \$8.50. A pink coutil model with medium-length skirt and elastic across the top and under the bust.

At \$12. A girder-top corset of pink batiste, having eyelet and lacer below the front steel.

At \$14. A very low-top model of pink broche, with eyelets and lacers at the bottom.

At \$20.50. A very low-top model of pink broche, with elastic inserts under the bust and long skirt with boneless hip.

Please note that the morning hours are the most comfortable for fittings.

(Third Floor, Chestnut)

## Women's Pajamas

A big shipment in time for people going away for the summer. Some are one piece and some are two piece, and the materials run from that soft, crinkly crepe with colored stripes to solesette, nainsook and madras. Prices are \$3.25 to \$5.50.

(Third Floor, Central)

## Young Women's Cool White Skirts, \$5.50

Of cotton tricotine or gabardine—both practical weaves for Summer skirts because they launder so satisfactorily.

Made in several good styles, with wide belts, pockets and usually button trimmed. Some are embroidered, too.

(Second Floor, Chestnut)

## Washable Silk Petticoats

Pink and white washable satins, with hemstitched scallops, \$5.

Other white and pink satins with lots of laces, \$9.

(Third Floor, Central)

## Young Women's Lovely Crepe de Chine Dresses—\$32.50 Each

are frocks copied from, and almost exact duplicates of frocks, sold earlier in our own Store for more than twice this sum. They are charming dresses of soft, lustrous crepe de chine in white, navy blue, flesh color, brown and the loveliest peach pink.

They are quite youthful, very becoming and are made with accordion-pleated skirts and jacket-like bodices which are belted with silk cord girdles. They are beaded and embroidered with silk and are most attractive indeed.

Every frock is fresh and lovely, and they are just such dresses as will be useful for afternoon and informal evening wear at the shore and for summer vacations.

\$32.50—and 14 to 20 year sizes.

(Second Floor, Chestnut)

## Dusters Are Very Necessary for Women Going Away

They enable a woman to wear a cooler frock than she otherwise could, for they protect it from the dust of the train or automobile. And they are so easy to pack in a suitcase or bag.

Linen dusters, \$5.75. In linen, \$12.75.

Linen capes, \$8.50. Linen capes, \$16.50.

Palm Beach cloth coats, \$14.

Pongee coats and capes, \$40 to \$82.50.

(First Floor, Central)

## A Note on Women's Bathing Suits

We now have plenty of the scarce and much-asked-for woolen tighties to wear under bathing suits. They are in black only, sizes from 36 to 44 inches, and may be had for \$3.75 to \$6.50.

Of the suits themselves we find that—

Black surf-cloths are \$7.

Surf-cloths with tights attached, \$10.

Poplins—mostly black—are \$11.50 to \$18.50.

Black silks in novelty styles, \$18.50 to \$47.50.

Bright colored jerseys, \$10 to \$18.50.

(First Floor, Central)

## Cowhide Traveling Bags Special at \$16.50

Of tan and dark brown cowhide in a good, roomy shape. Leather lined and with sewed corners and flat catches. 18-inch size, and an unusual bag for the price.

(Main Floor, Chestnut)

## 2700 Specially Priced Waists on Sale

The majority of them are cottons—500 waists at \$1—Voiles and organdies mostly, and mostly all-white, a few with colored stripes or trimmings.

300 waists at \$2.85—voiles, lace and ruffle trimmed.

1000 waists at \$3.85—batistes and voiles, some hand-embroidered, some trimmed with picot edges and hand-crocheted eyelets.

200 waists at \$5.50 to \$7.50—these are the most attractive of the entire lot, being hand-made batistes and voiles, some of which have real filet trimmings.

120 waists at \$6.85—are fine voiles with real filet trimmings.

500 silk waists at \$5. These are nearly all samples and nearly all of pink and white Georgette.

(East and West Aisles)

## Women Are Starting Now to Make Organdie Frocks

For they now realize how much these frocks are the fashion and how necessary it is to have a couple or more in one's wardrobe.

Fortunately there are plenty of organdies here still—white and colors and, with the simplicity of the present styles, there should be little trouble in the making. 42 and 44 inches wide, \$1, \$1.25 and \$1.50 a yard.

(First Floor, Chestnut)

## For Vacation Days—Girls' Middies and Skirts

Middy blouses—some all-white, some with red collars and cuffs, some with navy blue collars and cuffs, begin at \$2.25 and go to \$3.75 and are in 6 to 18 year sizes.

Middy skirts to wear with the blouses are all of sturdy galates, and are made in pleated styles, some on bands and some on bodies. \$2.50. 6 to 14 year sizes.

(Second Floor, Chestnut)

## White Petticoats

More of the white sateen petticoats with double panels have arrived—prices \$2.85, \$3.85 and \$5.

For women who don't want the plain ones we have a style with hemstitched ruffles at \$3.85; and still others of fine sateen without the panels are scalloped and hemstitched and cost \$4.75.

(Third Floor, Central)

## Remarkable Savings on Summer Low Shoes

Men's shoes and women's shoes at a third to a half less than regular prices—in many instances less than half price.

All desirable shoes, well made and of good style.

Women's shoes at \$4.60, \$5.60 and \$7.60 a pair.

Pumps and oxfords of many styles and with various kinds of heels and toes. Some have satin or suede backs and there are white buckskin high and low shoes among them.

(First Floor, Market)

Men's shoes at \$7.25 and \$11.25 a pair. The first price buys black and tan calfskin oxfords and white canvas high and low shoes with rubber soles. The others are heavy tan leather brogue oxfords.

Also some new Fall high shoes, in brogue styles, at \$8.75 and \$11.75.

(Main Floor, Market)

## Music Makes a Summer Evening Perfect

At the seashore or in the country, these peaceful nights are made for melody.

Melody that older folk, sitting on a cool porch, can enjoy to the full, and that younger folk can dance and sing to.

## Player-Pianos for Summer Homes

Music is no longer reserved for the favored few who can play some musical instrument. The player-piano makes it possible for all.

Any one can play a player-piano and produce good music. Providing it is a good player-piano.

We have a notable collection of player-pianos not to be found elsewhere in Philadelphia. You get them with our warranty for satisfactory service. Their tone is fine, their mechanism excellent, their durability assured.

Whoever wants to get the fullest pleasure from a Summer home must have a player-piano in it.

Schmacker player-pianos, \$1150.  
Emerson-Angelus, \$1000.  
Emerson player-piano, \$950.  
Marshall and Wendell Angelus, \$950.  
Angelus piano, \$900.  
Marshall and Wendell player-piano, \$875.  
Autopiano, \$850.  
Lindeman player-piano, \$800.  
Pianista, \$775.

(Egyptian Hall, Second Floor)



Also a limited quantity of fine new upright pianos and player-pianos at reduced prices.

## Men's Fine Silk Shirts Special at \$10

These are uncommonly beautiful shirts of a sort we have been selling for several dollars more.

There are all kinds of stripes—pin stripes, half-inch stripes and cluster stripes—and the colorings are charming.

Cool, serviceable silks of excellent quality.

Remarkable shirts for \$10.

## Fresh Lot of \$1.15 Neckties

A new shipment of those very good-looking ties that we have been selling specially at this price for the past few days.

(Main Floor, Market)

## Men Who Want Lincoln-Bennett London Straw Hats

can still choose here from a good assortment in the several shipments recently received.

Lincoln Bennett straw hats are famous for style, comfort and serviceability, their high finish shedding the dust.

Prices \$3.50 and \$4.50.

(Main Floor, Market)

## Men's Cool Underwear at Special Prices

\$1.15 for athletic style, light weight, self-striped voile union suits in first grade.

\$1.50 for athletic style checked nainsook union suits in first grade.

\$1.75 for athletic style, light weight, white mercerized union suits in first grade.

## Half Hose Special

3c. 3 pair for \$1, for men's sheer mercerized cotton half hose in black, cordovan and gray; first grade.

(Main Floor, Market)

## "Did You Bring Any Candy?"

That's one of the usual week-end queries, and here are some delicious sweets to answer it with when they ask it, this week—Wanamaker chocolates and bonbons, \$1.25 a pound—a most delectable assortment and many flavors.

Old-fashioned cream mint, with the real mint tang, 50c a pound. The Wanamaker Special Summer box, \$2, holds two pounds of caramels, fruit pastilles and cream wafers.

Chocolate-covered marshmallows, 60c a pound.

(Down Stairs Store, Chestnut)