

STORE CLOSED ALL DAY
TOMORROW

WANAMAKER'S

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WEATHER
Fair

In Warm Weather Everybody Should See Wanamaker's Cool Fur Storage Vault!

"Keep On—Persevere —You Are Sure to Succeed

in your attack upon H. C. L.," is the message that comes to us with pen-and-ink praise and over the wire from far and near:

To be sure we will succeed!

It is not our desire to hurt any manufacturer or selling agent.

We have only set the clock for the beginning of lower prices and we shall keep the clock wound up until it strikes the day of freedom from war rates.

It is a Reasonable and Right Undertaking

and each day will show progress here a little and there a little more.

We can do better than simply live by our epitaphs—see to it!

[Signed]

John Wanamaker

July 9, 1920.

"SOCIETY NOTE: Mr. and Mrs. Wolf, of this city, accompanied by the Kolinskys and the Black-Foxes, recently took their departure for Philadelphia, where they are spending the Summer months most delightfully.

"They are putting up at the Wanamaker Fur Storage Vault, whither they have been preceded by Mr. R. A. Coon, the Seals, the Gray-Foxes, the White-Foxes, the Bears, and the Caracul girls (who declare they come there to keep their hair in curl).

"A large and select colony, including nearly all of the families prominent in fashionable Fur circles, gathers in the Vault each Summer season. They claim that they enjoy no such accommodations anywhere else.

"They report that the temperature has been below freezing-point right along, and that there is a constant breeze, which acts as a refreshing tonic to those whose health has been impaired through lack of air and exercise. Indeed, the many friends of Mr. Bear-Rugge will be delighted to hear that the change of climate has entirely warded off his threatened attack of skin trouble.

"VAN PELT."

"ANOTHER SOCIETY NOTE: Mr. and Mrs. Whitemoth and the little Whitemoths have again changed their Summer residence and plans.

"Invitations for the elaborate party that was to have taken place this week have been recalled, as Mrs. Whitemoth is not sure of being able to procure the refreshments.

"The family is now taking a flight in disgust from the house on Blank Street, in quest of a place stocked with a better larder.

"Mr. Whitemoth says that it is not the high price of wool which touches him so much, as its scarcity.

"And with fur it is even more serious," he added in a brief interview.

"It may be noted that the Whitemoths are not the first well-known family to complain of the scarcity of moth food this Summer in closets and trunks.

"The cause assigned generally is that so many of the best furs are being sent to the Wanamaker Storage Vault, where any moth that applies for quarters gets a freezing reception. "FLYAWAY."



NO, the above items of news are *not* copied respectively from the society columns of *The Fur-Bearer's Herald* and *The Winged World*, but if there were any such papers published, we are sure that such announcements would appear there constantly, being founded on a cold fact.

The cold fact is the Wanamaker Fur and Storage Vault, which is one of the great sights of the Wanamaker Store.

Visitors in the Summertime have the privilege of viewing this remarkable spectacle by joining one of the Store Tours which start from the Rendezvous (Eighth Floor) every business day at the hours of 9.30, 10.30, 12.30, 2 and 3.30.

These tours are full of interest and, indeed, instruction, but none of the impressive sights that are shown in this largest Store in the world awaken more wonder in the beholder than so imposing and unusual a place as

This Immense Fur Vault—Occupying 161,000 Cubic Feet of Space

Not empty space, either; very far from it! From cool, cement-paved floor to lofty ceiling, furs are everywhere.

Thousands of fine fur garments, or those trimmed with furs; coats, robes, rugs, neckpieces, muffs of all kinds and descriptions; in the most orderly arrangement.

All the fur garments intrusted to us are hung on racks, carefully ticketed for identification, and the muffs placed on finely polished wooden spindles, which preserve their shape.

A particularly rich and splendid sight is the picturesque display made by the fur rugs, which are outspread on the center of the floor in a great space reserved specially for them.

The entire construction of the vault is fireproof. Furs accepted for storage are insured against fire and dampness, as well as against moths and other burglars.

The massive walls are of brick, two feet thick, interlined with cork four inches thick. Cork, as you know, is a non-conductor of damp, heat or cold.

The temperature is kept at a mark considerably below the freezing point.

When you think of 161,000 cubic feet of that degree of temperature—well, you've thought of the Wanamaker Fur Vault!

It may be said truly of this famous Summer resort for many thousands of aristocratic furs, that "The air is wonderful." Fresh air is being brought in from the outside every moment. It is screen-washed, fanned,

cooled and constantly circulated by scientific processes, so that it's even colder, purer and dryer than the air on a mountain-top.

To a human being, a steady draught of air rushing through 161,000 cubic feet of below-zero atmosphere would be a hair-raising proposition.

So it is to the furs! The glossy skins of animals born near the North Pole respond to it and enjoy it, and come back to their owners showing much of the life and brilliance that always characterized the "Winter coats" of their original wearers.

A Block of Ice Could Lie on the Floor of the Vault All Summer

without melting. We know this to be another cold fact; because once, for a test, we brought in a four-foot icicle (one of the largest of those that are always forming in the outside chamber where the moisture is frozen chemically out of the air) laid it on the floor one Summer day like this, and the next October it was still there.

The very entrance door of the vault, like the walls, is interlined with cork, to complete the "belt of preservation" around its valuable contents.

Although we have gone to such expense to provide for absolute safety, Wanamaker fur storage rates are no higher than the cost of the old, unscientific ways of storing such things.

The bill for the goods stored is not sent until they are returned to the owners.

We are still receiving for storage furs whose owners have let the earlier months slip by them. There are still accommodations in the vault for other furs, and now, of course, is the time to see promptly to this matter.

It is also the best time to arrange for any alterations in furs, that may be required, and is the season which most people choose.

Charges for such repairs are not billed until the time when the owner sends for his, or her, furs.

Not only is the storage of one's furs in the Wanamaker Vault

The Absolutely Sure Way of Preserving Them but it creates welcome, oft-times needed, space in chests, bureaus, ward-ropes and closets.

House-room is like houses—growing more valuable each day. Those householders, especially apartment dwellers, who bemoan their lack of closet or attic space, will be interested to know that we will store not only furs, but men's Winter clothing and women's cloth coats.

John Wanamaker Philadelphia