

Organ Programs at 9, 11, 4:50
Brief selection at 11:25, with Chimes
and Stroke of the Hour at Noon

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Local Thunderstorms

A Hospitable Store, to Home Folk or People Passing Through

The Idea of This Store

To select with good taste and good judgment at sources of production the newest and best of the various classes of merchandise, fairly priced; and to show the goods, as if in a picture gallery, with people coming and going, without any obligation to make purchases, or even to say thank you for the courtesy, has always been our idea of a useful store, such as this was intended to be.

To allow clerks to look at visitors as if they should buy something as they pass through the house was strictly forbidden years ago.

It has become a habit with our attendants to regard every one as a visitor until asked a question or informed of a desire to see some particular thing.

Bring your holiday friends and come along and see our beautiful, well-kept, extensive assortments of everything that we think is worth showing to our patrons.

[Signed] *John Wanamaker*

July 12, 1920.

Women Who Wear All-Black

and at the same time are not in deep mourning will be glad to hear of some excellent black tricolette dresses which have just been received in the little Salon of Mourning Apparel. They are \$95.

(Third Floor, Central)

Hand-Embroidered Georgette Waists

The work—very delicate and dainty—is done in France, and the waists are made up here. They are pink and white, have short sleeves, and shallow necks—square, round or V-shaped—and they may be had for \$12.85 to \$15.

Other Georgettes without embroidery, but a good deal of lace edging and pleated ruffles, are \$7.75.

(Third Floor, Central)

Organdies Grow More Popular as the Weather Gets Warmer

For there's no gainsaying the fact that they are the coolest-looking fabric that one can wear, and they feel cool, too.

A good assortment is still here—both white and the best colors. They are 42 and 44 inches wide and \$1, \$1.25 and \$1.50 a yard.

(First Floor, Chestnut)

The Jewelry Store Announces a Number of New Patterns in Fine Sterling Silver Table Ware

There is no question but that these new patterns are among the most beautiful that have ever been added to the collection in this Jewelry Store and that they will be appreciated as such.

The designs are exquisitely worked out and true in every detail to the historical period that they represent. It is such silver as one would care to have in one's family and to leave to one's descendants.

Lafayette	Heppelwhite (plain)
Clovelly	Heppelwhite (engraved)
Dorothy Quincy	Lady Mary
Jacobean	St. George
	Mary Chilton

(Jewelry Store, Chestnut and Thirteenth)

Three Pianos That Point a Moral

And the moral is that a fair price will buy a really fine instrument, if you know where to go.

Piano manufacturers are mainly divided into two classes—those that make high-priced pianos and those that make low-priced pianos.

Most of the medium-priced pianos you see are really low-priced instruments marked up so a purchaser can be hooked by the bait of an apparent concession in price.

But there are a few splendid, honorable, thoroughly satisfactory medium-priced pianos made, and notable among them are the

Schomacker Emerson Lindeman

For years these fine instruments have been on sale in the Wanamaker Store and may be found here only in Philadelphia. They represent the policy of this Store to provide the people with superior articles and bring the prices of such things within bounds.

Every one of these three pianos, the Schomacker, the Emerson and the Lindeman, has been applauded by musical America for many years. Every one has a reputation for excellence of tone, scientific construction and long service.

Indeed, the Schomacker piano is entitled to rank among the little handful of great pianos of the world.

We have these fine instruments in upright, grand and player-piano form and will take pleasure in demonstrating what any or all of them can do.

Schomacker, \$765 to \$1850.

Emerson, \$650 to \$1200.

Lindeman, \$535 to \$1000.

Any of the above instruments may be bought on convenient terms if desired.

(Egyptian Hall, Second Floor)

A Few Fine Porto Rico Dresses for Girls Are \$20 Each

and are kinds that were much higher priced originally. They are beautiful dresses, in perfect condition, and they are of fine voiles and crepes de chine. They are hand made, every

one, are in charming styles, and usually finished with the draw-work which is so fashionable now. They are in white and flesh color, and are in 6 to 10 year sizes.

(Second Floor, Chestnut)

100 Women's Tricolette Suits Reduced to \$38.50 Each

And this is just the time when such things are most wanted to wear at holiday resorts.

They were made in our own factory, and are of varying weave and peculiarly beautiful colors, such as tans, grays, browns, sand color, pinks, rose, lavender and blues—the last both dark and light. The coats are straight with the becoming tuxedo fronts, and the \$38.50 is a very small price for them.

(First Floor, Central)

Frolaset Corsets (Front-Laced)

We have just received models for all figures, carried out in plain and fancy materials.

At \$5 there is a pink coutil, topless, with elastic under the bust and across the lower back. This has a very short skirt.

At \$5.75 is a low-bust model of pink coutil with a medium-length skirt.

At \$7.25. Daintily figured pink coutil with elastic across the top, and a long skirt.

Another model of pink coutil slightly higher in the back and very low in the bust.

At \$9. A low model with long skirt made of striped pink coutil.

(Third Floor, Chestnut)

Fine Chemises and Nightgowns

The chemises are ensembles with trimmings top and bottom, and these trimmings are of exquisite quality. One style with real flit is \$5.75; and others with hand crochet in Irish patterns are \$5 and \$6.25.

The nightgowns are of the Porto Rican persuasion, tailored, and very smooth and cool, with fine hemstitching for their only relief. Prices are \$3.85 and \$6.85.

(Third Floor, Central)

100 Surf Satin Skirts, Special at \$4.50

One of the new pretty gathered models that women like so much, with the pockets set diagonally and trimmed with large buttons.

The surf satin is a good heavy quality, pure white and has the brilliant luster that seems to grow better the more it is laundered. All sizes up to 32-inch waist measure.

(East Aisle)

Women's Handkerchiefs of Airplane Cloth, 25c Each

All-linen, and a good practical weave.

Fresh and snowy—a recent shipment, newly unboxed. Made with half-inch hems, neatly stitched.

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

(West Aisle)

For Midsummer, Lace-Trimmed Hats Are Delightful

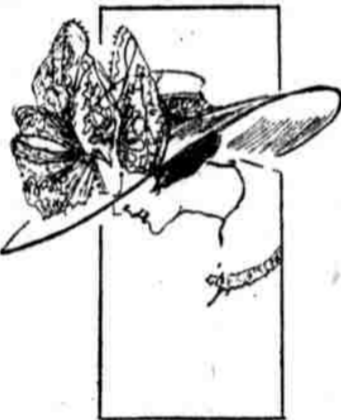
Picture a creamy brown Leghorn, with becomingly drooped brim, with a great, airy bow of brown lace—

Or a rough, white straw, with broad brim, with a wide bow of white lace—

Or a stunning all-black hat of lisere straw, with a black lace bow.

These are just a few of the new hats that are just off the needle. And with them are some pretty hair hats in the fashionable shades, with gleaming satin bows, or coarse straws in gay colors with field or garden flower wreaths.

You'll like them to wear with summer dresses.



Prices begin at \$18.
(Second Floor, Chestnut)

You Would Almost Know These Table Covers Were French

They are delightful printed affairs in the characteristic French lattice designs with floral borders in pink, blue or green. Just the thing to go with the lighter

Summer furnishings of country or seashore homes or the porches thereof.

35 inches square, \$4.50 each; 50 inches square, \$7.50 each.

(Fifth Floor, Market)

Young Women's Filmy Georgette Gowns for Summer—\$35

They are cool and airy and useful all through the summer—and later, too, for Georgette is an all-year-round fabric.

The dresses are in an attractive style, are made over a silk drop, and are beaded in

pleasing designs. They have round necks, short sleeves and wide girdles.

There is navy blue as well as white and flesh color, and they come in 14 to 20 year sizes.

(Second Floor, Chestnut)

Rain Capes Are New and Pretty Forms of Raincoats

A surprising number of women are wearing them this Summer for they are so easily thrown over one's shoulders when a sudden storm comes up and they have the advantage of not mussing one's light frocks.

Rubberized capes with almost the sheen of silk, in gray, tan or navy blue, all with protected arm hole, \$20.

Rubberized satin capes, almost the same style, black or navy, \$35. Oil-silk capes in navy, taupe, brown or wistaria, \$28.50.

(First Floor, Central)

WOMEN tell us the "shadow-proof" petticoats are among the most satisfactory so far—the upper third being single and the lower two-thirds double, the whole made of lustrous white sateen. They may be had for \$1 in the Store of Undermuslin.

(Third Floor, Central)

Women's Athletic Union Suits Special at \$1.50

Lightest and daintiest of women's Summer underwear and liked for their comfort and laundering qualities.

Of pink, and white self-striped voile in bodice-top style with shoulder ribbons.

(West Aisle)

New Bath Towels of Extra Merit, 75c Each

Old-fashioned, honeycomb weaves, specially constructed for extra-long service.

Of good cotton yarn, firm and absorbent, all woven with solid edges and blue borders and ends. Size 22x44 inches at 75c each.

(First Floor, Chestnut)

PORCH pillows are certainly needed for the fullest enjoyment of swinging seats and hammocks and many people use them to make the chairs and benches more comfortable.

Cretonne-covered, oblong, \$2.50, and round, \$2.75, with prices going up to \$5.75.

(Fifth Floor, Market)

New Books for Summer Readers

"The Hand in the Dark," by Arthur T. Rees, price \$2. More than a mere detective story.

"The Long Traverse," by Kathrene and Robert Pinkerton, \$1.50. A story of revenge and love.

"Hidden Trails," by William Patterson White, \$1.90. Some-

thing for readers who love action.

"Ambush," by Samuel Alexander White, \$1.50. A tale of the North and the Hudson's Bay Company.

"Dead Man's Gold," by T. Allan Dunn, \$1.50. A thrilling and colorful tale.

(Main Floor, Thirteenth)

Do You Know "Movette"?

The moving-picture camera for amateurs?

It is a system of motion photography for the home—and people who would like to catch every motion of their children will be particularly interested in it.

A new projector has been made.

(Main Floor, Chestnut)

by which these pictures may be shown at home.

The camera is \$44.

Projector, \$80.

Tripod, \$9.75.

Negative film (50 feet, non-inflammable), \$1.50.

And other supplies in proportion.

Inexpensive Week-End Cases of Black Enamel

Known as week-end cases because they are extra-deep suitcases, 24 to 30 inches long, and roomy enough to carry all the clothes two people need for a week-end. Light in weight for their size and serviceable.

(Main Floor, Chestnut)

Leather bound and with leather corners. Straps all around. Cretonne linings and each with a tray.

Prices \$12.75 to \$15.75.

Opening New Boxes of Cool Comforts and Novel Summer Blankets

For camps, boats, hammocks, for every place and occasion calling for cool comfort, certain coverings are needed and no other will fill the bill.

We are showing three new lots of just the things needed.

Jacquard-woven summer cotton comforts in rose and white, blue and white, and olive and white, size 70x84 inches, at \$6.50 each.

Cotton steamer rugs in a variety of plaid designs and in many color combinations over brown, blue, dark green and other grounds, size 66x80 inches, at \$7 each.

Indian design blankets of cool cotton in a wealth of color effects and characteristic Indian patterns—very much favored for boats, for any out of the ordinary use on land or water, size 66x80 inches, at \$8.50 each.

(Sixth Floor, Central)

A New Lot of Good Body Brussels Rugs

We have just received a limited quantity in the two most desirable sizes and in most desirable patterns.

9x12 ft., \$86.

(Seventh Floor, Chestnut)

8.3x10.6 ft., \$78.

All Our Boys' Ready-to-Wear Wash Suits at \$3.85

The bulk of them are new suits belonging to a very notable purchase. And all of them are in the most desirable styles, especially Oliver Twist and shirt styles.

Colors and fabrics in wonderful selection and every suit wonderful at the price—\$3.85.

In sizes for lads of 3 to 8 years.

(Second Floor, Central)

Voile Smocks

may be had in white with red or blue stitching for \$8.50; or in white with colored polka dots and embroidered yokes for \$5.

(Third Floor, Central)

Make the Whole Summer Vacation Time

by spending as much of it as possible in the open air, and by sleeping outdoors every night.

You can do this with a "Close-to-nature" canvas house. These rainproof, windproof shelters, which protect you from all insects, are equally useful for a regular camping trip or for your own lawn. They are easy to put up or take down and require no tools.

Prices range from \$70, for size 7½x6 ft., to \$300, for size 12x24 ft.

Here also is a complete assortment of cots, blankets, camp furniture and other camp equipment.

(The Gallery, Juniper)

