

Organ Programs at 9, 11, 4:50
Brief selection at 11:35, with Chimes
and Stroke of the Hour at Noon

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

One of the Coolest Places in All Philadelphia on a Warm Day

The Comfort at Wanamaker Square for Shopping

is due to absence of walls on each three-acre floor, high ceilings and scientific coolness conveyed by machinery in summertime just the same as in wintertime warmth is distributed.

Abundant elevator service, comfort and rest appointments and visitors not expected to purchase. You can get in our Store without being spoken to or stared at, stop as long as you like and feel at home and want to tell your friends of the courtesy and pleasure you receive in a Philadelphia Store.

(Signed) *John Wanamaker*

July 13, 1920.

Shell Pearl Necklaces

just arrived from Japan, are to be seen in the Oriental Store. They are practically indestructible, are of the beautiful flesh and white tones, and cost from \$10 to \$25 a string according to size and length.

(Fourth Floor, Chestnut)

New Long Silk Gloves Have Just Come

and have just been taken from their boxes. They are in the 12-button length that is so very fashionable this Summer, and they are of a fine Milanese silk in a cool, lustrous weave.

There is black or white, the gloves are finished with Paris point embroidery, and the price is \$3 the pair.

(Main Floor, Central)

The Silk Salons Have Some Interesting News

Some of our good silks are somewhat broken as to assortment and so we have taken them out and marked them at new and lower prices. The qualities are high, the silks desirable—this will give you an idea of what to expect—

Fine glace satins are now \$4 a yard. The colors are charming and the width is 36 inches.

Some fine printed foulards are \$3 a yard and some others are \$2.35—and the colors and designs are good.

Navy blue, black or pink crepe de chine, \$1.25 a yard, is 40 inches wide and a grade we've been selling right along for more.

(First Floor, Chestnut, and West Aisle)

And there has just been a new shipment of that exquisite white bridal satin at \$7.50 a yard. This is a beautiful quality for the price.

For summer wear we've plenty of some good Shantung pongee in the natural color—this is \$2 a yard for the light weight, \$2.50 for the medium and \$3 for the heavy weight.

For lingerie, linings and slips, there is a good wash satin in flesh and deeper pink at \$2.50 a yard—40 inches wide.

But most women can always find something interesting in this Silk Salon!

More New Bales of Persian Mahal Rugs

These are typically good class Mahals, with grounds mostly in rich red, and all-over figure designs worked out in ecru and blue.

In weave, weight and texture they combine beauty of appearance with excellent service qualities. Prices are very moderate.

| | | | |
|----------------|-------|---------------|-------|
| 10.7x8. 6..... | \$565 | 11.8x9.1..... | \$625 |
| 10.6x7. 1..... | 450 | 13.0x9.4..... | 755 |
| 11.8x6.10..... | 497 | 12.5x8.3..... | 623 |
| 10.3x7. 5..... | 457 | 11.6x8.8..... | 585 |
| 12.3x9. 7..... | 715 | 8.2x6.9..... | 335 |
| 10.8x6.10..... | 445 | 10.2x8.4..... | 475 |
| 11.8x8. 7..... | 593 | 12.3x8.3..... | 590 |

(Seventh Floor, Chestnut)

Several Hundred Men's Regular Summer Suits at a Remarkably Low Price—\$37.50

The bulk of these are suits that came in on a recent special purchase to sell at \$37.50, but to these we have added a goodly number of suits taken from our own regular stocks and reduced to the same exceptionally low figure.

The variety is made up of cool summer cheviots in a large choice of colors and patterns, all real summery effects, and every suit is a standard model that will give plenty of good service.

A good choice in all sizes.

(Third Floor, Market)



The Man in "Tropicals"

has the advantage. That fact is now well established and well recognized. But much depends upon the kind of tropical clothes a man wears.

There are tropical suits in which a man will feel as cool as a frog and look like a caricature.

We have tropical suits of another kind, the kind that are fashioned and tailored and that have the lines and features of regular suits without their weight.

We have tropical suits of this kind in a very good selection and at the lowest prices for which they can regularly be sold.

Palm Beach suits in fancy and plain shades, \$25 and \$30. Mohair suits, \$25 to \$35.

Silk suits, \$40 to \$55. Tropical worsted suits, \$35 to \$60.

White flannel trousers, \$18. Gabardine, white and cream color, \$8.50.

Striped serge, \$10; white duck, \$5.

(Third Floor, Market)

Plenty of Use for Women's Sports Capes and Coats

For cool days at the shore, when the days are chilly in the mountains or the country, for motoring—for all these times and many others a woman will need just such wraps as these.

A jaunty little sports coat of wool jersey has a large straight pocket on each side, a shawl collar, a narrow belt, and is \$20.

Another short coat is of silk tricolette, with the much-admired Tuxedo front, narrow belt and patch pockets. It is \$27.50.

Wool jersey makes a three-quarter coat which has an effective contrasting facing of wool jersey on the front, the collar, cuffs and pockets. \$35.

She will like a good-looking cape of wool jersey which is accordion-pleated, has a satin-lined yoke and a deep collar and fastens at the neck with a long cord. This is \$36.50.

A lovely silk cape of tricolette in much the same style is \$47.50, and another cape at the same price is of wool velour with tiny cord tucks and covered buttons for trimming. Unlike most capes, this one has side pockets, too.

All these coats and capes are in the popular colors; some are in white, and there are the fashionable bright colors as well.

(First Floor, Central)

Women's Novelty Gowns Reduced to \$75 Each

We have taken fifty or so of the fine novelty dresses which have been hanging inside the glass cases, and taken \$20 and \$25 from their prices. They include—

Beaded and embroidered organdies.

Georgette crepes with heavy beading.

Figured Georgettes.

Hand-embroidered taffetas.

(First Floor, Central)

Black tulle. Charmeuse gowns, many with lace.

Crepes de chine. Handkerchief linens.

French voiles. Tricolettes.

Light brocades—these being evening gowns.

Also a number of black dinner dresses of various materials.

Women's Sheer Linen Handkerchiefs \$4 a Dozen

are of snowy Irish linen of a quality that many women will like for Summer use. They have tiny hems—they are but 1-16 of an inch wide—and are daintily hem-stitched.

(West Aisle)

WOMEN'S particularly fine silk nightgowns of the sleeveless kind are of pink crepe de chine, one style with lots of lace and one severely tailored, with shirring for its only relief and broad self-straps over the shoulders; either style may be had for \$6.

(Third Floor, Central)

White Middy Blouses

Three styles are of the slip-over kinds which girls and women are so keen for this season. They are all white, and if of galatea are \$3.25 and \$3.85; while those of duck are \$2.65. A fourth sort is of white galatea with blue braid and laced front, and its price is \$3.50.

(Third Floor, Central)

Finer Cotton Dresses for Young Women Are Reduced

This is their first reduction—and these are the pretty Summer gowns that have been hanging in the cases and are, in consequence, fresh and lovely.

Prices Are \$12.50 to \$45

though they have all, of course, been much higher. There are cool dotted Swisses, fine voiles in plain and novelty weaves, and sheer, lovely organdies. There are plenty of white dresses and a number of the desirable colors—pale pink, pale blue, orchid and coral, as well as navy blue and some dark colors.

Some are hand embroidered, some have lace for trimming, some are tucked or variously trimmed, and there is usually one of a kind. And they are just such dresses as girls and young women will like for Summer wear at home or at the resorts. 14 to 20 year sizes.

(Second Floor, Chestnut)

Girls' Pretty Cotton Dresses Are Now \$6 to \$13.75

though the earlier season prices were considerably more. They include white and colored dresses, dresses of sheer organdies and fine novelty cottons, and are in any number of attractive styles suitable for girls of 6 to 14 years.

Some are finished with white frills at the neck and sleeves, some have ribbon sashes, and all are in good styles.

(Second Floor, Chestnut)

Songs From the "Ziegfeld Follies of 1920"

- Girl of My Dreams, 40c.
- Tell Me, Little Gypsy, 40c.
- Bells, 40c.
- Syncopated Vamp, 40c.
- Love Boat, 40c.
- Hold Me, 40c.

(Second Floor, Market)

Good Soaps and Other Bath Helps

Queen Mary Bath tablets, of generous size, come in violet, rose, verbena or cold cream scents and are 13c a cake or \$1.50 for a dozen.

Peroxide bath soap, 18c a cake, \$2 a dozen.

Vegetable oil soap, 15c a cake and \$1.80 a dozen.

Bath brushes, 85c to \$13— with or without handles.

(Main Floor, Chestnut)



Bathing Suits for Men and Women

The Sporting Goods Store has an excellent assortment.

Women's all-wool jersey knit suits in Pacific Coast style and in various colors, \$10 to \$13.50.

Women's silk one-piece swimming suits, for fast swimming, in black, navy blue, green and purple, \$10.

Similar suits of all-wool, \$6.50.

Men's one-piece suits with skirts, in all-wool, \$7.

(The Gallery, Juniper)

Two-piece style, in various color combinations, \$6.50.

Sleeveless jerseys in white, navy blue, black, gray and maroon, \$3.50 to \$5.

Blue flannel bathing pants, \$4.

White belts, 50c.

Bathing caps, bathing shoes, water wings and all other equipment for water sports.

Letitia Corsets

Some of the most popular models of this popular make are these:

At \$6.50. A pink coutil corset with a low bust; medium long skirt, boneless hips, eyelets and lacer below the front steel.

Also one of pink striped coutil with low bust, long skirt, and dainty ribbon-and-lace top finish.

At \$8.50. A model of pink satin-striped batiste with short front steel and bones over the abdomen. Wide elastic across the top.

At \$9. A white coutil with very low bust, good boning and deep insert of elastic in the skirt.

(Third Floor, Chestnut)

Voile Waists Again

One style with tucks and lace can be had for \$3.50.

Another with square neck and very sheer embroidery back and front is \$5.

A third is long-sleeved and has tucks and laces, \$5.50.

And the fourth—also long-sleeved—is very frilly and lacy, and sells at \$5.50.

(Third Floor, Central)

The Right Blankets for Camp Comfort

We have them in remarkably good choice, new lots having come in to renew our assortments practically all the way through.

These blankets are equally good for use on boats, swings, hammocks or any other place requiring a good, serviceable outdoor wrap.

Camp blankets of all-wool in gray and olive drab, weight 5 pounds, size 66x84 inches, the best blankets of the kind that we know of, are \$16.50 each.

Others in gray and olive drab, all-wool, weight 4 pounds, size 66x84 inches, at \$12 each.

All-wool camp blankets in gray with dark blue borders, very serviceable and practical, 4 pounds in weight, \$10 each.

The recent arrivals also include all-wool blankets in olive drab and in gray, size 60x84 inches, at \$8.50 each.

As a collection we don't think they are equaled.

(Sixth Floor, Central)

Two Novels Worth While

"The Wind Between the Worlds," by Alice Brown, price \$2. A story which is a finely dramatic and able presentation of its subject—the life after death and the tremendous interest at present being taken in it.

"Open the Door," by Catherine Carswell, price \$2. An English book which has just won the Melrose £250 first novel prize in London.

(Main Floor, Thirteenth)

All Our Small Boys' Wash Suits Going for \$3.85 Each

As regards many of these suits, this price is less than prevailing wholesale cost. On every one there is a very substantial saving. The greater number are suits that have only lately come in on a special purchase. Now they are going out with all the other small boys' wash suits in our possession at one low clearing price.

Not often does a clearing comprise such fresh, excellent merchandise.

All in desirable styles, particularly "Oliver Twist" and shirt models.

A good variety of colors, patterns and tub fabrics to choose from.

In sizes for lads of 3 to 8 years, special at \$3.85 each.

(Second Floor, Central)

Women's Vacation Shoes at Special Prices

A wide assortment of just the kinds of shoes women need for vacation or all-summer wear. Dainty shoes to wear with pretty gowns, stout oxfords for walking and high and low white buckskin shoes for sports wear.

At \$4.60 a Pair

White canvas ribbon ties with Cuban heels, patent leather and black calfskin tongue pumps with Louis heels, some with satin backs; patent leather Louis heel oxfords with satin backs and black suede tongue pumps with Louis heels.

At \$5.60 a Pair

Tan calfskin and black kidskin oxfords with Cuban heels, patent leather and black and tan calfskin tongue pumps with Louis heels, patent leather oxfords with Louis heels, brown kidskin

tongue pumps with Louis heels, some with brown satin or brown suede backs, and brown calfskin oxfords with brown suede backs and Louis heels.

At \$7.60 a Pair

Patent leather tongue pumps with Louis heels, dove gray buckskin oxfords with Louis heels, heavy tan leather oxfords and black calfskin oxfords and white buckskin high and low shoes with composition soles and low heels.

Please bear in mind that these shoes are all a third to a half less than regular. Many are less than half price.

(First Floor, Market)