

Organ Programs at 9, 11, 4:50 Brief selection at 11:55, with Chimes and Stroke of the Hour at Noon	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	WEATHER Showers
--	------------------	--------------------	-------------------	--------------------	--------------------

# It Is Much Cooler in the Store Than It Is Outdoors, These Days

## The Last Swift-Flying Years of a Man's Life

ought to be the best if blest with fairly good health. His past experiences have taught him much and they reflect light by which he may see more clearly the most important things to be done.

William and John Penn, Franklin and his associates, the first President and his noble wife, Martha Custis Washington, and the members of the first Cabinet of President Washington and their families, all helped to build imperishable foundations for a city with historic center, and it has immortal environments of Valley Forge, Germantown and the Brandywine.

It is the mecca of true Americanism and its heaven-born and heaven-blest Star-Spangled Banner.

The city of 238 years of age should hold a far higher and more commanding position in the United States.

The city is what its men have been.

May it not need again and now a Junto of the Franklin type, free from all other purposes, save the rebuilding and perfecting of a model American city?

Making a personal and practical application of the one all-pervading thought of the foregoing, why should not the mercantile and manufacturing business men individually resolve to upkeep, enlarge, perfect and complete their enterprises to the betterment of the city?

[Signed] *John Wanamaker*

July 15, 1920.

## 125 Women's Summer Suits Reduced—Now \$12.75 to \$75

These are the broken sizes of our Summer linens and silks. The linens include natural, dark and light colors, and are priced at \$12.75.

The silks include heavy Georgette crepes, a silk voile, a few taffetas, pongees and silk poplins. The finest of these are novelties of great interest and charm; and the lightest are peculiarly serviceable for hot weather. Their prices are \$25 to \$75.

On both groups the savings are very substantial indeed.

(First Floor, Central)

## New and Charming Is the Novelty Knit Cape at \$37.50

Such a graceful, clinging cape it is, and so useful it is small wonder Dame Fashion has adopted it so enthusiastically. And it is much below the usual price, for this is a special purchase.

The whole cape is of knit wool, and it is finished with a wide scarf of soft, pretty brushed wool. There are three good models—an accordion pleated knit cape, one with straight wide scarf, and a third with a brushed wool facing to form the collar and down the front.

It may be used at the shore—over a bathing suit, when it will afford warmth and protection; for motoring; for traveling; for street wear; for deck and sports wear.

The colors are enchanting—there is a soft tan shade, navy blue, coral pink, a glowing tangerine, a platinum gray, French blue, jade green, turquoise, black and white, with self or contrasting color scarfs.

The price is \$37.50.

(First Floor, Central)



## Smart White Flannel Sports Skirts for Young Women—\$12.75

Skirts like these and of such good white flannel are unusual for \$12.75—that you'll know as soon as you see them!

They are just what young women like to wear with the sweaters and sports coats.

Made in two good styles, one box pleated, the other life pleated; both with wide, button-trimmed belts.

25 to 28 inch waist bands.

(Second Floor, Chestnut)

## Here's a Good Pongee Silk for \$1.75 a Yard

Cool, comfortable pongee—an unusually good grade for this price.

Genuine Chinese Shantung, our own importation, and a grade that will be useful for women's waists and dresses, for men's shirts and pajamas, as well as for many other purposes.

Natural color—and 33 inches wide.

(West Alle and First Floor, Chestnut)

## Hundreds of White Cotton Waists

There is never any question about the usefulness of such waists in hot weather; one might as well question the importance of bread and butter. And some of the scores of styles—notably voiles at \$3, \$3.85 and \$5.50 and a batiste at \$5.85—are remarkably good for those prices.

## An Important Reduction on Girls' Fine Summer Frocks

Prices Now \$15 to \$27.50

There are two groups of these dainty frocks, and there are unusual opportunities for money saving in each group.

**The Dresses at \$20 to \$27.50**  
are of fine crepes de chine, of crepe Georgette and of taffeta—afternoon and party frocks in white and such delicate colors as pale blue, shell pink, and other light tones. They are the daintiest kind of frocks; many are hand made; many are hand embroidered, and all are in charmingly, youthful styles. Often there is but one of a kind.

**The Dresses at \$15 to \$18.75**  
are of snowy piques, of fine linens, of linen and dimities combined and of cool dotted Swisses. These are in white, are all tub dresses and are most attractively made. Some are trimmed with color.

All are dresses which have been marked much higher, and all are in 6 to 14 year sizes.

(Second Floor, Chestnut)



## Gay, Pretty Sports Hats for All Her Needs

Hats to wear on the Boardwalk. Hats for country wear. Hats for motoring. Hats for golf, for tennis, for riding and yachting.

All these and many more are included in this group of good-looking, bright-hued sports hats of ribbon, silk and straw in the fashionable shapes.

A little collection includes some hats that have been reduced and some that were specially priced and the prices go from \$3.25 to \$15.

(Second Floor, Chestnut)

## A Man Can Choose From 400 Summer Suits at a Reduced Price of \$35 Each

Some of these are suits taken from our regular Summer stocks and reduced. Others are suits belonging to a recent special purchase.

All are suits of standard quality, made of cool, light-weight woollens, fashioned in the best style and tailored with skill.

For men whose regular Summer suit is not just good enough for the long weeks of Summer still ahead, this is an opportunity at once real and favorable.

(Third Floor, Market)



## Lincoln-Bennett Straw Hats for Particular Men

These fine London hats are not only correct in style and comfortable on the head, but the high finish of the straw sheds the dirt and they keep clean longer than most straw hats.

A good selection here at \$3.50 and \$4.50.

## Men Can Save on Shoes for Summer and Fall

All the following are much less than regular prices:

- \$7.25 a pair for black and tan calfskin oxfords with wing tips and fine white canvas high and low shoes with rubber soles.
- \$8.75 a pair for dark tan leather high brogues.
- \$11.25 a pair for heavy tan grain leather brogue oxfords with wing tips and perforations.
- \$11.75 a pair for plump tan grain leather high brogues.

(Main Floor, Market)

## Men's Featherweight Shirts for Midsummer Days

We have just got in a new shipment of one of the most desirable of men's Summer shirts. The fabric is a very light-weight mercerized batiste in excellent patterns, mostly narrow stripes, and the shirts are all soft cuff, plain negligee style.

Price \$4.

## More \$10 Special Silk Shirts

Also a fresh lot of the beautiful silk shirts that we have been selling specially at \$10. These are among the handsomest silk shirts we have shown this season.

## Men's Four-in-Hand Neckties, Special at 65c

We have had the good fortune to procure 2400 men's good four-in-hand Summer neckties, in straight, open-end style, that we can sell for 65c each, which is a third less than their regular price. Also batwings at the same price. Polka dots, plaids and invisible stripes among them.

## The Season for Clocked Stockings

Low shoe time is the time when women want clocked stockings, and here are some fine ones at \$4.25 a pair.

Full fashioned silk with embroidered silk clocks. Black with self and white clocks, white with self and black clocks, navy with self clocks, cordovan, chestnut brown and gray with self clocks.

(First Floor, Market)

## Bed Coverings

The Bed Clothing Store has received more of those quaint candle-wick spreads made in the Southern Mountains. They are in several patterns, all white, and sell at \$12 and \$13.50—single and double sizes.

People waiting for double-bed sizes of those English block-print spreads may like to know they are now here. Various colors and designs; price \$10 for double; \$8 for single.

(Sixth Floor, Central)

## Embroidered Envelope Chemises

Newly in, and having the strong, delicate hand-done scallops, dots and sprays. Those with scallops and dots only are \$3.50; those with designs which involve a little more needlework are \$4.

(Third Floor, Central)

## Two Good Items in Handkerchiefs

Extra-sized ones for men are the first. They are made of aeroplane linen, have hems ¼ and ½ inch wide, and are \$8.50 a dozen.

Sheer Irish handkerchiefs for women are the second. They are initialed by hand and sell at \$3.50 a dozen.

(West Alle)

## Inexpensive Brassieres

Plain line sorts, well finished, and with shoulder-straps, \$1.65.

An open mesh sort, pink and white, with low back, \$3.

Another of mercerized cotton, pink or white, \$2.50.

And a model for long-waisted women. This has a high back and elastic at waist, and comes in pink only. \$3.

All four are intended to be worn under pretty camisoles.

## A Handsome New Shipment of Scotch Chenille Rugs

These fine rugs, with their soft, thick pile and rich Oriental colors and designs, are very effective.

9 x 12 ft., \$135	9 x 15 ft., \$168
9 x 10.6 ft., \$120	10.6 x 13.6 ft., \$175
	12x15 ft., \$225

(Seventh Floor, Chestnut)

## Floor Screens Substantial and Good Looking

In frames finished in white and ivory enamel and in mahogany.

Fillings of burlap in blue, green and old rose, making an agreeable color combination.

(Fifth Floor, Market)

## 500 Good Umbrellas for Women, \$4 Apiece

If a woman wants an inexpensive umbrella to take away, if she wants an umbrella for good service—if for any reason at all she needs a rain protector at a moderate price, this is a good chance to supply the need.

These umbrellas are of American taffeta (all cotton), have silk covers and attractive handles—some have colored bakelite rings, some have carved or plain mission wood with silk loops, some have leather loops. They are all good and new styles.

\$4 each.

(Main Floor, Market)

## "Where's the Candy?"

Right here—made fresh every day—and so pure you can eat all you like.

Sea foam kisses, 80c a pound.

Cocconut cream kisses, 80c a pound.

Alakuma bars, 80c a pound.

Old-fashioned plaited cream mint, 50c a pound.

Delicious chocolates and bonbons, \$1.25 a pound.

(Down Stairs Store, Chestnut)

## Linen Toweling, Unusual at 75c a Yard

Crash, Scotch and sturdy. Woven of flax yarn warp and filling, and woven with plenty of body.

For tea towels, roller towels and kitchen service. The width is 20 inches. Price 75c a yard.

## Ready With the Goods for These Good Tennis Days

Racquets of various makes, \$3.50 to \$15.	Tennis posts, \$9 to \$15.
Tennis balls, championship models, \$7.20 a dozen.	Marking tapes, \$15 a set.
Tennis nets, \$3 to \$30.	Center straps, \$2.
	Markers, \$2.25 to \$18.
	Hats, shoes and other equipment.

(The Gallery, Chestnut)

## Fresh Supplies of Hot Weather Glassware

come in with constancy and the assortment is now very large and attractive.

The light cuttings in which this glassware comes are very pretty, especially those patterns done here in the building by our own cutter. These, of course, are obtainable here only.

Among the new, interesting and reasonable things particularly good at the prices are—

- Water sets, \$3, \$3.50 and \$5 up to \$15.
- Iced tea sets, \$5, \$6.50, \$10 and \$12.
- Guest sets, \$1.75 and \$2.25.
- Water jugs, \$1.75, \$2.25 and \$2.50.
- Cracker and cheese dishes, \$2.50 to \$5.50.
- Handled sandwich trays, \$2.50 to \$4.50.
- Flower vases, 30c to \$7.50.

Also a large selection of flower bowls, flower baskets, sugar and cream sets, relish dishes, handled bonbon dishes, mayonnaise sets, celery trays, candy jars and such.

(Fourth Floor, Chestnut)

## Coolness for the Boy

For boys of 8 to 17 years who must be dressed presentably and coolly as possible we have a lot of very good Palm Beach Norfolk style suits in light brown, tan and a greenish shade; also a number in tan linen and gray crash.

All these suits are marked at one price, \$12, at which they are very good, many of them remarkably so.

The washable trousers, which all boys need so much in hot weather, are here in khaki, gray, crash, white cotton duck, in 6 to 18 year sizes, at \$2.25 to \$3.50 a pair.

Wash blouses in sports styles and with soft collars, in plain white and striped madras and soiesette, at \$1.75 to \$2.25 in 7 to 15 year sizes.

And in addition, all our boys' wash suits in 3 to 8 year sizes are being sold at one clearing price—\$3.85—in Oliver Twist, shirt and junior Norfolk styles.

(Second Floor, Central)

## Women's Summer Shoes, Special at \$4.60, \$5.60 and \$7.60

A third to a half less than regular—many less than half price.

- \$4.60 a pair for 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.
- \$5.60 a pair for 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.
- \$7.60 a pair for patent leather tongue pumps with Louis heels, some gray buckskin oxfords with Louis heels and black calfskin oxfords and white buckskin high and low shoes with composition soles and low heels.

(First Floor, Market)