

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

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WEATHER Fair

# A Host of Good Reasons for Coming to Wanamaker's on Monday

**NOTE:**—The following editorial was printed in the New York papers on July 12, and having evoked considerable comment and drawn forth letters from old New Yorkers, it is herewith reproduced for the benefit and information of Philadelphians interested in the old A. T. Stewart Store and its Mother Store:

**This first great store of New York founded 1823 by A. T. Stewart**

maintains the distinctive character it had in Mr. Stewart's lifetime, to which has been added the life and spirit of Mr. Stewart's old friend, its present owner, whose pride and signature govern all our undertakings in New York as well as Philadelphia.

JOHN WANAMAKER  
formerly  
A. T. STEWART

is still there. Across Ninth Street from Broadway to Fourth Avenue, the big New Building more than twice as high as the Stewart building looms up, doing a noble part as a staunch witness to the enduring principles of the two founders of this great, ever-increasing business.

Mr. Stewart's first quality of merchandise A fair price and but one price An art in storekeeping distinctly different from a mere warehouse of merchandise A wide civic and national vision—fixed a famous leadership that has not died and never will.

The A. T. S. and J. W. flags of business principles are nailed to the mast as business signals to the public.

**Women's Fine Silk Wraps Change Prices Now \$45 to \$100**

These are the handsome, one-of-a-kind coats and capes that have been right in our own stocks at considerably higher prices—in fact, the wraps at the top price were just twice this sum!

There are capes of rich, gleaming satins, of heavy taffetas and of tricolettes. There are coats of satin, of radiant silk and of silk poplin—so you will see that the variety is wide and the assortment good.

The styles are distinctive and becoming. The wraps are beautifully made and lined with rich silks. And there are models suitable for street, afternoon and evening use. Some of the more expensive wraps are fur trimmed.

There are plenty of black wraps, many of dark blue, and others of tan shades, brown or white.

If you are looking for a handsome wrap to take away on your vacation this is an excellent opportunity to get it.

**A Pure White Silk for Women's Skirts and Gowns**

is the American aviation silk—a heavy, firm silk, of unusual quality and particularly useful for tailored gowns, separate skirts or whole suits. This silk is pure white, it launders beautifully, it will give no end of wear, is 40 inches wide and \$5 a yard.

**Frolaset Corsets, Laced in Front**

They are built with the long straight lines which are the present vogue, and are designed for many different types of figures. To mention two or three—

One is a topless model of pink batiste with insert of elastic under the bust and with short skirt. This is excellent to wear while exercising. Price \$5.

A model with longer skirt has a very low bust and a rubber band across the back. The material is pink coutil. \$5.75.

A figured pink batiste with a band of elastic across the top and the back. \$7.25.

A long well-boned model with very low bust and long skirt is intended for tall women. This is \$9.

**900 Mussed Waists—Going at \$2 to \$5**

These are the odds and ends of waists remaining from our recent big sales, reduced from their already small sale prices to clear them out. They are cotton voiles and batistes mostly, and mostly white; and the lot includes 150 extra-sized waists which have tails instead of elastics and run from 46 to 54 inches in size. Their prices are \$3.85 and \$5.

**350 Hand-Embroidered Kimonos From Japan**

Go on sale Monday at \$3.85— which is a remarkably small price, considering the quantity of hand embroidery there is on them. They have native sleeves—but not the objectionably long ones—and they may be had in rose, pink, light blue and Copenhagen blue. In the same shipment came 200 kimono accents of the same material, cotton crepe, and with the same embroidery. Colors are pink, rose and two blues, and the price is \$1.60.

**Pretty New Silk Girdles to Grace Summer Gowns**

Often the girdle adds just the touch which gives distinction to the whole gown!

One new girdle is of firm, lustrous crepe de chine in delicate pinks and blues. It is of generous width and good length, has knotted ends, and is \$4.

Another girdle of novelty silk in a crepe-like weave has a little more luster. This, too, comes in delicate colors, is of the fashionable length, and is finished with fancy bell pendants. \$3.50.

**THE woman who appears fresh and fit in humid weather is very often acquainted with the Salon de Beaute, where shampooing, manicuring and hair dressing are done, and facial and scalp treatments are given. It is best to make appointments, either in person or by telephone.**

**Fresh Georgette Waists**

At this moment the Waist Store is overflowing with them—usually pink and white. Three or four of the prettiest are—

One with Valenciennes edging at \$7.75.

One with square-meshed lace forming a square below the round neck, price \$8.

Two with real flit, plenty of it, very prettily used, at \$18.75 and \$20.

**New Bracelets With Imitation Topaz**

are surprisingly effective and pretty. They are in new shapes and designs, and are set with two or three imitation topaz—and the rich, warm brown of the topaz is a good imitation, too.

**500 Close-Rolling Umbrellas for Women**

Very slender and graceful umbrellas with the preferred short handles of hard wood, finished with bakelite tops and rings or silk cord loops. Their covers are remarkably good for \$7.50.

**More Airplane Linen Handkerchiefs, \$8.75 a Dozen—For Men**

Their sturdy weave promises good wear to the man who wants practical handkerchiefs.

These are good quality, of pure linen, and are made with narrow, carefully hemstitched hems.



**Women's Lace Dresses at Late Season Prices—\$45 and \$55**

Half-a-hundred of them, brand-new, and of the semi-evening persuasion. They are of various creamy and white laces—shadow lace, square-meshed laces, eyelet nets, and other all-over laces, and they usually have richly colored girdles, or a touch of color. Altogether, they are very gay, fluffy and festive looking affairs and noteworthy for such small prices.

**Just 50 White Baronet Satin Skirts at \$15**

Gleaming white baronet satin of good quality, made in a good style—shirred all the way round, and finished with girde of the material and fastened with pearl button. Two novelty pockets add a touch of distinction.

**Girls' White Middy Dresses, \$3.75—and Unusual**

These are dresses that have been higher priced—and they are remarkably good for \$3.75.

They are all of sturdy white galatea, made with middie blouses and pleated skirts. The blouses have red or blue collars or are all white—many girls will want one of each!

**A Fetching Little Gingham Frock for Young Women—\$12.75**

In tan and blue and blue and white broken checks and made in a becoming Eton style with crisp and frilly ruffles of cool dotted Swiss down the front, on the collar and on the turn-back cuffs.

**Women's Cotton Bloomers**

Cool and exceedingly popular are the pink and white batiste sorts at \$1.65 to \$3.50.

## Showing a Handsome New Consignment of Chinese Rugs

There are many reasons why Chinese rugs are deserving of respect, probably the most notable one being their originality in coloring and design. That is no small distinction. No rugs are so free from modern influences, and, as a natural consequence, the rugs of China are of a strong individuality, so much so that they are always unmistakable in any collection.

Our assortment of these rugs has been well refreshed by this new consignment, the rugs in which are typical of the best Chinese pieces obtainable.

All the characteristic Chinese colors are in evidence, especially blue, tan and golden shades, with occasional touches of salmon pink.

Prices are distinctly moderate.

Chinese Rugs		Shirvan and Daghestan Rugs	
8.11x6.2 ft. ....	\$250	10.1x8.4 ft. ....	\$585
8.0x6.0 ft. ....	225	14.10x11.2 ft. ....	1325
10.6x8.3 ft. ....	497	12.0x9.0 ft. ....	435
8.0x5.0 ft. ....	195	12.1x9.4 ft. ....	549
12.2x9.2 ft. ....	577	11.11x9.0 ft. ....	*653
14.0x10.2 ft. ....	985	12.0x9.0 ft. ....	595
14.10x11.2 ft. ....	1325	13.10x10.1 ft. ....	965
		16.10x10.0 ft. ....	1275

**Open Monday—The Summer Sale of Dress Goods Remnants**

Probably 35,000 yards of good, fashionable materials have gone into it—voiles, ginghams, percales, linens, organdies, silk muslins, sateens, silk and cotton mixtures, cotton crepes—a little of everything, in a word, which we have been selling during the last two months of extraordinary business. The remnants are in lengths varying from a blouse length to a dress pattern.

**Good Silks for Men's Cool Summer Suits**

Thank the Japanese for the first silk, which is one of our own importation, and is a very heavy, beautiful quality silk, in the natural color. It will launder perfectly, wear most satisfactorily and is \$4 the yard and 32 inches wide.

Another excellent silk for this same purpose—men's summer suits—is Chinese, and is also natural color. This is a pongee, is \$3 a yard and is 33 inches wide.

Men who know the comfort of these natural silk suits will be interested in these two good silks.

**Beautiful French Tapestries and Damasks Suggest Reupholstering**

The goods in this collection represent a wonderfully favorable purchase. They are very attractive without a doubt, but the most surprising thing about it is the price at which each piece is offered.

Besides tapestries and damasks there are armures, and all are fine not only for draperies but especially for upholstering of furniture. The unusually low prices of the goods, combined with the good class of upholstery work done in our shops, make these fabrics particularly commendable.

Damasks and armures in old rose, blue, mulberry, gold and in a choice of tasteful designs at \$8.75 to \$17.50 a yard. Verdure tapestries, \$6.75 to \$10 a yard.

**Still Talking "Tropicals" to Men**

A man will feel cool in almost any tropical suit, but to be cool is not necessarily to be comfortable. No man who cares about his appearance feels comfortable in a badly-made, wrongly fashioned, ill-fitting suit, no matter how cool a suit it may be.

For that reason not all tropical suits are comfortable suits. But we have tropical suits that are as smart-looking, as well-fashioned and as well tailored as they are



**Schomacker Player-Pianos Emerson Player-Pianos Lindeman Player-Pianos Each Make in Three Different Player-Actions**

Three of the best makes of player-pianos in the world, each make shown in three different player-actions.

As not every make is equipped with the same mechanism as the others, there are five actions altogether.

Not all persons' tastes are alike, and while all the player-mechanisms used in these pianos are of superior grade, you may prefer one action to the other two. In player-pianos, as in anything else, it is pleasant to have some latitude of choice.

Every musician knows that the Schomacker, the Emerson and the Lindeman are three of the best moderately priced pianos made. Equipped with any of the splendid player-mechanisms with which we have them they make player-pianos that are not equaled outside of the higher-priced instruments.

The prices at which these high-grade player-pianos may be bought are:

Schomacker, \$1150, \$1200 and \$1850.  
Emerson, \$950 and \$1000.  
Lindeman, \$800 and \$850.

In the Emerson and the Lindeman there are two actions at the lower price.

Any of these instruments may be bought on convenient terms.

**"The War, the World and Wilson" By George Creel**

Mr. Creel tells why Roosevelt was not given permission to go to France, why General Wood was kept at home, why a coalition cabinet was not formed and many other things of decided public interest.

**SOME of those excellent Burlington proofs remain in the Picture Store—good news to lovers of really fine and unpretentious reproductions. They are from originals by such artists as G. F. Watts, Whistler, Albert Durer, Botticelli, Rosa Bonheur and Rossetti, and are in admirable frames, usually of antique gold. \$2.50 to \$13.75 are very small prices for them.**

**Women's Athletic-Style Combination Suits**

This new kind of Summer underwear for women has become so popular that the preceding shipment of this maker's goods went out in a few days. These are all specially priced.

Pink and white self-striped voile combination suits in bodice style with ribbon shoulder straps, \$1.50; regular and extra sizes.

Light-weight ribbed cotton envelope suits, lace trimmed, \$1; regular and extra sizes.

Extra-size vests of ribbed hile with crochet-trimmed yokes, 50c.

**White Cotton Net 55c a Yard**

The net is from England, is 72 inches wide, and is much lower in price than anything we have been able to get for a long time.

**Women's Overnight Bags for Short Trips**

Big enough to carry the few things a woman needs for a brief visit, and small enough to be easy to carry.

Of dull black long-grain and patent leather, lined with moire silk in several contrasting colors.

Prices are \$21 to \$42.50, with an excellent selection up to \$26.50. The better bags have sewed frames.

**New Colored Handkerchiefs From Ireland—For Women**

are of sheer linen, and are in any number of pleasing designs and equally pleasing colorings.

There are white centers with colored hems—and there is a wide assortment of good colors, too. And there are all-over colored effects that women will like to wear with gay Summer frocks.

**White Cotton Net 55c a Yard**

**A Palm Beach Suit for Your Chauffeur**

He will look better in it and feel better in it than in one of the hot uniforms so many chauffeurs wear in summer.

This suit is of dark gray Palm Beach cloth, the coat in half-belted Norfolk style, and at \$20 it is a third below regular.

Masters of the same material at \$16.50, which is also a special price.

Caps to match, \$3.50.

**A Good Selection of Automobile Tires**

that will give you the best mileage is here to choose from. Various standard makes at the right prices.

Special red inner tubes fully guaranteed, in sizes 30x3, 30x3 1/2, 32x3 1/2, 34x4, 34x4 1/2, 35x5. Prices \$2.85 to \$7.40.

Lenses for lamps, all sizes, \$2 a pair.

Automobile lunch sets, \$16 to \$100.

Automobile cushions, \$2.50 to \$5.

Chairs, spotlights, horns, vacuum bottles, jacks, repair outfits and all other equipment for the car.

**New Madeira Lunch Napkins of Much Daintiness**

Madeira, applied to linens, means—well, every woman knows that it means the linens are hand-embroidered with great excellence. These are Madeira hand-embroidered lunch napkins and they are as dainty as the name implies.

New goods, just unpacked, all with plain centers, one corner embroidered and edges hand-scalloped, size 13x13 inches, at \$13.75 and \$14.75 a dozen—and very good for the money.

We are also showing a special lot of pure linen damask tea napkins, all excellently hemstitched, made in size 15x15 inches and priced moderately at \$9.75 a dozen.

**Save a Third to a Half on Good Summer Low Shoes**

Men's shoes and women's shoes, all desirable from point of view of style, workmanship and service.

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.

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