

Organ Programs at 9, 11, 4:50
 Brief selection at 11:55, with Chimes
 and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
 Fair

News of Important Events and Fresh Lots of Summer Necessaries

Straws Show Which Way the Winds Blow:

Such as swollen business heads, jumping like frogs from one device to another, fishing for trade, not lacking in money, but short of other requisites, forming a barometer worthy of study to learn what kind of business weather to avoid.

Or a woman who cannot sit still long enough to have her picture taken.

It is not the times that are bad; the sun still shines in the day, and the stars at night; the rainbow the other day after the rain spanned the heavens more brilliantly than ever to witness to the eternal promise: "While the earth remaineth seed time and harvest, and cold and heat, and Summer and Winter, and day and night shall not cease."

Secular decision in business, mercantile and military, continuance in the best things, are the winning field pieces in life's battle, but quarreling with the times and indecision, never.

These traits are indispensable to make an artist, scholar or a merchant.

Study the barometers of current events and order your affairs accordingly.

(Signed) *John Wanamaker*

July 21, 1920.

White and Pink Georgette Gowns for Young Women

So cool and lovely and charming are they it is quite easy to understand their continued vogue.

A whole case of these delicate crepe Georgette gowns is here in white and the lovely flesh pink. They are new and beautifully immaculate and are made up in a number of delightful ways. Some have embroidery, some few are beaded, some have little ribbon petals that are quite flowerlike, and others have frills of the Georgette or perhaps hemstitching for trimming.

There are simple gowns and others quite elaborate, and there are enough kinds to make the choosing pleasant.

\$33.50 to \$85—and 14 to 20 year sizes.
 (Second Floor, Chestnut)

Cool Voile Dresses for Women—Prices \$12.75 and \$15

The dresses are the dark and light printed voiles which are such a resource for Summer wearing—many of them being dark enough to be worn the rest of the season without laundering. They are made in a variety of styles, and while sizes are broken, there is something for everybody in the lot, even for women who want extra sizes.

Prices are \$12.75 and \$15.
 (First Floor, Central)

It's a Good Time to Order Cash's Woven Names

to mark outfits for girls or boys going away to boarding school or college.

Regular orders take four weeks; rush orders will be filled in from seven to ten days, and for this there is an additional charge of 50c.

Names to order, on black or white tape, in colors, are \$1 for three dozen; \$1.50 for six dozen; and \$2.25 for twelve dozen.

Initials; two letters are 60c a gross; three letters \$1.50 a gross; four letters \$2 a gross, and five letters \$2.25 a gross.
 (Main Floor, Central)

Beautiful New Japanese Scarfs for Women

Wide, beautiful scarfs of thick, crepe silks are these which have just come over from the land of cherry blossoms, and we can't remember ever having had any just like them.

There is blue and black and purple for choice of colors, and they have the most interesting designs—Oriental, but not the designs usually seen, by any manner of means. There are small and large designs in rather striking colorings, like black and white on purple, or an orange shade and white on black.

They have decorative possibilities, as any woman can see, and the silk is heavy enough to afford some warmth, too.

\$22.50 to \$30 each.
 (Main Floor, Central)



WE are glad to say that we have received more of those nightgowns of heavy pink crepe de chine for \$6. A woman may have either a severely tailored style or one with lots of lace. Both are amply cut and excellently finished.
 (Third Floor, Central)

New Mercerie de Luxe

are some high-grade safety pins, 14c to 20c a paper of twelve pins.

The notions bearing the "mercerie de luxe" stamp are notions put up exclusively for this Wanamaker Notion Store, and are notions of the highest-quality, for fastidious women.

These pins are solid white pins, they will not rust, have shield and guard, and come in six desirable sizes.
 (Main Floor, Central)

Silk Squares for Bathing Caps

These gray, colorful squares add a dash of color to the summer bathing costume—and they'll keep the rubber cap beneath the square firmly in place.

Handsome English silk squares in artistic colorings and pleasing designs are \$2.75 to \$10.

And half squares, in plain colors, of good quality silk, are \$1.75 each.
 (Handkerchief Shop, Main Floor, Central)

Pink and blue gingham in baby checks are newcomers on the shelves in the Dress Goods Store. They make such pleasing frocks and hats for young girls and children that we can't get enough of them. 31 inches wide and 65c a yard.

(First Floor, Chestnut)



81 Pianos and Player-Pianos With Real Reductions in Price

New Reduced Used
 50 Upright Pianos 10 Upright Pianos
 12 Player-Pianos 5 Player-Pianos
 2 Grand Pianos 2 Grand Pianos

The one outstanding fact about this opportunity is that the reductions are real reductions from prices that are standard prices.

In the great majority of cases the instruments are those makes which we sell regularly and which are famous the country over as leaders at their respective prices. Whoever gets one at a lowered price gets a bona fide and substantial saving.

The used pianos were taken in exchange and have been gone over in the Schomacker factory. You may buy any one safely and count on it to give good service.

Here are some of the prices. There are from one to two dozen instruments at each price and any may be bought on terms to suit.

New Player-Pianos Reduced

	Originally	Now
Angelus	\$900	\$750
Emerson-Angelus	\$925	\$850
Emerson Player-Piano	\$950	\$900
Haines Bros.	\$950	\$875
Lindeman	\$800	\$750
Lindeman	\$825	\$775
Marshall & Wendell	\$800	\$750
Marshall & Wendell Angelus	\$950	\$875

New Upright Pianos Reduced

Campbell	\$525	\$475
Emerson	\$650	\$595
Emerson	\$675	\$600
Haines Bros.	\$575	\$525
Lindeman	\$545	\$500
Lindeman	\$535	\$500
Marshall & Wendell	\$525	\$475

Used Player-Pianos

Marshall & Wendell Angelus	\$950	\$795
Brewster	\$800	\$700
Lindeman	\$800	\$650
Schomacker Angelus	\$1200	\$800
Schomacker Ampico Reproducing Piano	\$1850	\$1200

(Egyptian Hall, Second Floor)

Long Silk Gloves—A Clearance at \$1 a Pair

Firm Milanese silk in every pair—and every pair a quality which we've been selling right over our own counters for quite a bit more.

The gloves are in the desirable 8 and 12 button lengths, and for choice of colors there are navy blue, brown, tan, gray and ponce.

The fingers are all double tipped for better service. And there are all sizes in the collection, though perhaps not in each style.
 (West Aisle)

Women's Wool Slip-Ons, \$5—Half Price and Less

600 of them, plain and fancy knit, with sleeves and collars, both sailor and Eton styles. Colors are buff, American Beauty, peacock, China blue and coral, some trimmed with contrasting colors. Sizes 38 to 44.
 (West Aisle)

Often Young Women Need Cloth Skirts Like These

For there are cool days during the Summer and early Autumn—days at camp or the seashore or mountains, when just such skirts should be useful.

A black and white checked skirt, in pleated style, is \$6.75.
 (Second Floor, Chestnut)

Women's Decorative Smocks From Japan

They are of cotton crepe—pink, blue, lavender, yellow or gray, with exceedingly decorative designs—hand-embroidered in contrasting colors. One round-necked style is \$5; one with close-set buttons closing its front is \$6.75; one with a yoke and contrasting collar is \$8.50; and another yoke style with smocking and shoulder fastening is \$9.50.
 (Third Floor, Central)

New Remnants Come Into the Dress Goods Sale

every day, so that the variety is as great and much of the merchandise is as fresh as on the opening day. Women buy such things literally by dozens—for their own and their children's dresses, blouses, aprons, smocks and kimonos.

Prices are a third to a half less than regular.
 (First Floor, Chestnut)

Inexpensive Brassieres

A heavy cotton with wide imitation cluny at top and bottom is \$1.65.

An eyelet embroidery with lace in the same places, \$1.65.

Plain brassieres with lace trimming, \$2.85.

Plain cotton with eyelet embroidery, \$2.
 (Third Floor, Chestnut)

Women's Vacation Handkerchiefs

She'll not mind sending these to strange laundries, for they are of a good, practical weight, and a practical style—plain hemstitched, with narrow hems.

We've just unboxed a fresh lot—at \$2.75 a dozen.
 (West Aisle)

Special to Men Who Live and Laugh the Whole Summer Through

Lots of very nice men say they prefer Winter to Summer, but of course they don't—they only think they do.

Your real healthy, human sort of man knows that anything as genial and glorious as Summer must have been made for him to enjoy—and he just goes ahead and enjoys it.

Like as not, this same kind of man will be found romping with the young folks in the January snows, but Summer—glorious, laughing Summer—that is the particular delight of his life.

Curmudgeons can do as they please—we are not speaking of them but of genial-hearted men who instinctively feel, even if Emerson had never told them, that they, too, hold a share in all men's possessions in life, in nature and in hope.

It may be a tremendous distance from Emerson to the business of selling men's clothing, but the Sage himself would admit that, since men must wear clothes, they should wear the right kind of clothes—in hot weather, the kind in which Summer will still be a particular joy.

For tropical weather there is only one right kind of suit and that is a tropical suit, and every good man, who takes the proper attitude, that is, the joyful attitude, toward Summer should have one.

Men of that kind are really too good to be made ridiculous in their appearance by baggy-looking, poorly-made, wrongly-fashioned, ill-fitting tropical suits.

This is one store in which men who want well-cut, well-fashioned, well-tailored tropical suits will be sure to find them.

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

Silk suits, \$40 to \$45.

Tropical worsted suits, \$35 to \$60.

White flannel trousers, \$18.

Gabardine, white, \$8.50.

Striped serge, \$10; white duck, \$5.
 (Third Floor, Market)

One Week From Today—The Great Wanamaker Furniture Sale

ONCE a sapling exposed to all kinds of wind and weather, now a great, big wide-branching tree with roots struck away down deep in the foundation principles of good quality, good service and fair dealing.

We didn't discover these basic principles—they were old when we began, but we are free to say that we have worked them for all they are worth. By that method we have made these sales what they are and they are recognized to be the greatest retail store events in the world.

This Coming August Furniture Sale

is going to be held on the same old reliable and safe principles, only it will be better than its predecessors, so far as its predecessors have taught us to keep on improving. One sure thing is that it will be a wonderful sale in the thing that counts for most in every sale; that is, in the goods.

We have as much furniture here as we have ever had to put into any sale and all of it is of the kind that Wanamaker Furniture Sales are made from—the only kind that Wanamaker Furniture Sales can be made from—the best kind that money can buy in this country or in any other.

Please take note of the

Three Days of Courtesies and Advance Choosing Wednesday, Thursday and Friday, July 28, 29 and 30

If possible, arrange to be here for the first exhibition of the assembled stocks on Wednesday, July 28th.

It will be an assemblage incomparable in extent, in desirability, in opportunities, in beauties, in all that can make a stock of furniture interesting and worth while for everybody with a home to furnish or to renew.

All selections made on any one of the three days of advance choosing will be charged from Monday, August 2nd.

Week-End Cases and Hat Boxes of Black Enamel

Black enamel luggage has three things in its favor: It is good looking, it is light in weight, it is inexpensive.

These week-end cases, for example, are really extra-deep suitcases, 24 to 30 inches long and roomy enough to carry all the clothes two people need for a week-end. They are no heavier than an ordinary leather suitcase, and leather binding and corners add to their life. Straps all around, cretonne linings and a tray.

Prices \$12.75 to \$15.75.

We have just received some new black enamel hat boxes lined with cretonne in bright colors and having two hat forms and shirred pocket in back. 18 and 20 inches square and with leather corners.

Prices \$8 to \$16.50.
 (Main Floor, Chestnut)

Snowy Voile Waists

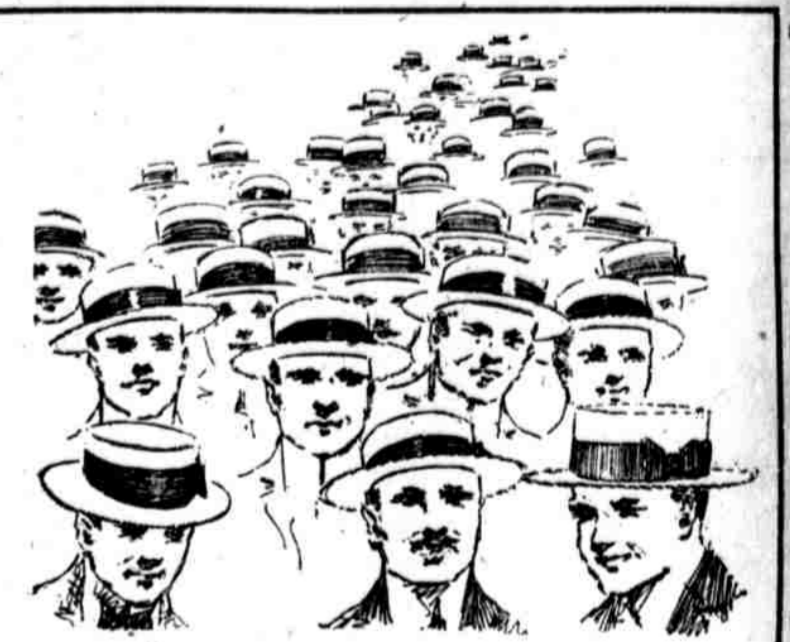
Scores of fresh ones may be had tomorrow for \$3.50 to \$6.85—mostly styles with tucks, lace and embroidery, and very feminine looking, indeed. Some have long and some have three-quarter sleeves.

The price of these rugs is \$117.
 (Third Floor, Central)

New Wool Wilton Rugs

This latest shipment brings a lot of fine wool Wilton rugs in 8.3x10.6 ft. size, a size not so easy to get as the 9x12 ft. rugs, but sometimes better suited to a room's requirements.

The price of these rugs is \$117.
 (Seventh Floor, Chestnut)



Men's Straw Hats Reduced

Four words that hundreds of Philadelphia men have been waiting to see on the Wanamaker page for weeks.

All our sennit straw hats—the straight-brim style most in demand—are now marked \$3 or \$4 each, regardless of former prices, which have been 50c to \$3 more.

Among them are the fine Lincoln-Bennett and Redleaf London straw hats. Better be early.

(Main Floor, Market)

Men Who Want Silk Shirts of the Better Sort

will be delighted with a little lot we are showing at \$10 each. Not the cheapest silk shirts in town but pretty near the finest, and specially priced at that.

All kinds of stripes—pin stripes, half-inch stripes and cluster stripes—in rich and effective colors.

The material is a splendid and serviceable silk, some of it silk broadcloth.
 (Main Floor, Market)

Men's Airplane Linen Handkerchiefs, 50c Each

are all in the plain, practical hemstitched style that never loses its popularity.

These are of sturdy weave, are fresh and snowy, and a good grade for general use.
 (West Aisle)

Men's Excellent Shoes at Excellent Savings

Fine low shoes for this Summer and advance styles in high shoes for the coming Fall. All at big reductions—some at half price.

\$7.25 a pair for black and tan calfskin oxfords with wing tips.

\$11.25 a pair for heavy tan grain-leather brogue oxfords with wing tips and perforations.

\$8.75 a pair for dark tan leather high brogues.

\$11.75 a pair for pump tan grain-leather high brogues of unusual style.
 (Main Floor, Market)

Men's Umbrellas Priced at \$2.50

A thousand sturdy, plain umbrellas—the sort a man likes for office use or lending. They have black cotton covers on strong paragon frames, and handles of the hook order, made of dark and light mission wood. Their price is \$2.50.
 (Main Floor, Market)

Pretty Glassware From Bohemia—First in Years

Probably the most unusual thing about it is that the prices are as low as they were before the war.

That is due to purchasing on the spot and to special advantage. Most of these pieces are in floral decorations, the flowers being in the national colors, but some are done with bands or other touches of gold.

It is very pretty glassware and should find instant favor, especially among seekers after attractive and inexpensive gifts.

Comotes, berry dishes, rose-bowls, ice-cream dishes with saucers, flower-vases and flower-baskets at 50c to \$5 each.
 (East Aisle)

Many Boys Going Away Need Fresh New Suits

They cannot very well go away without them, because a fresh-looking suit for "best" wear is one thing every boy must have on his vacation.

It is a good thing for all boys needing fresh suits that we have such a good collection to choose from.

These are Norfolk in cool crashes, chevots and serges, with cool mohair linings, some being half-lined—just the proper weight for shore or mountains and wearable right up until the Fall.

In sizes for boys of 8 to 18 years, at \$20, \$22.50, \$25 to \$38.
 (Second Floor, Central)

Beds, Tents and Houses for a Summer in the Open

"Close-to-Nature" canvas houses are rainproof, windproof and protect you from all insects. Easy to put up or take down and useful for a camping trip or for your own lawn.

Prices range from \$70, for size 7½x6 ft., to \$300, for 24x12 ft. For motorists planning long trips and wishing to be independent of hotels, there is a combination bed and tent that will be a great convenience. It folds up compactly to fit the running board of the car and when erected, in a few minutes, gives protection against storms or insects.

Price \$80.

Here also is a complete assortment of cots, blankets, camp furniture and other camp equipment.
 (The Gallery, Juniper)