

Band and Organ at 9 and 4:40; Organ at 11
Chimes at Noon

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WEATHER
Fair

The Wanamaker Store will be closed all day Monday—Patriotic Holiday

The Universal Rendezvous of Travelers Passing Through Philadelphia— The Nation's Most Famous and Most Beautiful Store

Of the Many Dignitaries of State and Church

of every nation to visit and be welcomed to this city of

The Declaration of Independence, none came closer to the people's hearts than

His Eminence Cardinal Mercier of Belgium

The memory of the modesty and wisdom of this old priest, who fought back with sublime faith the enemies of his nation and of the world, will remain.

The gentlest of men, the sweetest in spirit, and of all men the bravest, to resist single-handed, as the anvil meets the blow of the hammer, the demands of an entire army without the gates of his Cathedral, threatening him with instant death.

The thrill of his words and the beneficence of his spirit!

Like the anvil, he took the blow; but with the sledge-hammer riveted with his faith, he hammered down his assailants with a stroke which will re-echo through all the ages to come.

[Signed]

John Wanamaker

July 2, 1921.

That Unique Down Stairs Store

FROM either place the subway trains bring you in a couple of minutes practically to the doors of the Down Stairs Store of Wanamaker's, where ready access may be had by elevator to all other parts of the Store.

Or it is less than a two blocks' walk for one who wishes to stretch limbs cramped from sitting in the train.

It is recommended, especially to those who have not been here for a long time, to take the route that brings you so close to the Down Stairs Store, which is one of the unique features of Wanamaker's.

Comfort and Safety Come First

ON THE other hand, the visitor who comes to the Store on foot or by surface car from the railway station is apt to enter from Market Street, and the moment he sets foot on the cool and beautiful marble floors of the Main Aisle he is on the veritable "Via Romana" of commerce.

At no time more than in Summer is the far-sighted planning for the comfort of the public, in the form of this wide and splendid thoroughfare for all who care to use it, with or without a glance at the beautiful and varied merchandise nearby, justified in its results.

Notice of Summer Holidays

Following its custom, originated in 1914, the Wanamaker Store will be closed on each one of the eight coming Saturdays in July and August.

Some of them are very distinguished personages indeed, and all of them, whether strangers in town or old acquaintances, feel very much at home, and keen to see all that they've time to see, in Wanamaker's.

Ease of Access and Expeditious Service

MANY of them have come to buy all that they've time to buy in Wanamaker's, and it is astonishing how quickly and efficiently one can find one's way to what one wants, considering that this is a Store of no small dimensions.

Think of some farm you know of that includes forty-five acres, and you will have the best mental picture of the total floor space covered by the fourteen floors and the galleries of the Store.

Were all these floors as wide only as Market Street, and placed there end joining to end, they would stretch from the Delaware River to Sixtieth Street, if taken between curb lines.

All day, through this great place, fresh air is brought in from the outside every six seconds and water-washed to make it both pure and cool, and the stale air rushed out by suction.

Perhaps that is why so many people have told us that, no matter how long they stay here, they do not experience the sense of fatigue they associate with shopping elsewhere.

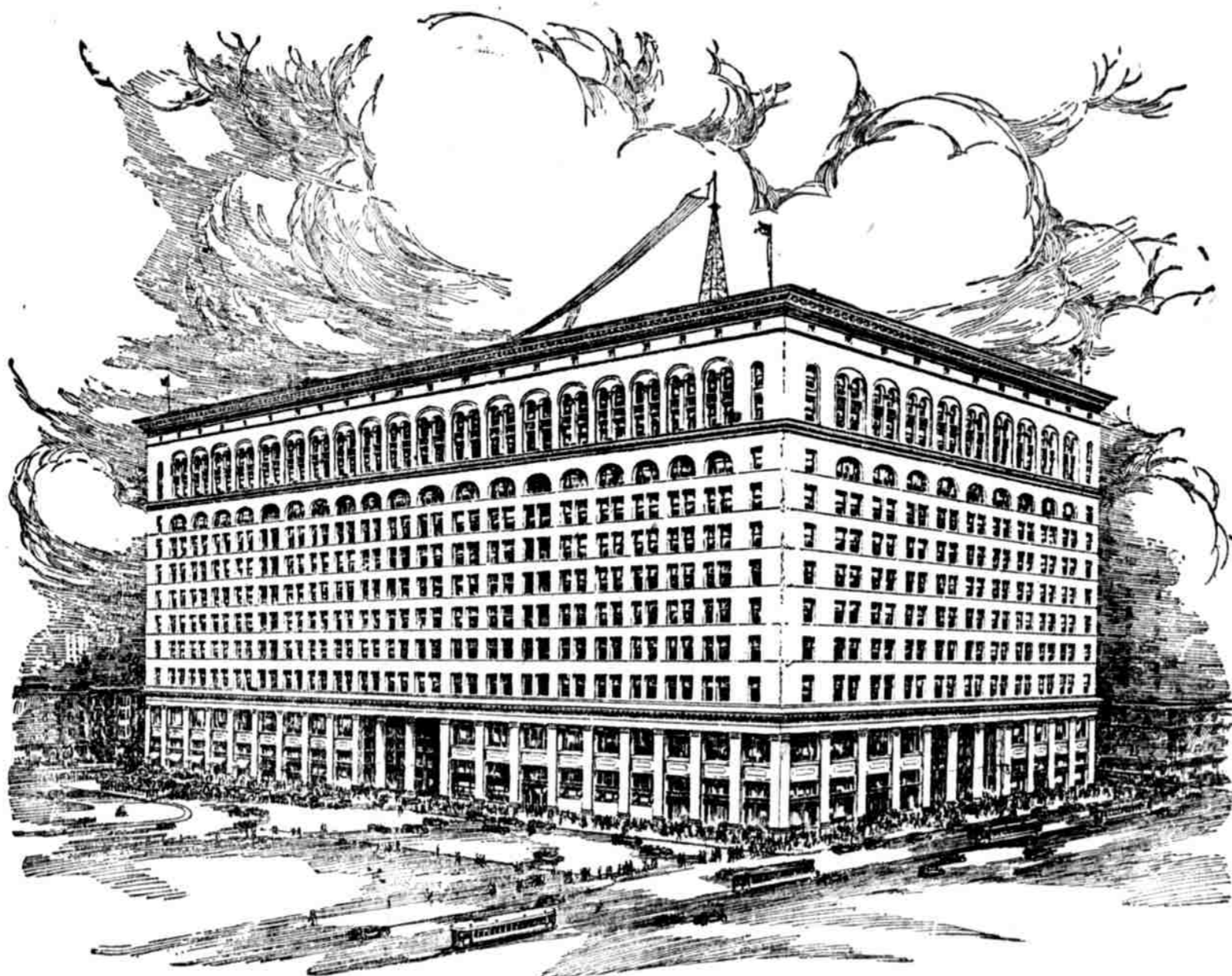
As for the merchandise, it is renewed almost as freshly as the air—and necessarily so, for sometimes it goes out of the Store with almost as great a rush as the air!

A recital of all the new, interesting things in the Store just now, particularly those most attractive to the vacationist or those preparing for vacations, would almost rival in its length and imposingness the line just referred to, of Wanamaker Store floors placed end to end.

Please Make Yourself at Home

MAKE use of all of the conveniences of our Store, whether you visit it for business or for pleasure, and when your vacation is over, give us another look-in on the way back.

The Store changes daily, almost hourly, in its offerings of merchandise, but never in its sincere offering of hospitalities.



To be outright, we do not know of anything like it in the world.

Speaking of interesting people (and people of importance are interesting), it is the only store specializing in the sale of lower-priced merchandise where you'll see among the shoppers Mrs. Rittenhouse Square and Mrs. Main-Line.

Part and parcel of the Wanamaker Store today, as when it was first established five years ago, the Down Stairs store is devoted to the sale of DEPENDABLE, but moderate-priced, merchandise.

Finely lighted, abundantly ventilated, it covers the whole of the floor below the Street Floor, with additional galleries, and it carries the largest stock of retail merchandise (all new and bought expressly for it) to be found on a single floor anywhere.

Above is that great well of air and sunlight, impressive in its architecture, noble in its proportions, the Grand Court of Honor, and if the time of day be 9 or 11 A. M. or 4.50 P. M., the strains of fine music, soft and restful or martial and inspiring, may be heard pealing forth from the largest organ in the world.

Thronging of people pass one on that Main Aisle—were ever so many seen in a store?—but there is no jostling, no pushing, for there is room and aplenty for everybody here, and, in fact, over the whole Store.

It is such an interesting throng that, if it were proper to discuss one's guests, we should like to say just "Who's Who in Wanamaker's" (with additional bulletins issued every hour).

John Wanamaker Philadelphia