

STORE CLOSED  
ALL DAY TODAY

WANAMAKER'S

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WEATHER  
Unsettled

# People Say This Store Is the Coolest Place in All Philadelphia

The Great Exhibition of Great Britain Was Held at Hyde Park London, from May 1 to October 15, 1851  
Prince Albert, the Prince Consort of

Queen Victoria

was at the head of it and active in promoting its success. The Centennial Exhibition was held in Fairmont Park,

Philadelphia, from May 10 to October 10, 1876,

and, so far as known surpassed any Exhibition ever held.

Forty-five years have rolled by since 1876, and 1926 will complete another half century.

To many it seems eminently proper to celebrate a

Sesqui-Centennial,

not only to take note of the progress of the United States, but to bring together all the nations of the world into peaceful competition for supremacy and mutual brotherhood.

[Signed]

*John Wanamaker*

July 9, 1921.

## Fashion Prescribes New Millinery in Satin and Canton Crepe

Fashion is whimsical. In midsummer, when one would expect straw millinery, she says "satins and crepes."  
And ready Monday for the many well-dressed women who will want them are charming examples of this mode.  
Large and small hats of rich satin or Canton crepe, in the favorite black or very dark blue. Some have a touch of white—a creamy water lily opening on a black satin brim, for instance. Or white cherries on blue crepe.  
Others have the becoming lace drapery—or glycerine ostrich—or a touch of jet.  
They are very effective. And the prices \$15 and upward.  
(Second Floor, Chestnut)

## For Young Women a Delightful Sports Dress in Silk

Ideal for country club and general Summer wear is a most attractive "sports" dress developed in white crepe de chine with sleeveless coat blouse of heavier novelty sports silk in color—turquoise, rose, navy, beige or black.  
The lines of the dress, its color and materials, all fit it to play an important part in the Summer wardrobe of the well-dressed young woman of from 14 to 20.  
Its price is \$37.50.  
(Second Floor, Chestnut)

## HAND-SMOCKED PONGEE FROCKS FOR SMALL GIRLS

Nothing could be cooler or prettier for little Miss Six to Ten than these charming dresses of fine silk pongee in the natural color. They are hand smocked and the yoke, round collar, cuffs and deep hem are finished with a simple hand embroidering of brown wool.  
Their very careful making and the fine material and general good style make them fully worth their price of \$15.  
(Second Floor, Chestnut)

## WOMEN'S NIGHTGOWNS FROM THE PHILIPPINES

One kimono V-necked style with the usual hand scallops and a little other ornament is \$3.95. A slightly more elaborate style with a good deal of lovely eyelet is \$4.85. And there are three styles at \$5—one V necked and two square.  
(Third Floor, Central)

WOMEN MAY HAVE ANY OF THESE HAND-KERCHIEFS AT 35c  
A very pretty rever hem, one-corner embroidered, plain linen with hand-embroidered initial, plain hemstitched in either sheer or heavy linen, tape border, and finally a dainty lace edge.  
It makes a very good selection, indeed, for those who want something at this moderate price.  
(West Aisle)



## Dainty Cotton Frocks for Girls \$6.75 to \$25

Sheer organdie, dotted swisses and fine voiles, in white or lovely colors, all made in the prettiest girlish styles by careful dressmakers.  
Surprisingly dainty models at \$6.75 and \$7.50. A regular "picture" frock of fine organdie with frilled fichu and lots of little ruffles, at \$10. Just plain tucked organdie—wonderfully effective—at \$11.50. And others up to \$25.  
Sizes 6 to 14 years.  
(Second Floor, Chestnut)

## Children's Underwear and Hosiery at Special Prices

Boys' black derby ribbed mercerized sports hose, with turnover tops, sizes 10 to 16 years, for a pair.  
Children's mercerized three-quarter hose in black or white, with turnover tops, sizes 8 to 14 years, "seconds" at 45c.  
(First Floor, Market)

## "Pretty Clothes for All Women"

was the slogan of every psychologist interviewed by a recent writer in a woman's magazine. It seems that "rich and poor, beautiful and plain (especially the plain) are all better workers, pleasanter companions and happier humans when they give themselves the delight of being well-dressed."  
Fortunately there are ever so many pretty clothes to be had just now at very moderate prices, particularly some

### Veiled Foulard Dresses at \$33.50 to \$50

which go on sale Monday. They are grace itself, with their white-and-black, white-and-navy or white-and-brown foundations, variously and most gracefully veiled. Some have more white in them than others and some are finished with the new ribbon trimmings. Some have very finely pleated tunics of the Georgette.



There are six models altogether. (First Floor, Central)

## A Clearance of Robe Patterns and Half Made Suits

Some of the robes are French beaded voiles; very delicate and fine, in blue, rose, tan and white, with delicate and good designs of white chalk beads. These are \$6.75—and their first prices were four times this sum.  
The other robes are white showing Chinese hand embroidery on batiste and organdie. These are \$31.75 and \$42.50.  
The partly made suits are of French cotton crepe—white with color and colored with white, and they require but two or three hours' work to be complete. These also are \$6.75—a mere fraction of former prices.  
(West Aisle)

## GEORGETTE CREPE BLOUSES GO WITH EVERYTHING

And, in these warm days, they appear with white tub skirts, silk sports skirts, or, in fact anything a woman chooses to wear them with.

They are just about the coolest blouses imaginable and delicate as they look, they will stand many tubbings.  
We have a number of unusual pretty styles in white Georgette, some are overblouses, with round or square necks, collarless or Peter Pan collars and others with roll collars. They are trimmed with the narrowest of edgings or wider filet and tiny tucks.  
The prices are \$6.85 to \$8.75.  
(Third Floor, Central)

## WOMEN'S BATHING SUITS CLOSE TO HALF PRICE

The Sporting Goods Store has lowered the price of its Pacific Coast bathing suits for women. All-wool jersey knit suits of this popular style, in several models and color combinations, are now \$6, which is close to half the former price.  
Women's one-piece silk or wool swimming suits, \$3.75 to \$8.  
(The Gallery, Juniper)

## American Lady Corsets

A new shipment of these exceedingly comfortable and durable corsets has come in, including—  
"The American Girl" model for young women and slender figures. It has a short skirt and low bust and is made of pink coutil, \$8.  
An elastic top model of pink broche, designed for average figures, and priced at \$3.  
A low bust model of pink coutil with long skirt for tall women, \$3.  
A serviceable pink broche with elastic all around the top and long skirt. This is well boned in the back, \$9.  
A pink coutil, topless, with elastic all around, \$2.50.  
A strong coutil, also topless and strongly boned, \$4.50.  
(Third Floor, Chestnut)

## A Champion Woman Tennis Player Introduced This Sports Skirt

It looks just like any other well-cut and carefully-tailored skirt, except that it has a concealed bloomer attachment, which prevents the skirt from flying up and does away with the necessity for a petticoat.  
The idea was such a good one that this type of skirt may now be had in two very pretty styles of white cotton gabardine at \$8.75 and \$9.75 each.  
In a button-down-the-front model of white cotton gabardine with large pearl buttons at \$13.50.  
In plain white flannel or checked flannel at \$20.  
And in pleated dark-colored prunella checked at \$28.50.  
(First Floor, Central)

## Even Now Women's Good Silk Umbrellas at \$5

are rare—and when we do come by them we like to let people know about it.  
These have covers of tape-edged silk—black, green, navy, purple or brown; and handles of hardwood with bakelite rings, or of bakelite altogether. Also they have the favorite blunt ferule.  
(Main Floor, Market)

## Many Carpet Size Oriental Rugs at New Low Prices

Most of them have been lowered one-third; some are about 20 per cent less than they were, and still others are marked at a saving of 50 per cent.  
The rugs are in perfect condition, each piece being a good reliable specimen of its kind, that can be depended upon for years of practical service.  
At their new low prices they present a very attractive opportunity to the many people who are generally on the lookout for an Oriental carpet at a worth-while saving.  
Saraband, 16.9x2.9 ft. .... \$75  
Mahal, 10.8x7.9 ft. .... \$175  
Mahal, 13.6x9.5 ft. .... \$385  
Mahal, 12.3x9.8 ft. .... \$475  
Kermanshah, 13.1x9.3 ft. .... \$395  
Laristan, 12.1x8.10 ft. .... \$387  
Chinese, 9x6.3 ft. .... \$115  
Chinese, 12.1x9.1 ft. .... \$265  
Chinese, 12.3x9.2 ft. .... \$257  
Anatolian, 18x8 ft. .... \$595  
Anatolian, 12x9 ft. .... \$380  
Laristan, 6.1x9.6 ft. .... \$97  
Anatolian, 9.4x6.1 ft. .... \$110  
Anatolian, 10x6.9 ft. .... \$115  
Anatolian, 12.2x8.10 ft. .... \$275  
Meshed, 16x11.8 ft. .... \$685  
Chinese, 14x10.5 ft. .... \$390  
Chinese, 9.1x6.2 ft. .... \$125  
Chinese, 10.2x8.2 ft. .... \$176  
Chinese, 15x9 ft. .... \$485  
Saraband, 14.3x4.1 ft. .... \$125  
Kermanshah, 13.10x9.5 ft. .... \$375  
(Seventh Floor, Central)

## Moorcroft Pottery Is a Ware of Beauty

Moorcroft ware is an original Staffordshire product of considerable artistic merit and deserved fame.  
A discriminating writer has said of the maker of it that he "is a manufacturer, but he is also an artist." And further, that "he has set himself to the production of objects of utility which have a corresponding artistic value."  
"Moorcroft ware is pleasing in shape, sound in technique and beautiful in color and finish. It is a hand product. The color, the glaze and the clay are fused together, becoming one homogeneous whole.  
Among the pieces shown are bowls, but the group consists chiefly of vases in various sizes and shapes for flowers or lamps. They are in pomegranate, in blue and in lustrous effects of copper and yellow. Prices, \$4 to \$25.  
(Fourth Floor, Chestnut)

## Summer Rugs in the July Sale

Good savings on some of the most desirable floor coverings for porches and cottages.  
Rush rugs with solid color centers and end borders—9x12 ft., \$13; 8x10 ft., \$10.25.  
Imported grass rugs in large block designs—9x12 ft., \$8.75; 7.6x10.6 ft., \$6.75.  
Colonial rag rugs—9x12 ft., \$9; 8x10 ft., \$8; 6x9 ft., \$6.75.  
(Seventh Floor, Chestnut)

## SHADOW LACE VOILES ARE A CHANGE FROM ORGANDIE

Women who have several organdie frocks and want something different are apt to choose these delicate, lacy voiles. They make charming afternoon and evening dresses.  
The colors are exquisite tints of pink, blue, brown, yellow, gray, moss green, navy and white; 50c and 85c a yard.  
(First Floor, Chestnut)

## THE LITTLE DRESS OF CHALLIS

is coming once more into women's wardrobes. Certainly the material was never more skillfully used than in the short-sleeved slip-on dresses we can show you now—the material dotted and tied at each side with color to match the dots. The combinations are white with black, black with white, navy with red, navy with green. The price is \$20.  
(First Floor, Central)

## BLUE-AND-WHITE JAPANESE COTTONS

Table covers in sizes varying from 30x30 inches to 72x72 inches, priced 85c to \$3.75; designs are cherry, wistaria, bamboo, chrysanthemum and iris. Scarfs and towelings are here to match the covers.  
(Fourth Floor, Chestnut)

## A CHAIR FOR THE CHILD

means a great deal more comfort for little backs and legs than the small one can ever explain to you. Either straight chairs or rockers are \$7.50 and \$8.50 and are usually painted white. Wicker arm chairs are \$14. All in the Little Children's Store.  
(Third Floor, Chestnut)

## COSTUME SLIPS

Correct and comfortable to wear under one-piece dresses. They are of pink or white lawn and exactly like chemises, except for having long double skirts and they sell at \$3.75. The same things made of washable satin, \$6.85; of crepe de chine, \$8.60.  
(Third Floor, Central)

## WOMEN'S BLOOMERS

For traveling, a great many women are buying crinkly crepe—pink and white—priced at \$1.50 plain and \$1.75 lace trimmed. Black satin bloomers for bathing are \$4.50 and \$5; black and navy rayon bloomers, \$5.50.  
(Third Floor, Central)

## Give the Young Men Music, Says Bernard Shaw

The wise and witty Irish philosopher suggests that if "young men had music—to interest them, to engage them and satisfy many of their impulses and to enliven their days," they would be less apt to hunt their excitements and pleasures away from home.  
It's a great argument for getting the boy started early on a love for and understanding of music.  
If it's too late to get him started "early," it is not yet too late to get him started.

## A Good Player-Piano—Better Yet, an Ampico Reproducing Piano

will put into the home exactly that element of attraction and interest certain to hold the young people there like a magnet—and to attract all their friends.  
Adequate for every occasion—dance music, gay songs and ballads, exquisite old-time favorites and classics—it won't matter a bit if none of the young people play, for the instrument provides it all.  
Let us show you one of these instruments, which will make all the difference between a silent house, deserted by its young folks, and a home filled with melody and innocent merriment.  
You cannot do better in quality or price than to buy it at Wanamaker's.  
(Egyptian Hall, Second Floor)

## Good Novels in an Outclearing Each Priced 50c

An uncommon opportunity to secure books to take in one's vacation trunk or to read on the porch in the long, pleasant afternoons. There are thirty-four titles, all of which are in active request at their regular prices, and all of which are by well-known writers.  
Here are a few—  
The City of Pleasures, by Arnold Bennett.  
Sonia Married, by Stephen McKenna.  
Happy House, by Baroness von Hutten.  
Across the Stream, by E. F. Benson.  
The Girl on the Hilltop, by Kenyon Gambier.  
The House in Demetrius Road, by J. D. Beresford.  
Hunkins, by Samuel G. Blythe.  
Venus in the East, by Wallace Irwin.  
The Eve of Pasqua, by Richard Dehan.  
The Island Mystery, by G. A. Birmingham.  
(Main Floor, Central)



## These Men's Tropical Suits Are the Real Thing (In the London Shop)

They are feather-weight worsted and flannel suits as thin and cool as it is possible for such garments to be. They bear no resemblance to what is generally known as tropical suits.  
All two-piece suits and the coats may be worn with flannel trousers.  
Gray and tan herringbone tweeds and basket weave worsteds, \$35.  
Suits of pure camel-hair with Norfolk coats and short or long trousers, \$48.50.  
Natural-color linen with Norfolk coats and short or long trousers, \$25.  
Cambridge gray flannel with single-breasted Norfolk and double-breasted sack coats, \$28.50.  
Worsted crash in homespun effects, \$25.  
Blue flannel or stocknette coats, \$25.  
White, gray and striped flannel trousers, \$12 to \$17.50.  
(The Gallery, Chestnut)

## Men's Good Summer Shirts at \$1.50 and \$2.50

The \$1.50 shirts are of an excellent quality of percale in soft-cuff, plain negligee style. They are in good striped designs and the colors are fast.  
The \$2.50 shirts are of woven madras, also in soft-cuff, plain negligee style, and are in a variety of stripes, including the popular seersucker stripes.  
(Main Floor, Market)

## Cordovan Brogue Oxfords for Young Men

Of black and tan cordovan, with long wing tips, much perforation, wide shanks and low heels.  
A style which finds high favor with young men of discrimination. Price, \$13 a pair.  
(Main Floor, Market)

## For Summer Evenings—The Phonograph

Pan, the rustic deity, was supposed to pipe the sweetest of music from his hiding-place among reeds or tree-tops for the dancing and summertime pleasure of the ancients—who were not ancient then. But it all rested upon his capricious pleasure what he played and whether he played.  
A fine phonograph will beguile your leisure or your thoughtful hours with music adapted to your mood, and will begin and stop, play loudly or softly, at your will—one more instance of the way we score on the ancients.  
You can choose your performer, and even your phonograph! Four famous makes of phonographs are carried here:  
**Brunswick** **Cheney** **Sonora** **Victrola**  
There are altogether 55 different styles to choose from. Convenient terms of payment.  
We also have just now a group of excellent phonographs of various makes which have been repriced because they have been used here for demonstration purposes. All in good playing order.  
(Second Floor, Central)