

STORE CLOSED
ALL DAY TODAY

WANAMAKER'S

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WEATHER
Fair

Ready Monday With New Goods, Lower-Priced Goods and Good Humor

In Exactly the Same Way As the Good Woman

plans and arranges her home to express her idea of what a home should be in every particular so far as her means admit, just so our idea of what a proper store should be to be of benefit to the public is shown by what we arranged here years ago and what we have endeavored to improve upon year by year.

Stop for a Moment

to think of the old store and contrast it with the present one.

It has been an all-controlling idea with us from the beginning that if we could assemble under one spacious roof whatever would best serve our patrons, it would naturally follow to be for our own interest also.

In one's home hundreds of small things that have crept into it to make it what it is came gradually, one by one, and day by day, out of the mind and heart of the house-mother, whose dear hands have made it to be the best place on earth to you.

Just so this Store has come to be what it is.

Sometimes it is harder to do little, almost insignificant things than it is to do the bigger things, but somehow they often add much to our satisfaction.

[Signed]

John Wanamaker

July 16, 1921.

New Shipments of Fine Black Satin

Plain black satin of fine Wanamaker standard quality has just come in in quantity. 36 inches wide, and exceptional at \$3 a yard. Other prices, \$3.50, \$4 and \$5.

(First Floor, Chestnut)

"Mimi," the Famous Frock for Young Women In Crepe de Chine at \$16.50

Young women of 14 to 20 have tremendously liked this pretty "Mimi" dress of heavy crepe de chine, with its ribbon-bound neck and sleeves and its narrow ribbon sash.

Now, here it is to sell at a much lower price—\$16.50. The crepe de chine, while not so heavy as in the

higher-priced model, is still a very good quality indeed—remarkable for this price.

It comes in a good navy blue or black, with the ribbon garniture in soft gray. Or in flesh color or white.

A decidedly pretty and practical frock.

Ask for it in the Young Women's Store.

(Second Floor, Chestnut)

The Finest Silk Skirts Have Taken New Prices

We have taken every light colored silk skirt hanging in our cases whose price was over \$25 and made it this price. There is enough saved on each one to buy a good-looking blouse to go with it.

Among others there are heavy Canton crepe skirts

with stripes of gold or silver, pleated silk poplins and crepes de chine in alternate colors. Roman-striped silks and the handsomer novelty sports silks.

Both light and dark colors and particularly nice ones for sweaters.

(First Floor, Central)

Annual Summer Clearance of Women's and Children's Low Shoes

still goes on at a lively pace and customers are finding just what they need at prices averaging close to half.

Good choosing in women's shoes at \$4.75, \$5.75, \$6.75, \$7.75 and \$9.75—including some of the finest slippers, pumps and oxfords.

(First Floor, Market)

Various Good Sports Jackets Are Down to \$10

They are the nicest things imaginable for women who have sports skirts and who need this completing part of the costume.

Some very smart worsted tweeds would go well with plaid skirts. There are also a few wool jersey, some colored linen and a handful of pongee coats. Nearly all are Tuxedo style.

Prices originally were far above this figure.

(First Floor, Central)

ALL OUR Summer L. R. corsets of open mesh will be cleared out Monday at \$1—half of their regular price. There are eighty-nine in all, and three models—a topless, a short corset and a long one.

(Third Floor, Chestnut)



The Finer White Gowns for Women

\$52.50 to \$100

Every day brings in fresh ones, and it seems as if each were more charming than the other. Some are almost severe in their simplicity, and one can see just how delightful they would be worn with bright-colored hats at mountains or seashore; while others are rich enough to be simple dinner gowns.

They are of heavy Canton crepe, crepe de chine and Georgette crepe; and show such fashion features as—

Fluted ribbons set on in straight lines and whirls. Drawnwork used in Rolled collars and sleeve finishes. Dangling balls for ornament. Pleated aprons front and back. Heavy padded embroidery. Fringe used in various ways.

And far more such points than we have space to set down.

The sleeves are everything from short to full length.

(First Floor, Central)

BLACK or cord ribbon sautoirs for women's watches have sterling silver, gold-filled or rhinestone mountings, and are priced at 50c to \$7 each. Some women use them to hold pendants instead of watches—pendants of imitation jade, ivory or amber, prices, \$1 to \$2.

(Main Floor, Chestnut)

On Monday—the Summer Sale of Cotton Dress Goods Remnants

40,000 Yards of All Kinds of Seasonable Cotton Fabrics at an Average Saving of a Third to a Half.

Many years' experience has proved to women that this Sale is worth coming a long distance for. It means a year's supply of cotton dress materials to numbers of people and a very great economy in the price.

Every remnant is from our carefully chosen stock, every one is in good condition and desirable from a fashion standpoint. The lengths are from a yard up to a dress pattern and there are plenty of these latter, not only for children's clothes, but for women's also.

Among many other things are voiles, ginghams, percales, skirtings, dress linens, ratines, organdies, swisses, linnen and dimities.

(First Floor, Chestnut)

Lovely Hand-Embroidered Robe Patterns for Less

One group is of white batiste and organdie robes, some beautifully hand wrought in China and some in France. The first are specials at \$31.75, and the second have had a substantial sum taken from their prices and are now selling at \$42.50 to \$67.50.

Another group is of Chinese embroidered net, white, price \$45.75.

(West Aliso)

The New Silk Bathing Suits May Be Frivolous—

but if there is one woman who isn't enthusiastic about them to the last degree, we haven't seen her yet.

One of rich black satin, sleeveless and with a crossed-over-and-tied waist, has a fetching skirt, entirely made of points.

Another of black taffeta, has quaint narrow ruffles on the skirt, a piping of color and trimming of beads.

Still a third, of satin, in the straight-line fashion, has an attractive touch of color in silk feather stitching and silk fringe to the sash.

The price in each case is \$25 and they are all entirely new.

(First Floor, Central)

Cool Chemises and Nightgowns

Low-necked nightgowns of cross-bar voile, having kimono sleeves and feather stitching are \$3.85.

Envelope chemises of nainsook are lace trimmed, embroidery trimmed, and hemstitched; have strap shoulders or built-up shoulders, \$1 to \$2.50.

(Third Floor, Central)

Children's Dresses —Odds and Ends

Colored lawns, crepes and organdies, simple and not simple, but usually in gay colors, such as yellow, lavender, pink and green. The sizes are two to six years and the prices—made small because the garments are mused—are \$1.25 to \$3.

(Third Floor, Chestnut)

Her Birthday Gift Might Well Be a Diamond Ring

It would indeed be a happy birthday and one long to be remembered if she should receive such a gift.

For those who have a preference for diamonds alone there are very beautiful rings indeed from \$320 up to \$2900. At less expensive prices one may have:

Three-stone diamond and sapphire rings at \$125.

Three-stone diamond and emerald rings at \$145.

Three-stone diamond and ruby rings at \$175.

(Jewelry Store, Chestnut and Thirteenth)

Women's Fitted Cases Are Less Expensive

than they were a while ago, and in excellent selection.

You can get a good 16-inch case of black long-grain cowhide, with moire lining and white celluloid fittings for \$25.

From these prices go to \$100, for which you can get a magnificent case with

(Main Floor, Chestnut)

many fittings of fine white celluloid with blue or lavender trimming.

All the cases are of black long-grain cowhide and have moire linings. Some have removable trays (these start at \$45), and beside white fittings there are shell-finish celluloid, sometimes with gilt inlay.

Glassware in Orange and Black a New Glory for the Summer Home

The people who made this glassware may or may not have been thinking of producing something to add piquancy and delight to the effect of the decorated furniture in a Summer home.

At any rate they have achieved that purpose. You can well imagine the arresting effect of this oddly colored glass used judiciously in that connection.

The glass itself is orange tinted, the edges are black;

(Fourth Floor, Chestnut)

the effect is emphatic, simple and winning.

And the prices are quite moderate.

Baskets, 75c to \$4.75. Flower bowls, \$5 and \$7.50.

Handled sandwich trays, \$3.75.

Comportes, \$1.50 to \$5.

Cracker and cheese dishes, \$5.

Flower vases, \$1.50 to \$6.

Nut bowls, \$3 to \$4.50.

New Corded Dimity Spreads

Snow white, and woven with corded stripes. They sell as fast as we can get them.

Dainty to look at, easy to launder and wonderfully serviceable.

Size 72x90 at \$2.25, and 80x90 at \$2.50 each.

(Sixth Floor, Central)

"A Plea for Old Cap Collier"

By Irvin S. Cobb

is an affectionate plea for the honest old "dime novel" for boys—and we admit he makes out a pretty good case for it, and one that is humorous reading. Price of the book, 75c.

(Main Floor, Central)

New Dance Records Ready Monday

when all the new Brunswick records for August will be released. These favorite dance numbers are:

"Oh, Me! Oh, My!"

"Mello 'Cello" and

"Dangerous Blues"

We have the three records packed together in convenient envelopes, \$2.25 for the three; or singly for 85c each.

"Ain't We Got Fun" and "Down on the Farm" (Harmonizers' Male Quartet), "Drifting Down" and "Gospel Train" (Criterion Male Quartet) and "Moonlight," fox trot, and "Deep in Your Eyes," waltz, are among these excellent new Brunswick records, which as you know, can be played on any phonograph.

(Second Floor, Central)

Women's Sample Umbrellas at \$5 and \$7.50

These prices are close to half what they would be if the umbrellas were not samples.

Those at \$5 are the sun-and-rain shades—rather small and artistic in shape.

Those at \$7.50 are the larger rain umbrellas, but quite as pretty.

Both have interesting handles of bakelite in ever so many colors and designs, occasionally silver capped; and both are covered with pleasantly colored silk—red, purple, green, gray, taupe, navy and changeable. Also both groups have the rather short handles and the blunt ferrules.

(Main Floor, Market)

Tape Border Handkerchiefs for the Boy

They are quite good enough to be used for his "Sunday best," for the linen is an excellent quality, fine and soft, the hemstitching done in foreign stitch, which is by far the best, and the tape borders are remarkably attractive.

These handkerchiefs are quite special at \$5.75 a dozen.

(West Aliso)

Many Fine New Chinese Rugs at Low Prices

These new pieces are of excellent grade, sound in texture and rich in furnishing qualities. They are in color combinations of the most favored kind—impressive Chinese blues, imperial yellows and tan shades. The patterns are of the kind that go well with modern schemes of furnishing, being free from grotesque or barbaric features, while at the same time distinctly Chinese. For rugs of such quality the prices are really very moderate.

12.2x9.1 ft.	\$275	14.4x10.5 ft.	\$475
12.1x9.1 ft.	\$265	12.2x9.4 ft.	\$285
10.2x10 ft.	\$290	12.1x9.4 ft.	\$375
11.11x9.2 ft.	\$335	12x9.4 ft.	\$285
12x9.2 ft.	\$345	13.2x10.2 ft.	\$360
12x9.5 ft.	\$297	14x9.5 ft.	\$357
9.1x6.2 ft.	\$125	9.2x6 ft.	\$145
9x6.3 ft.	\$145	8x5 ft.	\$100

Small sizes, 4x7 ft. \$75 to \$85
(Seventh Floor, Central)

Men's New Summer Shirts of Silk-and-Cotton

Light in weight, cool and easy to launder, this fabric makes fine Summer shirts.

The designs in this shipment just unboxed are uncommonly good and the colorings are exquisite.

All soft-cuff, plain negligé style, of course. Price \$5.

(Main Floor, Market)



Men's London Shop Shoes at Lower Prices

And there are no finer shoes to be found in Philadelphia than these.

In fact, these McAfee shoes, which are now marked \$18 a pair, or a little above half price, have no counterparts in the city. They are from an English maker whom many men consider the best in the world, and they are both high and low shoes of wonderfully fine tan calfskin and hand made throughout.

At \$12 a pair are oxfords and high shoes in black and tan calfskin from the leading American makers. Brogues and plainer styles.

(The Gallery, Chestnut)

Lower Prices on Some of the Men's Ties

For \$1 each you may choose from 800 foulard ties that were a half more. A good variety of colors and designs.

Also at \$1 are a lot of silk knitted ties that were double this price, or more. Several styles and many colors.

(Main Floor, Market)

Children's Fine Socks Half Price at 25c

7200 pair of children's full-fashioned, mercerized openwork lisle socks in black, white, cordovan, cadet and green.

All sizes in the lot, and at this price mothers will lay in a good supply.

(First Floor, Market)

Of the Many, Many Rag Rugs We Show Only the Best

Rugs that are made of fresh, clean materials and in good-looking colors and designs.

Colonial Rag Rugs
Mixed or plain centers with band borders.

9x12 ft.	\$12.75 and \$18	9x12 ft.	\$9
8x10 ft.	\$14.50	7.6x10.6 ft.	\$8
6x9 ft.	\$10	6x9 ft.	\$6.75

(Seventh Floor, Chestnut)



You May as Well Camp in Comfort

The days when "roughing it" was a synonym for camping are past. Any one who prefers to do so may make a camping trip as rough as he likes, but if he wants comfort he can have it.

"Close-to-Nature" canvas houses are easy to put up or take down, are protection against storms and keep out insects. You can use them on your own lawn, as well as in the woods. Prices range from \$54 for size 7.6x6 ft., to \$468 for size 18x24 ft. Children's small houses, \$33. Tents at \$5.50 for size 5x5 ft., to \$33 for 12x14 ft. Automobile tents, \$20 to \$36. And several motorist's outfits comprising beds and tents combined which can be carried on the car. Camp furniture and blankets, cooking outfits, clothing, fishing tackle, firearms, canoes, row-boats and all other equipment for a life outdoors.

(The Gallery, Juniper)