

WANAMAKER'S

DOWN STAIRS STORE

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Cooled With Fresh Washed Air Wanamaker's Down Stairs Store Is a Pleasant Shopping Place

Black Hats of Duvetyne Trimmed With White Leather, \$6 and \$8



The newest vogue and a very smart one! The white leather shows in fascinating pipings or in whole bands. Some of the hats show bows of ciré ribbon.

Three Other Groups of hats at \$6 and \$8 are very interesting. Cool, pretty and becoming are the hats of white crepe de chine in various shapes, embroidered all over with wool in chenille fashion.

Small, tam-like affairs are made of bright duvetyne in such hues as tangerine and king's blue. Just right for the shore!

Black satin hats in various shapes are trimmed with white soutache braid in all-over designs. (Market)

Circular Capes of Brown Canton Crepe, \$25

The original price of these capes was almost twice this amount, and the capes are things of loveliness with their beautiful material and long graceful lines. The best of it is that these can be worn at the shore in the evening and yet do for evening wraps in the Winter! They are fully lined with peau de cygne.

Taffeta coats at \$12.75 are worth investigating. **Pongee Motor Coats, \$20** This is the new low price for good-looking, well-tailored and serviceable motor coats.

\$5 Jackets for Vacation A little more formal than sweaters, these wool jersey jackets are in tan, Pekin, taupe and black. (Market)

44-Inch White Voile 35c a Yard

Soft, fine and mercerized—pretty for cool frocks and neat blouses, also nice for combination with linen or gingham. (Central)

Cool Negligees of Dotted Swiss

Since the weather has been so hot, cool negligees are the only wear. These pretty ones are snowy white and have long roll collars and short sleeves trimmed with lace. Elastic at the waist. (Central)

Fine White Cotton Skirtings, 38c a Yard

These 36-inch gabardines and tricoots are becoming well known for their good quality and we have difficulty keeping enough in stock. Many girls and women are making suits and slip-on frocks of them, as well as skirts. (Central)

Like Drops of Clear, Cold Water

These white crystal necklaces gleam and glitter. They're the coolest looking beads we have ever had. In graduated strings at 50c, \$1 and \$1.50. (Chestnut)

A Third to a Half Less for All Sun-and-Rain Umbrellas

Every one of these pretty silk sun-and-rain umbrellas and parasols has had its price lowered. They are in plain colors and plaids, showing old rose, green, brown, navy, taupe, purple, black and black-and-white. They have novelty bakelite handles with wrist cords or leather straps and interesting tips and ferrules. New prices are \$2 to \$8.

Children's Parasols Now 50c to \$2

Some of silk, some of cotton with printed flowers in pink, green or pale blue. Ruffles adorn the more frivolous ones. It's hard to think of a more welcome gift for a little girl. (Central)

Center Aisle Opportunities

Narrow Leather Belts, 50c

Thousands have already sold. New ones here for the week-end. All-white or black-and-white. Plain or pierced.

Large Hair Nets, 60c a Dozen

Everybody seems to like them. Of course we stand back of their quality. Light, medium and dark brown, black, auburn and blonde.

Challis Kimonos, \$1

Light-weight printed cotton challis "throws" in tan, blue, lavender and rose combinations. Made with elastic at waist and ribbon bow at neck. Wonderful at \$1.

Hand-Embroidered Negligees, \$3

Japanese crepe ones in Copenhagen, light blue, rose and lavender hand-embroidered with cherry blossoms.

Pink Bloomers, 50c

Hand-embroidered batiste bloomers with stitched ruffles for women. New shipment.

Fine Envelope Chemises, \$1

Beauties! Sheer white batiste with quantities of lace or a little well chosen embroidery.

Nightgowns a Third Less, Now \$2

Lovely white batiste with tops almost all lace, sometimes with a touch of fine embroidery. Many are nearly half less than the price for which their duplicates sold earlier.

Such Cool Pretty Corsets, \$1 to \$2.50

Topless corsets, ventilated strap-back corsets, elastic gore corsets, hook front corsets—all down to the minute styles! Plain and figured pink materials. As short and straight as one could wish—or a little longer. Yes, indeed, all are "special."

Linen-Finish Suitings, 35c a Yard

32-inch firmly woven cottons for the popular slip-over sleeveless dresses. Easy to make one in a few hours. Choice of brown, green, Copenhagen, yellow, pink and tan.

Bodice-Top Combination Suits, 50c

Perfect quality knitted white cotton suits with the straight bodice tops and lace-like narrow straps so many women like. Delightfully cool. Loose knee.

1200 Huck Towels, 25c

Unusually heavy cotton huck towels with a nice absorbent finish. 18x37 inches. Excellent for hard service. All white hemmed ends.

Good Gloves, 35c and \$1

2-clasp silk gloves, 35c; 16-button-length silk gloves, \$1. Both kinds have double finger tips. Both are less than half the early season prices. Nearly all sizes in white and pongee.



Imagine a Lovely Hand-Made Blouse Elaborately Hemstitched for \$2!

Not many women would do the fine needlework for that small sum, let alone furnish the sheer batiste of which each blouse is made.

To wear with sweaters and sports skirts there is nothing more fashionable and nothing that launders more satisfactorily.

Six Different Models in Sizes 34 to 46 at \$2 Among them are both the square and V necks, with beautifully made collars and vestees adorned with hours of hemstitching and tiny double insets of batiste.

While these are Porto Rican blouses, they are cut from the most approved American patterns, so that they really fit. Sleeves are well cut and fit snugly at the wrists. Every seam and tuck is run by hand. Wise women will buy these in twos and threes. (Market)

Oh, for a Dive Into the Deep Coolness!

Here Are Women's Bathing Suits

\$1 is the special price of women's California suits of knitted black cotton trimmed with white. Sizes are broken. Black sateen suits begin at \$1.90, with an unusual group of styles at \$2.25.

Women's surf satin suits in all the seasonable styles are special at \$3.25 to \$5.75.

Black sateen bloomers are \$1.90. Cotton tights are 85c to \$1; part-wool tights are \$1.65 and \$2, according to size; all-wool tights are \$2.90 for regular sizes and \$3.75 for extra sizes.

Beach capes of surf cloth in circular style are lowered to \$3.25. (Market)

Knitted Wool Bathing Suits for Chubby Youngsters, \$2.25 and \$2.75

Protective little suits are of wool in brown, pink, light blue, Copenhagen, American Beauty and tan. Sizes 2 to 6 years. They are well reinforced so that they will keep their shape.

How cunning they will look running around on the beach and paddling! (Central)

Girls' Organdie Frocks Special at \$2.75 and \$5



\$2.75 for a party frock in pink trimmed with blue, blue with pink or yellow with white. The trimming consists of quilting that trims the scalloped skirt, organdie flowers and a sash—enough to delight any girls of 8 to 14 years! \$5 for the organdie frock that is sketched. It is in blue, pink or yellow. Sizes 8 to 14 years.

Two Becoming Dresses

One, at \$6, is of daintily figured lawn in blue with a long waist and a wide white organdie sash. Sizes 14 and 16 years.

The other, at \$7.50, is of navy voile with a yellow organdie guimpe, for girls of 8 to 14 years.

Girls' Gingham Frocks, Half Price at \$1.50

Of good plaid gingham in blue or brown, they are trimmed with blue organdie. Sizes 8 to 14 years. (Market)

Wee Hats and Sunbonnets Are Marked at Less

Some need a tubbing, others are quite fresh. They're of lawns and dotted swisses, poplins and piques, several styles made with detachable crowns. Now 50c to \$2.25—which is half price for a good many of them. (Central)

No Other Summer Petticoat Like the Doris

Women pronounce it the best yet devised. The hem is very deep—20 to 22 inches, making virtually a double skirt yet retaining a straight slimmness of line. It can be worn under the sheerest frocks with assurance.

In pink or white batiste at \$1 and \$1.50; extra sizes, \$1.75.

In white sateen at \$2.

In white tub silk at \$3.50.

In pink or white wash satin, \$5. (Central)



Men's White Flannel Trousers for August Vacations

—All-Wool at \$10
Also white flannel trousers with narrow black stripes at \$6. Khaki-color trousers, for roughing it, \$1.90 and \$3. All-wool trousers in a great variety of suit patterns—for matching up odd coats—are \$5 and \$7.50. (Gallery, Market)

Men's Furnishings Sale Is Fine for Vacationists

Every man whose vacation starts August 1 can buy his needs at a considerable saving in the Down Stairs Store. For instance:

- Printed percale and madras shirts, \$1.15;
- Woven madras and silk-and-cotton shirts, \$1.55;
- Silk neckties, 25c;
- Soft collars, in five shapes, 20c;
- Suspenders, good ones, 35c;
- Cool pajamas, \$2.15. (Gallery, Market)

Shoes That Mean Good Times for Men and Boys!

Tennis or outing shoes and Oxfords are of canvas, all-white, all-brown or trimmed with contrasting leather. Sizes from small 11 to a man's 11, \$2 to \$3.75. NOTE.—These are first-quality shoes and not to be confused with inferior grades or "seconds."

Rough-Wear Shoes

such as scouts wear are of sturdy tan leather in sizes 10 to 13½ at \$3.50; 1 to 2, \$3.90; 2½ to 5½, \$4.50; 6 to 11, \$5.40. (Gallery, Market)

14 Styles of Colored Organdie Frocks at \$5



Pale blue, lemon, buff, green, orchid, rose, peach, Copenhagen and sun-glow—these are some of the delectable tints to be had! Most of them are quite fresh, but a few need a pressing and their price has been lowered accordingly. Many of these dresses were originally twice this price. The pretty styles are varied and there is interesting choosing in each size. Two are sketched.

White Organdies at \$5

Some of these are fine imported organdie that would ordinarily be marked a little more than twice this price. Many, many styles show ruffles or tucks or quilting. These, you know, can be worn as party frocks throughout the Winter, especially by schoolgirls.

The First Silk Dresses Are Creating Interest More and more of them are being bought, especially for hotel wear. We think that silk dresses have never been so lovely. The crepes, especially, are heavier and better quality than ever. The newest models in pastel tints and dark shades are \$15, \$20 to \$39. (Market)

Women's Oxfords and Pumps in a Good Shade of Tan \$5.40

It is a dark tan that is just right for service and the styles are sketched. They both have welted soles and medium heels, imitation wing tips and many perforations. Exactly the kind of footwear that young women like for general wear.

Good Choosing Among Light Tan Oxfords at \$4

With broad toes, imitation wing tips, welted soles and low heels, the Oxfords are of tan leather in the light ruddy shade that is popular.

Cool to See and Cool to Wear

Women who wear white footwear are doing a service to others these days as well as being more comfortable themselves!

\$6.90 is the small price of well-made Oxfords of genuine white buckskin with straight tips and saddle straps. The soles are welted and the heels medium.

\$6.40 for white strap pumps of leather like buckskin. They have broad toes, imitation saddle straps, welted soles and low heels.

Ankle-Strap Slippers for Wee Youngsters Special at \$1

You may choose white canvas or black patent leather in sizes 2 to 3. \$1.25 for black patent leather slippers in sizes 4 to 6 and 8½ to 11. (Chestnut)

LITTLE BENNY'S NOTE BOOK

By Lee Pape

HUMAN BEEINGS

Human beings are people of every age and sex. Who recognize each other by the parts above their waists.

They sometimes get to be 6 feet tall. They start by being a baby. And when they lay in their cradle they seldom suspect they'll end with long whiskers, maybe.

Some are yellow like Chinese or Japs. Or white like Caucasians and me. Depending on where they were born at. And who their parents happened to be.

So never sneer at a Chinaman. As if you could hardly stand the view. Because if your ancestors had only got twisted



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Every Summer Frock at Greatly Reduced Prices

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SPECIAL NOTICE The recent extension of our milk delivery service to cover Frankford, Tacony, Birdsburg, Westminster, Kensington, Richmond, Cheltenham, Fox Chase, Rockledge and Lansdowne now enables the public to secure Supplee-Wills-Jones Gold Medal Milk in any section of the city.



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