

STORE CLOSED
ALL DAY TODAY

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WEATHER
Unsettled

A New Week Will Bring New Interests and New Advantages to the Wanamaker Store

Farthest From Our Wish or Care Is Pretending to Be Other Than What We Are

Old Philadelphians will remember two of its leading merchants in the Centennial times, Mr. J. M. Haffey, of Chestnut street, and Mr. Edwin Hall, of Second street, both of whom came with us at the beginning of this Store.

These men had grown up in the silk and fine drygoods business and were highly esteemed.

The first instructions given to the hundreds of our first employes were:

1. That the price of each article is fixed and unchangeable.
2. That the visitors are not to be imperturbed to buy.
3. That the exact truth is to be told in answer to every question.
4. That any defects in any fabric or article must be pointed out before sale, to save returns.
5. That purchasers shall be free to return their purchases, if in same condition as sold, and not simply for exchange, but to have cash returns or charges canceled.

Well, these five simple rules, in force from the first day, fairly upset and dumfounded our buyers and chiefs. Some of them felt and said that we were surely "crazy," and they sought other places, saying a store managed so differently from the common way could never succeed.

Almost a half century of years have passed in this location, and the old sheds formerly here have given place to this spacious building, and more firmly than ever are we established.

We know that we are all the time growing. We are conscious of mistakes that all of us will make as long as we are human, and there are imperfections in merchandise that can be discovered only by the return of goods which we strive to make perfect.

But it is for us to say that we were never so anxious and determined to do the best thing for the people who are satisfied to buy here as we are at this moment.

How could we ever have had such a goodly harvest, had we not long ago planted the proper seeds and continually watched over and guarded the growth?

[Signed]

John Wanamaker

July 8, 1922.

Height of the Season for Dotted Swisses

Their clear, crisp transparency makes for coolness and flower-like daintiness. A wonderful color-line in the two favorite dot sizes, pin-head and a little larger. Colored dots on white ground; white or colored dots on colored ground, and some all self-colored.

All are fine imported goods, the dots embroidered and hand-tied, and the prices \$1, \$1.25 and \$1.50 a yard.

(First Floor)



Black Silk Bathing Suits in Four Attractive Models

Suits of black taffeta are scalloped and ornamented with white wool dots or pointed and ornamented with tiny sea shells. One style has winged sleeves and the other is sleeveless. Both are priced at \$15.

Another of black satin has an odd little tucked bosom with sea shells sewn on in a row; and a fourth of taffeta has white or cherry colored pipings and cross-stitch work. Either is \$22.50.

(First Floor)

Girls Who Swim Like Wool Jersey Suits

For the younger girls, the bathing suit is all in one piece without a skirt, and for older girls there is a skirt attached; making still only a one-piece costume.

It is easy to swim or to learn to swim in such a costume and the wool jersey keeps the body from being chilled in cold water.

Both bright and dark colored suits, some with contrasting colored trimmings, \$3.75 to \$8.50 for 6 to 18 year sizes. Also some at \$2.25 for girls of 6 and 8 years, and camp suits at \$7.50.

(Second Floor)

Frolaset Front Lace Corsets

They grow constantly in favor because they are made of excellent plain materials and broches, they are not apt to require alterations, and women tell us that they are remarkably comfortable. Also there are many different models for women of slender, average and full proportions—and the prices are moderate—\$5 to \$13.

(Third Floor)

The "Spanish" Mantilla Serves as a Wrap

It is the fashion of the moment to wear it gracefully draped with one end over the shoulder in Spanish fashion, but there are a number of women who are buying mantillas to wear as capes over thin frocks at the seashore.

Black silk mantillas are either all black or have colored embroidery. There are also all white silk mantillas. They all have the deep fringe, \$10 to \$75.

(Main Floor)

Goodbye to Robe Patterns and Tunics

A few of this and a few of that, reduced to send them flying.

Beaded cotton voile dresses at \$21. Various colors.
Net tunics, braided, \$12.75.
Novel wool tunics, \$14.75.
Black lace tunics, \$9.75.
French hand-embroidered robes of batiste, \$21.75.

(West Aisle)

Two-Piece Pajamas

Women seem to prefer this midly style to almost any other. Cotton crepe pajamas in pink, blue and white, or mercerized cotton in pink, blue and orchid, each \$3.85.

(Third Floor)

Good Silks at Fair and Steady Prices

Regular patrons of the Wanamaker Silk Store and visitors passing through will find a good assortment of the most wanted silks, the prices of which do not see-saw fitfully up and down, but remain on a fair and square level.

Particularly black Canton crepe and white Canton crepe, both of the better kind, the finest that can be bought at the steady price of \$4 a yard.

All 40 inches wide, and greatly in demand.

(First Floor)

Women's Inexpensive Undermuslins

Cross-bar dimity step-ins, vests and envelope chemises, each with hemstitching, are each priced at \$1.65.
Nightgowns to match, \$2.50.
Nainsook bloomers with hemstitched ruffles, \$1. With lace, \$1.75.

(Third Floor)

Children's Undermuslins Made Just Right

Some new arrivals are of cambric or fine nainsook.
Drawers, two to 14 year sizes, 85c to \$2.
Combinations (drawers and waist), four to 14 year sizes, \$2 to \$3.25.
Princess petticoats, eight to 16 year sizes, \$2 to \$3.55.

(Third Floor)

New Models

of cotton runners and center-pieces and children's dresses, all stamped, are being shown in the Art Needlework Store.

(Second Floor)

Parisienne Corsets Provide Novelty and Elegance

in any degree desired by the woman who wishes even her corset to be out-of-the-ordinary.

She may have a Parisienne in fine broche, silk tricot, satin, silk elastic, cotton elastic, mercerized and perforated elastic, silk batiste, or just plain coutil.

She may have it in white, pink, or orchid, and a few models even in black.

Nearly all Parisienne materials are imported, and are of the finest kind. The boning also is exceptional.

Fittings are given on all Parisienne corsets, and prices are \$8 to \$30.

(Third Floor)

Women's Cool White Canvas Oxfords at Moderate Price

\$7 a pair, for example, for well-made oxfords of fine white canvas, with white-welted oak soles, covered Cuban heels, and straight-tipped medium toe.

\$9.50 for finer oxfords, one style with medium plain toe and white leather military heel; the other with tipped toe and covered moderate Cuban heel. Both have ivory white welted soles.

All are dainty enough to wear with light afternoon frocks, and so well made they are sure to give comfort.

(First Floor)

Women's Dresses of Foulard and Printed Crepe, \$55 to \$85

Seventy-five dresses fresh from the needle, in four delightful styles, and many different colors, but only a few of each—the manufacturer having used up small quantities of fine imported materials. There are printed crepes and foulards, in black and white effects, beige and navy, blue and magenta, cherry and cocoa and other color combinations. Nothing could be more charming worn with sheer black hats, as such dresses frequently are.

The prices are less than they would be if we had all sizes in every color.

(First Floor)



There Is an Electric Washer for Only \$22

Not usual, of course, for a glance will show it to be worth considerably more.

A compact little machine, but a veritable giant for work, and people living in apartments or Summer cottages have found it to be a remarkable helpmate.

(Fourth Floor)

A Little Electric Iron That Travelers Take Along

is as small as an iron well could be and takes up surprisingly little room in a trunk.

The handle comes off, enabling it to slip in small corners as well as making it invertible for heating water or little things to eat.

(Fourth Floor)

Does the Summer Home Need a Clock?

There have just come some especially good clocks of a good size for the average mantelpiece. They are mahogany finished in tambour shape and strike both the hour and half hour on two rods, making a particularly clear, strong tone. The name of the maker stands for well made, reliable clocks. But the price is only \$15.

(Main Floor)

Iron Lamps at \$3, \$3.50 and \$4

Three particularly good kinds of hand wrought iron lamps—kinds which have proved themselves already great favorites—especially for use in Summer cottages and bungalows.

Shades of many kinds to go with these lamps are \$1 to \$4.50.

(Fourth Floor)

Bureau Scarfs at Half

Lace-trimmed cotton scarfs in three sizes, for bureaus, chiffoniers and dressing tables, now down to 45c to \$1.65 a piece because they are mused and soiled.

(West Aisle)

Furniture That Is Very Fine— AND SOMETHING MORE

One of the very interesting places in Philadelphia is the Chestnut Street side of the Fifth Floor.

Nearly all well-informed Philadelphians are acquainted with it, but even they would be surprised to hear the things that visitors from distant cities have said of the collection of furniture shown in this section.

What seems to impress them is not the obvious fact that this is such a large and diversified assemblage of living-room furniture of the finest kind, but that it is so rich in furniture that carries a kind of personal appeal, furniture holding all the charm associated with the finest specimens—AND SOMETHING MORE.

The "something more" is what makes the difference. What that something more is we are not going to define. We are not quite sure that we could. We doubt if anybody could. But, as is true of so many undefinable things, there is nothing more real.

It may be the curves and proportioning of a Heppelwhite chair; the antique air of a Sheraton desk with its inlays and austere lines; the profuse, baronial spirit of a Tudor chair, or the combined elegance and grandeur of a Louis XVI piece.

Anyhow, it is something distinctive, uncommon, BEAUTIFUL. And it speaks no less appealingly in the ensemble than in the individual group, or piece.

Among those who have been quickest to appreciate the unique character of the exhibition are visiting furniture men.

The things they have said to us about it were good to hear. Visitors are welcome to go through the displays at any hour of the business day without having undesired attention forced upon them.



(Fifth Floor)

New Irish Damask Napkins

Of Beautiful Quality—
\$8.75 a Dozen—Special

Of heavy, rich, lustrous damask, in a choice of exquisite floral and striped designs, beautiful goods, uniting richness of looks to excellent service qualities, size 24x24 inches, specially priced at \$8.75 a dozen.

Napkins for Breakfast- Room Use or for the Fruit Season

New arrival also, and marked to sell at a special price—\$4.75 a dozen, size 20x20 inches, all silver-bleached and in the favorite old-fashioned loom-dice pattern.

Huckaback Towels— 19x35, at 50c Each

The only pure linen huckaback towels we know of in that size for the money. All white and very special at 50c each.

(First Floor)

People Who Remember

the comfort of their canine friends lay in flea soap at 35c a pint and 60c a quart. If the dog is taken on a vacation he probably will need a collar, 50c to \$8.50; or a harness, \$1.15 to \$5; a lead, 35c to \$2.50; or a basket, \$6.50 to \$9.50.

(Fourth Floor)

When Picture Frames are Clean and Bright the whole room looks fresher. A gold enamel may be had for 30c a box.

(Fourth Floor)

The "Painter's Time- Saver"

is a good name for this serviceable protector to be used wherever glass or paper requires a skilled hand to protect it from paint. Price 20c and 25c.

(Fourth Floor)

Save the Hands

with the aluminum mitts when washing small articles, such as waists, gloves, hosiery, lingerie and so on, 50c each.

(Fourth Floor)

Are You Gaining

weight? A detecto scale of the compact self-weighting type will soon find out for you. Price \$15.

(Fourth Floor)

6000 Pieces of Stemmed Crystal Ware, \$3 a Dozen—Just Half

A new purchase just received, combined with a large collection taken from our regular stock.

Finest thin-blown crystal in deep, attractive etchings and dainty cuttings.

Included are goblets, low-footed sherbets, tall-footed ice creams, two, three and four ounce stemmed glasses, together with a small group of etched tumblers.

All assembled in one collection and marked at half the regular price.

Now \$3 a dozen, at which rate you can buy as many pieces as you like.

(Fourth Floor)

About 500 Pair of Men's Shoes Are Specially Priced, \$7.75

Good shoes, many of them among the best made, and the savings range from one-third to nearly a half.

All are new Summer shoes, fashionable and desirable in every respect, but the stocks have sold down and sizes are incomplete.

Shoes of all types are included. There are brogues, English oxfords and some oxfords with the broad, comfortable toes, either in black or tan.

Not every size in each style but all sizes are in the lot.

(Main Floor)

Everything of the Daintiest for the New Baby

To have each little garment made by hand and of the finest and softest materials is the ideal of most mothers, but that is not always practical.

The Baby's Store has both machine-made garments and also hand-made ones—all as dainty as possible and as moderately priced.

Long slips, machine made, some having hand work, 85c to \$3. Hand-made slips, \$1.25 to \$5.

White petticoats, machine made, 85c to \$3. Hand made, \$2 to \$5. Flannelet petticoats, 50c to \$1. Flannel, \$1 to \$10.

Shirts, from cotton-and-wool at 65c up to silk-and-wool at \$1.50. Binders, 30c and 45c. Bands with shoulder straps, 75c to \$1.

Knitted socks, 35c to \$1.50 a pair.

Diapers, \$2.25 to \$4, according to size.

Blankets, 75c to \$5.50.

(Third Floor)

Empire Tires at Special Prices

Every tire of first quality, sound construction and guaranteed for service.

Empire Fabric Tires, 30x3 1/2, \$9.50.

Empire Cord Tires, 30x3 1/2, \$13.50.

Other sizes from 32x3 1/2 at \$19.50 to 37x5 at \$39.75.

(The Gallery)

White Enamel Clothes Hampers at Special Prices

that ought to put one in every seashore cottage and Summer bungalow.

Nearly every size and shape is included and the saving is considerable.

Round, With Cover

28x22 in.\$7.50
24x18 in.\$6.50
21x14 in.\$5.50

Oblong, With Cover

26x15x25 in.\$7.50
23x12x20 in.\$6.50
20x18x10 in.\$5.50

Square, With Cover

25x22 in.\$7.50
22x18 in.\$6.50
20x14 in.\$5.50

Corner Style, With Cover

28x21 in. dia.\$7.50
24x17 in. dia.\$6.50
21x15 in. dia.\$5.50

(Fourth Floor)