

Organ plays at 9, 11 and 4:50
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

Wanamaker
Fair

If It Is Good, It's at Wanamaker's—a Safe Guide for a Big City

The Systems of Commerce and Trading Benefit Humanity

Every man has the privilege of securing for himself by money, work or exchange of products such things as contribute to the convenience and comforts of life.

Such amiable commercial transactions promote good-will and draw nearer together the nations of the earth by friendly endeavors to find use and profit in almost everything that the mother earth and its people produce.

[Signed] *John Wanamaker*

July 10, 1922.

Fashionable New Capes of Tweed and Wool Eponge

Immense circular capes, the sort that are ideal for traveling by sea or land because they are so simple and so big and one can roll up cozily inside them.

Each has a novel collar fastening with a strap, a long arm slit and a

curved pocket, and each comes from a famous maker.

The eponge capes are in rust color, marine blue, beige and white, and are priced \$47.50; the tweeds are in tans and grays, some with over-plaids, and cost \$37.50.

(First Floor)

Hand-Embroidered Blouses, Special, \$4.85 and \$6.50

Exquisitely fine voile and the beautiful embroidery tells in a moment that they are imported.

As a rule the entire fronts are hand embroidered with insets of lace and hand-drawn work. Usually the opening is on the shoulder or in the back. The neck is round and cut rather low with scalloped edge, one style only having a collar.

The sleeves are short, because many women are asking for short-sleeved blouses for warm weather.

(Third Floor)

Tailored Silk Undergarments

Women's heavy crepe de chine chemises, envelope styles, tailored with camisole tops and shoulder straps. The price is \$5.50.

Tailored nightgowns of the same material with long V necks and Georgette bindings are marked \$10.50.

Both are in pink, white and orchid.

(Third Floor)

A New Fashion Note for Women Is the Moire Silk Hat

There is in it a hint of late Summer and early Fall when women will turn from straw to fabric hats.

Paris has been showing a liking for moire silk and moire ribbons for some time.

The new hat is a welcome change for many women who are looking for something different to wear with traveling costume.

The Millinery Salons are showing a number of delightful shapes made entirely of moire silk in navy blue, black or white, or of taffeta with moire trimming.

They are soft, becoming hats, extremely light on the head and priced \$20 to \$28.

(Second Floor)



Letitia Corsets of Imported Elastic

Made of a close-woven surgical webbing, extremely comfortable at all times and especially for golf or tennis, because of the flexibility.

A slip-on model with clasp front and closed back is \$6.50.

A laced-back model for average figures, low cut, is \$8.50.

And one that is practically all-long skirt with almost no top, at \$10.50.

(Third Floor)

If a Silk Bag Is Dark It Ought to Be Daintily Shaped

Then it is perfectly fine to carry with the crisp Summer dresses, no matter what color they may be.

By way of illustration, a new silk bag has arrived in an odd little gathered pouch shape—perhaps smaller than usual—and the top is brightened by a gilt filigree frame.

The material is the rich French silk, beautifully patterned with striped or blocked or figured moire effects. Navy and black are the colors.

Within, some of the bags have an

(Main Floor)

Colored Pongee Suits for Women, \$25

Sample suits of a charming coolness and simplicity; the silk being in pleasant shades of light brown, dark and lighter blues, white and a silvery gray.

The coats are varied—some with long lapels and big buttons closely set, some with Tuxedo collars, and some box style.

Perfect for Summer traveling and general wear, since they can be used with sheer lingerie waists or no waists at all, but merely ruffled fronts.

Sizes 34 to 44 in the lot.

Price, \$25. (First Floor)

200 Vacuum Bottles of the Best American Make Are Specially Priced

There are 100 pint bottles at \$1.50
There are 100 quart bottles at \$2.50

Perfect bottles in every respect and splendidly made. The bottle rests in a shock absorbing holder contained by a corrugated nickel-plated case.

The metal is non-rusting and is built to stand the bumps and strains of outdoor use.

While they last the saving is worth while.

(Fourth Floor)



Oliver Twist Suits Become a Small Boy

Manly little suits with the trousers buttoned to the blouse. Needless to say, boys love them.

All are in wash materials and the way they are made makes them easy to launder. The trousers, which have to stand the hardest wear, are of colored or white poplin, chambray or pique; the blouse of cool white dimity, poplin or madras with ruffled or plain collar and cuffs.

Two to five year sizes, \$2.25 to \$5.50.

(Third Floor)

Charme d'Amour—A New and Dainty Toilet Soap

Made to our order, for those who wish as fine a soap as can be produced.

Every ingredient is the purest, and the compounding is perfect.

The delicate perfume which makes it so especially pleasing is our own famous Queen Mary Charme d'Amour.

Unlike every other soap of such fine quality, it is not costly. In dainty French wrappers and boxes, the price is but 35c a cake, or a box of three cakes for \$1.

Ask for the new Queen Mary Charme d'Amour soap.

(Main Floor)

The Regilding

of picture and mirror frames is a good thing to have done in the summer while the apartment or house is closed.

The Wanamaker Picture Store will send for and store such things until time to return them in the Fall.

(Fifth Floor)

A Shirt That Is Made of the Fabric Custom Makers Use

is here for \$4. A mighty little price for a mighty good shirt. Scotch batiste is the material—as light and sheer and cool almost as a handkerchief.

Speaking of color, a man can satisfy most any whim among these shirts. Some are of the darkest of dark grounds with light stripes, others have white grounds striped in colors.

(Main Floor)

It Is Easy to See "Somebody Loves a Fat Man"

Just a look around will show it—will show that everything under the sun (and under the sun is a mighty uncomfortable place to be nowadays) has been done

To Make Him Comfortable

For a great part of a fat man's comfort depends upon the way he dresses and a great deal of his trouble in dressing the way he would like to is getting what he wants.

All of which goes to make the Wanamaker Men's Store a regular "name it and you can have it sort of a place" for all the men who have grown a little more than the other fellows have.

It doesn't make much difference how he has grown—long and broad, or just broad or frontwards—it's almost a set fact that he is going to get a suit that fits to a "T." Especially the man who wears a coat from 44 to 50.

Most likely it will be a tropical suit, for it means comfort in the days of a stout man's distress—but it needn't be, for there are any number of three-piece Summer suits that will fit just as well.

Tropical suits are priced \$18 to \$32.

Three-piece Summer suits, \$35 to \$50.

(Third Floor)



What Would a Man's Vacation Be Without Sports Oxfords?

No use talking, men are wearing them everywhere. And men everywhere are saying the best sports oxfords—the two-tone style—at anything near the price, are at Wanamaker's.

Two kinds to choose from at \$6.40.

One of smoked horse, which is sand color, trimmed with dark mahogany tip, saddle at instep and heel foxing. The other is tan calf with dark mahogany trimmings.

(Main Floor)

Kitchen Conveniences

Butter paddles, 10c and 15c each.

Bread boards, 50c to \$1.

Slaw cutters, 25c and 90c.

Salt boxes, 65c.

Towel racks, 25c to \$2.

Rolling pins, 50c to 65c.

Pastry boards, 65c to 90c each, according to size.

Wooden sink racks, 50c to 80c.

Galvanized wash tubs, \$1.20 to \$1.40.

Self-winding clothes lines, \$4.75.

Handy clothes pins holders, 50c.

White enameled shoe-polishing boxes, \$4.25.

Wooden tables, oak or white enamel, \$6.75.

(Fourth Floor)

New Shipment of Golf Clubs—

Special at \$2.25 Each

Excellent, new clubs, just received. Made expressly for the Wanamaker Sporting Goods Store, and offered at an exceptionally low price.

The assortment includes brassies, midirons, mashies, niblicks and putters.

(The Gallery)

China Tea Sets, New and at Half—\$5 a Set

Of fine Nippon china in pretty gold and floral decorations.

Sets of 23 pieces, comprising six cups and saucers, six plates, sugar and cream set and tea pot.

Special purchase from an importer and marked to sell at half the usual price.

19 Barrels of Colonial Glass Tumblers—Special at 45c a Dozen

Of good quality glass, full size and in the Colonial shape. Special at 45c a dozen.

(Fourth Floor)

Among the Rugs in This July Clearaway Are Some of the Finest for Summer

Finest in weave and material, finest in color and pattern. There are rugs from China and Japan, rugs from Belgium or the better American rugs.

Of course, sizes are not complete in any pattern, but there is hardly a pattern that has been in demand during the season but what is included.

Fiber Rugs in Desirable Colors and Designs

9 x 12 ft. \$13.75
8 x 10 ft. \$12.50
7 1/2 x 10 1/2 ft. \$12.50
6 x 9 ft. \$9

Heavy Rush Rugs

9 x 12 ft. \$23.50, \$26.50, \$42
8 x 10 ft. \$21.50
6 x 9 ft. \$15

Rag Rugs

9 x 12 ft. \$11.75
7 1/2 x 10 1/2 ft. \$8.25
6 x 9 ft. \$6.25
8 x 6 ft. \$1.90
27 x 54 in.95c

An unusual special—a 9x12 ft. Rush Rug at \$15.

(Fifth Floor)

Women's New Black Suede Slippers at \$12

One of the most convenient items a Summer outfit can contain. With light afternoon frocks or dark crepe gowns they look equally well. Always soft and restful to wear, and small and dainty in appearance.

The new ones are on a modified French last, with short vamp and rather rounded toe. They have one instep strap, Spanish heel, light turned sole, and are finely made in every particular.

(First Floor)

Some of the Best Imported Cotton Ratives Drop to \$1.25

Because they have been among the "best sellers" there is only a piece or so of a kind.

Both French and English weaves are included, in striped and checked patterns; and in good shades of gray, blue, violet, brown, pink, red, green—either the color on white or in two-color effects.

All 38 inches wide and as smart as when they were higher priced.

(First Floor)

English Silk Handkerchiefs Are Prettiest of All on Bathing Caps

That is what a great many women think. Nowhere else are there such wonderfully rich colorings or such beautiful Paisley and East Indian designs.

Of course there must be a rubber cap underneath, but the silk square is large enough to permit its being tied in a variety of becoming ways.

The squares are \$2.75 to \$6.50 each.

(Main Floor)