

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

WEATHER  
Mostly Cloudy

# It's a Mighty Big Thing to Be the Favorite Store in a City So Big, So Busy and So Beloved as Philadelphia

**A Scotch Stone-Cutter, Whose Books Some of Us Have Read,** Hugh Miller by name, says it is a fatal error for a workingman to fall into the belief that his employment or trade lowers him in public estimation.

In the recent great war, men of every nation, drunk of life, education, worldly station, mechanics and laborers, marching side by side under their country's flag, did much to iron out the differences of position and level us up.

It will never be again so much what a man does, what he is, and what he is striving to be in his family and civic life.

To live the truth with good sense and good humor, and do our work, is enough for good citizenship.

[Signed] *John Wanamaker*

July 11, 1922.

## White Silks Have Become the Silks for Mid-Summer

Go where you will, the smartest-gowned women are wearing white sports silks for morning and afternoon and again white silks in the evening.

The Paris races brought out white silks and the fashionable American Summer resorts have followed. There is a marvelous variety in weaves, and almost unlimited possibilities in the effect when made up.

White sports crepe, many exclusive designs in plaids, checks and stripes, 40 inches

wide, \$4 and \$6 a yard.

White sports satin, both plain and novelty weaves in stripes and checks, 38 inches wide, \$3 a yard.

Plain white all-silk, first choice, American broadcloth, 32 inches wide, \$2 a yard.

All-silk white launder crepe, 32 inches wide, \$3 a yard.

(First Floor)

## THE Newest Tweed Topcoats for Women

The imported tweed used in them is weather-proofed and made in two styles—one a regular man's style with loose back, raglan sleeves, hand-turned revers and collars, and the other belted and nearly as mannish.

The first is in a light, creamy gray, a biscuit color, and a pale gray with rainbow overplaid. The second is in russets with green overplaid, and olive with darker green.

Price of either, \$57.50.

(First Floor)

## COTTON Crepe Kimonos and Slippers From Japan

Fine big packing cases have just been opened—cases full of the cotton crepe kimonos which have been made over American patterns to our order.

They have both native and American sleeves, are in almost all imaginable colors, are all hand-embroidered, and priced \$3.50 and \$3.85.

With them are cotton crepe slippers to match—an idea of our own. They all have hand-embroidered toes and are priced \$1.

(Third Floor)

## New White Buckskin Shoes for Her Sports Clothes

Not new in the sense that they have not been here before, but it happened that women liked both styles so well we have had to re-order, so new shipments are in.

One is a one-strap pump with buckle, long wing tip, with many perforations and low heel. Exceedingly smart for informal summer frocks. Price \$10.

(First Floor)

The other is a blucher with white buckskin saddle and black corrugated rubber sole. It is excellent for golf or tennis or for any sports wear. Also \$10.

(First Floor)

## Vacation Dresses

Women

350 Frocks in a Clearing Out—  
Now \$7.50 to \$15

The new prices mean a substantial saving on every dress. And there are still two months in which to wear them.

There are perhaps twenty styles in all, all simple, wearable things, long and short sleeves, in practically all the colors of the season, from white through the range of yellows, pinks, blues, greens, browns, russets, tans, to dark blues and black-and-white effects; plain colors, checks, stripes and plaids.

At \$7.50 there are linens and cotton gabardines.

At \$10 are wash silks, linens, tissue voiles and dotted voiles.

At \$15 are pongees, Ning-hai silks, ginghams and a few hand-drawn linens and crenettes.

There are all sizes in the lot—from 34 to 44.

(First Floor)

## Young Women

A Clearaway of Every Dotted Swiss, Voile and Gingham Dress at a Third Less

There is so little time left to get ready for the Summer vacation and so many things to do beforehand, that many young women will welcome a chance to add a number of pretty frocks to the wardrobe, especially at such a trifling cost.

Many of the most delightful new fashions, all the newest colors and, best of all, practically all sizes in almost every style are included.

Dotted Swiss dresses, \$8.50 to \$18.50, both white and colors.

Colored voile dresses, \$12.50 to \$23.50. Some are entirely hand made and have hand-drawn work. A few organdies are included.

Gingham dresses, \$5 to \$11.75. In all the prettiest checked checks and a number of good styles.

(Second Floor)



## From "Way Down East" to "Way Down South" the Beaches Are Crowded

Thousands and thousands of glad sojourners by the sea, light of heart and thrilled with the thought of freedom — oh, glorious thing — are happier and better and more comfortable because of the helpful service which the Wanamaker Store has given them and is always ready to give.

"I have loved thee, ocean, and my joy of youthful sports was on thy breast." Be sure to get all the joy.

Wherever you go, whether "way down East" or "way down South," keep in mind that the Wanamaker service can help wonderfully to make a seashore sojourn the irresistibly joyful thing we dream of and long for during every month of the year.

## TISSUE Gingham Frocks, Special at 38c

There is a merry array of checks and stripes in a great many colors.

The gingham are in themselves an invitation to frilly white collars and cuffs and little black ties. 36 inches wide.

(First Floor)

## THE Redfern Corset Is Rustproof

Perhaps this fact explains its popularity. But there are other reasons, too; for Summer, many women wish the light-weight topless corset with elastic around the top, comfortable yet firm—and they know that the Redfern includes such a model at \$3.

The same corset comes in a fine pink broche for \$5.

For the fuller figure is a more heavily boned model, with long skirt, low top, but slightly higher in back, \$6.

Another excellent model for the full figure is reinforced in skirt and has garters set rather high, is low in front, slightly higher in back and priced \$5.

(Third Floor)

## FINE All-Silk French Chiffon Special at 95c

The four most desired colors—black, white, navy and flesh.

All silk, good quality and perfect; but bought at an advantage in France, therefore so reasonably priced. 39 inches wide.

(First Floor)

## WHEN Children's Underwear Is Cool and Inexpensive

the requirements for Summer garments are filled.

Drawers of crepe or cambric, some with embroidered hems, others with stitched ruffings in 2 to 10 year sizes are 30c to 75c.

Bloomers of crepe, batiste and silk muslin in 2 to 6 year sizes are 25c to \$1.25; 6 to 18 year sizes, 45c to \$1.25.

Dainty nightdresses of crepe, cambric and nainsook with high and low necks are shirred in color. 2 to 14 year sizes, 45c to \$1.50.

Princess petticoats have hemstitched ruffles or embroidered edges, 8 to 14 year sizes, \$1 to \$3.

There are also princess petticoats made with an 18-inch hem, excellent to wear under the long-waisted Summer frock. Sizes 32 to 36 are \$1.95 to \$3.75.

(Third Floor)

## THE Most Obliging Blouse Is One of White Silk

With a white silk skirt it makes as attractive a costume as any woman could want. It may be worn well with a colored silk skirt or with the tailored suit in the Fall.

No wonder most women consider a white silk blouse such a good investment that they like to have one always on hand.

A number of new and charming models are nearly all in the loose overblouse fashion.

They are of Georgette crepe, crepe de chine or novelty silks. Some have a touch of color and usually there is hand-drawn work, hand embroidery or real lace.

Prices are \$7.50 to \$25.

(Third Floor)

## FILET Collars Express Daintiness

They know the important secret of appearing fresh in hot weather.

Straight collars of real filet are \$2 and \$3.

Exquisite collar sets of Irish lace in ecru are \$6.

(Main Floor)

## A CHARMING Sports Dress From the London Shop

is on its way to popularity. Exclusive in design and material, it deserves the attention being shown it.

Made of a beautiful French graine cloth, a mixture of mohair and silk, in steel color or bronze, and bound with braid to match. The open pleat back is a feature. Priced \$35.

With cape to match, \$57.50.

(The Gallery)

## WASHABLE Doe-Finish Gloves in Soft New Colorings

Until this season, white or yellow were the only colors that would wash successfully in the smart doe-finish skin gloves.

Now there is also a soft pearl shade and peachbloom, both greatly in demand.

In strap-wrist style with 5½-inch top the price is \$3.25 the pair.

In 12-button length mousquetaire, \$5.

Spearpoint backs, pique sewn, and quite the smartest washable glove to be found.

(Main Floor)

## BRACELETS for Sports Wear

Gayly colored bangles to go with the simplest colored frocks. Some are smoothly finished and some "cut," and colors range from red to the bright greens and rose colors. 50c to \$1.25 each.

(Main Floor)

## SILVER Deposit Glassware Looks Invitingly Cool

Which is one of the reasons the Summer hostess likes to use it on the table.

There are more practical reasons why this attractive glassware is found in so many homes, namely, it is so easily kept clean and so inexpensive.

Sandwich plates, \$11 to \$22.  
Water pitchers, \$13 to \$22.  
Bowls, \$10 and \$16.  
Sauce boats, \$11.  
Cheese plates, \$5 to \$8.  
Lemon dishes, \$2 to \$4.75.  
Pastry trays, \$17.50.  
Mayonnaise bowls, \$9.50 and \$10.50.  
Cream and sugar sets, \$7.50.  
Flower vases, \$7 to \$47.  
Veranda sets, wicker basket with pitcher and six glasses, \$45 and \$46.

(Main Floor)

## CORAL Beads Show Several Forms in Necklaces

Many of the colorful graduated necklaces are made of attractively cut beads, \$3 to \$5.50.

Others are of the smooth beads, in graduated lengths, \$1.25 to \$4. Both types are of imitation coral, of course.

(Main Floor)

## HUNDREDS of New Dimity Bedsread Sets—\$4, \$5 and \$6

As reasonable as they are serviceable and satisfactory.

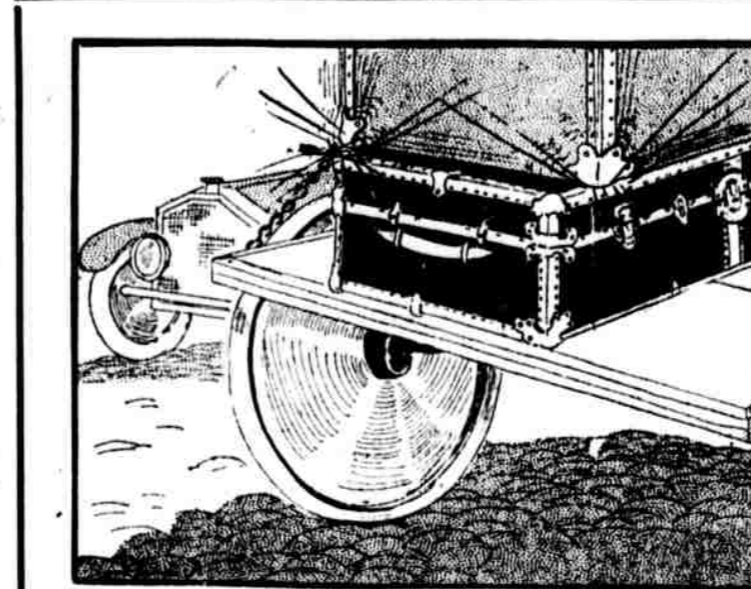
All-white with ripped stripes, and some with stripes in pink and blue. Wash like sheets and keep their color.

Scalloped all around and have bolster cover to match.

All-white, in single-bed size, \$4, and in double-bed size, \$5 a set.

In colored stripes at \$5 in the single-bed and \$6 a set in the double-bed size.

(Sixth Floor)



## How Many Bumps and How Many Jolts Will a Wardrobe Trunk Stand?

Thrown from the baggage car to a truck, from the truck to the car or to the baggage room floor—rolled here, pushed there, other trunks heaped on it for jolty rides over rough streets.

How long can a trunk stand the strain? Who can tell?—but there's one thing certain

## A Wardrobe Trunk With an All-Steel Frame

will be solid and whole and fit for long trips when ordinary trunks are battered and ripped and ready for the discard.

Bangs and bumps of ordinary handling have just about as much effect on the new trunk as rifle fire has on a battleship.

A look at the construction tells the whole story. Solid trunks built of three-ply laminated basswood over frames of steel angle iron.

Even the drawers of the wardrobe section are steel reinforced.

And despite this additional strength the trunk has all the conveniences of any other wardrobe trunk and is not high priced.

Steamer size, \$60. Regulation, \$75. Three-quarter, \$70. Extra deep, \$78.

(Fourth Floor)

## ANOTHER Lamp Special

is a mahogany-finished table lamp, two-light and with pull-chain sockets. This may be had for \$5.

Japanese wicker shades lined with rose, blue or green are among the best shades for such lamps. Price, \$3.50.

(Fourth Floor)

## STERNO Outfits for Campers

Or almost anybody else, for that matter, since canned heat is one of the most convenient things imaginable.

The outfits are various, beginning with a collapsible tripod, saucepan and can of Sterno for \$1.

Warmers for babies' bottles are \$2.75.

Cans of Sterno, \$1 a dozen.

(Fourth Floor)

## NEW Dinner Sets From England, Special at \$42.50

Finest English semi-china, in a choice of seven new and interesting decorations, including one with a gold band.

Complete sets of 106 pieces, bought to unusual advantage and marked specially at \$42.50.

(Fourth Floor)

## NO Matter What The Material, White Shoes Can Be Cleaned

They can be of canvas, or linen, or buckskin or even kid.

S. A. P. will clean them perfectly. Make them white and pretty and what is more astonishing, S. A. P. will not rub off on clothes or any other thing the shoes come into contact with.

A large can is priced 50 cents.

(Main Floor)

## SHOES Keep Cleaner When Hanging Up

Last longer, too, for nothing falls on them or bumps them or crushes them, as often happens on the floor of a closet.

And shoes can hang from the wall with the new shoe tree that fits on a rod.

The size for men's shoes is priced 50 cents, for women's shoes 25 cents, and a rod bought separately is priced 15 cents. With four pair of trees one rod is included without extra charge.

(Main Floor)

## The Men's London Shop Offers 300 Pair of the Better Quality Shoes at Lower Prices

Some high ones in the lot, for men who wear them the whole year around, but the majority are smart, new Summer shoes.

Brogues, or oxfords that follow the English last with the easy medium toes.

There are brown ones or black ones in Scotch grain, Russia or Viking calf.

Also a number of plain white buckskin oxfords, or white ones with black calf trimmings.

Every pair is a superior quality and there are a host of styles although each style does not supply every size.

The new prices—\$10, \$11 and \$15—represent substantial savings.

Also the splendid English-made hand-stitched shoe, high or low, is special at \$20.

(The Gallery)

## Thin, Cool, Comfortable Union Suits for Men at 75 Cents and \$1.50

Every suit is worth nearly twice as much. Cool Summer underwear, and a splendid lot it is. Well made and full dimensions.

Perfect in every particular; in fact, the entire lot is fresh from a factory that makes the bulk of the best underwear.

At 75 cents are union suits with madras tops and nainsook drawers.

At \$1.50 are union suits of fine madras.

(Main Floor)

## If a Man Judges Shoes on the Basis of Months of Wear

plus a point or two for smartness and fashion, it is almost sure that his ideal will be pictured in the Scotch grain brogues that are here for \$10.50.

Scotch grain is about as durable as anything could be for shoes, while the thick white oak soles are serviceable through and through.

Brogues, of course, are fashionable and manly and everything else a shoe should be. Naturally they are tan, and there are just enough perforations to lend character.

(Main Floor)

## THE Letter to Folks at Home

and the hundred other social epistles which seem to be a part of the summer demand the daintily monogrammed stationery.

Monogram dies, \$1.50 and up. Address dies, 20c to 35c a letter.

(Main Floor)

## COOL Comfort for the Boys

In Palm Beach Suits. Cool comfort plus good looks. Norfolk style suits in different shades of tan, in grays, light brown and greenish tones.

Made by a manufacturer who turns out only Palm Beach suits of the finer kind—and they look it.

Sizes for boys of 8 to 16 years; price, \$12.

## Boys' Washable Trousers Coming In— and Going Out

We are busy keeping up the supply. In gray crash, white duck, tan linen and Palm Beach.

Prices, \$1.50 to \$2.75 for crash, duck and linen trousers. Palm Beach trousers at \$3. Sizes for boys of 6 to 18 years.

(Third Floor)

## THE Delightful Lemon Skin Cream

is another of the Queen Mary preparations made in our own laboratories.

It is refreshing in odor, it may be said to smooth away one's troubles as well as the effects of the long journey or tire-some jaunt.

In two sizes, 75c and \$1.25.

(Main Floor)

## GAME Tables

There is a good supply of them just now—all folding types, covered with leatherette or felt, and priced \$3 to \$12.50.

(Fourth Floor)

## Kit Bags Were Designed and Built to Stand the Hardships of War

English officers in the field were the first to use them; in fact, kit bags were designed especially for the army officers.

Two big points were behind the planning—one, room to hold all the uniforms and equipment an army officer needs; the other, enough sturdiness to bear up under the bangs and bumps and manhandling of incessant campaigning.

Kit bags were built to pass the tests and that is why men everywhere use them for traveling today. They are regular trunks when it comes to capacity and the big hand-sewn frames promise endless service.

And what a selection of really good kit bags is here for all men. There are

cowhide bags, walrus bags or the exquisite pigskin bags, some with straps all around, some leather lined, some linen lined. There are some in a handsome polished finish, others dull finished.

Every frame is hand sewn, every catch and lock is solid brass.

The sizes vary between 18 and 26 inches and prices go from \$25 to \$74.

(Main Floor)