

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
Fair

Glad Summer Days, Brightened and Cheered by So Much in Fashions

The Ongoing of Our Business Is Constantly Developing

new visions, plans, undertakings. After all these years we have not yet felt that we are fully grown up, though we seem to have come far on since the first days of the one story without a basement of the old depot.

We have not frittered away our time, but we have not gotten far beyond the planting period of the great store of our vision.

Almost all of us are as yet but small thinkers of narrow vision, and but timid doers, considering the open opportunities.

[Signed] *John Wanamaker*
July 12, 1922.

The New Blue Taffeta Hats Bring the First Sign of Autumn

When a woman has put on a straw hat in February or March and has worn straw hats of various kinds up to mid-Summer, she begins to wish for something new. Hence the silk hat.

To show their suitability with cotton dresses, some of the new navy blue taffeta hats have bindings and bows of white organdie. Some are trimmed with white gardenias or there may be no trimming other than the silk. Many have the broad side brim.

If another color than navy blue is desired, a woman may choose one of the new embroidered crepe de chine hats in a becoming shape. They are in bright sports shades and are especially nice for sweaters.

Both taffeta and crepe de chine hats are from our own work-rooms and they suggest Paris to a marked extent, but the prices are moderate, \$14 to \$20.

(Second Floor)



Women's All-White Dresses, Cool and Charming

Voile of the fine imported sort—clear and smooth, and dotted swiss, are the materials used to make them.

Some have fine handwork for decoration, some real Irish lace or real filet. As dainty and snowy as they can possibly be, and as refined. Best inexpensive, being \$18.75 to \$30.

(First Floor)

The Baby Would Choose These Dresses

because they are as cool, pretty and dainty as possible, but mother will add another reason—because they are inexpensive.

They are made of lawn, nainsook and batiste, some in bishop style, others tucked or feather-stitched. Some have yokes, and many have tiny collars bound in color. Most of them have low necks and short sleeves. Six months to two year sizes.

Priced \$1 to \$3.75.

(Third Floor)

White Silk Skirts

As the season goes on white becomes more and more the vogue, especially in skirts, since a white skirt can be worn with any color hat or sweater.

The newcomers are of fine crepe de chine, the heavier canton crepe and satin-striped crepes, some plain and others variously pleated, but all simple and smart.

Prices are \$18.75 to \$27.50.

Some styles have sizes as large as 38-inch waistband.

(First Floor)

Printed Crepes de Chine Make Many Lovely Frocks

Certainly one of the most successful silks of the season and no wonder. Soft and light in weight, drapes gracefully and as cool as anything could be.

Also cool to look at, for the ground color is white and the small printed designs are in beige, green, lavender, rose or black. 40 inches wide and \$3.25 a yard.

(First Floor)

Dainty Handkerchiefs for Dainty Gowns

So many women like sheer linen with tape borders or revers that we try to always keep large supply of them on hand.

There are as many as five varieties in the tape-bordered handkerchiefs, and one with revers hem—all at 50c each or \$3.85 a dozen.

(Main Floor)

The Right Veil for Motoring

It is the made chiffon type, which comes in all colors, \$1 to \$4.50.

(Main Floor)

Costume Slips for Large Women

Nainsook slips with filet edge, \$2.75. Of better qualities, \$3. White satin with hemstitching, \$3.85. Tub silks, \$6.75.

All the above have the deep hems to the hip.

Step-in drawers in flesh and white are \$1 and \$1.50; white lace finished with embroidery, \$1.50.

(Second Floor)

Women's Comfortable Steamer Coats Arrive

The big luxurious-looking garments with novel sleeves, which are the most desirable things imaginable to have on a trip abroad.

One novelty wool of grayish tan has a curious strapped crush collar, cape sleeves with storm sleeves inside. Price \$100.

Another is a fine brown camel's-hair with coat sleeves covered by immense cape sleeves, is bound with moire ribbon and held by a rope and bead girdle. \$150.

Another long-haired wool is also in brown, with long pointed collar and tucked shoulders. \$125.

Then topcoats of camel's-hair and imported tweed are each \$100.

(First Floor)

Scarfs for Sports Costumes

They give the plain-colored frock the dash which fashion requires.

Made of fiber silk in plain colors, and stripes such as gray and cherry, green and gray, navy and gray and many others.

Prices are \$3.50 to \$5.

(Second Floor)

"Let's Go Canoeing With Galli-Curci"

Or better still, why not let Paul Whiteman and his orchestra keep things lively in the camp?

All the musical artists in the world—from those who tread the selective boards of grand opera to the liveliest, most reckless player of modern airs—become your companions everywhere, anywhere, when

The Portable Victrola

is one of the company.

The portable Victrola is new, it is practical and popular as anything well could be.

It closes up like a traveling case, is light, easy to handle and sturdy enough to stand the trips.

Despite its size, it will play any record any other Victrola will and costs only \$50.

(Second Floor)

Such Delightful Necklaces for Lingerie Frocks!

Some are of sparkling crystal with onyx rondells, others of real ivory, either plain or carved with perhaps a pendant of carved ivory or jade.

And, for the woman who likes a touch of color, there are a number of exquisite amethyst, rose quartz and amber necklaces, all with the crystal rondells which add so much brilliancy.

All are new in the Jewelry Store and priced from \$30 to \$80.

(Main Floor)

Kandlets

from England are still to be had in the Lamp Store.

They are plain or decorated; require only two spoonfuls of kerosene to fill them, will not drip, will not explode and will burn all night. Make good night lights in sick rooms, endlessly useful in camping.

Price \$1.

(Fourth Floor)

1000 Pair Women's Fine Shoes Reduced to \$3.75, \$4.75 and \$5.75

Good, fine shoes in the newest fashion.

The only things against them are broken sizes and incomplete colors in each style. But there are shoes to fit every woman and to give her a good choice.

The reductions are so great that some of the shoes are less than half the original price and the remainder close to half.

There are strap slippers in black, tan or brown kid, and patent leather slippers.

Also a smart sports oxford in smoked elk with tan saddle or white elk with black, both have rubber soles. And a gray sports strap slipper with buckle and trimmed with black tip and saddle.

(First Floor)

A Clearaway of Young Women's Cotton Dresses

The prettiest, coolest wash dresses in checked gingham, colored voile and dotted swiss!

All are marked a third less, and the warmest days of Summer are still ahead!

Most of them are new arrivals, all are in good condition, too, and there are plenty of sizes from 14 to 20 in nearly every style.

Really a wonderful opportunity for young women who are preparing to go to the seashore or mountains.

Gingham dresses are \$5 to \$11.75. Colored voile dresses are \$8.50 to \$22.50. Dotted Swiss dresses are \$8.50 to \$18.50.

(Second Floor)

Nearly Any Woman Can Get a Leather Handbag for \$3 or \$5

Hardly a shape—if it is dainty and fashionable—but what she will find among the new ones that have come.

Mostly novelties, or, more strictly, variations of the gathered pouch, vanity or shopping bag. Some have open ends forming pockets, others rely upon gatherings for the difference.

There are filigree frames or covered frames in the softest, finest leathers one could ask and the colors range from brown and black to the gayer sports shades.

(Main Floor)

Dainty Batistes Are Embroidered in Switzerland

Because there is a small lot of them, they are going out at about half price.

In plain colors and the tiny dots match—lavender, cherry, green, orange, Copenhagen and navy blue.

28 inches wide, 50c a yard.

(First Floor)

Leather Craft Articles at Low Prices

An interesting little lot of manufacturer's samples will be found in the Book Store, including—

Leather book-covers, portfolios, address books, score pads, desk sets, calendars and book ends, all of art leather, and all at about half the usual prices.

Excellent for gifts or home or office use.

(Main Floor)

Good, Serviceable Dish Toweling and Towels

A special in dish toweling at 30c a yard is of pure linen Irish crash, our own importation. 17 inches wide. Red or blue border.

At 25c a yard, all-linen Scotch crash, with red border, good, sturdy stuff, 16 inches wide.

(First Floor)

Song Successes From the "Follies" and the "Spices"

Put them in your vacation trunk. Price, 35c each:

From the "Follies"
"Weath the South Sea Moon"
"Listening on Some Radio"
"Weaving My Dreams"
"Hambler"
"Come Along"
From the "Spices"
"Two Little Wooden Shoes"
"Dreaming for Sale"
"Little Side Street in Paris"
"Way Down in New Orleans"
These and all the other latest popular songs are in the Sheet Music Store.

(Second Floor)

LOOK in the Chestnut Street windows if you would like to have some idea of the modern man's sport clothes and appurtenances.

Here are riding breeches and coats and bathrobes, Batik handkerchiefs and fishing suits, boots and saddles, sun helmets and dozens of other things, all from the Men's London Shop on

(The Gallery)

A Mighty Good Fruit Dryer

is a galvanized one, size 26x18x3 1/4 inches, for two burners and priced \$1.75 in the Housefurnishing Store.

(Fourth Floor)

New Peter Pan Blouses to Wear Under Sweaters

And they are the "open-in-the-back" kind which so many women are asking for.

There are two styles at \$2.85, one in cross-barred dimity and the other a fine batiste. Both have hand drawn collars.

Another new model in a Peter Pan blouse is of white Japanese tub silk with many fine tucks. It opens in front. Price \$5.

(Third Floor)



There's an Ominous Stir in Furniture

It is interesting to watch the various divisions of the stock growing fuller, more varied, more engrossing in attractions every day.

The beauty of the Fifth Floor display is heightening. There is a constant increase in the number and variety of luxurious and irresistible things shown here.

We have been told that the Wanamaker Furniture Store by its unique exhibits and activities has proven an unmatched educational influence in the home-making art.

Where will you find, for example, another such assortment of dining-room suits of the kind desired in the majority of homes?

Notice how many of these are in the spirit of the Renaissance period.

In walnut, in oak, either brown or silvery gray, of attractiveness that is undeniable, and they serve to charmingly enrich and diversify the beautiful showing of suits in the perhaps more familiar styles, such as Chippendale, Sheraton, Queen Anne, Adam and Colonial.

And each day brings new and beautiful things.

(Fifth and Sixth Floors)

Attractive Flower Jars, \$1

They are different from most flower holders, being made of colored glass in pastel shades on black glass stands.

Lavender, yellow, green, pink, blue.

(Fourth Floor)

Exquisite Tea Sets From England—\$100

Finest Royal Doulton china. Distinctive and charming shapes.

Orchid and white, buff-yellow and white and leafy green and white.

All with black lines and handles.

A representation of a simple fruit-laden compote on each piece lends a striking decorative touch.

Probably the most distinguished tea sets in Philadelphia. Price, \$100 a set of 24 pieces.

(Fourth Floor)

There's Always Fresh Water in a Mountain Stream

Clear, cool, refreshing water—forever flowing, flowing away; never lying stagnant, never piling up heaps of refuse cast off by the pure, open country above.

And mighty like a mountain stream are the Tropical Suits at Wanamaker's.

As cool, as light, as restful, as soothing to the mind when days are hot as any water ever dared be.

And always fresh and new.

Different currents are flowing along each day, and new ones come in to take the places of the old.

Not an hour in the day but what there is a big, generous selection of tropical suits—every style, every color, every kind a man can name—and every one in the pink of condition.

In other words, a man can select from the best—freshened with newness each day—and not pay any more in the long run than if he went "sale hunting" and got the stuff that always gathers in streams that don't flow until a wind storm comes along.

Palm Beach Suits, \$18 and \$20.
Fancy Mohairs, \$20, \$22.50 and \$25.
Tropical Worsteds, \$25 to \$32.

(Third Floor)



A White Shirt, \$2.50—as Light and Cool as Any Man Could Ask

A cotton shirt—the purest white, for that is what men are wearing for Summer—and as light as a breeze.

It either has a collar attached or the neckband and soft turn-back cuffs.

A shirt that is a little more sturdy is of chevot, pure white, of course, and the price is \$2.75. With collar attached or neckband.

(Main Floor)

A Fresh, Cool Breeze and a Comfy Hammock

—and life is really worth living in the sweltering Summer.

The breezes can't be bought, but as for hammocks—well, this is the place to find them.

We have our own views as to the things that make for quality in hammocks, and the hammocks in which our ideas are worked out are certainly unsurpassed.

This is true especially of a hammock at \$20, made with an all-cotton mattress and an adjustable pad back.

Other standard hammocks are here in 5 ft. size at \$20 to \$35. Hammocks in 6 ft. size are \$16.50 to \$27.

In both of these groups we believe the selection is the best to be found anywhere.

Hammock stands, of metal, \$5.75 and \$7.50.

Hammock pillows, \$4.50.

(Seventh Floor)

Boys' and Girls' Bicycles—A Special Lot at \$30

Bicycles of a well-known make, the "Continental," one of the best types obtainable.

Handsomely finished, equipped with heavy road tires, coaster brake, front and rear mud guards, rear stand, tool bag and tools.

Just 50 to sell at the special price—25 for boys and 25 for girls.

(The Gallery)

400 More Pair Have Been Added to the Clearaway of Men's Shoes at \$7.75

New styles, new shoes every one, and good shoes through and through.

The saving in every instance ranges from one-third to a full half.

There are brogues or there are oxfords built along the English last, in tan or black, and the leathers include Scotch grain, Russia and Viking calf.

Not a shoe in the lot but what is not absolutely up to standard—the price having been marked down to clear away a portion of the stock in which sizes have become incomplete.

(Main Floor)

Inexpensive Iron Floor Lamps

Three kinds may be had in the Lamp Store—all bridge lamps, hand wrought and great favorites for porches and summer cottages.

Prices are \$3, \$3.50 and \$4. Parchment shades, \$1.25 to \$4.50.

(Fourth Floor)

Little Round Rag Rugs

and big, long ones, too, are being made of the "rags" which come in hanks—each hank being a plain color. There are about twenty shades, black and white included. 40c a hank.

(Second Floor)

Head and Shoulders Among the Rug Specials Is a Double Faced Smyrna

The size is 9x12 feet, and the price \$48.50.

In several colors and patterns, splendidly made and it stands among the best of all rugs for hard, practical service.

Other surprising clear-away values are among the Axminster rugs—9x12 feet, one being priced \$32.50 and one \$42.50.

(Seventh Floor)