

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

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WEATHER  
Fair

# Here Are the Wanamaker Opportunities to Start a New Week

## There's a Steam Roller Laid Up Over Sunday With This Sign On "Beware of the Steam Roller"

It appears that even a steam roller should have its Sunday off.

On this particular occasion, however, there was nothing to fear, as there was no fire burning in its furnace.

It was only a big, empty bottle.

But there are steam rollers of advertising at work these days, fired up to white heat, turning every wheel, with somebody shoveling on the coals continually, as if we had better buy all kinds of merchandise today for fear there will be nothing left tomorrow, though every day brings something good and at lower prices than yesterday.

There are other kinds of steam rollers than the political pattern.

[Signed] *John Wanamaker*

July 15, 1922.

## Women's Coats Arrive From England (In the London Shop)

Coats from the Kenneth Durward Ulster House in time to take to the mountains! They would be equally welcome on the steamer or by the shore.

Some are made on raglan lines, and all are double breasted with deep pockets. Half or fully belted, and quarter-lined.

Mannish, excellently made models of fleeces, tuft fleeces or saxon cloth, showing plaids or the brown mixtures fashionable in these coats. (The Gallery)

The medium weight models will be the ones most wanted, but there are some heavy-weight coats which perhaps will make the journey back to England, as steamer coats. Prices are \$55 to \$90.

## "Behind the Mirrors" A New Book

by the author of the "Mirrors of Washington." A cross-section of things as they are at Washington behind the gilded curtains of partisan press-agentry. Also it contains delicious indiscretions enough to satisfy the most exacting.

Fifteen portraits by Cesare. Price \$2.50. (Main Floor)



## Hundreds of the Finest London Straw Hats Reduced to \$3

Hundreds upon hundreds of hats in scores of styles—the best of all for men in Summer. Lincoln-Bennett and Redleaf Hats.

With men who know, no other kind of a straw hat will do, for each of the two famous makes has demonstrated superior making and superior wear. And superior style, too.

It's a sale extraordinary, offering every size, every shape—assuring every man of getting the one hat that is most becoming.

And with about two months of straw-hat weather stretching before, men can come and pick from the world's best hats for a figure substantially under the early season prices.

(Main Floor)

## All-Silk Ratine Again at 95c a Yard

We have already sold more than 30,000 yards of this one silk alone and that just in a few months. There is no question of how much women like it.

Many beautiful sports colors besides the best ones of all, gray, beige and white, 36 inches wide. (First Floor)

## The Lace Mitt of Olden Days

It was a short, hand-made delicate affair, with a narrow elastic in the top. And Fashion has turned back a leaf and pointed it out—it is back again!

The modern interpretation of the mitt is elbow length, in pleasing colors such as maple, mode, silver gray, heliotrope, purple, black and white. The pattern of the lace is a fleur-de-lis of charming delicacy.

Women are wearing them with short-sleeved dresses, as they cover the back of the hand and the arm without the uncomfortable feeling of a glove in hot weather. The price is \$1.50 a pair. (Main Floor)

## A Handkerchief of Magic Power

Magic because it can be changed into a bathing cap, tie, girdle, or just a decorative handkerchief for golfers.

The colorful silk and crepe squares come from England, and have already become popular worn over the rubber bathing cap and tied in a jaunty bow. Prices are \$2.75 to \$6.50. (Main Floor)

## Brass Candlesticks From England

have come again—delightful copies of good old designs. They range in height from 5 to 48 inches, are plain and twisted, and some are equipped with bells. And if desired, they can easily be changed and equipped with electric lights. Prices are \$6 to \$25. (Fourth Floor)

## Many Attractive Hats Are Greatly Reduced

Trimmed with all sorts of pretty flowers, fruit and ribbon bows and they are in such fashionable straws as horsehair, hemp, timbo and silk and straw combinations.

Chiefly small and medium shapes and therefore especially nice for traveling, motoring or everyday wear. New prices are \$10 and even less. (Second Floor)

## Little Priced Nightgowns

A low-necked model of nain-sook with pink or blue dotted binding and a little handwork is \$1.65.

A sleeveless model with V neck and lace trimming is \$1.65. Two others with embroidery casings and one with lace, each \$1.85. These have short sleeves. Another sleeveless model with embroidery trimming, \$2.25. (Third Floor)

## After the Week-End—The Salon De Beaute

A natural sequence of events—and a very pleasant one! For those women who spent the week-end motoring or journeying, there is a refreshing French pack, included in the facial massage, which removes almost magically all signs of weariness and feeling of fatigue.

To remind you to make appointments beforehand for manicuring, manicuring, facial massaging or the scalp treatment. (Third Floor)

## Fashionable Apparel For Women and Young Women at Prices That Bring Great Advantages to Every One

### Young Women's Linen Dresses Reduced to \$7.50

A little group with four styles, so pretty it is hard to choose between them, but to solve the difficulty many young women will probably take a couple or more, especially if they happen to remember how much they formerly sold for.

One model has large hand-embroidered block designs and button-holing around the neck and sleeves. Another is effectively trimmed with white silk fagoting. Still another has a pointed collar and hand embroidery and the fourth is piped with a contrasting color and finished with tiny pearl buttons.

All sizes from 14 to 20, but not in each style and color. (Second Floor)

## 150 Women's Novelty Frocks Reduced—Now \$25 to \$50

A miscellaneous lot of very fine and attractive things, some a little mussed, but to be sure, most of them in perfectly good condition. There are hardly two alike—here is a cape dress, there a wool slip-on blouse with white silk skirt, here a marquisette and there an odd matelasse. There are wool and silk jerseys. Wool and silk eponges, heavy silk crepes and some dainty cottons; and these are in all the colors—light and bright, white, and white and black. Many of them are copies from imports.

There are all sizes in the collection, prices are \$25, \$35 and \$50—a saving of \$10 to \$30 on the early season prices. (First Floor)

## Wool Eponge Coats and Capes Drop to \$37.50

What is more, they are almost new, having been in the house only a fortnight or so. But it is too late in the season to keep them at their present prices.

First come wool eponge capes of circular cut, very full and ample and in terra cotta, tan or beige shades. Then wool eponge coats in tan with blue facings. Last, wool eponge capes, gray with blue linings and dark blue with beige linings. Each \$37.50. (First Floor)

## Good Bye to Summer Flouncings

Black, blue, gray and brown voile with wool embroidery, 38 inches wide, 75c a yard.

Rose, lavender, blue and tan ratine, embroidered in white, \$1.35.

Organdie flouncings with checked gingham bands—green, brown, red, lavender and pink, \$1.35 a yard.

Plain white voile flouncings with white embroidery, \$1.35, \$2 and \$2.25. (Main Floor)

## Summer Brings a Demand for Sports Corsets

Swimming and horseback riding, tennis and golfing are splendid—if one is comfortable. "Summer comfort" depends largely on the corset one wears, and here are a few models which are light and designed for sports:

L. R. garter belt for bathing, about 4 inches wide, of pink coutil and elastic, \$1.50.

A boneless hip confiner is slightly longer in back, and has elastic sides, \$1.65.

Topless girdle of pink coutil has elastic sides and top, and gives a fattening effect front and back, \$2.50.

Slip-on model is closed in back, has clasp front and is made of pink broche and elastic, \$2.50.

Treo elastic girdles are \$3.50, \$4, \$5, \$5.50, \$7 and \$10.

Treo belt of striped satin and elastic which hooks in back is \$4.50. (Third Floor)

## Nothing Like Middy Blouses for Camping

No fear that any exertion will affect them, for they are sturdy made and comfortably loose and cool.

In white jean or line, some with blue collar and cuffs, 75c to \$2.50, and in 6 to 18 year sizes. Also to go with them are white jean pleated skirts on a body or band at \$1.75. In the same sizes. (Second Floor)



## One of Those Grand and Glorious Feelings—to Have 40,000 Yards of Cotton Remnants Before One's Eyes!

Everybody's been putting off getting new dresses, new skirts, blouses and children's outfits made until the mid-Summer sale of cotton remnants should be declared "on."

Now it's started—there are lengths from 1½ yards to a full dress pattern—percales, ginghams, voiles, ratines, swisses, batistes, dress linens and silk-and-cotton materials.

The remnants are arranged conveniently on tables in the Dress Goods Salon, giving ample room for satisfactory selection.

The earlier the better, in a sale such as this! Prices are a third to a half less and range from 10 cents to \$1 a yard. (First Floor)

## Supremacy in the Furniture Field

is an interesting thing. If it is real, it carries one inherent advantage in that it is so easily recognized.

On the other hand, if it is only pretense, the fact is equally obvious.

It is the easiest thing in the world to satisfy one's self as to the exact whereabouts in Philadelphia of the one stock of furniture that is great and pleasing and helpful beyond comparison with any other; so easy that practically everybody who knows anything about the furniture question has found it out long since.

We want to remind them that it is becoming finer, more beautiful, more interesting and more helpful all the time.

### More Than 200 Different Kinds of Dining Room Suits

are now on the Sixth Floor at the Market Street end. This means a variety wholly and absolutely unmatched.

Yet the stock, if anything, is subnormal in view of immediate requirements, but additional lots are constantly arriving.

### More Than 300 Different Kinds of Bedroom Suits

are on the Sixth Floor, or about three times the assortment shown in the largest of furniture stores generally.

There is no special patent or secret formula for creating such a furniture business as this; that is to say, there is none we know of except the open secret of having the goods that people want and having them in a choice and diversity that they can prove with their own eyes to be unequalled.

## Smart White Sports Oxfords Such as Women Fancy

Taking them all in all, we don't know three more beautiful styles in sports shoes. They are made of a fine pure white buckskin, as soft to the touch as it is comfortable on the foot.

One model with a plain toe has a saddle strap and back stay of tan Russia leather or patent leather. The leather heel is one and an eighth inch and the sole white ivory color, \$13. (First Floor)

Another is a brogue oxford, all white, with no box in the toe, a long wing tip and many perforations. Black leather sole and heel, \$13.50. Very good looking.

A more conservative type is a higher cut oxford, medium round toe, straight tip with perforations and a military covered heel. It is a light weight shoe with a good arch, \$15. (First Floor)



## Dainty Hand-Made Blouses, Special, \$1.85

The material is a fine voile and every particle of the stitching, the embroidery and drawn-work is hand done.

There are different styles, but all have the square neck and tuxedo collar which fits so well over coats or certain kinds of sweaters. They are also trimmed with real flet lace. (West Aisle)

## The Little Face Under the Sun-Bonnet

Is it merry because the sun-bonnet is new, or just because this is summer time?

Sun bonnets for other merry faces are made of white dotted swiss or organdie, or of checked ginghams in red, yellow or lavender, with white pique facings. Others are made of the cool pongee. 1 to 3 year sizes, \$1.35 to \$2.25.

White caps for the smallest baby to two years are daintily trimmed with pin tucks, feather-stitching, lace or embroidery. Prices are \$1.25 to \$3.25. (Third Floor)

## New Irish Linen Table Cloths Special at \$5.50

Bought from an importer, who felt it "like pulling teeth" to let us have them for selling at this price. Not a large lot, but all the more reason for prompt choosing. Of full-bleached pure flax damask in attractive floral patterns.

Size full 72x72 inches, \$5.50 each. 150 Dozen Fine Irish Linen Napkins—\$6.75 a Dozen

Of fine snowy all-flax damask, in handsome floral design, size 22x22 inches, excellent goods for the money. (First Floor)

## Pocket Tourist Glasses for the Vacationist

Whether you are going on a motor trip or by boat or train you may never travel the same road again, so it is best to be equipped to see everything.

Tourist glasses, \$23.50 to \$47.50. Ordinary form field glasses, \$8.50 to \$28. Binoculars, \$36 to \$80. (Main Gallery)

## The Furs You Forgot to Store

They will be left to the merc of the moths if you go away on vacation without asking us to call for them. Allow them to spend the rest of their vacation in the climate most suitable for them—cold storage. (Third Floor)

## When Bugs Are Eating the Leaves From All the Bushes

and trees and shrubbery about the place it's a good time to think of "Bug Death." An insecticide that makes short work of leaf-eating insects, and a pound package costs only 20 cents. (Fourth Floor)

## New Satin Ribbons Appease Dame Fashion

When girdles and sashes of every type are so much worn, the wide satin ribbons are in great demand. These 7-inch ribbons in a remarkable range of colors will make gay many a summer frock. \$1 a yard. (Main Floor)

## Silhouette-Decorated Desk Sets

Merry little people dance across the six polished pieces of the blue, rose or orange sets. They are quite in advance of times—as they stand for the Fall fashions of their kind. The price of set is \$12.

Telephone covers to match, \$6.50 extra. (Main Floor)

## Dependable Empire Cord Tires at Dependable Savings

They stand for long mileage at low cost. All are first-quality cord tires, guaranteed to be up to specifications in all essentials. Adjustments can be made right here in the Sporting Goods Store.

Prices are much below standard rates.

30x3½	\$13.50	33x4½	\$30.00
32x3½	\$19.50	34x4½	\$31.50
31x4	\$21.00	35x4½	\$33.50
32x4	\$23.50	36x4½	\$34.50
33x4	\$24.75	33x5	\$37.50
34x4	\$25.50	35x5	\$38.50
32x4½	\$28.50	37x5	\$39.75

Also 50 Empire fabric tires for Ford cars, 30x3½, to sell for \$9.50 each. (The Gallery)

## Beautiful Gold Encrusted Crystal Mostly at Half—\$3 a Piece

Brilliant choice of handsome pieces, the majority of them at half, all at exceptional savings.

In the assortment are cheese and cracker dishes, sandwich trays, jugs, compotes, candy boxes, candy jars, mayonnaise, salad and fruit bowls and other attractive and desirable pieces. All are of fine crystal, decorated with a wide coin-gold encrusted band. Now \$3 a piece. (Fourth Floor)