#### EVENING PUBLIC LEDGER PHILADELPHIA, MONDAY, JULY 17, 1922 WEATHER WANAMAKER'S Store Closes at 5 WANAMAKER'S Organ plays at 9, 11 and 4:50 WANAMAKER'S Store Opens at 9 Generally Cloudy Daylight-Saving Time Melody and Chimes at Noon Daylight-Saving Time OPPORTUNITY-IT'S TIME TO CALL AT WANAMAKER SUMMER SUNS HAVE RIPENED Points About Cuff Petticoats and

## What Are the True Marks of a Good Friend?

To cheer you in well-doing. To warn you in danger, To give you courage to do better. To assist you with useful information, To point out to you your mistakes, To tell you of their own experiences. What a happy world this would be if we were all eager to help each other on!

[Signed] YOM Manake

# 200 Special Silk Dresses for Young Women at \$16.50

Just out of their boxes and so pretty and cool looking that you will want to put them on immediately! And the chances are that is exactly what most young women will do, for being of the popular straight-belted styles, these dresses should fit with little or no alterations.

There are smart sports dresses of striped wash silk, some combined with white crepe de chine.

There are many navy blue and other darker colored

### A Quaint French Dinner Set

An odd "all-over" pattern of red, green and blue flowers on an ivory body-reminds us of the chinaware which our ancestors brought from the old countries. The shapes are fanciful, especially those of the cream pitcher and sugar bowl. 

(Fourth Floor)

### A Neat Bathing Slipper Is Made of Rubber

It is the best rubber bathing slipper that we have ever found, and women are delighted with it. It is shaped to the foot, is comfortable to wear and it comes in black, blue, green, rose, red and orange, at \$1.50 a pair. Sizes 3 to 7.

Other bathing shoes in black or white canvas, for women, girls or children, 75c a pair. In black sateen and satin, both slippers and shoes \$1.25 to \$4.50. (Main Floor)

#### New Prices for New Ribbons

A beautiful quality of grosgrain ribbon with picot edges, in three widths, % inch, 1 inch and 114 inches. Fully 40 colors are included in this new lot. The new prices are 30c to 55c a yard.

(Main Floor)

### White Silk **Overblouses** With

Hand Embroidery

are precisely what many women are wearing with white silk skirts at various fashionable seashore resorts.

The embroidery and eyelet work are the only trimming, with the exception of some narrow lace edging on one or two models. They are all hip length with short sleeves and narrow strap belts. \$15 and \$18.85 are the prices. (Third Floor)

## White Kid Belts Go With Everything

With linen, gingham, ratine and dimity frocks, with sports

narrow fringe on both edges. It

is \$1.75. And at the same price

is a new braided white kid belt

But the variety is almost end-

less, from the narrow tubular

affair to the one with many per-

forations; another of satin and kid

with celluloid slides, and so on

From 50c to \$3.25 are the prices.

(Main Floor)

Frocks of Printed Silk

for Women, \$20 to

\$27.50

foulards and the lighter, ex-

tremely dainty printed crepes de

chine, made up-sometimes in

conservative and dignified styles

and sometimes in styles more

striking-for instance, the green-

and-white crepe with broad Queen Anne neck frill and scal-lops round the foot. But they

are all very practical and very charming, and the prices are

astonishingly small, \$20 to

(First Floor)

Growing Girls Need

Oxfords of a Certain

Kind

It was because of our long ex-perience in fitting the right kind

of shoes on schoolgirls that we

realized this so strongly that we

had some oxfords made especially

The leather of these oxfords is

for girls whose feet are chang

tan Russia calf made on a straight

last with broad toe, straight tip, perforated and with a low, broad

Another good oxford for grow-

ing girls is a blucher-cut tan

Russia calf, slightly more pointed

toe, straight tip and an inch and

a quarter broad heel. Also \$6. Still a third is a tan Russia

or black calf brogue oxford with

perforations, wing tip and broad

heel, \$6.75. Sizes in all are 212

(First Floor)

A Hat for the Picnic

\$1

It is made of felt, and comes

Besides being comfortable, it is

cheap enough not to warrant worry-exactly the thing for the

many holidays following.

weeks' vacation and

(Main Floor)

in all the sports colors, including

ing in shape and size.

heel. \$6.

to 7.

white.

\$27.50.

Meaning the always-liked dark

with long fringed tassels.

many of them.

#### Printed Crepes de Chine Are Arriving All the Time

The reason is that so many, many women are buying these cool, pretty silks for dresses that they make up themselves or have made by the little scamstress at home. Being a figured silk, they require almost no trimming and,

therefore, are very easy to make, and they are just as fashionable as they can be. The newest patterns are very

tiny on white grounds, well covered. In beige, rose, orchid, green or black, 40 inches wide,

\$3.25 a yard. (First Floor)

## Middies and Bloomers for **Small Campers**

Such sturdy, well-made garments will be taken either to camp or to the seashore, and will stand the hardest romping.

Middy blouses in all white with or without braid, or white with dark collars, in 8 to 16 year sizes, are \$1.25 to \$1.75. Many have short sleeves.

Middy and bloomer sets in dark blue, khaki and white come in 8 to 16 year sizes. The white sets are \$5; sets in khaki or blue are \$6.85.



# Nightgowns

Petticoats from the Philippines-kinds which are always liked and always wanted-the piques and sturdy cottons with embroidered scallops and double panels, \$2.50. Flannellet nightgowns for women who are taking their

holiday in cold places. White and low necked, \$1.25 and \$1.65. (Third Floor)

## For Those Who Go A-galloping

are smart little velvet jockey caps, which have a comfortable "stick on" quality. Trimmed with a jaunty ribbon bow and nicely lined. In black, blue, brown, green. The price is \$6.

(Main Floor

# for enameled sets including a bar pin with two cuff pins to match.

Vacation Reading Some of the best and most worth-while books which people are laying in for the Summer are: "Gentle Julia," by Booth Tark-

ington, \$1.75. "The House of Mohun." by George Gibbs, \$2.

Pins

clasps and the useful narrow

safety pins, which come six on a

card-they are all indispensable,

especially during the vacation

months, when every one dons

sweater and skirt. There are

separate bar pins, too, and cuff

pins which can be turned into

The prices range from 25c for

sets of lingerie or cuff pins and

the cards of safety pins to \$1

(Main Floor)

collar pins any moment.

Also collar pins, lingerie

"The Flaming Jewel," by Robert W. Chambers, \$1.75.

"The Vanishing Point," by Coningsby Dawson, \$2.

"Mr. Prohack," by Arnold Bennett, \$1.75.

"The Love Story of Aliette Brunton," by Gilbert Frankau,

"The Covered Wagon," by Emerson Hough, \$2. "Adrienne Toner," by Anne Douglas Sedgwick, \$2.

(Main Floor)

### Candlewick Spreads for Four-Post Beds

Of course, they are used effectively on beds of all styles, but on a four-poster they are particularly appropriate. Of unbleached muslin, quaintly

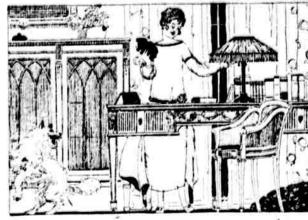
tufted with candlewick in various patterns. Can be had in sets

Spreads tufted with white candlewick, \$9 in the single and \$10 in the double bed size.

Spreads in single-bed size, tufted with colored candlewick \$12, and in double-bed size, \$13.50.

Bedspread sets tufted in white candlewick, \$14 in the single-bed and \$15 in the double-bed size.

Bedspread sets tufted in colored candlewick, \$15 in the single and \$17 in the double-bed size.



# Furniture Crowding In

The Wanamaker Furniture Store occupies what is believed to be the largest space devoted to furniture by any retail store in the world.

But there aren't many square yards to spare, especially in view of the daily procession of new goods coming in.

Only a Wanamaker stock could fill such a fine acreage. No other stock that we know of could fill more than a third of it.

It would be a pity if we were to feel vainglorious about this. We have very clear and happy recollections of the time when our Furniture Store and furniture stock were ever so much smaller; but we recollect also that while we believed we were doing splendidly, there was then something about the whole business that portended vastly greater things ahead.

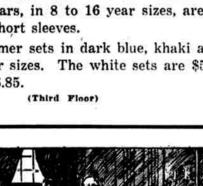
In the meantime these have come to pass, but in the meantime, also, our visions have expanded and we are still growing and, what is more important, still learning in that best of schools, the school of practical experience.

One of the things we learned long ago is that there is no particular distinction in having the greatest furniture business in the world unless it has been built up on a foundation of real advantage to all the people.

We don't want our furniture business or any other branch of the Wanamaker Store service to grow by a hair's-breadth beyond the measure of its helpfulness to the public.

They will be much interested by the stock of furniture now on our floors, because it is just such a stock as they would expect to find in a store that has grown like a sound oak tree and strengthened with the years.

# A Brogue That Only Master Shoe



July 17, 1922.

printed crepes de chine for morning or afternoon. One or two models have the new side draperies.

And there are plenty of lighter colored printed crepes de chine and also all-white ones, charmingly made, for afternoons or evenings.

In certain cases we have the same styles in our regular stock at much higher prices. Sizes 14 to 20, but not in every model.

(Second Floor)

# What a Field of Cotton **Remnants** in **This Mid-Summer Sale!**

Just as fast as one remnant vanishes two prettier, more mitable pieces seem to spring up—the longer one hunts, the more exciting and worth while it seems!

Thousands of yards of every sort of fresh cotton fabrics are included in this vast assortment-ginghams, voiles, ratines, percales, swisses, batistes, dress linens and silk-andcotton materials. What woman could go away disappointed when in this sale are the very fabrics, perhaps, which have hitherto been too expensive-now marked a third or a half

The 11/2-yard pieces will be made into children's frocks, blouses, or used as trimmings; the other lengths will be fashioned into dresses bought for "next to nothing!"

Two things to remember-prices are a third to a half less, and-COME EARLY!

(First Floor)

## Fifty Different Types of Women Wear Letitia Corsets

to their utmost comfort and disfaction.

There are at the least that many listinct models in Letitias, and they provide for an even greater variation of figure.

Many women already know that they are made by the French corsetiere who makes the famous Parisienne Corset; and down\_to the very simplest model for morning or sports wear, they provide corset perfection at a moderate price.

The varied letitia models Tange from \$3.50 to \$12.50.

(Third Floor).

## Silk Petticoats From Japan

Some of the prettiest yet received-and beautifully hand embroidered. One style is a habutai with scallops and flower design, at \$6.75; another is the same silk with scallops and dots at \$9.75; a third is a

natural pongee with sprays of solidly worked roses, price \$12, and a fourth is of that strong, heavy silk crepe which the Japanese call Kabe, price

\$20. All, except, of course, the pongee, are pure white. (Third Floor)

skirts and sweaters; so it is no wonder women are buying so One of the newest fashions is the fringed white kid belt with



## The Family's Proudest Heirloom Is THE GRAND PIANO

CTILL its golden-voiced chords seem to sing of U the far-away days of grandmother's girlhood.

What romance, what memories are entwined with the life of that faithful instrument!

Three times the tender-aged girls of a proud old family-the daughters and their daughters-have first learned to run the scales on its still glossy keyboard.

A Grand Piano that has been more than an entertainment in the life of the family-it has been an influence and a guide. Unconsciously ideals and dreams were woven from the deep, rich melody that flowed from the heart of the piano.

Most likely its vibrant strings first sang carols of praise and devotion as all in the household gathered round it for the evening prayer; then, how plaintively it echoed the songs of sentiment and love-"I Dreamt That I Dwelt in Marble Halls" or "After the Ball."

Even today the old piano seems to rock and sway with new life as it bursts forth with some happy, reckless dance air.

So it is with all good pianos, they are the natural heirlooms that pass from generation to generation and carry with them the pride of ancestry and the inborn love of home.

#### What a glorious company of Grand Pianos is at Wanamaker's!

Pianos produced by the makers who created the heirlooms of today. Every one has sprung from the famous old instruments of the past, they are children of a proud lineage and destined to be the heirlooms of tomorrow.

To name them over is to name the best in music today as before-

Emerson

Any day any of these pianos is at your disposal to see and to hear. An expert will be glad to play them for you and not consider you at all obligated to even think of buying.

## An Exquisite French Talcum Powder

is made by Claire, the famous French perfumer. It comes in quaintly shaped glass containers, and carries with it the indefinable charm which belongs to all things Parisian. Violette de Paris perfume in a de-Violette de Paris talcum powder, lightful gift box, \$3.50, Yu Yu perfume, \$4.50, Yu Yu tuilet water, \$5. Yu Yu taleum powder, \$1, Violette de Paris tollet water, \$5,

(Main Floor) n bolts i

All bolster pieces are detached. Spreads are extra long for four-poster beds.

### (Sixth Floor)

### Umbrellas for Men and Women at \$3

An unusual price for full-sized umbrellas of union taffeta (silk warp with cotton filling) and eight-rib paragon frames. Those for women show a variety in handles, some being of bakelite. (Main Floor)

# Makers Could Turn Out

A glance tells the whole story, and men by the score have called it the most conventional, most solid, most practical brogue they have come across in a city-wide search.

And being a brogue, it must be fashionable.

In a word, it is of Scotch grain calf, as good as any leather could be, with solid white oak soles and rope stitched at the seams.

Naturally it is tan, but a different tan, being extremely dark. The price is \$12.50.

(Main Floor)

## Vacation Time-and Men Must Swim to Be Happy,

Which calls to mind two bathing suits that have won a warm place in the hearts of unnumbered men.

One is a one-piece affair made to look like a two-piece suit. The tights are woven right on the jersey, but the jersey hangs in a skirt effect on the outside. It can be had in several colors, most always neatly striped. Priced \$5 and \$6.50.

Ther the regular two-picce ' men need sweaters-usually the worsted suits, as popular now as always, are \$5 and \$6,50, While lolling on the beach most (Main Floor)

pull-over type with the V neck. In white or other plain colors the price is \$8.

> White Silk Handkerchiefs for

## Men

New arrivals of excellent quality, with one-fourth, one-half and one meh hems.

Prices are 75c, \$7 \$1.25 and \$2.25 apiece.

(Main Floor)

### **Baskets** Tables are heaped with them — baskets of all kinds-and just because there are so many in all

**Baskets** 

**Baskets** 

and so few of each type the prices have been shorn. If ever a housekeeper needs

a basket, here is the kind of apportunity that glows golden. Market baskets, sewing buskets, sweet grass baskets, tter baskets. All odd, all

different looking. And there's a basket at almost any price.

Market baskets, 70c. 75c, 85c. 90c, \$1.15 and \$1.50.

Sewing baskets are 25c and 50c

Sweet grass baskets are 50c. Letter baskets, 25c. (Fourth Floor)

# The Best Wilton Rugs Are Among Those in the July Clearaway

Rugs that are almost ironclad in their / earing quality, at the same time odd in pattern and rich in coloring.

In a word, Wilton rugs-the kind that have covered the floors of the proudest rooms for generations.

Two exceptional values are: 9x12 ft. Wilton, \$95; 8.3x10.6 ft. Wilton,

## Among the Summer rugs at attractive prices are:

Heavy Mourzarks	
9x12 ft., \$29 50	
8x10 ft., \$22.50	
6x9 ft., \$15	

Rush Rugs 9x12 ft., \$23.50, \$26.50, \$42 6x9 ft., \$15 and \$17.50



\$67.50 and \$92.50.

(Main Fluor)

When Feet Are Tired

and Smarting

as if all on fire, that is the time

that Wanamaker foot powder

proves the greatest boon to busy

worth using all of the time.

Soothing and relieving and well

A quarter-pound package costs

people everywhere.

only 15 cents.

Lindeman Marshall & Wendell Brambach and the Celebrated Knabe

(Second Floor)

Chickering

Schomacker **Haines** Brothers