

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
Generally Cloudy

THE SUMMER SUNS HAVE RIPENED OPPORTUNITY—IT'S TIME TO CALL AT WANAMAKER'S

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]

John Wanamaker

July 17, 1922.



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 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 suitable 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-and-cotton 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 less!

The 1½-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 satisfaction.

There are at the least that many distinct 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 perfect perfection at a moderate price.

The varied Letitia models range 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)

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.

Full dinner sets, 108 pieces, \$80.
52-piece sets, \$43.50
32-piece breakfast sets, \$16.75
(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 saten and satin, both slippers and shoes \$1.25 to \$4.50.

(Main Floor)

New Prices for New Ribbons

A beautiful quality of gros-grain ribbon with picot edges, in three widths, ¾ inch, 1 inch and 1½ 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 skirts and sweaters; so it is no wonder women are buying so many of them.

One of the newest fashions is the fringed white kid belt with narrow fringe on both edges. It is \$1.75. And at the same price is a new braided white kid belt with long fringed tassels.

But the variety is almost endless, from the narrow tubular affair to the one with many perforations; 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

Meaning the always-liked dark foulards and the lighter, extremely 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 scallops round the foot. But they are all very practical and very charming, and the prices are astonishingly small, \$20 to \$27.50.

(First Floor)

Growing Girls Need Oxfords of a Certain Kind

It was because of our long experience in fitting the right kind of shoes on schoolgirls that we realized this so strongly that we had some oxfords made especially for girls whose feet are changing in shape and size.

The leather of these oxfords is tan Russia calf made on a straight last with broad toe, straight tip, perforated and with a low, broad heel, \$6.

Another good oxford for growing 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 2½ to 7.

(First Floor)

A Hat for the Picnic \$1

It is made of felt, and comes in all the sports colors, including white.

Besides being comfortable, it is cheap enough not to warrant worry—exactly the thing for the two weeks' vacation and many holidays following.

(Main Floor)

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 seamstress 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.

(Third Floor)

Petticoats and 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)

Points About Cuff Pins

Also collar pins, lingerie 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 collar pins any moment.

The prices range from 25c for sets of lingerie or cuff pins and the cards of safety pins to \$1 for enameled sets including a bar pin with two cuff pins to match.

(Main Floor)

Vacation Reading

Some of the best and most worth-while books which people are laying in for the Summer are:

"Gentle Julia," by Booth Tarkington, \$1.75.
"The House of Mohun," by George Gibbs, \$2.
"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 Alette Brunton," by Gilbert Frankau, \$2.

"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 also.

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.

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

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

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. These for women show a variety in handles, some being of bakelite.

(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.

Then the regular two-piece wares, as popular now as always, are \$5 and \$6.50. In white or other plain colors the price is \$8.

(Main Floor)

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 people everywhere.

Soothing and relieving and well worth using all of the time.

A quarter-pound package costs only 15 cents.

(Main Floor)

White Silk Handkerchiefs for Men

New arrivals of excellent quality, with one-fourth, one-half and one inch hem.

Prices are 75c, \$1, \$1.25 and \$2.25 apiece.

(Main Floor)

Baskets Baskets Baskets

Tables are heaped with them—baskets of all kinds—and just because there are so many in all and so few of each type the prices have been shorn.

If ever a housekeeper needs a basket, here is the kind of opportunity that glows golden.

Market baskets, sewing baskets, sweet grass baskets, letter 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 wearing 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, \$67.50 and \$92.50.

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

(Seventh Floor)

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 talcum powder, \$1.
Yu Yu talcum powder, \$1.
Violette de Paris toilet water, \$5.
Violette de Paris perfume in a de-lightful gift box, \$3.50.
Yu Yu perfume, \$4.50.
Yu Yu toilet water, \$5.

(Main Floor)