

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

It's Always Cool at Wanamaker's and There's Always Something to See There

A Little More Goodwillingness One Toward the Other

would not cost much, but would go far toward easing up the difficulties that come along our paths Summer-times as well as Winter.

Most all of us are "strickers" about something or other every week or so, without letting on, but we get over our upsets by quiet thinking and seeing our own faults instead of the faults of others.

[Signed]

John Wanamaker

July 19, 1922.

Women's Afternoon Dresses

Dresses of heavy crepe, crepe de chine and Georgette crepe in the lovely flower colors and in graceful, simple styles with shallow necks and long or short sleeves.



(First Floor)

They have loose panel draperies and embroidery and hand-drawn work and various other interesting features, and are really inexpensive.

Prices are \$25 to \$45.

A Sterling Silver Gift at Parting

is something that most women, and especially young women, would appreciate greatly.

For example, a sterling silver mesh bag, which is a charming accessory to a filmy gown, is \$29 to \$50.

Silver vanity cases are \$14.50 to \$25.
Bag mirrors, \$2.75 to \$6.
Powder boxes, \$4 to \$8.50.
Powderette cases, \$2 to \$2.75.
Photograph lockets, \$5 to \$8.
Folding traveling clocks, \$80 to \$115.
(Main Floor)

ONLY \$10 and \$15 for Women's Sport Dresses

Made of the kind of silk jersey which has a crepe finish in several colors. Some are made with capes. Being soft, not apt to crush, and with some warmth in them, they are excellent to travel in or to take to the mountains.

The price isn't above half of what they were marked at first.

(First Floor)

KNITTED WOOL Bathing Suits to Go at \$12.50

A hundred of the best of the season, but now sold down to odds and ends.

About half a dozen styles in all; some with tights. One has white pipings and cuffs; one embroidered scallops, one is long sleeved, one has a full skirt. Colors include beige, Kremlin green, black, pansy, cardinal and seal brown; and Roman stripes are used with some.

(First Floor)

A NOVEL Bracelet of Pearls

—imitation, of course—is touched with jet and crystal, giving a most charming effect. The price is \$8.

Other bracelets of the same type, and equally suitable for wearing with light dresses, are of jade and pearl, or jade and rhinestones, \$7.50 to \$9.50.
(Main Floor)

UMBRELLA OR Parasol—

Which is it? For it may be carried rain or shine!

The novelty umbrellas of silk in beautiful colors have wide, fancy borders, or borders checked in the same color. The handles are of bakelite or hardwood, some with leather trimmings.

The "good-luck umbrella" is among them—so called because ten tiny elephants decorate the tips and a larger one stands on the handle top. \$13.50.

Prices range from \$5 to \$15.
(Main Floor)

THE Best-Liked Popular Songs for Vacationists

All are here to choose from at 25c each.

Some Sunny Day
Just a Little Love Song
Kicky Koo
Stumbling
My Honey's Lovin' Arms
California
By the Sapphire Sea
Georgia
Georgette
Old-Fashioned Girl
Wake Up, Little Girl
(Second Floor)

"THE Old-Fashioned Kind" of Cream Mint

The best kind—undoubtedly! They remind one of the creamy kind for which grandmother or great-aunt was famous, because of the delicious flavor and creamy quality.

An attractive blue tin candy box of the mints costs \$3. A single pound box is 30c.
(Down Stairs Store)

"Make a Wish!" A Pearl Necklace!

This is inevitably the answer—what girl hasn't made many a wish for a pearl necklace?

Necklaces in various graduated lengths, including the extra lengths so popular this season—imitation pearls with solid gold clasps are \$2.50 to \$12.
(Main Floor)

BEST Madeira Luncheon Sets in an Age at \$6.75

You should see the elaborate amount of excellent Madeira hand-embroidery and eyelet work on these dainty sets of 13 pieces, all of fine, pure linen and scalloped on the edge.

A special purchase, bringing the best lot of such goods in many and many a day at the price—\$6.75 a set.
(First Floor)

WHITE Goods by the Piece

Nainsook and longcloth are specially priced at \$1.75 for the piece of ten yards—a price which means a considerable saving. Width 36 inches.
(First Floor)

Mark July 27 On Your Calendar

It will be the Opening Day of Courtesy and Advance Choosing for the great August Furniture Sale.

The furniture is here right now and it tells the whole story of what a wonderful sale this will be.

In the meantime every day is an inspection day for everybody who wishes to become acquainted with the extent and beauty of the stock required to make a Wanamaker August Sale.

The Men's London Shop Is Splendidly Equipped to Tailor the Most Distinctive Tropical Suits

Men who enter wholeheartedly into club life or frequent the seaside hotels certainly find need for such clothing, to say nothing of what a comfort it would be at business.

But the tailoring becomes more important in tropical clothing because of the very thinness and lightness of the cloth. The London Shop tailoring assures a fashionable suit.

The cloths include a new one—hand loomed sports cloth that many men fancy—in addition to feather-weight unfinished worsteds, mohairs, silks, white serges and flannels, or new linen in white or natural color.

Either three or two piece suits can be made to order at prices from \$65 to \$100.
(The Gallery)

To Stay With the Crowd a Man Will Walk in Sports Oxfords

Strolling at the seashore, rollicking at the club, swinging along mountain roads or just lolling about at home, the two-tone sports oxfords are the real demand for "off hours" the Summer through.

And the smartest two-tone sports oxfords are at Wanamaker's for only \$6.40. Two kinds to choose from, too.

One of smoked horse (which is sand color) with mahogany tips, instep saddle and heel foxing, the others of tan calf with mahogany trimmings.

Either kind has rubber suction soles.
(Main Floor)

IRISH Linen Huckaback Towels, Special at 50c

Of pure linen, in the huckaback weave, hemstitched and in size 17x32 inches.

Exceptionally good at 50c each.
(First Floor)

The Success of an "Ice-Tea Party"

depends greatly on the ice-tea set.

The tea of "beautiful flavor" from China tastes even more beautiful if sipped from glasses of colorful charm!

The new ice-tea sets are of blue, amethyst or canary colored glass, delicately cut, some in floral design.

The handle of each glass and pitcher is royal blue, matching the coasters and the footed rest for pitcher. Each set includes pitcher, six glasses, with coasters, and six sippers of matching glass.

The prices are \$16 and \$18.
(Fourth Floor)

A Big, Roomy Handbag to Take on a Shopping Trip

A bag that will hold an armful of packages and would be a handy companion for the business woman is here for \$1.50 or \$2.

Really a graceful bag in shape—9 inches long, 7 inches high and 3 inches wide—and it dangles from double leather handles.

The lower-priced bags are cowhide, either gray or brown in finish.
(Main Floor)

the spider or alligator grain finish.

The \$2 bags are enamel finished leather in black, brown, blue or red.

BLACK Satin Slippers for Dancing

Most women are of the opinion that black satin makes the foot look smaller and trimmer than anything else.

It is certainly true that such slippers are cooler and more comfortable for dancing than any other kind.

Much depends upon the cut of the slipper, however. An excellent one-strap slipper with medium toe, low Louis heel, turned sole and light in weight, is \$9.75.

Another, a finer quality with narrow toe, higher Louis heel and one strap over the instep, is \$13.50.
(First Floor)

White Silk Skirts Reduced to \$7.50

Exceedingly pretty things of various fancy materials—figured, striped or plaided. Some fancy baronet satins are included. Nearly all cut on the straight sports model, which is, after all, the most satisfactory when worn with sweaters.

Only fifty.
(First Floor)

PRETTY Bedspreads Clearing At One-fourth to One-third Less

Several kinds, all in colored effects. Rose, blue and gold, but not every kind in every color.

Some of bleached, some of unbleached muslin.

Some with bolster-piece attached, others detached.

Some scalloped and some hemmed.

All one-fourth to one-third less than regular.

Single-bed size, now \$4, \$6 and \$8 a set.

Double-bed size, now \$5, \$7.50 and \$9 a set.
(Sixth Floor)

A COTTON Remnant Sale of Remarkable Variety

Every fabric of the cotton world is well represented—ginghams, voiles, percales, linens, silk-and-cotton materials, swisses and organdies are going away with prices a third to a half less.

A great many of the fresh remnants will make whole dresses, but Fashion makes it possible to combine shorter lengths in one dress—making the sale doubly interesting.

The remnants are conveniently arranged on tables in the Dress Goods Salon, and few women will leave without having found exactly what they want.
(First Floor)

COME on In, the Swimming Suits Are Fine

Men's one-piece all-wool swimming suits, \$3; boys', \$2.25 to \$3. Men's and boys' Pacific coast style suits in a large variety, \$3.50 to \$7.50.

Men's two-piece wool suits with silk stripes, \$5.50 and \$6.

Blue flannel bathing trunks, \$2.50 and \$3.

All-wool sleeveless bathing shirts, in white, blue, maroon, gray and scarlet—\$2 to \$3.50.

Bathing belts, 25c and 50c.

Rubber swimming belts, \$2.25 and \$2.50.

All in the Sporting Goods Store.
(The Gallery)

THE WOMEN'S Custom Tailoring Is Taking Fall Orders

A number of women, especially those passing through the city, are having Fall gowns made now. The newest French and American fashion designs are here for the choosing.

Wool crepe dresses are made to order for \$25. Dresses in Poiret twill at \$50.

The Women's Custom Tailoring Bureau makes nurses' uniforms of Indian Head muslin for \$5.50; poplin, \$8.50; and linen, \$9.50. Also college uniforms and gowns for clergymen and judges. Tailored in the best materials and moderately priced.
(Second Floor)

Children Need So Many Underclothes in Summer

Many mothers solve the problem by buying a good supply of the inexpensive kind, especially cotton crepe which doesn't need ironing and is so easily laundered.

Bloomers of crepe, cambric, batiste and silk muslin, 45c to \$1.25. Sizes 6 to 16 years.
Nightgowns, cambric, nainsook and crepe, 45c to \$1.75.
(Third Floor)

KNITTED Woolen Capes and Jackets

Enough for fifty women. The capes are plain and plaid and usually in bright colors and are reduced to \$20; the jackets are in quiet colors, usually finished with borders and are marked \$15 and \$25.

Either is useful for chilly evenings, especially at the beach.
(First Floor)

WOMEN'S Handkerchiefs of Sheerest Quality

All white, with narrow hemstitched edge, of an excellent Irish linen, 55c apiece or \$6.05 a dozen.
(Main Floor)

SMART RIDING Outfits for Women (In the London Shop)

They include the white whipcord breeches, so beautifully made that they please the most critical people, and the sleeveless jacket of flannel. A most pleasing outfit for Summer, because cool and smart.

Riding breeches, in white only, \$18.

Flannel jacket in red or tan, bound with braid, \$20.
(The Gallery)

THE AMPICO With its incomparable charms, can find a place even in the small apartment.

No hour at home, even if that home be the tiny seashore flat or mountain cottage, need be without the inestimable inspiration of music—the world's best, as rendered by the piano.

Godowski, Ornstein, the great Rachmaninoff and a host of others can play there at your bidding and can play their masterpieces with all the artistry, and deep appreciation and humanism that is their unmatchable gift.

And it need not be an upright piano, for

THE AMPICO

Comes in a Five-Foot Grand

As rich and sweet of tone and as true in the marvelous reproduction as the larger Ampicos.

And with it all a grand piano, graceful and fine of line, yet small enough to rest becomingly in a corner of the most unpretentious room.

The small Ampico Grand is in a sweet-toned Marshall & Wendell, a name first flashed across the piano world in 1836—one of the first dozen of American piano builders. With it goes the entire repertoire of master players that is the exclusive gift of the Ampico.
(Second Floor)

An Axminster Rug—Solidly Good and 9x12 Feet—for \$32.50

And another, considerably better, for \$42.50.

That briefly is what this July clearaway of floor coverings means. Good rugs, in fact the best at astonishingly low prices.

There also are choice Summer rugs among the special

pricings.
Fiber Rugs
9x12 ft., \$13.75.
7.5x10.6 ft., \$12.50.
6x9 ft., \$9.
A Rush Rug, 9x12 ft., \$15.
Japanese Straw Rugs,
9x12 ft. at \$8.75.
(Seventh Floor)

COLLAPSIBLE Lanterns

The kind that are not inflammable and are good for out-of-doors and decorative purposes generally. They pack easily and can be used over and over.

Six sizes and several colors. Prices, 15c, 20c, 30c, 50c, 75c and \$1 each.
(Fourth Floor)

TOURIST AND Field Glasses

Every sport fan can't be sure of a good seat and some will need opera and race-track glasses. Also they are handy for tourists.

A great variety is here—priced from \$10 to \$98.
(Main Gallery)

FINE LACE Veils Are Draped Over Hats

According to a woman's fancy, they may hang clear to the chin or only so far as to shade the eyes.

Lovely filmy affairs, bordered. They come in brown, navy, white or black at \$1.50, \$2, \$2.50 and \$3 each.
(Main Floor)

A Clearaway of Summer Dresses for School Girls

Not quite half the Summer is over yet and already many girls are sadly in need of a number of pretty frocks to freshen up their wardrobes.

The prices are so little now one can almost buy two dresses for what one formerly cost. But, of course, the sizes are broken. There is excellent choosing, however, for every girl between six and sixteen years.

Wash Dresses, \$5, \$7.50 and \$10

Cool, pretty gingham in bright-colored checks, and also colored linens. Many styles and some of the best ones of the season.

Silk Dresses, \$7.50 and \$20

At \$7.50 are silk pongee dresses so fashionable this Summer. The rest are of crepe de chine and a few taffetas. One or two of a kind and lovely for afternoons or, in some cases, evening wear.
(Second Floor)



COSTUME Slips of Cool Fabrics

Nainsook with various lace trimmings at \$2.50 and \$3.50.
Sateen with hemstitchings are \$3.85.

Crepe de chine are \$7.50.
Satin are \$5.50.
The first three are double to the knee, the last is single.
(Third Floor)

LACE-TRIMMED Scarfs, Special at \$1

With pure linen centers and trimmed with a generous flounce of lace all around in a choice of six different patterns.

Size 52x17 inches, price \$1 each, which is what is usually asked for cotton scarfs.
(First Floor)

Hand-Embroidered Blouses Special at \$4.85

200 beautiful imported blouses of fine white voile, every stitch hand done and with the entire fronts embroidered by hand. Some have insets of real lace in addition or hand-drawn work.

They open in the back or on the shoulder and have low, collarless necks and three-quarter length sleeves for greater coolness. There are four or five patterns.
(Third Floor)