

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
Mostly Cloudy

Tomorrow Is Another Glorious Last Day for a Glorious Week at Wanamaker's

A Constant Growing Commodiousness of Roominess and Convenience

A retailer's shop? Yes! and much more!
In its earliest days a score of little dwellings and one big high school building. Later a depot to load cars with freight hauled away by long trains of horses and mules—an odd sight on Market Street, it used to be.
The destruction of all the old properties began, after fourteen years "down street," in 1875, gradually dispensing with connections of old up and down buildings, cellars, staircases, low ceilings, until at the last we came to the erection of one clean and clear new, well-ventilated, safe, strong, healthful house for people to work in, visit with freedom, and enjoy picture galleries, schools, music, as much as they like, bringing their friends with them.
Architecturally the big, new building is inspiring.

[Signed] *John Wanamaker*
July 20, 1922.

The Best Selling Silk Today Is Canton Crepe

And, from all advanced fashion notes from Paris, Canton crepe will be used a great deal for late Summer and early Fall.
It will interest many women to hear that a brand-new shipment of Canton crepe has arrived in navy blue, white and black.
The finest quality made, 40 inches wide and \$4 a yard.
(First Floor)

A French Fashion Introduces Gray Ratines

Many of the new imported ratines have a gray ground with a ribbon stripe in color, but there is a gray with a white stripe which will be just as popular.
Just in time to make the one-piece frocks, jumper dresses and skirts for cool Autumn days.
38 inches wide, and inexpensive—\$1.25 a yard.
(First Floor)

Women's Novelty Handkerchiefs

are in reality squares of charming color. Some have white centers with novelty borders in color, 25c apiece.
Others are of solid colors, with white, hand-rolled hems, 50c.
(Main Floor)



Small Felt Hats Are Worn at Deauville

Considered smart for morning and are trimmed with ribbon cockades and swathed Georgette scarfs.
Following closely upon this fashion announcement, the Millinery Salons present the new small felt hats for sports wear and in sports colors, including white.
They are trimmed with velvet, narrow ribbon or softly draped Georgette crepe scarfs and are priced from \$14 to \$25.
(Second Floor)

L. R. Net Corsets Are Summer Models

It goes without saying that the net corset would be the coolest sort for the long hot days. It is light and comfortable, and includes four excellent models:
Model with medium bust and skirt, \$2.
A long corset with low bust is \$2.
Model of pink net with low bust and long lines, \$1.50.
Model for growing girls or slender figures is topless and has a short skirt, \$1.25.
(Third Floor)

Bungalow Aprons

Firmly entrenched in feminine favor, now that women have discovered how endlessly useful they are.
Some of checked percale in lots of colors are all edged with ric-rac.
Regular sizes, \$1; extra sizes, \$1.35.
(Third Floor)

Japanese Lamp Shades

Brown wicker shades that can be used on electric, gas and even oil lamps.
Eight sizes, from 5-inch to 22-inch, and two shapes. Linings are rose, red, blue, green and gold.
Prices are 65c to \$4.75.
(Fourth Floor)

A Knife, Fork and Spoon All Fold Up

together and slip in the pocket as easily as can be.
Light and easy to handle, yet each implement is large enough to be thoroughly useful. A great thing for campers and priced only \$1.50.
(Fourth Floor)

Superb Service Plates From England —\$110 to \$300 a Dozen

From the celebrated Cauldon potteries.
They rank among the most exquisite and artistic products of the potter's skill.
This is equally true of the body, the shapes and the decorations.
Five superb patterns. All in the new flat shape.
Prices, \$110, \$125, \$175, \$225 and \$300 a dozen.
(Fourth Floor)

Long Earrings Are Fashionable and Most Becoming

No woman will ask better reasons for wearing them.
As a rule, one chooses the color to correspond with the other jewelry or to match the gown. This is possible with the great variety of semi-precious stones with which the earrings are mounted.
All are of 14-kt. gold, set with jade, topaz, black onyx, red carnelian, amethyst, coral or they may be tassels of tiny pearls.
From \$14 to \$48.
(Main Floor)

New Comers Among Bathing Suits

Women's bathing suits of black surf-satin, made with colored pipings, \$5; the same material with a lot of cross-stitch work in bright colors, \$6.75.
Other bathing suits are of a gray jersey, soft and agreeable, and made with tights and skirt, price, \$1.50.
Bathing tights of the same soft material, but a darker gray, 75c.
(First Floor)

A Necklace for the Sports Suit

One is generally afraid to wear jewelry with sports clothes, but the necklaces of imitation lapis lazuli have just the smart plainness desirable.
They come in graduated lengths, with a tiny knot between each bead, giving a "different" effect.
Other necklaces of the lapis lazuli are more elaborate, featuring metal ornaments between larger beads. An ornament to match finishes each necklace.
Prices are \$2.50 to \$15.
(Main Floor)

Young Women's Gingham Dresses, in a Variety of Colors, Reduced—\$5 to \$11.50

THE most comfortable sort of morning dresses yet introduced for hot weather. The new low prices make it possible for every one to have all the necessary changes.
In the prettiest of colored checks, almost all good colors in the different styles, some straight-line effects, others with a decided waistline or elastic to give a bloused look.
All sizes in practically every style from 14 to 20 years.
(Second Floor)

Women's Pongee Suits Drop to \$18.50

Cool, light and dainty; unlined, and in navy, orchid, violet, white and natural, besides black.
The coats are box styles and half-fitted styles, and the suits altogether ideal for traveling or general street wear.
Also the purchaser of one now saves a ten-dollar bill on it.
Sizes, of course, are broken.
(First Floor)

Summer Skirts for Little—\$3.75 and \$7.50

At the first price are a hundred skirts which were originally three times as much. They include wool checks in black and white, blue and tan and some bright colors.
Other skirts at the same price are woolen, in large checks and plaids.
At the second price, \$7.50—are white and colored silks, mostly of the sports type. A few pleated, few silk and wool eponges are included.
All three groups have some wonderful opportunities.
(East Aisle)

Chamois-Lisle Gloves for Hot Weather

Women generally prefer a fabric glove for Summer, and the Wanamaker chamois-finished lisle thread gloves are cool and practical enough for hot-weather wear. They are famous for the lasting quality and excellent make. In black, white and colors.
2-clasp gloves, 85c.
12-button length, \$1.25.
16-button length, \$1.50.
Strap-wrist gloves, \$1.
(Main Floor)

The Newest White Oxfords for Women Have a "Kiltie Tongue"

DON'T you get just a wee bit tired of the conventional and long for something new and smart in the way of a white sports shoe?
English women are as enthusiastic as can be over the "kiltie tongue" oxford, and it bids fair to be as popular with the younger set here.
In a fine white canvas with white buckskin perforated wing tip, saddle, back stay and "kiltie tongue." The sole and heel are black leather, and the price is only \$7.50.
For the more conventionally minded there are other white canvas oxfords of the more usual type, well made, beautifully designed shoes at \$7, two styles at \$9.50 and another at \$11.50.
(First Floor)

White Flannel Skirts for Young Women—\$7.50

"Specials," and such an attractive style that the skirts almost walk out of themselves.
They are a nice quality, all-wool flannel in a plain sports model with gathered back and pockets in front. Just the thing for sweaters, and especially appropriate for mountains or seashore.
Waist, 28 to 30 inches.
Length, 30 to 33 inches.
(Second Floor)

Summer Time Hats for the Youngsters

What could be prettier for a baby girl than an organdie hat with ruffled brim and trimmed with a pale blue silk scarf with one end hanging down?
There are poke shapes and sunbonnet shapes and round hats with ruffles in white, pink, blue or yellow organdie and white lawn, some quite simple, others much trimmed, from \$1.75 to \$5. Sizes 2 to 6 years.
And for baby brother, various boyish styles in pique, duck and so on from 85c to \$2.50. Sizes 1 to 4 years.
(Third Floor)

ONLY \$5 for a Large Woman's Dress

About fifty dark and light voiles which are going out at a price.
They are checked and figured, are cut on excellent lines.
(First Floor)

RIDING Breeches for Women

Our tailors have just made up a number from ends of imported materials—all fine worsteds in various colors.
The breeches are re-enforced, have buttoned cuffs and chamois seats, and are to be sold at a price astonishingly low for things of such quality—\$10.
(First Floor)

Exactly the Right Time to Buy Cotton Remnants!

What a good thing that the mid-Summer sale is going on!
Next Spring, when everything will seem to come all at once—when there will be gardens to plant, clothes to store, houses to clean—the Summer wardrobes will have been bought!
The wise woman will buy remnants enough for Fall and next Spring, and at the busy season will simply have to open the "store-drawer" and find material all ready to make up—ginghams, voiles, percales, organdies, linens, crepes and silk-and-cotton materials.
Prices are a third to a half less, and the remnants come in different lengths—many being ample for a full dress pattern.
(First Floor)

Three Good Writing Papers Specially Priced

Particularly interesting to the vacationists, because they like to pick up things at lower prices than usual.
Bond paper in club size, white only, has been marked half price. Box of 72 sheets paper and 50 envelopes, 50c.
Letter size paper in blue, in boxes of 24 sheets paper and 24 envelopes, special at 25c.
Letter size paper in blue, in boxes of 48 sheets paper and 48 envelopes, marked to 75c.
(Main Floor)

If You Are All Wrong It's All Your Fault—

You're sweltering away every day and wilting collars into rags and haven't the energy to put a decent effort into business.
You're becoming a regular tiger and other people can't go near you with safety, and all the time this is happening you're all couped up in a heavy woolen suit wondering why the heat is "getting you" while Wanamaker's is full of



TROPICAL SUITS

That make a man feel like Spring-time.

It's a fact, if you haven't worn a tropical suit you have a lot to learn about comfort.

And style, too, for a good tropical suit is as fashionable and smart as any suit could be.

But it's essential for a tropical to be tailored to a "T" if it is going to "stay looking good."

Wanamaker tropical suits are tailored as well as the other good Wanamaker clothes.

Palm Beaches, \$18 and \$20. Mohairs, \$20 to \$25. Tropical worsteds, \$25 to \$32.

ALSO several hundred three-piece Summer suits, including all sizes and scores of patterns—good suits every one—are marked \$38, which means a saving from \$7 to \$17 on each suit.
(Third Floor)

A Few Toilet Comforts for the Week-End

Just the little things which somehow count so much—especially if they are forgotten!
Tooth brushes, 20c to \$1.25.
Tooth powder, 15c and 35c.
Dental cream, 25c.
Talcum powder, 20c.
Philadelphia Hard Water Soap, 10c cakes; \$1 a dozen.
Witch Hazel Jelly, 25c and 50c.
Glycerine and Honey, 25c.
(Main Floor)

A Man at a Glance

Caps, Caps, Caps
A regiment of them—all good ones and fashionable ones for \$2 each.

Caps for the motorist, caps to wear on the links or smart ones men like for the boardwalk.
And every one a light, easy, comfortable Summer cap. There are silks, mohairs, gabardines, tweeds, teal cloth and linens, all the eight-piece style in a world of colors and patterns and every size.
(Main Floor)

It's a Mighty Big Thing to Get a Shirt of Imported Madras for \$2

Especially when it is a soft, fine light madras and in enough patterns to have several to please every man.
There are thin stripes far apart, broader stripes or groups of stripes so close together that the entire shirt seems colored.
A half a dozen can be wrapped up in 30 time.
(Main Floor)

A Necktie at \$1—And Men Like Every One of Them

Regimental stripes, smaller stripes, plain colors, figured effects. In a word, ties of all kinds and any one for a dollar.
The silks are good and heavy, the colors are smart, but not at all gaudy, and the selection is all that a necktie selection could be.
(Main Floor)

A Brogue With a Straight, Soft Tip Is Fashionable—\$6.40

Reasonable, too, most men think when they hear the price.
Tan, of course, in grained calf, stoutly sewed with four rows of stitches, freely perforated and up to the season in each little detail.
What is more, there are plenty to pick from.
(Main Floor)

Every Man Bound for the Seashore Wants a Traveling Bag

It's a great big cheerful thing to say to him that a cowhide bag, with sewed frames and solid brass locks and catches, in the 18-inch size can be gotten for \$10.75.
Seems almost unbelievable but it's a fact. Of course, the present selling price is much below the wholesale figure of earlier in the season, but that is the manufacturer's worry.
There is only one color—tan—and only a few hundred of such bags at the price, but while they last—well, it's worth hurrying for.
(Main Floor)

Next Thursday, July 27, Is the Opening Day of the Great August Sale of Furniture

A Sale of Nation-Wide Repute
At this moment there are something like 12,000 pieces of furniture on the fifth, sixth and seventh floors, and every day is adding to the collection.

When the sale begins there will be between 15,000 and 20,000 pieces here, with duplicates back of them running from one to fifty of a kind.
Of everything in the way of likable and desirable furniture we have an immensity.

Remember the Opening Day, Thursday, July 27
In the meantime feel free and welcome to come in any day and see the goods.
(Fifth, Sixth and Seventh Floors)