

STORE CLOSED ALL DAY TODAY

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WEATHER Fair

Midsummer Brings a Rich Harvest of Opportunities to Wanamaker's

It Is Not the Length of Life That Counts

It is its depth and purpose. To eat, drink, smoke and sleep through the darkness and the daylight, and turn our habits into little wheels to carry us about, as if life was some kind of a factory building that we had to look over every day, is measuring life with a shoestring. Gladstone said, "Be inspired with the belief that life is a great and noble calling, an elevated and noble destiny."

(Signed) *John Wanamaker*

July 22, 1922.

From Scotland the Orenburg Scarf Comes to the London Shop

Entirely different, and therefore much more interesting, than the usual scarf. It presents a lacy wool effect, of the light weight right for a chilly Autumn evening—it has a comfortable width for draping over the shoulders. White or ecru background with borders of tan, brown or gray with cherry and white. The white and brown combination is especially pretty. The price is \$5.

(The Gallery)

Girls' Gingham Dresses Reduced to \$1

Odds and ends of some pretty bright colored checked gingham dresses, some of which were formerly more than three times this price. In all the good colors, taking the collection as a whole, blue, pink, green and gold. They are slightly rumpled in certain cases. Sizes 10 to 14 years.

(Second Floor)

Chinese-Made Laces Again

This time they are the Chinese laces which follow the favored Irish patterns.

Prices on edges run from 18c a yard for picots to \$1.35 for 2 1/4-inch widths; and on insertions from 75c for a 3/4 inch to \$3.75 for a 5 inch.

(West Aisle)



Purest White Is Fashion's Color

The Young Woman Wears White Just Because She Loves It

She cares very little for the fact that Paris has made white the dominant color at all the most fashionable French watering places. For mornings, it will probably be a tailored white silk broadcloth, made in sports style and easily laundered. For afternoons and evenings, the loveliest crepes de chine, canton crepes, Georgettes and chiffons. Here is a peasant dress in white crepe de chine with quaint Ukrainian embroidery, there an exquisite draped model with long flowing sleeves and many flying panels. Others are fagoted in silk and very simple in their lines, and at the other extreme, are fascinating dance frocks with many ruffles and flouncings and flowered girdles. Prices start at \$22.50 and go to \$55 and the sizes are from 14 to 20 years.

(Second Floor)

White Skin Gloves Should Be Washable

—else it is absolutely impossible to wear them in Summer for motoring, traveling or shopping. Washable skin gloves with a doe finish in strap-wrist length in white or yellow, \$3. Strap-wrist length in pearl white or peach bloom, \$3.25. 12-button length in white or yellow, \$4.75.

(Main Floor)

Her Favorite Sports Oxfords Are of White Buckskin

The toe is plain and the three-strap saddle of either patent leather or tan Russia leather. The sole is either of black or rubber, according to the saddle. With such shoes she is equipped for tennis, golf, boating or long tramps over mountain trails. The price is \$9.50.

(First Floor)

White Ratine Girdles for Her Wash Frocks

Such attractive girdles as they are! The openwork spaces are filled in with colored or white silk, to match the dress, and there are tassels at the ends. There are also some new cotton girdles in Russian colorings which would go with almost anything. All are made in our own workrooms, so you are not likely to see them elsewhere. \$1.50 and \$2.75 in price.

(Main Floor)

A Fashion Report Includes Dress Linens

In the list of favored Summer materials. It particularly mentions a white linen frock elaborately embroidered in red, but solid colors are equally popular. Linens for suits of dresses in a large color assortment, \$12, \$1 and \$1.25 a yard. 36 inches wide. Handkerchief linens, 36 inches wide, \$1.25.

(First Floor)

One's Favorite Photograph Should be Framed in Silver

if it is given a place of honor on the dressing table or mantel. There is always a distinct compliment implied by a sterling silver photograph frame. The Jewelry Store has a quite unique collection of sterling silver photograph frames to fit almost every possible size of picture. There are round, oblong and oval frames, plain, engraved and engine turned; all, however, are up to a certain standard weight. In prices the range is \$2.50 to \$105.

(Main Floor)

New Figured Crepe de Chine in the Tiniest Patterns

Making the daintiest effect on the white background of the silk itself. You may take your pick of jade, beige, navy, gold, rose, orchid or black, all are 40 inches wide and \$3.25 a yard. Most women buy three and a half or four yards for a dress, making a trifling cost for a delightful Summer dress.

(First Floor)

No Other Vanity Box Could Be the Same

Hundreds of women have said so since the new ones arrived at Wanamaker's.

New ones that are different—novelties, but decidedly useful novelties. Exquisite to see and splendidly made of the best leathers the master tanners of Europe can turn out. When being carried they are much like other rectangular vanity boxes, except the escrose finish is richer and finer and the colors—blue, purple, rose and gray—are more in tone with the season. But when they open both sides fall back like an unfolding flower. Inside are the daintiest of fittings, either gilt or two-tone enamel finish.

A perfume atomizer, a hairpin case, a powder case and a mirror are all on the inside and the price complete is but \$10.

(Main Floor)

Women's Lace Dresses—Uncommonly Good at \$50

A lace dress, whether long-sleeved or sleeveless, meets a multitude of occasions gracefully, and \$50 is remarkably little to pay for it. These are in white, sand, orchid, cornflower blue, navy, brown and black; are made of sheer and fine laces, or bold and effective laces; made up alone or combined with Georgette and finished with girdles of several sorts—beaded and metal among them.

(First Floor)

Fashion's Notes for Littlest Babies

Certainly—Dame Fashion looks after them, too, and undoubtedly saves the daintiest materials, the most delicate handwork for the youngest members of her following!

Little white slips of plain design, some gathered from the neck, or with yokes; others with fronts entirely pin-tucked, still others hemstitched and lace trimmed are 85c to \$3.

Hand-made slips, with yokes or tucks and beautifully embroidered, are \$1.25 to \$5. Flannellette petticoats, 60c to \$1. Flannel petticoats with hand-sealed edges, \$1 to \$4.75. Nainsook petticoats with tucks or ruffles of embroidery, many lace trimmed, are \$1 to \$3.50. Shirts, 60c to \$2.50. Flannel binders, 25c to 40c. Socks, white with pink or blue, 35c to \$1.25 a pair. Diapers, priced according to size, are \$1.35 to \$2.95 a dozen. Nursery pads, 35c to \$1.00.

(Third Floor)

Salt Water Isn't for the Hair

The ocean is a mighty fine place for swimming, but women who spent the week-end at the seashore are regretting its effect on the hair. But in the

Salon de Beaute

one may get rid of that very sticky feeling by having a delightful, thorough shampoo—every particle of sand and salt will be gone, and the hair will be ready for the marcel or round curl.

(Third Floor)

Table Linen You Can Depend On, \$3.50 a Yard

Heavy, full-bleached, pure flax Irish damask, 70 inches wide, in four good patterns, goods of the kind that give genuine service for every cent they cost. Price, \$3.50 a yard.

(First Floor)

Brushing Up the House, Outside and In

Is one of the endless tasks made easier when the proper helpmates are at hand. Cotton dusting brushes for every use—and good brushes, too—are in the Housefurnishing Store at surprisingly small prices for so much service.

Floor brushes, with 4-foot handles, \$1.50 to \$3. House wall dusters, 4-foot handles, \$2 and \$2.10. Handle dusters for house, \$1 and \$1.25. Handy handle duster, for pictures, etc., 65c. Dust mop and floor polisher, \$1.35 for mop head, 65c for handle. Yacht mop, \$1.

(Fourth Floor)

The Cotton Remnant Sale Could Be Called a "Good-Luck Sale"

Because every piece of gingham, voile, linen, percale or organdie seems like a bit of good luck acquired for an almost insignificant price! Mothers are planning the children's school wardrobes—most of these cotton remnants are exactly right for the child's frock, though many would make dresses for mother herself. Keep this important fact in mind—prices are a third to a half less.

(First Floor)



A Remarkable New Phonograph

For all outdoors. It is light, easy to handle, plays any 10 or 12 inch disc record with the volume and sweet tone of an expensive machine and costs

Only \$10

"The Yale," a phonograph that, in Philadelphia, is exclusively at Wanamaker's and a machine that seems destined to create a sensation in the music world.

Its playing qualities are remarkable for so small and inexpensive a machine. For canoeing, camping, motoring, picnicking, for hours of sport on the beach, for anywhere outdoors it is hard to imagine a more practical investment.

The mahogany-finished box is 10 inches square and 5 inches high. On top is a revolving record rest and nickel-plated, removable sounding arm.

In all the machine weighs only 4 1/2 pounds and a child could easily carry it from place to place. The winding crank, which also is nickel plated, is detachable so as to remove all incumbrances for packing and mailing.

But the big thing is the playing and **The Yale Phonograph has an "Exhibition Reproducer"**

which has become famous on phonographs the world over as the best, clearest, most satisfactory reproducer obtainable. This astonishing playing power, these endless hours of sport cost only \$10—and any one buying a "Yale" phonograph for the vacation and later desiring to invest in a better machine between now and Dec. 1st, 1922, can bring the "Yale" back and have the full TEN DOLLARS purchase price CREDITED on the new instrument. A special introductory offer to prove our faith in this phonograph.

(Second and Seventh Floors)

Also a Sale of Records at 25 Cents Each

Clarion flat disc, 10-inch records, that can be played on any phonograph that plays that type of record, including the new "Yale" machine. About 4000 records are in the lot—including 50 different popular vocal and instrumental selections. And every record is at least half price as long as the lot lasts.

(Second Floor)

When Beautiful China Is Marked "Royal Doulton"

It is something more than beautiful—it is the finest of its kind. New tea sets from England come in deep ivory, green or lavender, with black handles and edges, and an unusual design in black and color. 24 pieces in a set, including 6 cups and saucers, 6 plates, sugar and cream set, tea pot and square cake plate. \$100.

(Fourth Floor)

Women's Japanese Pajamas

Two-piece sorts, all with the firm close hand embroidery which the Japanese do so well. One habutai style is the middy, price \$13.50; and one the regulation, prices \$12.50 and \$13.50, and one is of a much heavier silk with flat, simple frogs of self-materials, price \$15.

Each may be had in pink, blue, orchid and black.

(Third Floor)

Blanc de Paris Is Back Again

After two years the French Blanc de Paris has come back and friends by the thousands are happy.

It is an ideal cleaner for white shoes, made expressly in France for Wanamaker's. The price is 25c the jar.

(Main Floor)

More Furniture, Better Furniture, Lower Prices—

These will be the three distinguishing marks of the August Sale of Furniture opening next Thursday, July 27.

More Furniture

The sale will have for its basis what is reasonably believed to be the largest, finest and most satisfying assemblage of furniture in any retail store in the world.

Floor displays covering several acres will be backed by a warehouse full to overflowing. Imagine the largest furniture display you have ever seen outside of Wanamaker's multiplied at least three times.

It is in such a stock as this that you are most certain of finding the furniture you want. The stock has practically no limitations except that it is confined exclusively to furniture of dependable quality.

Better Furniture

It is a long time since we began the movement for better quality in furniture.

We got right down to the details of construction; and we insisted on improvement. We had dust-proof construction introduced into bureau drawers in which nobody dreamed of seeing such a feature.

We had inferior woods eliminated from the interiors and replaced by sycamore, maple and mahogany.

(Fifth, Sixth and Seventh Floors)



We had interiors finished and shellacked that previously had been sent out in the raw. The newest advance along this line of improvement is the

All-Hair Filling in All the Overstuffed Furniture

Curled hair is by far the best and most satisfactory filling for overstuffed furniture. All our overstuffed furniture is guaranteed to be filled with curled hair. No tow, no moss, no trash of any kind.

Lower Prices

This sale will be noted for the splendid selection it will offer of desirable furniture at really worth-while savings.

Our standing in the furniture market is such that we can command quality. Our volume of business is such that we can insure for our customers economies obtainable nowhere else.

All of which this August Sale is going to prove.

Excellent Breakfast Cloths of Plain Linen \$4.50

Woven of a heavy but fine plain linen, with corded borders, and hemmed.

Bleached to a fine degree of whiteness and full of practical service. Price, \$4.50 each.

Napkins to match them, 15x15, inches, \$4.75 a dozen.

(First Floor)

Two Good Lots of Linen Napkins

One in dinner, the other in breakfast size.

Dinner napkins, 24x24 inches, of excellent full-bleached all-linen damask, in a fine pattern, \$8.75 a dozen.

Breakfast size napkins, of fine Irish pure flax damask, 18x18 inches, good as gold for the money—\$4.25 a dozen.

(First Floor)

Hatting the Yachtsman

It isn't a question of hatting, perhaps, since the smart head-gear of the sailor is the regular yacht cap of blue cloth or white duck. Blue cloth, \$3 and \$4. White duck, \$1 and \$2.50.

(Main Floor)

The Best Brogues That a Man's Money Can Buy

Not a bit too good when it comes to the last analysis, for after all the worth of shoes is the service from the point of months and how much they add to that hard-to-measure asset called "personal appearance."

The best brogue stands out with distinctiveness as none other could and is solidly good for endless wear. Scotch grain, sturdiest of all shoe leathers, is used. In color it is dark brown, almost chocolate.

Real brogueish in last, with full winged tip, perforations and saw-tooth edges.

And with it all the price is only \$13.50.

(Main Floor)

Clothes Simply Can't Jostle About

In the Famous Wanamaker Special WARDROBE TRUNK

A velvet cushion top closes down on the coat and dresses hangers when the lid is fastened.

An adjustable retaining bar holds the bottom of the garments of the wardrobe section fast in place.

Each drawer of the bureau section is held firmly by a continuous steel locking bar, fastened with a Yale lock.

Three points of distinction that combine with the other superiorities to make the Wanamaker Special the most practical of all wardrobe trunks.

And it is an almost wear-proof trunk.

The Gibraltarized corners, the welded steel frame in the bureau section, the metal-bound drawers are all protections against bumps and bangs.

With this strength are all other conveniences that make a wardrobe trunk worth having, and the price is only \$46.50.



(Fourth Floor)