

# Perhaps Hot Days Make It More Noticeable—but There Certainly Is a Wealth of Cool-Looking Things at Wanamaker's

## Exaggeration Is a Second Cousin to Falsehood

It may be safely said that the disposition of a large number of people is to overstate and color statements in conversation, not with evil intent, but apparently to increase the interest in the information being given.

Almost all large enterprises, accidents, hazards, events are magnified upon their first narration.

To be strictly accurate in conveying facts in word or printed statement is a habit worthy of cultivation in these days.

[Signed] *John Wanamaker*

July 25, 1922.

**50 Women's Wraps and Capes Drop to Half**  
Among the finest of the early Summer stocks, but sold down to one, two or three of a kind and being cleared out at \$45 and \$75—half of the original prices.

The materials are mostly duvety and light-weight bolivias, some beaded, some embroidered, some perfectly plain. They are in blues and soft tan

and brown shades mostly, are of beautiful texture and workmanship, and women with a keen eye for values will be eager to choose them for Fall wearing.

(First Floor)



## The First Fall Fashions Appear for Young Women

Just a little group of some navy blue Canton crepe, Romaine crepe and Georgette crepe dresses, scarcely two alike, but each one a study in itself in the way fashions are tending for Fall.

Notice, please, how all the draperies have switched to one or both sides where they take the form of flying panels or a cascaded effect. It leaves the back and front quite plain.

The necks are collarless, round or square and the waist line slightly higher with a girde, braided partly of the material, or it may be of festoons of colored beads.

But it is the sleeves that furnish the most interesting comparison. They are three-quarter length, widening to long points, or they are slashed into four panels, or they are leg-of-mutton shaped or of the peasant variety. Scarcely two dresses are alike in the sleeves.

Prices are from \$45 up to \$110, and sizes from 14 to 20.

(Second Floor)

## 100 Women's Afternoon Dresses Now \$15 and \$25

A bevy of dainty things of French voile, plain and figured, marquisette and swiss and linen—sometimes two fabrics are combined.

Some of the dresses are frivolous enough to be worn at informal little dances. Besides white there are delicate colors in the lot—orchid, cornflower blue, apricot, pink, yellow.

On some of the dresses the new prices mean a really substantial saving.

(First Floor)

## Corsets at Once Comfortable and Cool

Short corsets and short boning in longer corsets make for comfort, and the liberal use of tricot fabric and perforated elastic is responsible for greater coolness.

Corsets for riding, golf, tennis and all strenuous sports are in the better models at \$10 to \$25.

A perforated elastic corset is in mauve at \$22 and will fit even large women.

A hip confiner and brassiere, combined, is of soft suede fabric, exceedingly comfortable.

(First Floor)

## More Fancy Combs

are needed in Summer than at any other time if a girl or woman wishes to have her hair appear always beautifully dressed. Combs with ball effects come between the elaborately carved sorts and the wholly plain ones, and may be had at \$2.50 to \$3.50.

(Main Floor)

## New Arrivals From Japan

White habutai petticoats, heavily embroidered and made double to the hip, wonderful for \$6.75. Bath slippers, some of open straw work lined with Turkish cotton; some of cotton crepe, hand embroidered, pink, blue, rose and lavender, \$1 each.

(Third Floor)

## "Hidden Treasure"

Who doesn't thrill at the words! It is the same instinct in women that responds, and with more justification, to

## "Remnants" Especially Wanamaker Remnants

Charming dresses, blouses, skirts, shirts for the men folk (and goodness knows what not!) are all hidden treasures in the Remnant Sale. The season's good gingham, voiles, crepes, dotted swisses, percales, poplins, etc., are all here in usable lengths. All a third to a half off!

(First Floor)

## Plain Linen Handkerchiefs

for women are cut on true squares and hemstitched. Women often need such handkerchiefs in quantity, especially when going off and roughing it. 20c each. Men's plain linen handkerchiefs, hemstitched, are 35c and 45c.

(Main Floor)

## Some Women Like Silk Blouses to Wear Under Sweaters

There are any number of good styles in white crepe de chine or pussy willow taffeta. Accordingly, as the sweater is the slip-over kind or tuxedo, one would choose a Peter Pan collar or the straight roll collar. It may have a tiny pleated fill around the edge or be cross-tucked. Either is good.

Prices go from \$6.75 to \$9.85.

(Third Floor)

## Women's Silk Stockings With Open-Work Clocks at \$2.85 the Pair

New merchandise of a fine quality, absolutely perfect and considerably less than the market price. 9000 pair in all, including several smart styles and all sizes—but all are black.

(West Aisle)

## Peachbloom and Pearl White Are Lovely Glove Colors

The convenient strap-wrist gloves, with 5/8-inch cuffs, are equally lovely in the softness of their skins.

Women find them decidedly practical, too, as the doe-finished leather washes easily and the gloves can be quickly freshened after a wearing or two. Outseam sewn, with spearpoint backs, \$3.25 a pair. In 12-button length, mousquetaire style, \$5 a pair.

Other washable leather gloves, in strap-wrist style, are in white and chamois color at \$3 a pair. In 12-button length, \$4.75 a pair.

(Main Floor)

## Old-Fashioned Sashes

and girdles of softly crushed satin ribbon are lending a refreshing touch to women's light and dark dresses.

Lustrous satin-faced taffeta ribbon is 7 inches wide, in pearl gray, turquoise, green, burnt orange, brown, periwinkle, Copenhagen, rose red, at \$1 a yard.

(Main Floor)

## The August Sale of Bedding Begins on Thursday

The regular half-yearly event that always takes place in conjunction with the great furniture sales.

It will comprise the entire stocks of mattresses, pillows, bolsters and bedsprings at the largest savings offered on such a fine selection in a long time.

As in the Furniture Sale, selections may be made on Thursday and dated from August first.

(Sixth Floor)

## Little Fittings in a Handbag Are Boon Companions on a Journey

It has gone further than that, for many women won't travel with any kind of a handbag but the fitted one.

But who could blame them with so many beautiful fitted bags to select from?

First, the little vanity box that opens at both ends and discloses tidy little fittings in gilt or enamel that

(Main Floor)

match the high sports colors of the ecraze finish outside. Price, \$10.

Deep handbags, in soft, fine morocco in the pastel shades. The fittings are generous in size and beautiful in the matching enamel finish. Price, \$20.

Really overnight bags, so large are the black, cross-grain morocco bags with large gilt fittings. The best one is marked \$47.50.

## Men Are Just Beginning to Realize What an Opportunity This Clearaway Offers to Stock Up With

### Shirts and Neckties

In brief, here's what it means—the fresh, clean, good Wanamaker stock of shirts, virtually all of them, priced so close to half that the difference doesn't matter.

There are still 5000 good neckties at 35 cents—in reductions ranging from not quite a half to not quite two-thirds. Then there are thousands of better ties at 85 cents.

Even the first great day hardly took a

(Main Floor)

ripple off the shirt stock. Thousands left—white madras with self-stripes, woven madras with colored stripes, finest silk and cotton and poplin, and the new prices are \$1.55, \$1.85, \$3.65.

(Main Floor)

# With the Largest and Finest Stock of Furniture Ever Assembled by Any Store, the Wanamaker Great August Furniture Sale Opens Thursday Morning

## A Big Shower With a Cooling Douse—and the Price Is Special, \$7.50

It seems to wash away the heat, at the same time fits right in the bath tub, can be rigged up in a few minutes and doesn't require plumbing changes or other expense.

And a large curtain keeps the spray from soaking the whole bathroom.

The shower, the circular curtain rod, the curtain and a long rubber hose with spigot connection are included in the special price.

(Fourth Floor)

## Trousers Travel Wrinkle-Less

but "creaseful" where creases ought to be for a well-pressed look, when they travel in the heatless Travel Press.

And the press folds up small enough to go in a suit case. Price \$1.

(Fourth Floor)

## Imported China Cereal Sets of Merit—\$6

New shapes. Choice of four pretty conventional decorations.

Set consists of six large cereal jars, six small spice jars, one oil bottle, one vinegar bottle and one salt box.

Sets of good merit at the money—\$6.

(Fourth Floor)

## White Enamel Shelves for the Bathroom

Many are the uses people find for them in most every bathroom.

Toilet lotions right at hand; nice for extra towels; in fact, there is no end to the things shelves are used for.

And particularly sturdy sets of three shelves, 25 inches high, 23 inches wide and 6 1/2 inches deep, priced \$3.35.

(Fourth Floor)

## It's Easy to Eat Corn on the Cob

Even a man without teeth can do it comfortably and the usual annoyances are removed for every one when a corn splitter is beside the plate.

It splits the hulls, allowing the corn to come out easily, and the tough, indigestible part remains on the cob.

Individual corn splitters are 25 cents each, \$2.75 the dozen.

(Fourth Floor)

## Any Scissors Today! All Kinds, 50c

Scissors for finger nails, for button holes, for the cuticle, for embroidery; pocket scissors or the straight, long scissors of many uses.

And any one for the same price.

(Fourth Floor)

## The Best Brogues of a Whole Season Have Come for Men

That is, the best within dollars of the price, which is \$9.

Splendidly made of Scotch grain calfskin. They are the blucher type, a mighty manly shoe that so many men prefer, with the straight tip, slightly perforated.

The soles are solid and good, being made of white oak, and inside is a fine, soft lining of bleached calf.

(Main Floor)

## Poor Man—

Self-sufficient in his wisdom.

The bower of all that is shrewd and right.

What a monarch he is in the business world and how long it has been his privilege to come home each evening— all done out after a hard day at the office keeping the electric fans going—and rant and rave over what slaves women have become to fashion.

And all the while he has had his own life in bondage.

He has been sizzling and sweltering and steaming away the whole Summer through because he is an everlasting slave to custom—the custom of being hot and uncomfortable and all on pins and needles in a heavy woolen suit, when

## There's Coolness and Comfort and Style in Tropical Suits

Getting into one on a hot day is like getting a breath of an ocean breeze, it gives a new grip on life.

And tropical suits that are tailored to perfection—tailored to stay good looking as long as the cloth holds together—are at Wanamaker's between \$18 and \$32.

(Third Floor)



## The Men's London Shop Will Start the Annual Clearaway of Smart Summer Wearing Apparel on Thursday Morning