

Established 1861

WANAMAKER'S

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Philadelphia, Penna.

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Also in New York, London and Paris

Fashions by Parcel Post from the Wanamaker Store

If You Would Like a Trip to Our Store and Can't Come, Let Us Bring a Part of It to You

JOSH BILLINGS was right about the postage stamp, but it does more though than deliver the letter—it brings, in this case, the Wanamaker Store service to your front door, whether you live a mile or a thousand miles away.

We print here some of the fashion news and merchandise news from "Store and Home"—the book that tells of Wanamaker merchandise which may be sent by mail. If you are interested, won't you send your name and address to the Mail Order Bureau, Wanamaker Store Philadelphia, and "Store and Home," with its interesting fashion notes and news of the Store, will be sent to you from time to time?



WITH the warm winds of summer and the long, lazy days, comes the thought of the summer outing to the seashore, mountains, or perchance a longer trip on the water. Intruding upon the plans of where to go is the ever insistent question of clothes, and how to plan the wardrobe, so that without being overburdened with too great an amount of luggage, it will answer the requirements and the many needs of travel, sports and general wear. To be well equipped for these various needs, it is a wise plan for the woman of limited income to have several inexpensive and simple gowns, rather than fewer more elaborate and costly ones. Summer, the season of gayety and brilliant colorings, brings with it soft frilly clothes, which have an air of sprightliness—this being particularly true of this season's models, with the mode so decidedly "la feminin."

NO summer wardrobe is complete without at least one of the lovely wide sun hats that are so picturesque and becoming. Some of these are made of the new Wen Chow straw, a soft pliable loosely woven straw, in dark green, blue or black, while others are of the old-fashioned basket weave, which is in favor again. For the woman who is looking for something unusual is a model of Chinese grass straw, with trimming of tiny flowers embroidered in worsted; and to vie with the hand-painted hats are the wide leghorns, with top and crown of early flowered chiffon.



Callot

Paquin

LANVIN features the basque in a number of styles, two of which are shown here. The model in the center, with its quaintly pointed basque, is reminiscent of the Second Empire, while in the little frock on the right we find notes of a later period. Callot leans toward very full ruffles, while Paquin and Jenny show a partiality for the draped skirt.



Lanvin

Jenny

Lanvin

Three Unusually Pretty Dresses

E-5200. This very smart dress is of voile, with pin stripes forming wide stripes. It is made attractively with wide hemstitched white lawn stole collar, vest and turn-back cuffs. A wide ribbon belt and silk cord lacing make an unusually effective finish to the waist. The full skirt has two wide tucks above the hem. Can be had in gold-and-white, green-and-white. Sizes 14 to 20 years. Price \$6. Packed 20 ounces.

E-5201. Unusually good-looking sports dress in a smart combination of white and striped gabardine. The blouse is of white, while the collar, cuffs, belt and skirt are of the striped material. It comes in gold-and-white, green-and-white or navy blue-and-white. Sizes 14 to 20 years. Price \$9. Packed 34 ounces.

E-5202. Exceptionally pretty dress of Shantung pongee, made with straight, loose Russian lines and gathers at the waistline, from which pleats fall to the bottom of the skirt, forming a panel in the centre. The roll collar is deep in the back, while the double belt is of self-material. The embroidered designs on the front, collar and cuffs give a very smart finish to the dress. Comes in natural color, embroidered in Delft blue. Sizes 14 to 20 years. Price \$13.75. Packed 32 ounces.



E-5201—\$9

E-5202 \$13.75

E-600. The very smartest of afternoon frocks is this model, which is made in sports style. The loose-fitting blouse is of Copenhagen crepe de chine, and the collar, tie, cuffs and skirt are of white crepe de chine. This is an unusually attractive dress for afternoon wear and one which will be suitable for many occasions. Sizes 34 to 40. Price \$15. Packed 30 ounces.

E-601. The general needs of vacation and sports wear are met in this model, which is a combination of plain and striped pongee. The skirt, belt, cuffs, collar and tie are of green and natural stripe, while the blouse with its full-pleated tunic is of the plain. Sizes 34 to 40. Price \$12.50. Packed 30 ounces.

E-602—Very appropriate for sports wear are these tan Russia calfskin lace oxfords with rubber soles and wedge heels. Sizes 2 1/2 to 7. Widths AA to D. Price \$5 pair.



E-602—\$5

E-603—\$6



Sports Apparel Touches the Summer Fashions at All Points

E-600—\$15

E-601—\$12.50

E-603—Women's sports shoes of white buckskin in lace style, with rubber soles and wedge heels. Sizes 2 1/2 to 7. Widths AA to C. Price \$6 pair. Packed 32 ounces.

Women's Shoes in Fashionable Summer Styles

Smart Colonial Pumps and Serviceable Oxford Ties



E-2900—\$4

E-2901—\$3

E-2902—\$5

E-2903—\$3

E-2904—\$4

E-2908—Women's white canvas tongue pumps, with white leather soles, covered Cuban Louis heels. Very smart and attractive style. Sizes 2 1/2 to 8. Widths AA to D. Price \$4 pair. Packed 26 ounces.

E-2905 \$4

E-2909—Women's strap sandals, with leather heels. A very smart style. Comes in patent leather or dull leather. Sizes 2 1/2 to 8. Widths AA to D. Price \$3. Packed 25 ounces.

E-2909—\$3

E-2907 \$4

E-2910—Women's dull black calfskin blucher oxfords, with four eyelets, welted soles, Cuban leather heels. Sizes 2 1/2 to 8. Widths AA to D. Price \$4 pair. Packed 29 ounces.

E-2911—\$3

E-2911—Women's tan calfskin lace oxfords, with Cuban leather heels. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 28 ounces.

E-2912—Women's soft black glazed kidskin, one eyelet tie, and mediumly low heels. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 20 ounces.

E-2912—\$3

E-2913—Women's dull calfskin Colonial tongue pumps, with buckle to match, and having Cuban leather heels, welted and stitched soles. Also to be had in patent leather. Sizes 2 1/2 to 8. Widths AA to D. Price \$5 pair. Packed 27 ounces.

E-2914—Women's Washington tongue pumps, with welted and stitched soles, Cuban Louis leather heels. Can be had in patent leather, dull black calfskin and black and glazed kidskin. Sizes 2 1/2 to 8. Widths AA to D. Price \$6 pair. Packed 29 ounces.

E-2914—\$6

E-2900—Women's patent leather or dull black calfskin tongue pumps, with thin turned soles, covered Cuban Louis heels. Sizes 2 1/2 to 8. Widths AA to D. Price \$4 pair. Packed 20 ounces.

E-2902—Women's new pumps with short tongue, Cuban Louis heels, welted soles and leather bow. Come in black glazed kidskin, tan calfskin, or patent leather, with white calf panel. Sizes 2 1/2 to 7. Widths AA to D. Price \$5 pair. Packed 21 ounces.

E-2903—Women's dull black calfskin pumps, with narrow toes, medium low heels, and gros-grain ribbon bow. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 23 ounces.

E-2904—Women's strapped sandals, with welted soles and high heels. Come in patent leather, dull black kidskin and bronze kid. Sizes 2 1/2 to 8. Widths AA to D. Price \$4 pair. Packed 20 ounces.

E-2905—Women's dull black calfskin lace oxfords, with broad toes, welted soles and low flat heels. Also come in tan calfskin. Sizes 2 1/2 to 7. Widths AA to D. Price \$4 pair. Packed 20 ounces.

E-2906—Women's patent leather lace oxfords, with plain toes, welted soles, Cuban leather heels. Sizes 2 1/2 to 7. Widths AA to D. Price \$4 pair. Packed 29 ounces.

E-2907—Women's soft brown glazed kidskin, four-hole ties, turned soles, Cuban leather heels. Also to be had in dull black calfskin or with patent leather vamp and dull kid back. Sizes 2 1/2 to 8. Widths AA to E. Price \$4 pair. Packed 28 ounces.

E-2908—Women's patent leather Colonial tongue pumps with buckle to match, Cuban Louis leather heels, welted soles. Also to be had in dull calfskin. Sizes 2 1/2 to 8. Widths AA to E. Price \$4 pair. Packed 30 ounces.

E-2915—Women's patent leather Colonial tongue pumps with buckle to match, Cuban Louis leather heels, welted soles. Also to be had in dull calfskin. Sizes 2 1/2 to 8. Widths AA to E. Price \$4 pair. Packed 30 ounces.

E-2901—Women's Colonial tongue pumps, with buckles to match. Comes in patent leather and dull black calfskin. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 22 ounces.

E-2902—Women's new pumps with short tongue, Cuban Louis heels, welted soles and leather bow. Come in black glazed kidskin, tan calfskin, or patent leather, with white calf panel. Sizes 2 1/2 to 7. Widths AA to D. Price \$5 pair. Packed 21 ounces.

E-2903—Women's dull black calfskin pumps, with narrow toes, medium low heels, and gros-grain ribbon bow. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 23 ounces.

E-2904—Women's strapped sandals, with welted soles and high heels. Come in patent leather, dull black kidskin and bronze kid. Sizes 2 1/2 to 8. Widths AA to D. Price \$4 pair. Packed 20 ounces.

E-2905—Women's dull black calfskin lace oxfords, with broad toes, welted soles and low flat heels. Also come in tan calfskin. Sizes 2 1/2 to 7. Widths AA to D. Price \$4 pair. Packed 20 ounces.

E-2906—Women's patent leather lace oxfords, with plain toes, welted soles, Cuban leather heels. Sizes 2 1/2 to 7. Widths AA to D. Price \$4 pair. Packed 29 ounces.

E-2907—Women's soft brown glazed kidskin, four-hole ties, turned soles, Cuban leather heels. Also to be had in dull black calfskin or with patent leather vamp and dull kid back. Sizes 2 1/2 to 8. Widths AA to E. Price \$4 pair. Packed 28 ounces.

E-2916—Women's Colonial tongue pumps, with full round toes, low broad leather heels. Come in patent leather, dull black calfskin and white canvas. Sizes 2 1/2 to 8. Widths AA to D. Price \$3 pair. Packed 30 ounces.

E-2917—Women's lace oxfords of a good quality of white canvas and having full round toes, welted soles and low flat heels. Sizes 2 1/2 to 8. Widths AA to E. Price \$3.50 pair. Packed 32 ounces.

Address all orders for Merchandise to John Wanamaker Philadelphia