

Organ Plays at 9, 11 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

Busy Days at Wanamaker's and a Wonderful Sale Drawing Near

Like Begets Like
A spavined horse and a scabby driver.

Royal blood in man or beast is a privilege and honor. To be the son of a mother such as Queen Victoria was the richest inheritance a man could have.

There is an aristocracy of birth, honors and gifts.

Whoever dances with wild horses or wild men and women at cheap "movies" or with lewd literature, pays the price in the ruination that follows.

[Signed] *John Wanamaker*

July 19, 1921.

A New Hat Often Puts a New Color in a Woman's Life

Particularly if she is tired of the old hat. And especially if the new one is extra becoming.

Much of our prettiest millinery is now greatly lowered in price for quick dismissal.

(Second Floor, Chestnut)

Young Women's New Corded Jersey Dresses at \$13.50

This smart-looking corded or ribbed jersey is a new material. "Laine de journe," the fashion-writers call it.

The Young Woman's Store is among the first to show it in the ever-popular sleeveless dress.

Made in a simple, straight-line model, with V neck, armholes and pockets bound with fancy mohair braid, and narrow belt of suede.

The colors—navy, old blue, beige, terra cotta—are especially pretty in this soft-ribbed wool material.

The very frock for Miss 14 to 20's stay at mountains or shore. And very specially priced at \$13.50.

(Second Floor, Chestnut)

All the Women's Knitted and Brushed Wool Capes for Less

These are the finer capes and cloaks, some entirely of brushed wool, others knitted, with brushed wool collars and fronts, or finished with long fringed scarfs.

Every woman knows how soft and warm they are for Summer evenings at shore or mountains.

And the colors are just what they can most use—both white and pastel shades, and darker, more serviceable hues.

Now \$25 to \$47.50—which is a third less than former prices.

(First Floor, Central)

Four New Models in Sheer Summery Overblouses

have come in, whose daintiness and moderate prices will win them a place in the top tray of many a vacation trunk now in process of packing.

Three models come in Georgette crepe of fine quality, colors white, flesh and bique. One is trimmed with smart criss-cross tucks, with short sleeves and round neck finished with pleated Georgette frill, with lace edging, \$3.85.

Another has the Peter Pan collar and short sleeves trimmed with double lace edging, and the graceful bib effect so suited to the jumper blouse or dress, \$3.85.

A collarless model in Georgette is trimmed handsomely with various laces, including imitation flit; price, \$5. The fourth model is of white tricolette, with short sleeves and the soft, roll-over collar shown on so many of the advance Fall models, \$5.

(West Aisle)

Specially Good Values in the Women's Shoe Clearance

A two-strap pump of lightweight tan calfskin, with Cuban heel, welted sole, straight tip and thoroughly good lines, for \$4.75—\$3 less than its regular price.

A one-strap slipper of patent or dull leather with plain vamp and Louis heel, for \$5.75—less than half its regular price.

A smart gray suede pump with two buckled straps and military heel, for \$7.75—regularly \$5.50 more.

A fawn buckskin one-strap pump with wing tip and heel foxing of tan calfskin, and moderate Cuban heel, for \$9.75—regularly \$5 more.

These, picked at random, are representative of the many good styles to be found on the shoe clearance tables.

Conservative oxfords in black or tan calfskin, brown or black kidskin, and dressier pumps and slippers of various materials and colors.

Priced now from \$4.75 to \$9.75, irrespective of former figures.

(First Floor, Market)

The Cotton Remnant Sale Continues

to furnish fascinating "pickings" for the thrifty, with prices averaging one-third to one-half below regular figures.

Recent reinforcements of new pieces keep the assortment up-to-the-minute in the wide range of materials, gingham, percale, organza, voiles, swisses, skirtings—and representation of all colors and shades that the rainbow was ever responsible for.

All varieties of lengths, too, from one yard to enough for a dress pattern.

(First Floor, Chestnut)

Serviceable Cotton Bloomers

are an article of underwear that a woman likes to find well made, comfortable and moderately priced.

We have them in both flesh and white in cotton crepe and in batiste, plain styles, \$1.50; lace trimmed, \$1.75.

(Third Floor, Central)

An Attractive Collection of Linen Dresses for Women—Special at \$16.50 to \$30

We don't know where anything prettier than these smartly fashioned linens can be found for anything like these prices.

The linen is fine and the lines are clever. They are charmingly made in a dozen different styles, some of them hand drawn, others finished with distinctive little touches in the way of collar and cuffs, neck frills, buttons.

There are browns, blues, white, tan, grays, rose, orchid and primrose yellow. Sizes are 34 to 42.

And the prices are but \$16.50, \$17.50, \$19.50 and up to \$30—with a very attractive choice at the lower prices.



(First Floor, Central)

"Just What You Were Looking For?"

The Housefurnishing Store is like a huge conjurer's bag, out of which something new or something that you especially needed is always being produced. Note, for instance—

Household Baskets, cylinder shaped, made of strongly-woven Chinese bamboo, coming in five different sizes and filling an almost infinite range of needs, from the needle-woman's scrap basket to the seedsman's seed basket or the handy vegetable container in pantry or kitchen; prices \$1 to \$2.

Sturdy Webbing Trunk Straps that so many people have asked for are in and most reasonably priced, 5c a foot, starting with 35c for seven feet. The clasp has automatic release as well as catch.

Ivory (imitation ivory) Napkin Rings, alike useful in the dining room of the Summer hotels or the small private Summer cottage or bungalow, 45c each, \$5 a dozen.

Hangers for Women's Garments. An unusually high grade. The rubber-protected hook won't catch in and tear a lace or other dainty fabric; the little rubber tacks are guaranteed not to come out, and the enameled surface (white, pink or blue) is smooth as a cat's fur. Waist hangers, 18c each; dress hangers, 20c.

The reliable razor at the special price of 75c which startled one man into asking whether it could be good at that price and another and wiser man into buying six of them. It is of guaranteed quality steel, in light and heavy weight—an unusual value.

Iceless Refrigerators—those singular-looking but efficient containers for meat, fruit, milk, etc., which are made of a snowy white porous composition which cools through evaporation. Four sizes, \$2.75 to \$7.50.

(Fourth Floor, Central)

If Undergarments Could Be Fashioned From Rose-Petals

and trimmed with the "Queen Anne's lace" now growing in luxuriance in the fields, they could scarcely be softer, lovelier and more fresh looking than two models in envelope chemises that have just come in, and they certainly wouldn't stand tubbing as these will.

One of the dainty garments is of flesh-colored tub satin, with top of tucked Georgette and ribbon strap over shoulder. The other is of flesh-colored crepe de chine, with top of Georgette, trimmed with fine tucks and lace, and shoulder straps of Georgette and lace. Each style is \$5.

(Third Floor, Central)

The Right Collar and Cuffs

are half the dress. Nothing could be prettier than these organdie sets at \$1 and \$1.50. Tuxedo roll collars and cuffs with embroidered dots in white and colors. Or ruffled edge collars and cuffs—all specially priced.

(Main Floor, Central)

For Summer Reading

"Pan," by Knut Hamsun. The third of this Norwegian's works to be brought out in America is a strange, lyrical story in which the young Lieutenant, who lives with his dog at the edge of the forest, tells of his love for the sophisticated girl who is at first so attracted by his amazing simplicity. Price \$2.

"A Lantern of Love," by Della Macleod. The romance of an idealistic Southern girl, who lighted for a once-seen stranger a "lantern of love." Price \$2.

(Main Floor, Thirteenth)

Frills Down the Front

are in fashion again—and so becoming that everyone is glad to have them back. Frilled guimpes in delightful styles are \$5 to \$25.

(Main Floor, Central)

A Silken Scarf Has Many Uses

It completes the collarless dress. Often it is big enough to serve as an out-and-out wrap. Always it is graceful, if correctly worn. Wide and long scarfs of artificial silk, fringed at the ends, are \$4 to \$8. Navy blue, black, gray, orchid, tan. All-silk scarfs from \$15 to \$22.50.

(Main Floor, Central)

Silk Crepe Handbags in New Styles

Some of them really advanced fall styles and all good.

In gray, beige, black, white and some extremely effective black-and-white combinations.

With covered frames, sometimes with metal trimmings, and shell finish frames.

In a variety of shapes. Prices \$5 to \$13.50.

(Main Floor, Chestnut)

Boys' Sturdy Blucher Oxfords for \$5

Well built, good-looking shoes of black and dark tan calfskin.

With medium broad toes, wide shanks and low heels—just like Father's shoes.

With the style that boys like and the wear that parents will appreciate.

(Main Floor, Market)

Women's Handkerchiefs of Sheer Linen Extra Good at \$3 a Dozen

Of fine Irish linen, hemstitched and with neat narrow hems.

They are a new arrival and are of an exceptionally good quality at the price we have marked on them—\$3 a dozen.

(West Aisle)

Kennebec Canoes Are Famous

for their good lines, perfect balance and excellent service.

Still good selection in 16, 17 and 18-ft. sizes.

Kennebec models, \$77.50 to \$100.50.

Kino models, \$79 to \$108.

Torpedo models, \$97.50 to \$120.50.

Outboard models, \$90 to \$112.

Maine Guide models, \$75 to \$80.

Paddles, cushions, back rests, blankets and other canoe accessories.

(The Gallery, Juniper)

Yes, Mrs. American Citizen, We Will Have Better Furniture and for Less Money

Next Week When We Start the Wanamaker Famous 1921

Great August Sale of Furniture

THE basic facts about it of interest to the public are just these:

—More furniture than has ever been offered for sale at retail.

—Better furniture than at any time before.

—Greater values than at any other time or at any other place.

There will be many August sales. Ever since we first began these August sales the desire to do likewise has grown and spread until there is hardly a town in the United States without its regular August Sale of Furniture, as much like the Wanamaker Sale as it is possible to make it.

12,000 Pieces of Furniture on Display

and over and over as much again in warehouses, ready at hand.

Just as there is and just as there can be only one sale with such economies and such varieties, so also there can be only one sale with such qualities.

It is in the quality that the value lies. Wanamaker furniture is all of it furniture of admirable qualities. We have plenty of inexpensive furniture, but never any cheap furniture.

But there is only one Wanamaker August Sale of Furniture. There has never been but one.

There is only one store that buys in such great quantities as to justify the manufacturers making such low prices as they do make to this Store.

There is only one Store that can turn over to its customers the economy-profits made possible by the buying of bedroom and dining-room and library suits, by the hundreds instead of by the few dozens; only one Store that can order chairs by the thousands, only one Store that can offer you direct selection from more than

We have none of the kind that "will do for two or three years."

All that we have is designed for lifetime service and capable, both in structure and in beauty, of going on down through the generations to come as prized possessions.

Good furniture is the only kind that any one can afford to buy at any price.

In the Wanamaker Sale

Starting Wednesday, July 27

you will find all good furniture, and

At New Low Prices That Will Be Amazing

Make your selections next Wednesday, Thursday and Friday. The transactions will date from August 1st.

White Veils

Not the wedding kind, but the kind that lead to weddings. Every woman looks her prettiest in them. Fancy white meshes, 60c to \$1.50 a yard. Made veils, \$2 to \$4.

(Main Floor, Central)

Fine Dinner Napkins \$10.75 a Dozen—Saving a Third

These are napkins of a fine grade, woven of pure linen, full-bleached and in a choice of handsome floral patterns. They are in dinner size, 22x22 inches, and the price, \$10.75 a dozen, represents a saving of a clear third from what they have hitherto been selling for in our own stock. Only the fact that there are no napkins to match them could bring such excellent goods at so low a price.

(First Floor, Chestnut)

Irish Linen Toweling at 45c a Yard

You probably know what a good, bleached, heavy Irish linen crash is. You will easily recognize it in this new lot of goods. This is a crash of the genuine sort, some in red and some in blue borders, all of it 17 inches wide.

The price, 45c a yard, represents a considerable come-down from values prevailing in recent years.

(First Floor, Chestnut)

A Tempest in Teapots at Halved Prices

It means that we are offering a lot of decorated china teapots at prices halved.

There is a large assortment, but not many of any one kind. These teapots are of china, mostly in solid colors—green, and some in brown, all with decorative borders in contrasting colors.

Prices, \$1, \$1.25, \$1.50 and \$1.75 each. Up to now they have been twice as much.

(Fourth Floor, Chestnut)

Imported Rush Rugs for Porch and Bungalow

Made of eighteen-inch blocks in a variety of colors.

9x12 ft. \$35.00
7.6x10.6 ft. \$25.00
6x9 ft. \$16.50
4.6x7.6 ft. \$10.50
3x6 ft. \$6.50

Strongly made in one piece.

9x12 ft. \$25.00 and \$28.50
8x10 ft. \$19.00 and \$23.50
4x7 ft. \$12.50
3x6 ft. \$6.00

(Seventh Floor, Chestnut)

Block Printed Bedspread Sets Cool and Decorative

Among bedspreads that combine the greatest coolness with a furnishing quality that is dainty and refreshing, these are probably supreme.

They are of bleached muslin, block-printed by hand in floral designs. Each has a series of medallion-like wreaths around the border and a center medallion in a floral frame.

Both the spread and the bolster-piece have scalloped edges and the spread has the regular cut-out corners.

Prices, \$7 in the single-bed size and \$8 in the double-bed size.

(Sixth Floor, Central)

When a Man Can Get a Good Panama Hat for \$5

he will find it a real investment.

We have lowered the prices of some of our good Panama hats to \$5 each. There are natural and telescope shapes in the lot and a few Alpine shapes.

All selected goods and not to be confused with most lower-priced Panamas.

(Main Floor, Market)

Men's English Wool Golf Hose for \$1.50

Footless hose of all-wool in brown heather mixtures with fancy tops.

Unusually good looking and at the lowest price which these fine goods have sold for some time.

Golfers will take advantage of this opportunity to buy all they can use.

(Main Floor, Market)

Men's Woven Madras Shirts Mighty Good for \$2.50

We have 150 dozen of these shirts, all of good, clean woven madras in soft-cuff, plain negligé style. As satisfactory Summer shirts as a man could wish for.

In a variety of striped designs and in a good range of colors.

All sizes in the lot.

(Main Floor, Market)