

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
Fair

Good News for People Who Want New Outfittings for the Week-End

Just as a Mirror Gives Back Your Image

So do the plants, leaves, clouds, storms, the sunrise and sunset, speak daily to our eyes, ears and senses some helpful message, if we care to take it.

Every rock the basis of strength, a blossoming tree, perfumed flower, withered leaf, broken limbs in the forest after a stormy night, have suggestions for us for our profit and pleasure.

Nature as well as art are untiring teachers.

This fourteen-story storage magazine of the world's confections is a vast school to many who care to study it.

(Signed) *John Wanamaker*

July 21, 1921.

Georgette and Satin Millinery Very Modestly Priced

Large hats of white or navy blue georgette with flower wreaths, grapes or other garniture.

Smaller hats of satin in white or black.

In both, the materials and the results are exceptionally good for the very low prices marked.

(Second Floor, Chestnut)

Every Cotton Frock in the Young Women's Store Has Had Its Price Lowered

This is the season when young women are expecting to find lowered prices on Summer frocks.

And they will not be disappointed here.

Every crisp gingham, every cool voile, every dotted swiss, every dainty organdie and linen and ratine—every cotton or linen frock in the Young Women's Store, in fact—has had its price lowered.

The simplest morning frocks and the most flower-like and butterfly-like afternoon and evening frocks are included.

They have been among the most admired cotton frocks in town.

Extremely desirable at their original prices, they are unequaled values now.

Sizes are 14 to 20.

Nearly all the finer silk dresses are also much lowered in price.

(Second Floor, Chestnut)

New Crepe de Chine Unusually Good at \$2 a Yard

Crepe de chine is about the most desirable of silk fabrics today. We have just received a notable and interesting new shipment to sell at \$2 a yard.

It is 40 inches wide and of a particularly excellent and desirable quality, decidedly superior to the average run of goods sold at this price.

Plenty of ivory-white, navy and black. Other colors, also.

(First Floor, Chestnut)

Women's Black Pumps and White Pumps Extraordinary at \$3 a Pair

Black patent leather and black dull leather one-strap pumps, originally more than three times this price.

White patent leather and dull black leather tongue pumps, originally more than twice this price.

White canvas plain pumps and tongue pumps, originally more than twice this price.

All in the Summer shoe clearance at \$3 a pair. All have Louis heels.

For those who find their sizes, these are extraordinary values.

The \$4.75, \$6.75 and \$9.75 groups have all been reinforced with fresh additions.

(First Floor, Market)

Surf Satin Makes Satisfactory Bathing Suits

Bathing suits of this material stand salt or fresh water wonderfully well, and keep their satiny appearance. They are inexpensive, too. Many styles—some quite new, others so popular we constantly re-order them. Many have a piping of color or touch of wool embroidery. Some have bloomers. Priced \$5.75 to \$9.50.

(First Floor, Central)

Clearaway of Women's Silk Gloves for 85c a Pair

They are the 14-button-length style of Milanese silk, with Paris-point stitching. Incomplete sizes in black, browns and tans.

(West Alse)

Peter Pan Blouses for the Going-Away Girl

Dimitry, lawn, voile, batiste and imported dotted swiss. Fine materials, daintily made, with long or short sleeves, and all with the girlish Peter Pan collar. Some have real fillet lace, some rickrack edging, others eyelet embroidery, others just dainty tuckings. Some of the finer ones are made by hand.

Priced \$2.85 to \$5.85.

(Third Floor, Central)

Large Women Will Welcome These Silk Skirts

We have to re-order again and again on these fine Canton crepe and crepe de chine skirts in extra large sizes—34 to 40 inch waistbands. Three of the best models just in, two pleated, one plain with the new deep knee-hem. White, black, navy. Extra full and cut especially for large figures.

Prices are \$20 to \$22.50.

(First Floor, Central)

Rare Choosing in Women's Dresses and Suits

Many have been reduced, many are special purchases, so advantageously bought that we can sell them for less than usual. Among the very good values are these:

Dotted Swiss Dresses, \$10 to \$25. Copenhagen, navy, brown, black-and-white, pink-and-white, red-and-white. Attractive styles at \$10, \$15, \$18.75 and \$25.

Silk Jersey Dresses at \$25. These are white or palest pink, in a number of delightful models. They were all much higher in price.

Linens and Voiles at \$18.75. The voile dresses are white, navy, corn yellow, brown, Copenhagen, mauve; and the linens are dark blue, white, rose, brown or Copenhagen. Some linen-and-voile combined, too. Excellent values.

(First Floor, Central)

Sleeveless Dresses, \$8.50 to \$27.50. Linen sleeveless dresses at \$8.50, and jersey at \$13.75—both in a good color selection, of good quality material, exceptionally well made.

Navy or white pongee, sleeveless dresses at \$15—a most attractive model.

Sleeveless dresses of striped sports silk at \$27.50.

Wonderful Linen Suits for \$10. Four well-tailored models of good, sturdy linen. Brown, rose, navy, Copenhagen or white. They were uncommon quality at double this price. To clear them out, take them at \$10.

A Spanish Comb

Somehow suggests romance. There are some very high, elaborately carved combs and others are small and prettily shaped. All of imitation shell. Prices range from \$2.25 to \$36.

(Jewelry Store, Chestnut and Thirteenth)

A New Imported Ratine for the Jumper Dress

It comes in blue, pink, rose and lavender flecked with white, and a very smart gray. The quality is excellent. 88 inches wide, and \$1.25 a yard.

(First Floor, Chestnut)

White Striped Voiles and Flaxons Now for 38c

Here is a chance to get a pretty quality of material for shirtwaists and dresses which will be cool and attractive. The voiles are 86 inches wide, the flaxons 32 inches.

(First Floor, Chestnut)

Pretty Two-Toned Satin Ribbons

are new arrivals. They are three-fourth inch wide and come in attractive color combinations, such as rose and gray, taupe and blue, blue and tan, brown and tan, gray and blue and others. 20c a yard, or \$1.90 a piece.

(Main Floor, Central)

For the Bridge Player

there are attractive patent leather hand-painted score covers for \$1.50. Also card table numerals to match, \$1 to \$1.50.

(Second Floor, Central)

The Most Summery Veil Is White Lace

Every hat—and every face—is prettier for a white lace veil. They're much worn this summer. Many varieties of mesh and pattern in made veils of white lace at \$1.50 to \$4. Most are washable.

(Main Floor, Central)

Special Sale of Parisienne Corsets

Parisienne corsets, white broche, for average and full figures, low bust with long skirt and heavily boned, and three pair of hose supporters, \$10.

Also, Leticia corsets in broken sizes of discontinued numbers, \$2.50 to \$5.50.

(Third Floor, Chestnut)

Beauty Doesn't Cost Much

Only a little time with these good Honfleur and other toilet preparations, all at very low prices:

Skin cream and cleansing cream, 40c each.

Youth and Beauty cream, 40c.

Face powder, 85c each, violet, rose and l'Empire.

Toilet water, violet, l'Empire and Bouquet d'Amour, 50c and 85c each.

(West Alse)

Girls' Waists That Show Handing

Georgette, crepe and batiste waists, in white, pink and tan, slightly ruffled from handing, and therefore \$2.75 to \$5.50. Very good values. Sizes 32 to 36.

(Third Floor, Chestnut)

New Fiction

"Rosalie Among the Artists," by Elisabeth Sanxay Holding, \$1.90. A story of studio life and love.

"A Fool's Errand," by Mrs. Victor Rickard, \$1.90. We follow an adventurous youth on a romantic quest.

"Winner Take All," by Larry Evans, \$1.75. A fresh and vigorous tale of the Southwest.

"The Son of Wallingford," by Mr. and Mrs. George Randolph Chester, \$1.90. Another story about "get-rich-quick" Wallingford.

(Main Floor, Thirteenth)

Men's Finest London Straw Hats (Lincoln-Bennett and Redleaf) Are Now \$5 a Dozen

Fine in fashion, and so finished that they clean longer than ordinary straw hats.

And while these are what is left of our best sennit hats, the variety of shapes is greater than most straw hat stocks showed at the start of the season.

(Main Floor, Market)

Men's Finest Golf Hose New From Scotland

Of the best wool, in light and heavy weights, there are no finer golf hose made than these.

In heather mixtures, which include all colors needed to harmonize with suits.

Men's hose, \$5 to \$10 a pair.

Boys' hose, \$6 a pair.

(Main Floor, Market)

Men's Linen Handkerchiefs \$6 a Dozen

Excellent handkerchiefs, of good Irish linen, made in a generous size and with a neat block initial.

They are a new shipment, and the quality is of a genuinely good, serviceable kind that men are looking for, especially this hot weather.

(West Alse)

Men's Fine Brogue Oxfords Reduced to \$9

These shoes are from a well-known maker of men's high-grade footwear and have been selling for \$4 more.

They are brogue oxfords of black and mahogany cordovan, with full wing tips, wide shanks and low heels.

All sizes and all widths.

(Main Floor, Market)

Japanese Boudoir Slippers, \$1 a Pair

Direct from Japan are these cool slippers of hand-braided straw, lined throughout with pink, blue or lavender.

(Third Floor, Central)

Simpler Guimpes for Cotton Frocks

Sheer organdies and nets, rather simply made, some with collars, some without, but all with little sleeves. Priced \$2 and \$3.50.

(Main Floor, Central)

Embroidered Bedspread Sets Lowered One-Third

In many respects, these are the most attractive sets we have shown this season. They are made of a fine, white Irish cambric, embroidered in floral designs in blue and rose, some being finished with broad bands in either color.

All are scalloped on the edge and the spreads have cut-out corners.

We have lowered their prices one-third, the new figures being, \$7 for size 72x100 and \$8 for size 90x100. Each set comprises a spread and bolster piece to match.

(Sixth Floor, Central)

A Good Box of Candy Makes the Week-End Sweeter

Assorted chocolates for \$1 a pound.

Assorted caramels, \$1.

We also have a novelty—an almost life-sized telephone with a handy box for a base, and a very real bell on the back. Children will love it. \$1.25.

(Down Sixth Store, Chestnut)

Still Plenty of Cotton Remnants

Tables loaded with every sort of cotton goods, and a fresh assortment of these convenient short lengths coming in all the time. Dainty voiles and gingham will make small kiddies dresses for next spring.

(Third Floor, Chestnut)



Look at this Ancient and Rugged Tree and Consider Its Character

IT IS the very living example of endurance, of survival, of majesty.

It is not a gourd vine that has grown up in the night, nor a weed that is cut down in the morning.

It is of a slow and sure and solid growth and it is dependable.

The Scotch have a saying that "He who tholes overcomes," meaning that he who is of the temperament and the power to endure and to exert to the uttermost will be the survivor and the victor.

For many years it has been our custom to hold a Sale of Furniture each August.

These Sales have become famous, and with the growth of their fame has grown the inevitable imitation. "August Furniture Sales" are now to be found in nearly every town in the nation.

But the great and helpful

Wanamaker August Sale of Furniture

is to be found at Wanamaker's only—and it is not a gourd vine.

It is the growth of years, the product of great endeavor and great cultivation.

It is a thing of great realities. It is not an imitation of anything on earth.

Because of the power of its purchases it brings fine furniture at low prices—not slop-shop, nor cheap-john furniture, but genuine, enduring furniture of the highest quality, classic in design.

People Should Know That There Are Three Kinds of Furniture

First—there is the kind of furniture that is made for quality and with artistic skill.

Second—there is the kind of furniture bought for looks, irrespective of quality.

Third—there is the kind that is made for stores which select a pattern of bedstead or suit and call for bids and its production in quantity, with the contract going to the cheapest bidder.

The first kind is the kind that we sell. More than 12,000 pieces of it are ready now on display, in preparation for the August Sale.

The second kind is the kind that makes up the stock of the average "run-of-the-trade" sort of store.

The third kind is the dangerous kind. It is the "bargain furniture" of the kind of store that jumps into an August sale of furniture a week or so ahead and tries to persuade people that it is holding a furniture sale "just like Wanamaker's."

Beware of that furniture. It is made for cheapness only. To keep the price down the manufacturer uses unseasoned woods, knotty woods, cheap, sticky varnishes, bucketfuls of glue and hardware and glassware "seconds" by the ton; he uses tow instead of hair for upholstery, low-grade webbing to hold springs in place and the cheapest sort of labor to imitate the skill of cabinetmakers.

Keep your eyes open for that sort of furniture; there is a lot of it about.

We have no bargain furniture, no job lots, no low-grade goods, but

Starting Next Wednesday

we will put our whole great stocks of America's finest furniture on sale at reductions that will be amazing.

NOTE—As is customary, we will observe Wednesday, Thursday and Friday, July 27, 28 and 29, as Courtesy Days, on which selections may be made and orders given, the transactions to date from August 1.