

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

The Greatest Merchandising Event in the World Is Only a Few Days Off

Have You Ever Noticed That the Straightest Stick is crooked in water?

In forming judgments of others or in passing opinions upon current topics, let us go slow and be careful until we know all the existing circumstances.

Life is a great riddle and must be studied with the clouds of circumstances—hoping, struggling, toiling, failing, falling, temptations—and the need and value of a common sympathy, before condemnations.

[Signed] *John Wanamaker*

July 25, 1921.

Fifty Fine Wraps and Coats Lowered to \$75 Each

This will interest those needing a coat or wrap of unusual elegance.

They are rich materials—the finest bolivias and similar soft fabrics, tricotines, gabardines and whipcords—beautifully made and handsomely lined—in some instances but one of a kind.

Navy blue, peacock blue, black, brown, reindeer, gold, dove gray and other colors are included.

The reductions on all are very considerable, and their term of usefulness will be long yet, for they can be worn till the snow falls.

(First Floor, Central)

Nearly All Women—and a Great Many Men!—Like a Foulard Silk Dress

There is something extremely feminine and becoming about the figured foulard silk gown. It is what men call a "womanly" dress. And it is so eminently practical and serviceable that few women feel themselves equipped for a season without one.

Nor need any woman be without when we have these charming foulard dresses, in a variety of really lovely models, priced from \$28.50 to \$50—higher, too, if the most elaborate of all are desired.

At the lowest price are exceptionally good foulard silk gowns in navy-and-white, black-and-white, taupe-and-white, in correct and clever models for street or afternoon wear.

More dressy for afternoon are the crepe-velled foulard starting at \$35. Very attractive gowns, some velled, others all of the silk, are \$38.50, \$42.50, \$45 and \$50.

Throughout the collection the navy-and-white, black-and-white and brown-and-white color scheme prevails. And the styles are as delightful as skilled gown-makers in close touch with Paris can make them.

(First Floor, Central)

50 Women Wanting Georgette Overblouses in Navy Blue

may have them for \$9.85 each, in choice of two fashionable and attractive models.

One style with pretty, short collar shows the piquant contrast of another color underneath, in the form of camisole and lining of the cuffs of the short sleeves, and is embroidered handsomely, usually in color to correspond with the lining.

The other overblouse, round-necked and short sleeved, is richly embroidered in silk in several colors. Each model recently sold for nearly twice its new price.

(Third Floor, Central)

A Charming Slipper Trips Into the Boot Shop

And we think it will soon trip out again, for its daintiness and novelty will commend it to many.

One may say it is black going and white coming, for the back is of black patent leather, while white kid forms the vamp and pointed toe.

There is a tongue of the white kid, over which the single strap of black patent leather buttons. It has a black Louis heel, and a featherweight turned sole.

This fine hand-made slipper is \$17 a pair.

(First Floor, Market)

For the Lace Vest

There are several new vestings in charming combinations of bands of lace and embroidered net.

Vestings of real filet and embroidered net, \$6.75 a yard.

Venise lace and net, \$6.75 a yard.

Tucked and frilled net, \$3.50 a yard.

Bêche lace, \$3.75 a yard.

These make vests, collars and cuffs for the suit, dress or sweater.

(Main Floor, Central)

Girls' White Petticoats \$1.25 to \$5

The range includes snowy saten, crepe de chine and satin, all made carefully as well as daintily, and finished variously, some with plain hemstitched hems, others with scallops, others with corded and ruffled flounces.

Length 30 to 34 inches.

(Third Floor, Chestnut)

Pearl Tassel Oddities

Little tassels and big tassels, all made of imitation pearls, dangling from hat pins, cords or chains.

Hat pins, \$4.50 to \$10 each.

Cords and chains, \$5.50 to \$30 each.

This white tassel is very distinctive on a dark costume.

(Jewelry Store, Chestnut and Thirteenth)

Girls' Blue Coats to Hurry Off at \$5

We have about 75 coats of good woolen polo cloth—soft, warm and lightweight—all in a most attractive blue shade—something between delft and China blue.

They are nicely lined, and well-tailored in several different models, some with raglan sleeves.

Sizes 6 to 14, and to clear them out quickly we shall sell them at \$5 each—which is but a fraction of their original prices and real value.

(Second Floor, Chestnut)

Silk Novelty Umbrellas for Women

which may be carried rain or shine, as they are pretty enough to be parasols. Made of taffeta silk with wide satin borders, in all fashionable colors. The handles show a great variety; wooden post with ball top; amber post with leather strap; wooden post with leather strap; white bakelite post and ring. All have blunt ferrules and many have amber teath.

\$7.50 to \$12.

(Main Floor, Market)

Men, Don't Miss the Sale of Shirts and Neckties!

Values are splendid and stocks large enough to leave good picking on the second day.

Shirts at \$1.45

Soft-cuff, plain negligé shirts of an excellent quality of percale and in fast colors.

Shirts at \$1.95

Soft-cuff, plain negligé shirts of woven madras in many styles of stripes.

Shirts at \$2.65

Soft-cuff, plain negligé shirts of batiste, balloon cloth and fine imported madras.

(Main Floor, Market)

Neckties at 35c

Summery foulards which have been much more.

Neckties at 50c

Foulard and striped silk ties which were double this price.

Neckties at \$1

All the finest foulards and other Summer ties, including some of the beautiful imported Spitalfields silks.

Wanamaker Tropical Suits for Men Are Tailored

They are actually and really tailored, not just put together. Tailoring, real, actual tailoring, makes such a difference in a tropical suit.

It makes practically all the difference between a suit that fits and sets properly on a man and holds its lines and the suit that does none of these things.

You can tell a Wanamaker tropical suit by the finer kind of fabric of which it is made, whether it be Palm Beach, selected mohair or tropical worsted, but you can tell it especially by the tail-

oring, by the look and feel of the lapels, by the finish of the seams and edges and pockets.

All of these things mean finer looks, better service, superiority.

Palm Beach suits, \$20 and \$22.50.

Mohair suits, \$25 and \$30.

Tropical worsted suits, \$32 to \$40.

Knitted sports coats, \$20.

White flannel and striped flannel trousers, \$12.

White duck trousers, \$3.50. Khaki trousers, \$2.

(Third Floor, Market)

Think of Men's Fine Linen Knickerbockers for \$5!

(In the London Shop)

Golfers and other men who wear knickerbockers can get a pair of fine and sturdy airplane linen for a \$5 bill.

Handsome, well-made garments that will be light and cool on the hottest day.

In natural color and they will wash splendidly. In fact, they look better after laundering than before, taking on the appearance of pongee.

(The Gallery, Chestnut)

Men's Athletic Union Suits Extremely Low at 75c

Also—

About 1800 suits from a mill that makes the best of this kind of underwear. Odd lots of various fabrics, but every size in the lot, if not in each kind.

First and second grade goods that under ordinary circumstances would be from two to four times the price marked on these suits for this clearaway.

about 500 sleeveless shirts and knee drawers at 50c a garment. "Seconds" that would be three or four times as much if "firsts."

In both lots the materials are silk-and-cotton, checked and striped madras, crepe, nainsook and soisette.

(Main Floor, Market)

Good Blouses and Skirts for the Schoolgirl

Kilted skirts of wool serge in navy blue only—exactly what schoolgirls of six to sixteen years will find most useful. All now \$2.75 and \$3.50, though many of them have been higher.

Just right to wear with them are the silky soisette blouses in white, blue or pongee color, made with pleated frills around collar and cuffs and down the front. Priced \$3.75, in sizes six to sixteen.

(Second Floor, Chestnut)

New Books by Favorite Authors

"Indiscretions of Archie," by P. G. Wodehouse, \$1.75. A tale of the hilarious exploits of a nonesuch.

"The Path of the King," by John Buchan, \$1.90. This is the story of the path of genius as traced through generations of strong men down to our own great Abraham Lincoln.

(Main Floor, Thirteenth)

"The Quiz of the Wiz"

is a fascinating new game and also an intelligence test based on the famous Questionnaire of Mr. Thomas Edison.

It is played with cards, each card containing a question, historical, geographical, technical or general.

The game is played like "spelling down" in a spelling match, and it is not only interesting, but very educative, especially for young people.

The cards come boxed in sets, the price being 25c a set.

(Seventh Floor, Market)

Beautiful Ribbons

The new two-toned moire and satin ribbons, 1 1/2 inches wide. They come in delightful color combinations such as gold and blue, henna and navy, blue and orchid, blue and rose and two shades of rose.

Moire ribbons, \$1 a yard.

Satin ribbons, 90c a yard.

(Main Floor, Central)

Too Pretty to Be Underthings

They really are as dainty as rose-petals—these lovely underthings of softest satin and silk and Georgette in palest pink, made cobwebby fine with insets of lace.

Not expensive, either, for two of the prettiest pink satin camisoles are but \$2 and \$2.50; and dainty bloomers of pink silk, satin and crepe de chine are variously priced at \$4.50, \$5 and \$5.50.

(Third Floor, Central)

Forehanded People Are Already Looking at the Furniture—and Making Their Plans!

THE August Furniture Sale at Wanamaker's means that our entire stock of furniture—the largest retail stock in the world—will be reduced in price throughout the month of August.

For several years, however, it has been our custom, in order to relieve the congestion of the first day and to make selection convenient, to give to the public the privilege of three courtesy days—the last three business days in July.

These three days find all the furniture marked with the August reduction tags, and people who so desire can make selections and give orders to be filled on the first of August.

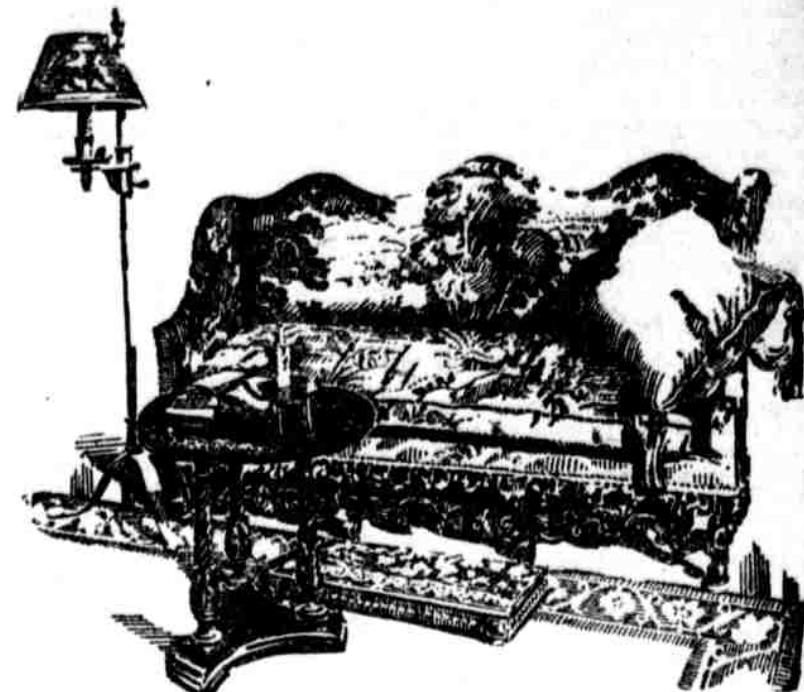
This plan has proved a great convenience for leisurely examination of the goods.

In This Great August Sale the Reduced Prices Will Be Shown on Next Wednesday, July 27

In the meantime, the great displays are being made ready. Selections are being made from the warehouses and placed on the floors. The aisles are being widened to give abundance of room and thousands and thousands of pieces are being classified and reclassified by periods and varieties; expert salesmen are giving their time to an intensive study of the character of the utility of the goods—the whole organization is getting itself up to tip-top mark to get ready for the store's greatest annual festival.

In the meantime, forehanded people, whom of course, we are indeed very glad to see, are coming in by increasing numbers, to have an advance look at the goods.

It is perfectly proper that they should do so; everything we have is here to be seen, and while we make no reduced price sales now nor give anyone private information as to what the prices are going to be, we have no doubt that there has been many a



beautiful piece and many a fine suit already mentally marked down for possession by people who intend to be here early Wednesday morning.

For There Is a Wonderful Advance Interest

This is evident in the inquiries we get from people here at home and it is evident from the letters making appointments that we receive from far away and even from distant states.

We do not believe we underestimate it when we say that there is a greater popular desire for good furniture at low prices right now than at any other time we have ever known.

And we are clearly prepared to answer the call.

If we have not said so before, it is time to say it now, that our stocks in this Sale are the largest we have ever had, which means a great deal—which means the largest number of pieces of furniture ever offered in a sale at retail.

And it is the best furniture. It is the best that we have ever had and it is the best that was ever offered for sale.

We have never been at greater pains in anything in our lives to get good merchandise than we have been for this August Sale of Furniture. It is a matter of pride with us that every piece of it should be a perfect description, every bit of it sound and solid and enduring; of the highest execution and workmanship and of the first mastery in design.

As to the Prices—the Reductions Will Be Amazing

Army Leather Kit Bags Unusual for \$18.50

Handsome bags, some in the sloping shape known as the "army style" and others in the higher cut, fuller shape.

Made of soft, heavy, russet grain cowhide. Government stock, which means a lifetime of wear.

These bags are without straps and are lined with good fabric.

They are in 18, 20 and 22 inch sizes.

(Main Floor, Chestnut)

Good Variety in Cotton Remnants

It would be difficult to miss finding just the desired material among these short lengths. There are crepes, voiles, ginghams, organdies, plain and embroidered, white goods, silk muslins, ratines, madras and dotted swiss.

(First Floor, Chestnut)

White Nainsook Special at \$5.25

A beautiful quality of nainsook, suitable for fine underwear and lingerie, 45 inches wide, ten yards in a piece.

(First Floor, Chestnut)

Fashion's Whim in Handbags

White flannel with red leather handle, red and white frame and red leather bands for trimming. It is nicely lined with white satin, and has small purse and mirror.

Medium sized in pouch effect, price \$8.50.

(Main Floor, Chestnut)

More New Rugs "Outer China"

They are new and they are handsome and they are marked at exceptionally attractive prices.

The patterns are floral effects, and they are notably refined in character and admirably adapted to modern furnishing requirements.

The fields are mostly in rich blue, but there are some in golden and golden brown shades.

12 x 9.4 ft. \$285

12 x 9.5 ft. \$297

12 x 9.1 ft. \$275

12 x 9 ft. \$315

15.3x9 ft. \$375

17 x 11 ft. \$425

12 x 9.2 ft. \$345

12.8 x 9.2 ft. \$257

12.2 x 9.2 ft. \$310

14 x 9.5 ft. \$367

15.6 x 12 ft. \$475

9.2 x 6 ft. \$145

9.2 x 6.2 ft. \$145

9 x 6.1 ft. \$197

Also a group of Chinese pieces in size 7x4 ft. approximately, very desirable rugs, moderately priced at \$69, \$75 and \$85 each.

(Seventh Floor, Central)