

Band Plays at 4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly Cloudy

The Great Wanamaker August Sale of Furniture Will Start Tomorrow and Here Are Some Vivid Facts That Everybody Wants to Know

He Conquers Who Knows How to Endure

The warrior who brought back home with him from the war carnage the incurable wounds of gassing, of submarine blasts affecting eyes and ears, or hurts the surgeon's knife could not cure, will have to endure the ills of war until life ceases.

All these are true conquerors and worthy of highest honors. But to all human beings there are battlefields upon which our daily callings compel us to be, requiring patience, perseverance, pluck and persistence in suffering, to win way against unexpected obstacles.

Let no one be a slacker.

[Signed] *John Wanamaker*

July 26, 1921.

Women's English Sports Hats of Felt

These are in the London Shop and are very serviceable, and just as jaunty as sports hats should be.

They will be worn for golfing or horse-back riding, and will look especially smart with the knitted sweaters. In lavender, blue, orange, pale green, pearl gray, mustard, rose, sand and henna.

Grosgrain ribbon bands.
Finished felt, \$12.
Scratched felt, \$10.

(The Gallery, Chestnut)

A Bouquet of Lovely Organdie Dresses for Women

Any feminine gathering this Summer looks like an animated bouquet of sweet peas, so numerous and so flower-like are the gay-colored organdie frocks.

An attractive group of these sheer organdie dresses all ready to blossom out on hotel verandas or home porches, is priced \$16.50, \$22.50, \$25, \$35, \$38.50 and \$40.

Rose-color, orchid, corn yellow, jade green, blue, gray or white are the favorites.

All the dresses are dainty and attractive, but those at \$40 deserve special attention, being exquisitely fine in texture, delightful in color and very beautifully hand embroidered.

(First Floor, Central)

Women's Wraps and Coats Fall in Price, Now \$25 to \$50

These are Spring and Summer coats, capes and wraps of bolivia, vicotina, wool velour and gabardine, in black, blue and various shades of brown, gray and tan.

All except a few of the capes are finely silk lined.

There are simple tailored styles and others quite elaborate enough for afternoon and evening wraps.

Their new prices of \$25, \$37.50 and \$50 are a third to a half below former figures.

(Second Floor, Central)

Here Are Charming Frocks for Young Women at \$5

A \$5 bill seems too little to pay for really nice frocks of voile or organdie.

And ordinarily it would not buy anything nearly so nice as these.

But there is a handful left from this higher-priced group, a handful left from that, and so on, until the aggregate of handfuls makes quite an assortment, each one of them remarkable indeed for its new low price of \$5.

A pretty rose-flowered organdie is one; a dainty blue-and-white voile with blue satin bands is another; and the others are variously colored organdies and voiles.

The important point is that many are quite dainty and fine enough for afternoon wear, not being the ordinary \$5 dress at all.

Any one who wears sizes 14 to 20 will find her size among them.

(Young Women's Store, Second Floor, Chestnut)

Plenty of White Silk Stockings

Women will like to know this, for the supply is lower and the demand greater than ever before.

\$2 a pair for full fashioned, pure white thread silk stockings with cotton tops and soles.

\$3 a pair for full fashioned white silk to the top, with reinforced heels.

\$3.50 a pair for full fashioned white all silk with reinforced heels, toes and soles.

(First Floor, Market)

Snowy Voile Blouses in Extra Sizes

Two particularly interesting models in a group of new arrivals include one blouse in good quality of voile, with short sleeves and flat collar forming V neck. It is trimmed daintily with lace, embroidery and clusters of fine tucks. Price \$3.85.

The other blouse is collarless, with short sleeves, has an attractive shaped cuff and tucked vestee effect, and is trimmed handsomely with a very good quality of lace. Price \$5.

(Third Floor, Central)

Clearaway of Women's Gloves at a Half and Less

Odd lots of all sorts of gloves from the Summer's selling reduced to 65c and 85c.

At 65c are long chammois lisle, long silk, long duplex gloves and a few short chammois lisle with fancy cuffs. In white and colors.

At 85c are two-clasp silk gloves, two-clasp chammois lisle and strap-wrist chammois lisle, mostly in colors.

(West Alate)

Costume Slips of Lawn, Silk and Lace

These dainty costume slips are practically underdresses. They are the simplest and best things to wear under sheer summer frocks.

Of flesh-color lawn, simply made with deep double hem, they are \$3.75. Fine white nainsook trimmed with lace, \$2.50 to \$7.50.

Flesh-color or white messaline, \$6.85 and \$7.50. Crepe de chine in flesh or white, \$8.50 to \$9.50.

(Third Floor, Central)

Light White Pique Afghans

which any baby would appreciate in this hot weather, are here. Some are hand embroidered in eyelet and floral design with edges scalloped, \$2.50 to \$18.

Machine-made models are ribbon trimmed. A few are of embroidered lawn with pink linings, \$2 to \$3.75.

Baby pillow-covers of lawn and linen are scalloped or hem-stitched, or have dainty filet lace corners, 75c to \$3.75.

(Third Floor, Chestnut)

Sample Parasols at Half

A new shipment from one of the largest manufacturers. One of pongee has ribbon edge in coral, \$3.75. Another made entirely of light-blue accordion pleated silk ruffles is \$15. White taffeta with large black velvet dots, \$9. A striking one of cretonne is \$6.50.

There are many of black and white designs, in stripes or plaids. Others show tucks and ruffles. Plain taffeta silk parasols, \$2.

(Main Floor, Market)

A New White Organdie Fichu

has sash ends of organdie. The fichu itself is prettily ruffled, \$3.

Plain ruffled fichus, \$2 and \$3.

(Main Floor, Central)

Every Type of Earring

is now worn. And every type may be found here. Close-fitting and pendant earrings of imitation pearl, lapis, coral, jade, rhinestone or pretty combinations of rhinestone and imitation sapphires, 50c to \$18.

(Jewelry Store, Chestnut and Thirteenth)

A Stronger Paper Towel

One which is difficult to tear, yet not rough on the skin. 150 towels on a roll, 45c; rollers made to fit this size roll, 65c.

(Fourth Floor, Market)

A Little Lot of Checked Organdies at 38c

These organdies are especially popular for making children's afternoon frocks. In light and dark blue, lavender, pink and red, 38 inches wide.

(First Floor, Chestnut)

India Pith Helmets, \$6

For boat-fishing there is no better protection from the sun. The British troops have worn them around the equator.

They come in gray, tan and white.

(Main Floor, Market)



The Sure Mark of Wanamaker Men's Tropical Suits

is their good tailor work. You can see it in the lapels, in the seams, in the edges, in the stitching of the pockets, in the general lines and fit and finish of each garment.

Another sure mark of Wanamaker men's tropical suits is the good quality of the fabrics, whether they be mohair, or tropical worsted, or Palm Beach cloth.

As regards quality, that is the whole story. As regards price, they are as low as quality of that kind will permit.

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

Mohair suits, \$25 and \$30.

Tropical worsted suits, \$32.

Knitted sports coats, \$20.

White flannel and striped flannel trousers, \$12.

White duck trousers, \$3.50; khaki trousers, \$2.

(Third Floor, Market)

In the Sale of Men's Shirts and Neckties

Selection is still good in the most important groups.

Shirts at \$1.45 are soft-cuff, plain negligee of fine percale in fast colors.

Shirts at \$1.95 are soft-cuff, plain negligee of woven madras in many styles of stripes.

Shirts at \$2.65 are soft-cuff, plain, of batiste, balloon cloth, Russian cord and imported madras.

Neckties at 35c are Summery foulards which have been considerably more.

Neckties at 50c are foulard and striped silk which were double this price.

Neckties at \$1 are the finest foulards and other Summer ties, including some of the beautiful imported Spitalfields silks.

Silk-and-Cotton Pajamas, \$3.50

These have been newly reduced and added to the Sale. At the new figure they are a little above half price.

(Main Floor, Market)

Men's Imported Golf Hose and Novelty Socks

(In the London Shop)

The golf hose just got in from Scotland a few days ago and include wide-ribbed, turn-over top stockings in light and heavy weights.

There are some of wool-and-cotton at \$3.50 a pair.

But most are of very fine all-wool, in heather mixtures, at \$6.50 to \$10 a pair.

The socks are of French lisle and English cotton and a distinctive lot they are. Some plain black and white ribbed and many color combinations, some on black or white.

Prices \$3 and \$3.50 a pair.

(The Gallery, Chestnut)



At \$9 These Brogue Oxfords Are Splendid Value, Men

They are from a well-known maker of men's high-grade footwear and have been almost half as much again.

Made of black and mahogany cordovan with full wing tips, wide shanks and low heels.

Young men, in particular, will like them.

(Main Floor, Market)

Regular Suits for Boys Going Away

Many a boy going to the mountains needs a regular, new woolen suit, a suit good to go away in, good to come home in, good to go to school in afterwards, good to invest in.

Wanamaker Norfolk suits of good, cool, serviceable fancy mixed fabrics are the suits wanted.

They are suits of the kind that can be trusted for wear, because they are made of the right materials in the right way.

They couldn't be as right as they are and sold for less. Sizes for boys of 8 to 18 years.

Prices, \$19.50, \$15, \$16.50, \$18 and up to \$32.

(Second Floor, Central)

Madeira Embroidered Luncheon Sets at \$6.75

They are a new purchase, which we secured at a substantial concession in price.

Each set comprises 13 pieces, in six, ten and 24-inch sizes, all of pure linen, finely hand-embroidered and hand-scalloped.

The price, \$6.75, is remarkably low for sets of such excellent and attractive quality.

(First Floor, Chestnut)

Fine Linen Napkins Remarkable at \$6.50 a Dozen

Irish goods of a quality that can be depended upon for service. Made of full-bleached pure flax damask, in a choice of floral designs and in size, 21x21 inches.

They are a new, special purchase secured to sell at the lowest price that napkins of such fine quality have been offered for in a good, long time—\$6.50 a dozen.

(First Floor, Chestnut)

1. "There is more life in the furniture trade, although there is more looking around than purchasing yet. Prices are considerably lower than a year ago, and authorities think they are stabilized."

Bradstreet's Report, July 16.

2. Much building of homes is going on, many houses already completed, awaiting furniture.

Daily Newspapers and One's Own Eyes.

3. During and since the war homes have run down in furniture and furnishings. *Your Own Home Shows This—Have a Look.*

4. Homes and their occupants are fairly longing for new furniture—if only to make a new setting and rest the nerves.

Furnishings Have Much Effect on One's Nerves.

5. People have put off buying furniture because they thought it was too high in price.

Common Gossip.

Well, Now

6. The Wanamaker Store originated the August Sale of furniture, not only to help the manufacturer market his goods and keep his factory going in dull seasons, but to render service to the people by selling them good furniture far below its real value.

Proven by Newspaper Records.

7. These sales have been widely copied and imitated—largely in name and advertising—but not always with fidelity to the real purpose; to offer genuine furniture at genuine economies.

Reports of Customers Who Come From Other Stores.

8. This is the 36th Wanamaker August Sale of furniture.

Sixty Years in Business.

9. It is our greatest sale—so far.

See for Yourself.

10. It includes in the Philadelphia and New York Wanamaker Stores, and in the reserve warehouses, not only the largest, but we believe the most carefully selected and varied collection of true period furniture in the world.

Travelers Tell Us So.

11. Certainly the volume of business and the values offered in these sales are without serious challenge.

Merchants Admit This.

12. Without reserve the entire stocks of this good furniture, amounting to much more than a million dollars in each Store, with large additional special purchases, are included in the sale.

Our Record Books Show This.

13. Such values are shown as are beyond comparison elsewhere.

Investigation Proves This.

14. You can buy with confidence that the prices are low.

The Whole Trade Knows This.

The Glass Lemonade Shaker

has a measuring scale for mixing hot-weather beverages, and strainer. The nickel-plated top has a silver lining. Only \$3.75.

(Fourth Floor, Central)

A Folding Stove for Short Trips

Convenient size with one burner, and made for using canned heat. Ideal for the over-night camping trip, \$2. Saucepans to fit may be found in the House-furnishings Store.

(Fourth Floor, Central)

To Protect Milady's Sleeves

are light, cool grass sleeve-cuffs, 20c a pair.

(Fourth Floor, Central)

The Adjustable Reading Lamp

which may be clamped to a picture frame, or to a door and placed in most any position or angle is exactly right for the seashore cottage. Long cord attached.

Nickel-plated, \$6.25.
Brass, \$5.75.

(Fourth Floor, Central)

Nickel-Plated Corn Slitters, 25c

This is the season for corn, and in preparing this vegetable for cooking or eating on the cob, the slitter is a great convenience, \$2.75 a dozen.

(Fourth Floor, Central)

Here Is Headquarters for Stringed Instruments

A full and exceptionally good collection. The beginner looking for a suitable violin, clarinet and so on, and the member of a band or orchestra looking for one suited to his need, can be equally well served.

All instruments are carefully selected and backed by our guarantee, and some, nationally famous for skilled construction and perfection of scale, can be found only here in Philadelphia, like the C. F. Martin mandolins, guitars and ukeleles and the Vega banjos.

(Second Floor, Central)

Three Notable Groups of Traveling Bags

At their prices we doubt if you can find their equals in this city.

At \$8.75 are cowhide bags in black and three shades of brown, strongly built and leather lined.

At \$13.75 are big, roomy double handle bags of brown pigskin, fabric lined.

At \$25 are great, capacious bags of black shrunken walrus, leather lined.

(Main Floor, Chestnut)

'Tis a Bad Year for Mosquitoes

But there are various ways of cheating these pests of their lunch.

The best mosquito netting is \$1.85 for an 8-yard piece.

And canopies of it are \$4.75 for single-bed size and \$5.75 for double-bed size.

A little plaid that runs through this netting keeps it from coming apart, as inferior netting will do.

(Fifth Floor, Market)

