

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

For Everybody Who Needs Good Furniture This Is the August Sale That Carries the Real Advantages

All the Country Streams Are Friendly to the Miller

and all the region round about brings grist to the mill.

Why should not the little creek that turns the water wheel, giving power to grind the corn and wheat, be proud of itself in being useful to an entire community?

Some men are overproud of themselves because they earn money, and the sense of their ability goes to bed with them and rises with them when they get up in the morning. It is all right, too, unless they are selfish and stingy and inconsiderate of others less fortunate.

The little creek at the mill is not proud and overbearing, for it smiles all day and sings as it goes along.

[Signed] *John Wanamaker*

July 27, 1921.

It Certainly Is an Economical Time for Any Woman to Get an Extra Hat

Millinery prices are down in every corner of the Wanamaker Salons.

In the Gray Salons, where the loveliest of our own and imported millinery is found, price tickets now begin modestly at \$10.

In the English Salon of imported and domestic sports millinery the tickets now read \$6 to \$15.

And in the Salon of Lower-priced Millinery figures are so little that we won't mention them at all. They will surprise you. If you find a hat or two there you like, the cost will amount to next to nothing (speaking in a millinery way).

(Second Floor, Chestnut)

New Shipments of Women's Worsted Bathing Suits

The worsted suit that absorbs water is and always will be the favorite of many women bathers.

Three new models are just in—one with inset pleats of contrasting colors; another with stripes of contrasting color; a third in plain color.

Two are one-piece models—waist, skirt and tights all in one. The third is a one-piece dress over complete Annette Kellerman tights.

All button on the shoulder. Prices on these three are \$10, \$12.50 and \$15. Other worsted bathing suits, \$5 to \$27.50.

Every other kind, too—taffeta, satin, silk poplin and surf satin, starting with the latter at \$3.75.

(First Floor, Central)

White Overblouses—Cool-Looking as Niagara's Spray!

Many styles to be found here deserve this compliment, but it applies especially to two new models that have just breezed in.

One is a tie-back, made of snowy dotted swiss; short sleeves, of course, and with cuffs and Peter Pan collar finished with tiny ruffles with dainty picot edge, \$5.85.

The other is a charming thing of sheer, fine Georgette, short sleeved and in tie-back style. Collar and vest are of fine net, trimmed with insertion of embroidered net and insertion and edging of imitation Valenciennes lace, \$13.75.

(Third Floor, Central)

What \$3, \$4.75 and \$6.75 Will Buy in Women's Shoes

Almost any woman who wants high-heeled, one-strap slippers of black patent leather or dull black leather—or tongue pumps of these two leathers—will find them in this July shoe clearance at \$3 a pair! They were originally more than three times this price. At the same price—\$3—are white canvas tongue and plain pumps.

At \$4.75 is good choosing of laced oxfords in tan or black leather, either kidskin or calfskin; and two-strap pumps of tan or black calfskin. All have welted soles and walking heels.

At \$6.75 there are military-heeled oxfords of tan or black calfskin, and brown or black kidskin; two-eyelid ties of tan or black calf; one-strap pumps of tan calf or brown kid, and tongue slippers of tan leather or gray suede.

(First Floor, Market)

Another Week-End

will soon be over and those women who spend it golfing or motoring will wish to make appointments for refreshing facial treatments in the Salon de Beaute. This is just to remind you to make your appointment early.

(Third Floor, Chestnut)

Bungalow Aprons 65c to \$2

These are better value than usual. Materials are good percales, ginghams and chambrays in light or dark colors, trimmed or plain, but all well made.

65c, 85c, \$1 and on up to \$2, according to quality.

(East Aisle)

Rompers Can Be Dainty

as well as sturdy and serviceable, with creepers the same. Somebody's darlings will look as sweet as candy-sticks in these little garments, priced comfortably—85c to \$3.25—and cut comfortably, and in cool-looking, attractive and varied styles, out of pretty chambrays, poplins and ginghams in tiny checks, stripes or solid colors, in the shades of rose, tan, green and blue appropriate to babyhood and to summertime. Sizes 1 to 5 years.

(Third Floor, Chestnut)

No Better Time to Get Upholstery Done

Our workshops are not so busy now and we can call for your furniture, upholster it carefully and send it back in the Fall, when you have returned from your vacation.

Samples of Fall fabrics are here now and selection is as good as it will be later, with an unusual assortment of specially priced materials.

(Fifth Floor, Market)



The London Shop Sale Announcement

It has been decided to hold a Sale tomorrow of Men's Sports Suits, Sports Coats, Golf Suits, Tropical Suits, Outing Trousers, Knickerbockers, etc., in the London Shop.

With Prices Cut in Half

The opportunity is the first that Philadelphia has ever known of the kind—and unlikely to occur again.

Tomorrow morning!

(The Gallery, Chestnut)

Women's New Capes of Knitted Wool at \$20

This is a particularly good model, soft and light weight, with the collar and long fringed scarf also of the knitted wool.

Choose jade with white collar and scarf; white with black; black with white; tan with brown; or—prettiest of all—all-white.

(First Floor, Central)

A White Crepe de Chine Dress Solves Many an Afternoon or Evening Problem

It is one of those convenient toilettes that fit into so many Summer afternoons and evenings when one "doesn't know quite what to wear."

Canton crepe, as well as crepe de chine, is used for these cool, lovely and becoming white Summer dresses. And the palest pink is a close rival to white, though perhaps not so generally useful.

Our collection of charming dresses in these silk crepes, in both white and delicate pink, includes quite simple dresses of almost tailored severity and much more elaborate toilettes.

Prices are \$20, \$25, \$27.50, \$30, \$35, \$37.50, \$40, \$47.50 and \$50, with usually a choice of several different models at each price.

All sizes from 34 to 42.

(First Floor, Central)

News of Imported French Neckwear

An especially dainty assortment of collars and vestees have arrived.

The collars are of net with real lace edges, embroidered net, or embroidered organdie. Shapes are round, square and Tuxedo.

The vestees are mostly of embroidered organdie, some having Tuxedo collars. Prices of neckwear, \$2 to \$10.

(Main Floor, Central)

A New Tailored Handbag, \$10

Made of broadtail silk, square-shaped with shirred top and hand-engraved catch. Lined in satin, with inside purse and mirror. Dark blue and black.

(Main Floor, Chestnut)

Tissue Gingham for Cooler Frocks, 75c

These gingham are very light and make dainty dresses for both women and children. Various sized checks in blue and white, apricot and white, pink and white, green and white, brown and white. 38 inches wide.

(First Floor, Chestnut)

More White Baronet Satin Skirts Are Here to Sell at \$9.75

Many women have been waiting for these. They are the model they have liked best—shirred at the waist, and with two slash pockets. Good quality satin, too. They won't stay long.

(East Aisle)

Make Camee Candy Your Gift

to the week-end hostess. A box of such "special delights" as Bordeaux almonds, stuffed walnuts and molasses Brazil nuts would be worthy of the most charming of hostesses. \$1.75 a pound.

(Main Floor, Chestnut)

Fresh Lot of Men's Shirts Added to the Sale

So that several hundred men would not be disappointed by the thinning out of the fine-woven madras shirts at \$1.95 in the Men's Wear Sale, we have just brought in 1200 more of these shirts. They are soft cuff, plain negligé style, in a variety of stripes.

Good selection still in the percale shirts at \$1.45 and the fine shirts of balloon cloth, batiste, Russian cord and imported madras, at \$2.65.

Neckties, 35c, 50c and \$1

Foulards, striped silks and some imported Spitalfields silk ties at a third to a half less than regular.

Silk-and-Cotton Pajamas at \$3.50

Splendid Summer pajamas at a little above half price.

(Main Floor, Market)

Rugs at Half

Rush rugs, 9x12 ft., \$9.75.
Imported straw rugs, 9x12 ft., \$6.25.
Mottled Smyrna rugs, 3x6 ft., \$4.
Royal Smyrna rugs, 10.6x13.6 ft., \$48.50; 12x15 ft., \$61.
Wilton runners, 3x15 ft., \$21.

(Seventh Floor, Chestnut)

NO matter what anybody may say, or print, about furniture, or furniture sales, the thing for you to do is to put your money in the kind of furniture that you are surest of getting the value of your money out of.

In order to discover furniture of that kind it is not necessary to climb up a high tree, like the guides in the southern forests, when they are trying to locate trees of mahogany.

All you need to do is to look around observingly and you cannot fail to discover that the Wanamaker August Furniture Sale is backed to the limit with furniture of the kind that one is surest of getting the value of one's money out of.

It is worth while considering just what that means. For one thing, it means that from among the 12,000, or more, pieces on show, nobody can pick out one piece that doesn't carry the substance of good value for the price marked on it.

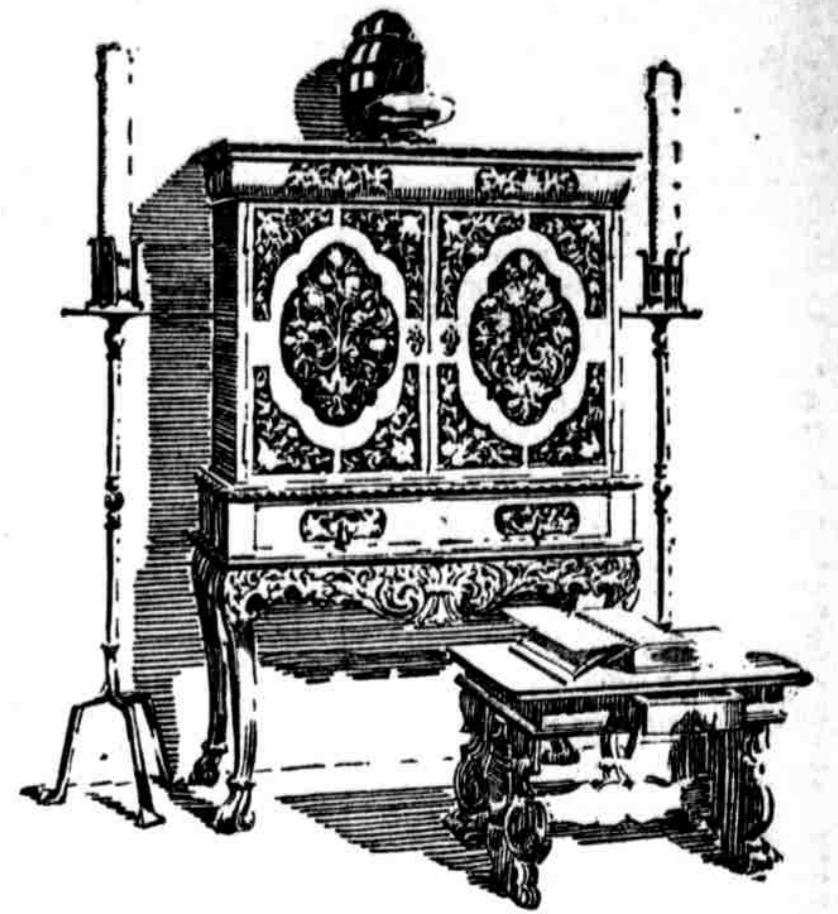
The certainty of getting the substance of good value in buying anything, no matter what it may be, is a great advantage to anybody. In this August Sale you can't miss it.

In This Sale You Cannot Fail to Find the Best Furniture at the Lowest Prices Based on Quality

Of all the sales in the world, the greatest sale in the world is the one sale that could not possibly afford to have anything to do with any kind of furniture but the trustworthy kind.

It is only furniture that carries the substance of good value that can make a sale that

(Fifth, Sixth and Seventh Floors)



carries the substance of advantage for the customer.

This is the sale. This is the sale that carries the substance of advantage for the customer, and the substance of advantage means—

1. The largest quantity and variety, the most beautiful and diverse assortment of the best and most desirable furniture to be seen anywhere.

2. The lowest prices for which furniture of this kind can be bought anywhere.

These Are Days of Advance Selection

All furniture chosen tomorrow and Friday, the remaining days of advance selection, will be charged from Monday, August 1.

August Sale of Mattresses

All our mattresses, pillows, bolsters and bed-springs are offered in the August Sale at substantial reductions from regular prices.

All the goods included are of the clean, dependable kind that we regularly sell.

Advance selections may now be made, all of which will be dated from Monday, August 1.

(Sixth Floor, Chestnut)

Office Furniture in the August Sale

Our entire stock of office furniture is included in the August Sale. The goods are all marked at the reduced August prices, and advance selections may be made on the two remaining business days of this week.

All sales will date from Monday, August 1.

Savings average from 25 to 33 1-3 per cent.

(Third Floor, Market)

Congratulations to the Men in Wanamaker Tropical Suits

It's a grand feeling, is it not, that consciousness of being dressed in the best fashion and of being as cool as a trout at the same time?

The man who doesn't know what that means and who would like to know will find us good and ready to show him.

Palm Beach suits, \$20 and \$22.50.
Mohair suits, \$25 and \$30.
Tropical worsted suits, \$32.
Knitted sports coats, \$20.

White flannel trousers, \$12.
White duck trousers, \$3.50.
Khaki trousers, \$2.

(Third Floor, Market)

Beacon Cord Tires and Tubes at Close to Half

All perfect goods, fresh from the factory.

Tires which are guaranteed for 8000 miles and are all oversize.

The 30x3 1/2 tire is 6-ply, and the price is \$16.90, while the red cord tube of this size is \$2.65.

The other tires are 8-ply.

Cord Tires	S. P. Tubes	Cord Tires	S. P. Tubes
32 x 3 1/2 \$22.50	\$3	33 x 4 1/2 \$32.50	\$4.75
32 x 4 27	3.75	34 x 4 1/2 33.50	4.90
33 x 4 28	3.95	35 x 4 1/2 34.75	5
34 x 4 29	4.10	35 x 5 41.50	5.85
32 x 4 1/2 31.50	4.65	37 x 5 45	6.25

(The Gallery, Juniper)

Men's Good Half Hose at 25c Pair

Black mercerized cotton and all first-grade goods which are ordinarily higher priced.

Good, sturdy socks that are just the kind men need for hard wear on vacation trips.

(Main Floor, Market)

Field Glasses for Those a-Journeying

Vacation seen through field or opera glasses is a glad idea!

Bird glasses, \$6 to \$20.
Field glasses, \$18 to \$28.
Prism binoculars, \$40 to \$98.

(Main Gallery, Chestnut)

Children's Summer Hats Halved to 50c

Made of mercerized poplin in white, pongee and khaki color.

In the popular round shape with stitched brim that can be worn curled up or turned down. Cool, light in weight and durable.

(Main Floor, Market)