

Band Plays at 4:45  
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# The Best News for Everybody Is That the World's Greatest Furniture Sale Is Surpassing Itself

## It Is Generally Believed That Almost All Young Men

divide into two classes when about 20 years of age.

They naturally divide into brain workers and hand workers. Not infrequently health has something to do with it.

The physical system broken down with irregular habits, the use of stimulants, smoking, late hours in gambling or dissipation, leaves him with a poor gocart of a body with which to do a man's work.

It is especially necessary for the man whose life is to do good thinking to have a clean body and brain.

[Signed]

*John Wanamaker*

July 28, 1921.

## How a New Hat Freshens Up a Woman's Whole Appearance!

There is a character and individuality about most of these Wanamaker hats that can quite alter the appearance, especially if one has been wearing mediocre millinery, or the most original millinery past its freshness. Quite new hats are not reduced, of course. But every other one in the Millinery Salons is, whether its stay here has been short or long.

Try the effect of another hat on appearance and feelings!

(Second Floor, Chestnut)

## Cire Ribbon—New!

and with a new diagonal stripe of self-color. This ribbon is used for millinery, and girde-making. Six inches wide, \$1.15 a yard. All colors.

(Main Floor, Central)

## Every Suit in the Young Women's Store Is Further Reduced

For young women going off to the mountains, or already planning for Autumn needs, these racks of price-lowered tailored suits spell opportunity.

There are jerseys, serges, tricelines, Poirer twills, homespuns, tweeds, coverts and a few pongees.

Plenty of the practical dark blues, some browns and also the lighter colors so much in favor. Even some whites are included.

Prices are now \$15 to \$65—in a few instances only a fourth less, but in most instances the reduction from original figures is a great deal more sweeping. Some are close to half.

All sizes from 14 to 20 are included.

N. B.—Please note that every cotton dress, plain or elaborate, is wearing new prices so low that their ranks are being rapidly thinned.

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

## Women's Fresh New Voile Dresses, Special at \$18.75

Earlier shipments of the same dresses sold for considerably more.

They are made of fine French cotton voile in navy blue, brown, orchid, delit, cornflower, corn yellow and maize color.

Each is finished with a dainty collar of white organdie or embroidery, and with a sash of the voile. A few of the dresses are ornamented with drawwork. All have elbow sleeves.

They are exceptionally dainty and pretty for the price, and will exactly answer the need of the woman looking for a soft, cool, pretty-colored afternoon frock that will not cost much money.

Sizes 34 to 42.

(First Floor, Central)

## The Popularity of Bead Necklaces

is just as great as ever, and perhaps for this reason, beads are prettier than ever before.

Fancy bead necklaces in graduated lengths, solid colors; and cut beads with little rondells between. In blue, pink, red, green and yellow.

Also novelty necklaces in attractive color combinations.

Necklaces, 50c to \$9.

(Jewelry Store, Chestnut and Thirteenth)

## Women's Silk Glove Special at \$1.35

These gloves are of heavy-weight Milanese silk, 12-button length, and will be excellent for early Fall. In black, brown, tan, beaver, pongee and white.

(West Aisle)

## The Laurie, a Four-Piece Sports Suit for Women

(In the London Shop)

A specialty of the London Shop, composed of cape, knickers, skirt and waistcoat, in a beautiful light tan tweed with leather buttons. There is no end to this outfit's combinations and usefulness—the cape and skirt may be worn for street; the knickers for golfing; the skirt, waistcoat and cape for tramping. An all-around and all-the-year-around outfit, \$95.

This suit will be made to order in other tweeds by the London Shop for \$125.

(The Gallery, Chestnut)

## Women's White Shoes Enter the Summer Sale Tomorrow

Two Thousand Pairs, White Canvas and Buckskin, Drop to \$5.75, \$6.75 and \$7.75

Some of these white shoes are about half regular prices. On others the saving is several dollars a pair.

Included are white canvas oxfords, white canvas plain pumps, a few high white canvas laced shoes, white buckskin oxfords, white canvas one-strap and two-strap pumps with tan or black leather trimming, white buck and canvas rubber-soled sports shoes, white glazed kid pumps, a few white kid one-strap slippers, and small groups of other desirable shoes.

There is every kind of heel a woman likes to wear—Cuban, military, high Louis, baby French and flat wedge heels.

All are our regular shoes, of excellent Wanamaker grade, in which sizes are no longer complete. But nearly all sizes among them.

(First Floor, Market)

## A Good Corset for the Slight Figure

For slight figures one of the corsets oftenest found satisfactory is a short "Letitia" model of batiste, very lightly boned, at \$8.50. It gives an easy grace without restriction, and is very light and cool on the figure.

Other good "Letitia" models for slender figures are \$5.50 to \$8.50.

It is a part of our work to help every woman who comes to us find exactly the best corset for her type of figure. Morning hours are best for fittings.

(Third Floor, Chestnut)

## Fine Skirts for \$7.50

They are odd ones and twos and broken-size assortments of skirts that were all more than double this price.

Novelty sports, silk crepes, fancy batiste satins, fine flannel, and some plain woolens. Nearly all in pleated models, and all in colors that will be just right to wear with bright sweaters.

(East Aisle)

## These New Surf Satin Bathing Suits Are as Pretty as Dresses

They have two other recommendations in addition to looks, too. They are thoroughly practical salt water suits. And very inexpensive.

Three exceptionally attractive models are just in—all of rich-looking black surf satin, made in straight-line dress style. Some are piped with color, others ornamented with wool embroidery. Nearly all have big pockets.

And prices are but \$3.75, \$5 and \$5.75.

(First Floor, Central)

## Fine Nightgowns for Particular Women

A fine hand-made "nightie" sweetsleep for many women who like every stitch about them to be of the daintiest hand-made variety.

Such women are regular patrons of the Little Gown Shop in the Underclothes Section.

A delightful collection of hand-made and hand-embroidered fine nightgowns is now in this Little Shop, priced \$3.85, \$4.85 and up to \$12. The exquisite needlework was done in the Philippines; the gown patterns are good and the materials fine.

We have never seen prettier gowns at the prices.

(Little Gown Shop, Third Floor, Central)

## The Man in a Wanamaker Tropical Suit

has the advantage in every way. Coolness is his, and therefore comfort. Good looks are his because of the good lines of every Wanamaker tropical suit.

That, surely, is a worth-while combination these days, and yet there are many men who might enjoy it and who don't.

They can depend upon us for tropical suits of coolness, excellent lines, the lines and the looks that come from good tailoring and that only good tailoring can impart to a tropical suit above all other suits.

Palm Beach suits, \$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)

## Closing the Week of the Men's Wear Sale

Stocks have been so reinforced by special purchases that there is still good selection in the following groups:

**Shirts at \$1.45, \$1.95 and \$2.65**

Soft-cuff, plain negligé shirts of fast-color percale, woven madras, batiste, balloon cloth, Russian cord and imported madras.

**Neckties at 35c, 50c and \$1**

Foulards, striped silks and other Summer silks, including some of the beautiful imported Spitalfields silks.

Also

Silk-and-cotton pajamas at \$3.50, which is a little above half price.

And a few English terry cloth bathrobes at \$10.

(Main Floor, Market)

## Men's Panama, Leghorn and Bangkok Hats, \$4

These fine, cool hats are all selected pieces and were all much higher in price. The man who gets any one of them for \$4 will get unusual value.

**London Straw Hats, \$3**

These are the Lincoln-Bennett and Redleaf sennit hats which are regarded by many as the finest straw hats made.

Variety is still excellent, even at this lowered price.

(Main Floor, Market)

## Men's Cool Underwear at Small Prices

We have a lot of Summer-weight gauze cotton athletic union suits that we can sell at 95c because they are what is known as "run of the mill." That means that some are perfect, but others are damaged or soiled. They will wear as well as strictly first-grade goods and are much lower in price.

Sleeveless and knee length, and with elastic webbing in the back.

Also Summer-weight gauze cotton shirts with short sleeves and drawers in ankle length at 50c a garment. First-grade goods ordinarily double this price.

(Main Floor, Market)

## Men's Brogue Oxfords at \$9 That Are Remarkable

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)

## Make Your Ice Cream Without Cranking

In a simple, inexpensive freezer which is found in the House-furnishings Store. A white enameled vessel, made in three sizes, holding one quart, two quarts and four quarts. After freezing, the cream will keep without repacking for eight to ten hours. One of the jolliest modern inventions! \$5, \$6 and \$10.

(Fourth Floor, Market)

## Candy Specials for Week-Enders

Fine jelly gum drops, in assorted flavors, 80c pound.

Crisp yellow jack squares, 50c pound.

These are two special "favorites" for those going away.

(Down Stairs Store, Chestnut)

## A Convenient Laundry Case, \$2.25

Made of canvas-covered cardboard, with straps and shipping tags for parcel post use. 20x12x5 inches.

(Fourth Floor, Market)

## Canning Time Is Here!

and here is a tin cold-pack fruit and vegetable canner which holds six jars, for \$2.75.

(Fourth Floor, Market)

## More Than 40 Titles Among 50c Books

And all are by well-known authors. Don't forget to take a few along over the week-end. Good reading for long and short journeys.

(Main Floor, Central)

## Two-Tone Stamping on Stationery

The latest whim in stationery, to have the monogram stamped in two colors. The effect is very attractive. Paper, \$1 a quire up; stamping, 50c a quire.

(Main Floor, Chestnut)

## A Word About Eyes

Because doctors are not so busy, now is a good time to have your eyes examined. Bring your prescription for lenses to our Optical Goods Section. We have a lens-grinding workshop in the building.

(Main Gallery, Chestnut)

## A French Novelty Handbag at a Lowered Price

A most unusual shape, wide and shallow, with a thumb handle.

Made of glazed cross-grain leather in dark blue and dark brown and with inner frame.

Repriced at \$3.50.

(Main Floor, Chestnut)

Do you wish a sign of the times? What better sign could anybody ask for than the fact that the world's greatest retail sale is surpassing itself in everything? With our experience of the last few days, nobody can tell us what conditions are or what they are likely to be.

We know. We know, because this is an event in which one is inevitably drawn close to the heart of things.

We are close enough to the heart of things to realize that they are very sound.

The atmosphere of this sale seems to be charged with sane and sound optimism.

It is bright with the beginnings of a new era in public affairs, a new settling down to a period of sound progress.

The home is the most natural place for this to begin; and the beginning has been wonderful.

## People Are Always in the Market for Wanamaker Furniture

Never more so than today. We have never had a finer selection of furniture to show them than the stocks offered in this August Sale.

Like all the Wanamaker sales that have gone before it this sale is primarily based upon the superior quality of the furniture itself. It is the finest furniture made. It has to be that and nothing short of it, because it is a fundamental condition of the sale that the goods in it must be the finest obtainable.

The quantities and varieties of furniture shown here are a matter of simple arithmetic. An actual count will show them to be two to ten times more extensive than any to be found outside of this store.

This means that you are two to ten times more certain of finding your kind of furniture here than you can be of finding it out of here.

And you are equally certain of finding Wanamaker prices to be the lowest prices that anybody who wants to be sure of a good investment will want to pay.

Tomorrow, the last business day of the week is the third and final day of advance selections.

Displays are still complete and undisturbed. They are a sight worth coming far to see, and for anybody needing furniture of genuine character at vouched-for savings, they present the opportunity of years.

All furniture chosen tomorrow will be entered as from Monday, next, August 1.

(Fifth, Sixth and Seventh Floors)



## The August Sale of Bedding

comprises our entire stock of mattresses, pillows, bolsters and bedsprings at 20 to 25 per cent less than the regular prices.

You can have hair mattresses, box springs, feather pillows and bolsters made to your order, from your own choice of materials, at these savings during this sale.

You can choose cotton mattresses at the same economies.

It is one of the two great bedding sales of the year, and none but Wanamaker warranted goods are comprised in it.

(Sixth Floor, Chestnut)

## Our Entire Stock of Office Furniture Is in the August Sale

The August Sale prices average about 20 per cent less than regular rates.

On goods of such staple character that is something unusual, especially in view of the unrestricted choice.

Many things are one-third below the standard prices, while on others the saving is much.

In every case it is a saving real and above board.

(Third Floor, Market)