

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

And Now Another Great Sale Comes Forward at Wanamaker's!

To Consider Carefully Events of the Past

lights a lamp upon the way farther on.

There are more encouragements than setbacks behind us if we will take the time to count them up, and we have learned a great deal by our experiences as we came along; therefore we are sure to do better in the future.

The farther on we get, the surer we may be of a better way and our better understanding of what is to be done.

[Signed]

John Wanamaker

August 1, 1921.

New Millinery of Duveltyne and Velvet Appears

There may have been a time in the outlived past when a woman wore a straw hat in Summer and a felt or velvet one in Winter.

Not so now! In the midst of Winter, likely as not, she dons straw or lace—even as in the midst of Summer she now, for the sake of novelty, puts velvet on her head.

And surely these new hats we shall show tomorrow, of soft duveltyne and of velvet, are pretty enough to be worn in any season. Velvet always was and always will be becoming; and duveltyne, in black and colors, is even more captivating in these smart little tailored hats.



Prices begin at \$10.
(Millinery Salons, Second Floor, Chestnut)

Uncommon Opportunities in Dainty White Waists

"What! An all-hand-made waist with hand embroidery or real lace for \$2.85?"

Yes, really. So dainty and fine and pretty that it's nothing short of wonderful for this price.

It's a "special," of course. And any one who likes such a waist—of white batiste, with long sleeves—will do well to take advantage of it while they last. Other good waist opportunities are:

For \$1.65—much better than usual waists of white voile and batiste. Short sleeves.

For \$2, \$2.85 and \$3.85—waists of white voile and batiste, many with filet lace. Short sleeves.

(East and West Aisles)

The Sleeveless Slip-On Dress Seems Here to Stay

Women have never had a more accommodating frock than the sleeveless slip-on. By taking into itself a guimpe or blouse, it becomes a useful all-around dress.

It may be chosen here in cool, silky pongee—natural or colored—in linen, rayon, novelty crepe, jersey, or a smart knitted-wool basket-weave that suggests cool mountain breezes.

Prices \$8.50 to \$27.50.
(First Floor, Central)

Fine Sports Silk Stockings "Seconds" at \$3

Full-fashioned, all-silk, accordion-ribbed stockings in two-color combinations.

The kind the athletic girl is wearing now for outdoor sports in place of wool.

If first grade they would be almost three times this price.

(West Aisle)

Women's Shoe Clearance Now Includes White, Black and Tan

—not to mention gray and brown. Shoes for all next Summer—to say nothing of the remainder of this Summer—can be picked up at extraordinary savings, if your size and choice are found together. And they very likely will be, for the assortment is large and varied. Almost every kind of low shoe and slipper is included, embracing plenty of white canvas.

(First Floor, Market)

Some of Our Prettiest Nightgowns Come From Japan

Can you see them, the little yellow people across the sea, stitching, stitching, stitching their exquisite needlework into these lovely garments for American women's slumbers?

The gowns are cut on our patterns, but hand embroidered and made beyond the Pacific. And the rich embroidering is simply exquisite.

Of palest shell-pink habutai silk, \$10.50. Of crepe de chine in the same color—one style in pale blue also—\$12.50 and \$15.

Ask for them in the Little Gown Shop.

(Third Floor, Central)

Lowest-Priced Handbags of Leather

\$1.50, \$2, \$2.85 and \$3 are the prices. And all fresh, new style goods which a manufacturer wanted to clear away. Bags of alligator and spider grain leather in brown, gray and tan. Of cobra grain in black, brown and navy. Of black pin seal.

(Main Floor, Chestnut)

Women's Unusual Tricolette Afternoon Dresses for \$25

They are white, or white with a touch of color, or that delicate shade of seashell pink which takes years off of any woman's age.

Some are trimmed with deep silk fringe, some are embroidered in self-color, a touch of beadwork brightens others, or silver threads or colored sashes. A few are coat dresses—skirt of white, jacket of pink.

There are a number of models, all unusually attractive. And \$25 is but a part of their earlier prices.
(First Floor, Central)

New Neckwear Specially Priced at \$1 and \$1.50

And just as dainty and attractive as neckwear knows how to be. There are vestees, and collar and cuff sets made of organdie or net. Many pieces are lace-trimmed, and some of the vestees are made entirely of ruffled lace. Organdie sets with colored embroidered dots are very attractive; also the white sets edged with dainty colored ruffles.

(Main Floor, Central)

New in the Little Boot Shop

A beautifully fashioned pump of lightest weight tan calfskin, with one buttoned strap, and a fancy tongue slit to show just a peep of champagne kid beneath. Light turned sole, of course, and Louis heel.

Prices \$16.
(First Floor, Market)

Just Unpacked—Chinese Irish Laces

This long-awaited shipment includes some particularly lovely patterns, from the narrow picot edging at 35c a yard to the five-inch insertion for \$5 a yard. Beadings, edgings and insertions—all made so carefully that it is hard to distinguish them from those which come from Ireland.

(Main Floor, Central)

Women's Plain Handkerchiefs Special at 35c

Made of Irish linen, heavy and sheer, some with tape borders, others with rever hemstitching, still others with plain narrow hem.

(West Aisle)

White Surf Satin Skirts Drop to \$2.75

An excellent model, with two pleated pockets, large pearl buttons and loose belt. Originally much more. A limited quantity.

(East Aisle)

Dainty Princess Petticoats for Little Ladies

Two to sixteen years is the size range—important ages when standards of taste and refinement in matters of dress are forming. These simple little garments are quite lady-line in quality, workmanship and trimmings, which range from wee tucks, plain hemstitching, to good laces and dainty embroidered edgings, \$2.25 to \$3.75, and hand embroidery, starting at \$2.50.

(Third Floor, Chestnut)

About the Frolaset Corset

The front-lacing corset is the easiest to lace. There isn't any doubt about that—but so many front-lacing corsets are uncomfortable across the back, without that snug feeling which is the charm of a well-fitting corset.

The Frolaset has this charm because it is made with a special view to snugness across the back, and an elastic band across the bottom of the back is another excellent feature.

This is why the women who find the front-lacing corset more comfortable and easier to lace than the back-lacing models do not hesitate to buy the Frolaset corset.

(Third Floor, Chestnut)

More \$1 Umbrellas for Women

Women have found this umbrella to be a remarkable value for the price. Full size and made of American taffeta (cotton) with hardwood mission handles and silk cords. In black only.

(Main Floor, Market)

French Chocolates in Fancy French Boxes

in the Camee Shop. We don't know which are sweeter! But you may have Camee chocolates and box for 50c to \$1.25—so no choice is necessary!

Also sweet are Camee caramels, \$1 a pound.
(Main Floor, Chestnut)

Half-Yearly Clearaway of Lace Curtains

A large assortment of small lots, containing one, two or three pair of a kind, the sample curtains in each lot somewhat mused.

Also discontinued patterns in quantities of four to twelve pair of a kind.

An opportunity to pick up several pair of excellent curtains at a third to a half less than former prices.

(Fifth Floor, Market)

No Fastenings Mar This Sweater

So many women—particularly those of youthful, girlish figures—prefer a sweater that slips on over the head, fitting snugly to the form without openings or fastenings of any kind.

Here is a new beauty of this kind—a slip-on sweater of softest Iceland wool, with round neck, long sleeves, two pockets and knitted belt.

It comes in white, black, navy, gray, tan, brown, henna, jade and burnt orange. The price is \$10.
(First Floor, Central)

Bed Sets of Irish Cambric Lowered to \$1 and \$8

These are unusually attractive, spread and bolster cover, with scalloped edges, some sets showing broad stripes of colored material with embroidery in color between. Other sets have no stripes, but are more elaborately embroidered. Some of these have hem-stitched edges. Embroidery in blue and rose.

For single beds, \$7 each. For double beds, \$8 each.
(Sixth Floor, Central)

With the Whole Country Interested in Tennis

It is timely to tell of the splendid collection of tennis goods here.

Bancroft, Slazenger, Wright & Ditson, Spalding, Lee and Reach racquets, \$10 to \$16.

The Taplow Special is unusually good at \$10.

Specially priced racquets are the Cup Defender at \$5 and the Gem and the Rival at \$3.50.

Tennis balls, 50c and 60c each.

Nets, posts, markers, racquet covers and presses and all other paraphernalia.
(The Gallery, Chestnut)

To 500 Men Wanting \$1 Umbrellas

Congratulations! For here they are, made of good quality American taffeta (cotton), with crooked hardwood handles. For the earliest 500!

(Main Floor, Market)

The Way to Have the Best Furniture Sale Is to Have the Furniture People Want

We are holding an August Furniture Sale that fulfils these conditions.

It is backed by the largest and most valuable stock of the most desirable furniture to be found at retail in the world. (We do not enjoy using superlatives, but we must tell the facts.)

And we emphasize these facts because they are the basic, the fundamental things, the things that matter to the people whose homes or apartments need furniture and whose money has to be put out to the greatest advantage.

One should keep one's feet on solid ground.

One should put one's money in the things of solid worth, in the furniture of character and stability and service.

Furniture of this kind is never "dear." At the prices quoted in this sale, it is a good, sound investment, an investment that is sure to pay dividends in service and

satisfaction.

Remember, you have to live with the furniture, not with the price-tag.

There is a kind of furniture with nothing but the price-tag to commend it, and even that is a doubtful certificate.

Of course, you don't want to have anything to do with that stuff.

The furniture you want is the furniture that satisfies your desire for graceful and beautiful lines, for genuine stability and service qualities and for real economy.

We go on record for the statement that by far the largest stock of furniture of that kind to be found at retail is back of this sale, and we hope you will put our words to the test by coming in and seeing the goods.

In this case "seeing is believing."

(Fifth, Sixth and Seventh Floors)

The August Sale of Office Furniture

takes in our entire stock at savings averaging 20 to 25 per cent.

This is one of the great opportunities of the year for business men whose office furnishings need renewal or replenishing.

(Third Floor, Market)

You Can Get Rugs at Good Savings, Too

Year-round and Summer rugs of various kinds have had their prices substantially lowered.

Axminster rugs at \$42.50 for 9x12-ft. size, and velvet rugs at \$48.50 for the same size.

Colonial rag rugs at \$9 for

There is a very attractive assortment to choose from and the goods are of the standard kind, staple as wheat at their original prices.

(Third Floor, Market)

9x12 ft., and \$8 for 7.6x10.6 ft.
Heavy rush rugs at \$9.75, \$17.50 and \$25 for 9x12 ft., and \$18.50 and \$15 for 8x10 ft.
Imported straw rugs at \$6.25 for 9x12 ft., and \$4.75 for 7.6x10.6 ft.

(Seventh Floor, Chestnut)

Now Is the Time to Buy Mattresses

Now, when all our stocks of mattresses, mattress materials, pillows, bolsters and springs are offered in the August Sale at 20 to 25 per cent less than regular prices.

You can have hair mattresses made to order in our factory from your own choice of materials. These latter include a full variety of grades of clean, sterilized hair and an assortment of the best tickings.

We also make feather pillows and bolsters to order, as well as upholstered box springs.

Hair mattresses are now priced at \$12 for single-bed size up to \$84 for the finest kind in the double-bed size.

Felt mattresses from \$9.25 in single up to \$36 in double-bed size.
Cotton and other mattresses from \$3.50 in single up to \$15 in the double-bed size.

Box springs from \$20 in the single up to \$60 in the double-bed size.

Feather pillows from \$1.50 to \$8 each.
(Sixth Floor, Chestnut)



BABSON, the Business Statistician, sent out advice the other day to his hundreds of thousands of readers to "buy your Winter suit and overcoat now—no matter if it is the hottest day of the year." He holds that men's clothing right now is abnormally low in price.

What will Babson's readers think when they learn that the

Wanamaker Summer Sale of Men's Suits Starts Tomorrow

and that the "abnormally low prices" will come down with a bang to

Clearaway Figures!

Every fancy Summer suit in the Men's Clothing Store comes into the movement, and the whole range of Summer prices is knocked out into two figures.

\$30 and \$40

All the fine fancy chevots and many of the fine worsteds are grouped at one figure—\$30.

(They Were \$5 to \$20 Higher)

All the rest of the worsteds—the cream of the city's best stock of clothing, come down to \$40.

(They Were \$12 to \$30 More)

Two splendid collections to choose from—fine, all-wool hand-tailored, Wanamaker Standard suits.

Prudent men will buy them to wear through August, September, October and next Spring and Summer.

Best choosing tomorrow morning.

(Third Floor, Market)