

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 Unsettled

America Leads the World in Furniture Making and in Well-Furnished Homes Largely Because of the Wanamaker Furniture Sales

Whoever Stands Firm and Looks Ahead

may climb many a mile farther on if he properly husbands his power, perseveres and does not overdo his strength.

There is so much to be done, and each day is a gift that we must try to make use of for some good purpose.

That old, small, wooden tablet with its five Latin words,

No Day Without a Line

beckons onward.

[Signed] *John Wanamaker*

August 2, 1921.

These Linen and Voile Dresses at \$16.50 and \$18.75 Are Wonderfully Good

Women need only a look at them—and straightway the dress is sold. They are so simply and cleverly fashioned of finest French linen or linen-and-voile combined, and in the most becoming colors. Each looks much more expensive than it is.

One model at \$16.50 is a complete costume—a one-piece French linen dress of good lines, topped by a three-quarter coat to match—the coat sleeveless and cut in long slashed panels caught together by rows of little buckled straps of the linen. This is in orchid, brown, white or pink.

In white, brown or blue is a straight-line linen dress buttoning down the side, with white drawnwork collar and cuffs. This also is \$16.50.

At \$18.75 is a delightful blue or brown linen dress with frills at neck and sleeves; and an equally delightful model with long, straight waist of fine cotton voile running down to meet a skirt made entirely of flounces of picot-edged linen. This is in maize, yellow, white, navy, Copenhagen, brown or pink.

(First Floor, Central)



London Shop Sale Announcement Clearaway of Women's Sports Wear

Including imported chenille dresses, sleeveless dresses, skirts, sports coats, and hats—all in exclusive models—

With Prices About Half

This is the first sale of women's wear in the London Shop, and as it is a general clearaway of women's fine wearables, it offers extraordinary selection, including:

Smart and imported chenille dresses at \$20.
Dresses with Ukraine handwork at \$37.50.
Various smart sleeveless dresses in linen, jersey, ratine and tweeds at \$9.
Short sports coats of fannel in fine shades at \$21.
Canton crepe skirts at \$12.
Linen skirts at \$6.

Woolen skirts at \$11.50.
Wool ratine skirts at \$10.
And various skirts of cotton and imported woollens at \$7.50.
A number of circular, plain and pleated skirts in checks and plaids of flannel and woolen materials, \$11.50 to \$17.50.
Jaunty sports hats of felt, straw or ribbon, in all colors at half regular prices.

(The Gallery, Chestnut)

Cretonne at 25c a Yard Half Price or Less

Thousands of yards of fine cretonnes in lengths of 5 to 100 yards will be sold tomorrow at a flat rate of 25c a yard, no matter what their former prices were. Every piece in the lot was at least double that price and some three times or more.

Chiefly discontinued patterns, but good patterns, and a great variety of them.

A wonderful opportunity for people needing new hangings and furniture covers.

(Fifth Floor, Market)

New Silk Poplin Bathing Suits

So popular we cannot get enough of them. This new collection is the prettiest we have ever had.

Silk poplin as fine and supple as satin.

All-black, or black with trimming of white, green or blue.

Six styles—some with bloomers, some without. One buttons all the way down the front, others on the shoulder only. One is finely knife-pleated. One is embroidered.

But each is so pretty it will be hard to choose. Priced \$9.50, \$10 and \$12.50.

(First Floor, Central)

Openwork Silk Stockings "Seconds" at \$3

Fine, full-fashioned ingrain silk stockings in black, with openwork ankles. Most women want at least one pair of such hosiery for special occasions.

These are such good "seconds" you can hardly tell them from first-grade goods which are much higher in price.

(West Aisle)

For Every Sweater There Is a Vest

and collar and cuffs, too.

Many of these sweater sets are made of—

Plain organdie tucking, 18 inches wide, \$2.50 to \$3.50 a yard.

Embroidered organdie and net vesting, 18 and 15 inches wide, \$3 to \$5.25 a yard.

Lace and embroidered organdie, 18 inches wide, \$5.25 and \$5.75 a yard.

(First Floor, Chestnut)

Fine Underclothes Cost Little

These dainty Philippine chemises, for instance, so beautifully made by hand and hand-embroidered, for \$2.50 and \$3.85. They are white batiste, in envelope style.

And hand-made, hand-embroidered nightgowns—also the Philippine work—for \$3.85 to \$12.

One really needn't wear "common" underthings unless one prefers.

(Third Floor, Central)

An Exhibition and Sale of Old-Fashioned New England Hooked Rugs

Some of Them Antiques

This is one of the largest collections ever brought to this part of the country. The old families of New England, where the hooked rugs were made, cling jealously to such heirlooms, and the collection found here today represents the ransacking of a thousand or more attics on the "North Shore," and the careful selection of the finest specimens.

Old-time folks prized their hooked rugs. They did not know that in 1921 people would "rave" over their quaint designs and striking yet dexterous color combinations; but they not only cherished them by placing them on the sacred floors of the dusk-embroidered "best" room, but the more rigid of the housewives kept them "wrong side up, with care," to preserve their surface—quickly reversing them when company arrived at the door.

Even the antiques in the collection—some going back fifty years, others much longer—display scarcely a trace of wear in their firm, marvelous texture, nor are the colors faded "to hurt any."

Many are courageously and successfully brilliant in their color combinations. Others have almost the mellow shadings found in fine Persian rugs. Both moderns and antiques are all hand-manufactured, of course.

They are among the most delightful rugs procurable to "go with" Colonial furniture.

Sizes are in great variety, going from the tiny rug, 12x7 feet, to 6x5 feet, and prices are still more varied, ranging from \$12 to \$800.

(Seventh Floor, Chestnut)

Fine Swiss Organdies, 75c to \$1.25

The imported organdies have always been the most in demand. 45 inches wide, in a full line of colors. In three qualities, 75c, \$1 and \$1.25 a yard.

(First Floor, Chestnut)

These Sales have had such a tremendous bearing upon the furniture industry of the country. They have been of tremendous benefit, both to the furniture business and to the homes of the people, because they have proven themselves the best and safest and most satisfactory connecting links between the two.

And all the time they have moved steadily in one direction—

—forward towards better qualities and improved styles, adaptations and reproductions of the recognized classic models.

—forward towards sound, healthy, properly seasoned woods.

—forward towards woodsmithing of the workmanly kind that only skilled mechanics know how to turn out and how to appreciate.

—forward through all the avenues leading to stability of interior construction—strong cordage, standard seat-springs and enough of them, clean, sound fillings—quality real and warrantable in every part and process and detail.

(Fifth, Sixth and Seventh Floors)

Pickard Hand-Painted China

comes in such delightful little coffee and tea sets that it solves many a gift problem—whether of wedding, birthday or anniversary!

In all-over gold with honey-suckle pattern, from whimsical little salt shakers at \$2.50 a pair to vases in an attractive panel design for \$35, and five-piece coffee sets at \$45.

Fruit bowls, celery trays, water pitchers, and after-dinner coffee sets are included in the assortment.

(Fourth Floor, Chestnut)

Summer's Best Sale of Men's Clothing

The whole stock of men's fancy suits, all three-piece models is in a clearaway at two prices:

\$30 and \$40

at these figures the choosing is exceptionally good—so much so that many forehanded men will buy two or three suits each.

The suits at \$30 include all the fine chevots and many of the worsteds.

The suits at \$40 are all worsteds and comprise the best ready-to-wear suits for men to be found anywhere in the city.

(Third Floor, Market)

All Office Furniture at August Sale Prices

Our whole stock of office furniture, the best-selected and most varied stock we have had in years, is now offered in the August Sale mostly at reductions of 20 to 25 per cent from the latest low prices. A small proportion of the goods are at lesser reductions, but all the savings are from the lowest market figures now prevailing.

(Third Floor, Market)

Selections are very attractive, comprising desks, chairs, tables, filing cabinets and other such goods, in a most satisfactory variety of sizes and styles, and all of recognized standard quality.

It is an opportunity for business men who know a good proposition and how to take advantage of it.

The Mattress, Pillow and Bolster Are Furniture Too

In goods of this character quality is all-important. All Wanamaker mattresses, pillows, bolsters and springs are of the finest quality known at their regular prices.

(Sixth Floor, Chestnut)

The August Sale takes in our entire stock of these goods at savings of 20 to 25 per cent.

It is one of the two great opportunities of the year, and this particular sale brings the best offerings in several years.

Men's Shirts Low-Priced at \$1.45, \$1.65, \$1.95, \$2.65

All good, soft-cuff, plain negligee shirts that have been much higher priced or were specially purchased.

Of fast-color percale at \$1.45.

Of printed madras at \$1.65.

Of woven madras at \$1.95.

Of batiste, Russian cord and imported madras at \$2.65.

(Main Floor, Market)

Men's Scotch Grain Oxfords Are High in Favor

This rugged looking leather in a new shade of tan is probably the most desirable of all this season in men's fine fashion shoes.

We have some of these oxfords with full toes, straight tips, wide shanks and low heels at \$12 a pair.

(Main Floor, Market)

Mirth and Music for Juveniles

Yes, we have in the Musical Instrument Store certain instruments especially affected by the younger folk, although there is no let or hindrance laid upon their use by persons much older.

One is the mouth organ (or harmonica), prices 50c to \$3.50, and the other is the ocarina, breezily termed by boys "the sweet potato," prices \$1 to \$1.50.

(Second Floor, Central)

Wanamaker Special Vacation Sale of Trunks

Late vacationers are the ones who get the great advantages when it comes to trunks.

We have just received the "Wanamaker Specials" for the August Sale, fine, brand-new, durable, every one of them, fit to travel in good company around the world.

All made to our own specifications, and every one of them with several dollars saving.

Wardrobe trunks, \$35. Fiber covered, with hangers for women's or men's clothing, three shoe pockets, laundry bag, four drawers, all broad enough for shirts, and the bottom drawer convertible into a hat box.

Dress trunks—fiber covered, with deep, divided tray; 32 inches long, \$14; 36 inches, \$16; 40 inches, \$18.

Steamer trunks—same construction as the dress trunks, 32 inches, \$12; 36 inches, \$14; 40 inches, \$16.

(Fourth Floor, Central)



Here Are the First New Autumn Suits for Young Women

They are fashioned of exquisite fabrics—duvetynes and velours, and many variations of these soft and velvety materials, bearing almost as many new names as there are makers of fine cloth.

They exhibit the newest coat lengths, the latest sleeve ideas, the favored skirt lines for autumn.

Many are luxuriously trimmed with fur.

Colors are just what Miss 14-to-20 will be smartest in the autumn—a lovely copper hue, moroccan brown, tortoise tan, marmot, sorrento blue, and the always approved black and navy.

Included, too, are smart tricotine and tweed suits. It is well worth while to see all these new things as soon as they come in.

Prices begin at \$89 and go to \$145.

N. B. Please note that the remaining spring and summer suits in the Young Women's Store have been greatly reduced.

(Second Floor, Chestnut)

A Fine Opportunity in Fawn-Color Buckskin Slippers

Among our finest footwear for women were a fawn buckskin one-strap Cuban-heeled pump with trimming of light tan calf, and a soft fawn buckskin two-strap slipper with Louis heel.

Regardless of former prices, each is now but \$9.75 a pair, because sold down to broken sizes.

Whoever finds her size still among them will get a pair of very fine shoes far below value.

(First Floor, Market)

2000 Yards of Silks in a Low-Price Clearaway

Comprised in which are two distinct and distinctly attractive groups of excellent and desirable silks at a considerable come-down in price.

1000 Yards of Shantung Now 65c a Yard

Originally these goods were selling for 40 per cent more. They are 38 inches wide.

1000 Yards of Foulard Now \$1.50 a Yard

In black and white, blue and white and brown and white; and in a variety of patterns and figures. The width is 36 inches and the saving from the original price is one-third more.

(First Floor, Chestnut and East Aisle)