

STORE CLOSED
ALL DAY TODAY

WANAMAKER'S

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WEATHER
Unsettled

Only the Greatest Stock of the Furniture People Want Could Make Such an August Sale

IT IS because this sale, like all our furniture sales, has been planned from the standpoint of the different needs of different customers that it satisfies each individual requirement in such a remarkable way.

It satisfies the requirements of each individual customer who needs good furniture as no other sale possibly can.

No other sale can possibly rise to the same high plane of helpfulness, because no other sale is backed with the same class of furniture in the same splendid range of variety and at the same low prices.

We are doing a record volume of business because the people see that the sale is as good as we say it is.

We have the stocks to meet a continuance of this unprecedented demand all through the month, beginning anew next Monday morning.

(Fifth, Sixth and Seventh Floors)

We Know of a Boy Who Went With Other Boys to

the famous Natural Bridge in Virginia. He climbed the wall of steep rocks and cut his name into the stone above the initials of his fellows.

Becoming suddenly aware of the impossibility of descending, he heard the voices of his comrades far down below him saying,

"Do not look down; try to reach the top."

His only hope was to go right up, up, up! till he landed at the top.

Maimed and blemished by idleness, how many young Philadelphians, having cut their names somewhere low down, have put their hands in their pockets and are standing still?

To look at them one would think they had found a diamond, judging by their stately manners and utter indifference, whereas it is only a piece of broken glass they have picked up.

Friends are still calling to many of us, "Up, up, up! There is room at the top."

[Signed] *John Wanamaker*

August 6, 1921.

Young Women's Charming Gowns of Canton and Crepe de Chine—\$38.50

Charmeuse, too, for its supple satiny texture is preferred by some to the duller surfaces of the crepe silks.

Midnight blue and black are the favorites, but brown, also, is being more and more asked for by those aware of fashion's whims.

Some of these gowns are of tailor-like simplicity, others elaborately beaded or embroidered. A delightful one of dark blue Canton crepe has deep Van Dyke points formed of bronze or silver beading.

The price of \$38.50 includes not only these street and afternoon dresses, but also some crepe de chine sports dresses with elaborately wool embroidered colored coat blouses over white skirts.

Pretty Taffeta Frocks Drop to \$10

Dark blue taffeta of good quality, trimmed with little points of cream organdie. The drop to \$10 is a very considerable one. Sizes in all the above are 14 to 20.

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

The Newest Bathing Suit Has Long Pantalettes

But it evens things up by a very short skirt. It is made of black taffeta ornamented with white rick-rack braid. It has a surplice tie-back waist, and cunning little puff sleeves. The pantalette bloomers end in a deep buttoned cuff.

Another new ocean dress looks as much like little daughter's "best" frock as Mother's bathing suit. It also is black taffeta, made of little ruffles from hem to waist, and finished with a Peter Pan collar of checked gingham.

Both are \$25. And with them have come other clever new \$25 suits of blue or black satin, touched up with white or colored wool embroidery.

(First Floor, Central)



Delectable Garments for Her Hours of Ease

Breakfast coats of shimmering lace silks in the loveliest pastel colorings, made frilly with little rufflings around neck, sleeves, pockets and hem. \$16.75 is little to pay for such morning attractiveness.

Practical but pretty negligees of albatross in pink, blue, lavender and gray, the edges scalloped and buttonholed in white. Price \$6.85.

(Third Floor, Central)

If the Underclothes Supply Needs Replenishing—

here are some new and dainty garments that will do it at small cost.

Nightgowns of flesh-pink cotton crepe with blue embroidery at \$1.85. Of flesh batiste at \$1, \$1.65 and \$1.85—the last two daintily hand embroidered.

Chemises of white cotton crepe, low cut, at \$1.50. Of flesh silk muslin at \$1.

(Third Floor, Central)

The Sash Now in the Mode

requires the high luster satin ribbons, six and nine inches wide. In pink, blue, Nile, orchid, turquoise, navy, white, black, \$1.50 and \$2.25 a yard.

(Main Floor, Central)

The Styles in Fall Furs

have been set, so now is the time to have alterations made—before taking the furs from our storage. It's a good time for repairing, too.

(Third Floor, Central)



So Many Women Now Are Asking for Dark Silk Gowns

Canton crepe or crepe de chine or georgette-over-silk in very dark blue or black are the favorites. Such a gown serves so many purposes for street, afternoon or informal evening wear.

Between \$38.50 and \$85 we have a collection of charming gowns in these materials, in dark blue or the always fashionable black. They are exquisitely cut and made, and the littlest detail about them is in perfect taste. Some examples are:

A heavy Canton crepe of clever lines with repeated rows of hemstitching for its only ornament. Black or blue, priced \$52.50.

A very dark georgette, richly embroidered in self-color, at \$67.50.

A georgette finely pleated from neck to hip, where the pleats widen and run round and round instead of up and down. This is \$38.50.

A Canton crepe with three cleverly-cut panel draperies is \$40. A dark blue Canton crepe with a touch of French blue at neck and sleeves and in the rosettes below the long waistline is \$52.50.

Every gown in the collection, from lowest price to highest, has been carefully chosen with the needs of our most discriminating customers in mind.

(First Floor, Central)

A New Sweater for Feminine Golfers

It is sleeveless, of course, and short, and open all the way down the front in a V effect, fastening with a tie belt.

(First Floor, Central)

It is sturdily knitted of warm alpaca wool, and may be had in navy or Alice blue, white, cherry, brown, buff or jade.

The price is \$16.50.

Women's Fine Sports Shoes at Clearaway Prices—\$7.75

Good-looking and splendidly made one-strap pumps of white canvas with straight tip and heel foxing of tan or black leather. Sole and low heel of the leather.

Dressier white canvas pumps with two buttoned straps and

(First Floor, Market)

Cuban leather heels. Wing tip and heel foxing of perforated black patent leather or tan Russia calf.

Each is now \$7.75 a pair, regardless of their original higher prices.

A Little Gossip About the American Lady Corset

This is the corset which carries both back and front lacing styles, both elastic and plain top. But the most important thing is that the bones have a well-deserved reputation of lying flat and never twisting or turning—one might say that its bones are guaranteed not to rattle! Speaking of bones, the ones in back are made rather short, and every woman knows what a comfort this feature affords. The American Lady includes a wider range of styles than most any other corset.

For the girl or slender woman there are lightly boned models for \$3 to \$6.

The \$9 model, for larger women, has long boning over hips, a low bust, and is reinforced over the abdomen.

More lightly boned styles, with elastic top are \$3, \$4.50 and \$9.

Front-lacing model, lightly made with low bust, \$7.

For short figures there is a topless front-lacing corset, \$6.

(Third Floor, Central)

For the Girl Who Goes Canoeing

or camping, or who indulges in any of the delightful summer sports, there are white and colored middies—many with short sleeves—with tailored or blue, braided collars. Eight to 16 year sizes, \$1.15 to \$2.50.

(Third Floor, Chestnut)

Crystal Beads, Clear as Dew-Drops

make up the new novelty necklaces now in the Jewelry Store. They are used with small colored rondells, pink, blue, red or black. Some necklaces are entirely of the crystal beads, others are strung in black and white effects. Many have tassels or beads, \$1.25 to \$12. Beads are of imitation crystal.

(Jewelry Store, Chestnut and Thirteenth)

Exclusive Styles in Brown Duvetyn Handbags

These handbags are advance Fall styles and exceedingly good values for \$3, \$3.50, \$4 and \$6.50. Made of silk duvetyn, in pouch shapes, with duvetyn handles. Most of them have metal frames, large mirrors and inner frames.

The \$6.50 model has hand-made frame, engraved, and with ornamental clasp. Lined with taffeta silk.

(Main Floor, Chestnut)

New Dimity Blouses Have Sleeves to the Wrist

And their embroidered collars and cuffs are just the right finish to wear outside coat or sweater.

Fine crossbar dimity makes one new blouse, with Peter Pan collar and cuffs of eyelet embroidery that looks like Madeira.

Striped dimity fashions another, with embroidery roll collar and cuffs.

Each is \$5.

(Third Floor, Chestnut)

Mahogany Mantel Chime Clocks Repriced

Westminster quarter-hour chiming clocks, in finest quality mahogany cases with dull wax finish.

Chimes on melodious truetoned rods, with patented feature for bringing chime and time into unison.

Six-inch silver-plated dials. Beveled convex white glasses. Spirit level on dial, indicating when clock is in beat; with adjustable feet for leveling.

Dimensions, 10 inches high, 21 1/2 to 23 1/2 inches wide, 7 1/4 inches deep.

At the new lower prices of \$70, \$75 and \$85.

(Jewelry Store, Main Floor, Chestnut)

The Bride-to-Be

needs must think of a hundred-and-one things, and this is just to remind that one of these things—wedding announcements—may be attended to right here. Engraving finely executed.

For brides-to-be and everyone else, stamping on letter paper is also finely done.

(Main Floor, Chestnut)

Many a Surprise

may be packed into one little pound box. Such a surprise box would be one filled with these Cameo specialties.

Truffles, shells, nougat, chocolates, chocolate pralines and long chocolate caramels. \$1.75 for a pound.

(Main Floor, Chestnut)

Irish Point Curtains in a Clearaway Sale

Monday we put on sale practically all our Irish point curtains, in both long and sash sizes, at prices which are a third less than regular.

This sale consists of many small lots in discontinued patterns, but as changes in design in Irish point are almost unnoticeable, this is a minor detail.

Prices are \$7.50 to \$29 a pair, with about a dozen other prices between.

(Fifth Floor, Market)

Voiles in Odd Designs, 38c

This is a special price, of course, for such excellent quality voiles, 44 inches wide. There are the dark colors suitable for early fall—designs on navy grounds, navy with white, black and white, and some pretty chailis effects.

(First Floor, Chestnut)

English Hairpins Are Favorites

—or we wouldn't send all the way across the sea for them. They come in handy boxes, with compartments. Bronze and black.

200 invisible, 20c.
500 invisible, 45c.
375 assorted, 50c.
500 assorted, 50c.

(Main Floor, Central)

Special of Longcloth \$1.35 a Piece

Even though it is longcloth, there are only sixty pieces—and that's the long and the short of it. Suitable for underwear; 20 inches wide, and ten yards to a piece.

(First Floor, Chestnut)

A New Mirror to Go With the New Furniture

Mirror prices have descended along with furniture prices, to accommodate the many who seek housefittings this month at a saving.

A decorative oval gilt mirror with bow-knot-and-loop top is now \$10.

A candle sconce panel mirror in silver frame has dropped to \$30.

A large Adam mantel mirror in painted wood frame is down to \$68.

A long oval dining-room mirror framed in richly colored fruit is now \$48.

Reductions throughout are 15 to 25 per cent, including mirrors of every kind.

(Picture Store, Fifth Floor, Market)

"Real Life," By Henry Kitchell Webster

The title was well chosen—it is a story of twenty-four wonderful hours of real life. Youth and fun in comedy-romance. Price \$2.

(Main Floor, Central)

Venetian Candles

are eight inches tall, round and grooved. In twenty colors. 20c apiece.

"At evening, when the setting sun Tells to the pines that the day is done, We'll gladly lend our glimmering light

To the moonbeams shadowing the trees at night. Like the little stars that shine above, We'll prove a worth-while gift of love."

(Fourth Floor, Chestnut)

Men's Straw Hats Are Now \$2

This is the news that hundreds of men have been waiting for. They will take advantage of this opportunity to buy their next year's straw hats, knowing that these styles will be good then. At \$2 you can choose from—

Lincoln-Bennett and Redleaf London sennit hats.

Tuscans, splits and macknaws.

A good selection of shapes and a full range of sizes.

(Main Floor, Market)

Daily Additions to the Men's Shirt Clearance

keeps selection good, both as to variety of design and coloring and range of sizes.

New lots have been added to the

Printed Madras Shirts at \$1.65

Woven Madras Shirts at \$1.95

Under ordinary circumstances these shirts would be a third to a half more.

(Main Floor, Market)

Men's Colored Handkerchiefs Exceptional at 55c each

Of pure Irish linen in attractive shades of blue, tan, violet, gray and green, and in a pleasing variety of all-over patterns.

For handkerchiefs of such quality the price, 55c each, is exceptionally low.

(West Aisle)

Men's Half Hose at Special Prices

Three lots from which any man may buy to advantage.

25c a pair for black, brown, gray and navy mer-

cerized.

75c a pair for black, brown and navy silk; "seconds."

\$1.25 a pair for black, white and light gray silk; "seconds" of a better grade.

Athletic Union Suits, 75c

First quality nainsook suits, usually a third more.

(Main Floor, Market)

Klearflax Linen Rugs for a Third Less

These rugs are made in plain colors, and this disposal is of colors that are to be discontinued.

9 x 12 ft., \$30	9 x 15 ft., \$36.50
8 x 10 ft., \$19	4 1/2 x 7 1/2 ft., \$9.50
6 x 9 ft., \$15	27 x 54 in., \$3

18 x 36 in., \$1.85

Linoleum Special

Inlaid linoleum at \$1.50, \$2.15 and \$2.50 a square yard.

(Seventh Floor, Chestnut)

In Buying a Mattress

the first consideration is quality. The fact is established and recognized that mattresses of quality are the only mattresses with which this store will have anything to do.

Exactly the same thing is true as regards feather pillows, bolsters and bedspreads.

This insistence upon and certainty of good quality means a great deal at any time, but above all at sale times.

The August Sale comprises our entire stock of these goods at reductions of 20 to 25 per cent from the latest low scale of market prices.

It is the best opportunity in many a day, a fact which people seem to recognize.

(Sixth Floor, Central)

Mr. Business Man, Look Into This Office Furniture Sale

So far as we can judge, it is the best sale of the kind Philadelphia has had in some years.

It is not a sale of job lots, or of odds and ends of undesirable things. It is an offering of our entire stock of standard, staple goods at straight reductions from the latest low scale of market prices.

Some things are almost half of what they were a year ago, others are 25 per cent less than then, and a small proportion of the stock is marked at savings that are smaller, but no less real.

And there hasn't been such a satisfactory variety to select from in many a day.

(Third Floor, Market)