

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

The People Want the Best Furniture and They Know the Sale to Come To for It

A Man in the Boat, Watching a Bluefish

three feet and a half long, weighing twenty pounds, being pulled in, said:

"There are just as good fish in the sea

as any one that has been caught." According to the unimpeachable records, the waters were set in the places made for them on "the second day" of Creation, and on "the fifth day" came "the great whales and every living creature that moveth, which the waters brought forth abundantly."

So the old adage is not only true but states a fact that has existed only two days less than this aged world.

There is no such other storehouse of meat food in the world as the sea and its sister waters.

[Signed]

John Wanamaker

August 11, 1921.

It Will Pay Any Young Woman to Look Into the Glass Cases of Silk Dresses

What are left of earlier-in-the-season silk dresses are not put out on racks to lose their freshness, but carefully kept in the dust-proof cases, where you may examine them for the asking.

And it is well worth while to ask now, for on all of them the prices are greatly lowered, even though many exhibit style features not very different from the newest dresses now coming in.

Here are charming dresses of taffeta, charmeuse, crepe de chine, Canton crepe, georgette and tricolette, at prices that bear small relation to their original figures.

A lovely black charmeuse gown now marked \$38.50 was originally more than twice that—and is as handsome and effective for the right young woman as it was the day it came.

Others are now \$25, \$38.50, \$45, \$49 and up to \$85—the saving on the latter being just \$50.

Street and afternoon gowns are included, and there are black, midnight and navy blue, and brown. Sizes run from 14 to 20.

(Second Floor, Chestnut)

New Arrivals—Real Filet Laces

There is an undeniable charm about the real filets and today they are used more than any other lace for lingerie dresses and blouses and for fine underwear.

Edgings in all widths, from the picot edging for 20c a yard to 19-inch edge, \$12.75 a yard. Insertions in all widths, from one-half inch at 20c to nine-inch at \$4.85 a yard.

(Main Floor, Central)

A French Perfume Note of Importance

Our many customers who are devoted to the exquisite French perfume Fleur d'Or will be glad to know that we are able to price new importations of this extract at \$6.50 instead of its former price of \$1.50 more.

It is put up as before in an attractive decorated square glass bottle, and is the identical golden bouquet odor that has helped to make the French perfumer Claire famous.

(Main Floor, Chestnut)

More of Those Filet-Trimmed Voile Waists

Just arrived. It's a waist we order and reorder continuously. Everybody likes it.

Fine white voile with deep roll tuxedo collar of filet lace, that looks so well over sweater or coat. The square front is pinched and finished with crocheted buttons and filet edging.

Sleeves are long or short, and the cuff is edged with filet.

Altogether it is one of our prettiest and most deservedly popular waists at \$5.85.

(Third Floor, Central)

A Traveling Electric Iron

which might almost be said to fold, may be used as a stove or as a curling-iron heater. This useful article lives in a green velvet bag. Price \$6.50.

(Fourth Floor, Central)



Velvet Millinery in the New Autumn Colorings

Colors of autumn they are indeed—the russet and crimson of frost-touched maple leaves and the brown of withered oak leaves, as well as more somber shades.

In velvet all these new autumn reds and browns are effective indeed, but not more so than the clever black velvet hats and the perennially becoming navy blue velvet hats shown with them.

Only the wearer's personal choice defines the size. It may be tiny and saucily upturned or wide-brimmed and shadowy.

A little blue-and-silver toque—a wide-brimmed russet velvet with orange-and-blue chenille embroidery—a blue velvet with sweeping ostrich—a brown velvet with reddish velvet leaves—each and all are inviting.

And the modest prices do not go above \$13.

(Second Floor, Chestnut)

Black Satin Slippers Are Indispensable

In any well-selected outfit. And more than ever this year, when all black toilettes are increasingly fashionable. As many women wear them with gray or beige stockings as with black—the stocking striking the single light-colored note in the whole black ensemble.

For immediate autumn and winter wear we present.

A Black Satin One-Strap Slipper at \$9.75

It has the low French heel many women prefer to high heels this year. In line, material and making it is as attractive a slipper as we have ever seen for this moderate price.

(First Floor, Market)

New Silk Kimonos From Japan

A good bit of Japan seems to have come over on these rajah silk crepe kimonos, with their all-over pictures of tea-houses, little bridges, flying kites, and fan-decked ladies. Their wearers will feel very Oriental indeed.

Different, but just as pretty, are the radiance silk kimonos in wistaria and other flower patterns on variously colored grounds. These have pointed sleeves ending in tassels, and braided silk girdles.

Each is just over, and priced \$12.50.

(Third Floor, Central)

Certain Underclothes Go Out Very Fast

These simple, nainsook night-gowns at \$1.85, for instance, the round-neck and sleeves finished with just a ribbon-run beaded or embroidered casing. Or these finer gowns at \$2.50 and \$2.75—the first with fine tucking and lace, and the latter an empire gown run with ribbon at waist, neck and sleeves.

New shipments of all have just come in. With them have come more of those old-fashioned, open front muslin chemises liked by elderly women. They button at the top, are finished with corded bands, and are \$1.

(Third Floor, Central)

Women's Organdie and Voile Dresses, \$5 to \$12.75

A late shipment of pretty organdie frocks whose duplicates sold for much more are marked for tomorrow at \$5 and \$7.50. Half a dozen styles, some with frilly fichu bodices, others lace-trimmed and ribbon-sashed.

The colors include white, maize, brown, navy, tan, pink, green, blue and orchid. Sizes 34 to 40.

Two groups of better-value voile dresses are marked to \$12.75. One group includes smart, straight-line dresses of very fine voile in broad-stripe effects, with tucked organdie collar, cuffs and pockets, and narrow black gros-grain sashes. Rose-and-white, orchid-and-white, blue-and-white, black-and-white.

The others are serviceable, figured voiles in dark blue, black, Copenhagen, tan and other color effects. Some have deep, pleated tunics. All are exceptional values. The sizes in these go from 34 to 50½.

(First Floor, Central)

More Women Should Learn the Advantages of the Ferris Corset

How many women really understand what the Ferris corset is? Some have a vague idea that it is an excellent "first corset," or that it is worn by women who need a corset with shoulder straps. Both conjectures are true—but there's more truth to the matter. Slender women often choose a Ferris girdle because it is so convenient to slip on and so very lightly boned. For the growing girl the Ferris corset is excellent. It is short, moderately boned and both laces and hooks. There is another model which has removable bones, and may be easily washed. It has a full bust and is made on very "comfortable" lines.

A new feature of the Ferris corset is a maternity model made for shorter figures.

The popular and best-known model of the Ferris corset has straps over the shoulder. Buttons and laces.

Prices \$2 to \$9.50.

(Third Floor, Chestnut)

A Fine Sterling Silver Tea Service

or a coffee service of seven pieces may now be introduced into any dining room at a cost several hundred dollars below its price of a week ago.

This is due to a replacement of some of our most attractive patterns in fine silverware.

Included also in the replacement are individual pieces of sterling silver tableware, such as well-and-tree meat platters, covered vegetable dishes, asparagus dishes, bread trays, fruit bowls and similar pieces, in designs matching the tea and coffee services.

It is none too early to think of autumn wedding presents!

(Jewelry Store, Chestnut and Thirteenth)

Fall Coats for Small Personages, Now \$5 to \$12

They may be worn from now until late fall, and are really remarkable for their prices. In checks, or plain materials, such as serges and velours, in fancy or plain tailored styles. Some are lined throughout and some only half lined. Two to six year sizes.

(Third Floor, Chestnut)

Small Children's Hats, 50c to \$3.50

So mother isn't the only one who may buy reduced millinery!

White and colored straw hats, mostly in tailored styles. Some have ribbon streamers, others have flat bows. Two to six year sizes.

(Third Floor, Chestnut)

Every Wash Skirt Comes Down to \$5

Finely woven white gabardines in eight tailored styles. Tucked cotton voiles in maize, pink or blue.

And a few linens. Regardless of former prices, all will be placed on sale tomorrow at \$5 each.

(East Aisle)

School Days Are Not Far Off

and if one little girl wants a new frock for school, there are a hundred who do!

There are pretty Japanese crepes and checks, the plain colors for 30c, 50c, 65c, and the checks in lavender, blue, pink and navy for 70c. 30 inches wide.

(First Floor, Chestnut)

A New Hair Ribbon and a Smile

the first won't be found without the other! Little girls love the hair-bows which stand up in colorful glory—made of taffeta ribbon, 4 inches and 5½ inches wide. 45c and 55c a yard. All colors.

(Main Floor, Central)

THOUGHTFUL observers have remarked "an unending gravitation of human thought and human love toward such things in our world as partake most of the eternal."

In furniture making, as in so many other spheres, fads and shams have risen up and flourished, more or less, and passed away, but the great, real old beauties, the old reliabilities, have lived on from generation to generation, and still we go back to them to gather inspiration so that we may make beautiful things now.

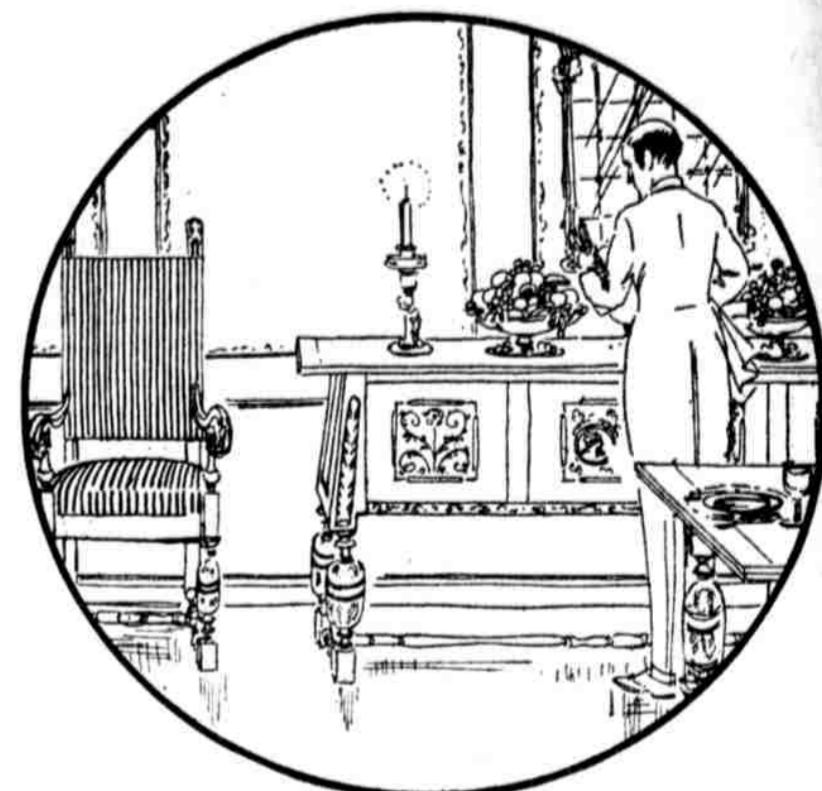
These are some of the things we have to keep in mind in choosing furniture for this Store and especially for these celebrated sales.

We have always to keep in mind the old essential things, the old, old principles of beauty and service and reliability without which no furniture is worthy of its name and without which no furniture is good enough to hold a place in such a sale as we are now holding.

It is good to think that the people want furniture of this essentially fine kind.

It illustrates in a very interesting way, the

(Fifth, Sixth and Seventh Floors)



unfailing tendency, or gravitation, noted above, toward the old permanent, essential things.

Undoubtedly, the people want furniture that is not only essentially sound, but made with beauty in it and not stuck on as an extra.

The fact is being brought home to us these days that they want furniture of real quality at real savings, that they mean to have it and that they know where to find it.

A Large Triple Mirror in a Black Lacquer Frame

with bird decoration, is going to make a useful and ornamental item in some wise shopper's home. Its price has dropped to \$40, along with all the other mirrors that have come down for the August Furniture Sale.

A good-sized circular mirror in a fruit-and-garland decorated frame is now \$36. Others from \$5 up.

It is the month to buy any needed kind of mirror for any room in the house.

(Fifth Floor, Market)

If a Couch Hammock Is Comfortable

—one could forgive it many things. But there's nothing to forgive our hammocks! They have cotton-filled mattresses and high upholstered backs. Price \$21.

(Seventh Floor, Market)

Irish Double Damask Napkins at \$6.75 a Dozen

Double damask, of pure flax, warp and weft, in size 22x22 inches, and in a number of floral patterns.

A new purchase, not a large one, but a very interesting one, bringing merchandise of good, sound quality and of the most desirable character at a very attractive price. \$6.75 a dozen.

(First Floor, Chestnut)

Mattresses Safe to Buy and to Live With

It has been said, and said truly, that one should be careful in choosing furniture, because one has to live with it.

There is nothing in the house to which this applies so truly and directly as to mattresses, pillows, bolsters and springs.

For surely one lives more intimately with these than with any other furniture in the house.

There is no merchandise in this Store about which we are more careful than we are of mattresses and bedding, and none about the quality of which we are more certain.

The August Sale includes our entire stock—mattresses, feather pillows and bolsters, as well as bedspings, all at 20 to 25 per cent less than the latest low market prices.

Surely, it is a very good time to buy.

(Sixth Floor, Chestnut)

The Approaching Battle for the Davis Cup

has brought interest in tennis to an even keener pitch than before.

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

The Taplow Special is unusually good for \$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)

Traveling Bags Are Such Sturdy Friends

—especially when they are as roomy as these are, made of rough or smooth cowhide and pigskin. In Oxford and kit shapes, leather or plaid lined. Brown, tan and black. Special values for \$8.75, \$10.75 and \$18.50.

(Main Floor, Chestnut)

Whatever Else You Forget

it would be an unforgivable thing to forget to take "the kiddies" their promised candy. There are two delicious specials for this week-end:

Marshmallow mint puffs, 40c a pound, and

Princess chips, 50c a pound.

(Down Stairs Store, Chestnut)

Men's Low-Priced Socks and Underwear

Any man who needs any further supplies to finish out the summer will save money by coming here.

Half Hose

25c a pair for mercerized cotton in black, white, dark gray, cordovan and navy.

35c, 3 pair for \$1, for artificial silk in black and colors; "seconds."

45c, 3 pair for \$1.25, for silk in black and cordovan; "seconds."

75c a pair for full-fashioned silk in black and cordovan; "seconds."

\$1.25 a pair for full-fashioned heavy black silk; "seconds."

Underwear

75c each for athletic style nainsook union suits.

75c a garment for light-weight cotton shirts and drawers.

85c a garment for striped balbriggan shirts and drawers; "seconds."

95c each for gauze cotton athletic suits; "mill-runs."

(Main Floor, Market)

Men's New Golf Hose From England

Full-fashioned woolen hose with turnover tops and all in the rich, quiet colors most men prefer. Altogether there are thirteen different color combinations and they are the handsomest we have seen for a long while.

\$6.50 a pair.

(Main Floor, Market)

Men's Scotch Grain Oxfords at \$8.75 a Pair

Scotch-grain leather is a great favorite this season with men of fashion and is used in the higher-priced shoes. As a matter of fact, these shoes were designed to sell for nearly a half more.

Of black and tan Scotch-grain calfskin with perforated tips, perforated and pinked around vamps and rubber heels.

(Main Floor, Market)

Men's Good Madras Shirts Special at \$1.95

There are both woven and printed madras shirts in this lot, all made plain negligé style with soft cuffs.

Stripes of various widths and in various colors and combinations form the designs and all are fast colors.

Some of these shirts have been lowered from higher prices and others are new arrivals from a special purchase.

(Main Floor, Market)

300 Boys' Norfolk Suits Come Down to \$12 Each

This is the first break in the prices of our boys' regular Norfolk suits this season.

The 300 or more suits involved are mostly in fancy mixed fabrics, but there are also many blue serges in the collection.

They are Wanamaker suits, every one of them, in materials and especially in tailoring.

The choice in mixed brown and gray effects is very good, and any suit in the lot can be worn at shore or mountain resort now and from now right into the fall.

The savings are mostly one-third, in some cases 40 per cent and on a small group about 20 per cent.

At the original prices, there were no better ready-to-wear suits anywhere.

Sizes for boys of 8 to 17 years.

(Second Floor, Central)