

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

Only a Wanamaker Sale Can Measure Up to the Demand for the Wanamaker Kind of Furniture

Times and Tides Taken at the Flood Flow on to Fortunes

The tides in the Delaware River are six hours and nine minutes in rising and six hours and twenty-four minutes in going out to low tide.

In Florida at Boca Seigi, in the wide shallow waters between the islands nearest the solemn, strange, old Gulf of Mexico, the tide is at its "full" in four hours and waits but three hours to fall to its lowest ebb.

The state of the tides and the moon and the direction of the winds have much to do in catching big fish, which are most likely to be had in deep water.

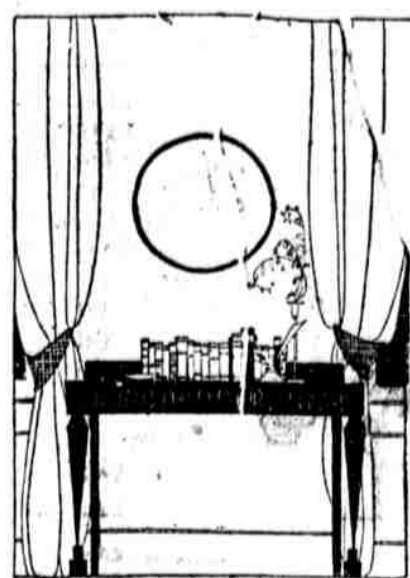
An accomplished fisherman must needs study what he is about.

One can see a multitude of fish in the waters and spend a day with them with the best fishing tackle and the proper bait and the fish playing in sight all around him and not get a bite.

There are distinct reasons why a man does not succeed in his undertakings if he will search them out and start again in the proper way.

[Signed] John Wanamaker

August 15, 1921.



ONLY one stock of furniture in America could measure up to the demands that are being made on this August Sale of 1921, and that is the stock with which we are meeting them.

It seems to us that if the people chose all merchandise as they are choosing furniture these days, there would be no bad merchandise in the world.

They are choosing furniture as if nothing matters but quality, and in the end nothing but quality really does matter.

They are choosing Wanamaker furniture because quality seems to be more of a consideration to them than it has ever been.

They are choosing Wanamaker furniture because they feel confident that the money they save on it is made real by the reliability of the goods.

They are choosing Wanamaker furniture not only because it is reliable, but because it is so desirable, so likable, so appealing in style, so good to see in one's home.

They could not choose for any better reasons. They could not find in all America, probably in all the world, as large or as diversified a stock to choose from.

Only those who know what an absolutely unrivaled assemblage of furniture it takes to make a Wanamaker Sale can fully realize how true it is that today, practically midway in the sale, the selections, for all reasonable requirements, are as good as they were at the beginning.

This notwithstanding the fact that since the sale began we have sold more furniture than we have ever sold for the same period in any corresponding event.

But the Wanamaker Sale can never fail the people in quantities and varieties any more than it can fail them in the quality of its merchandise, and quality is a point on which we will never give way.

(Fifth, Sixth and Seventh Floors)

Tomorrow Will Be a Fine Day for Women to Choose Better Cotton Dresses

Five Groups to Go at \$12.75

Some are late shipments. Some are remainders from our excellent mail-order styles. Others are lingerers—a few of this and a few of that—from higher-priced Summer collections. All are excellent values, and of a quality and mode to be serviceable the balance of this season and to start off another Summer. There are fine cotton voiles in both dark and pastel colors—some of them copying imported models in well-made linen gowns or blue, brown, yellow, or coral; good Scotch hams in excellent styles for smart morning wear or comfortable afternoons; fine dotted swisses in navy, brown or tomato; and natural pongees.

Each one is now \$12.75.

There is, of course, not everything in every size. But every one's size will be found in something.

(First Floor, Central)

A Sheer Blue Organdie Dress With Hand-Made Filet Lace at \$18.50

is just one of the pretty frocks to be had in the Young Women's Store now at late-Summer prices. It was more, of course, and so was every other cotton frock in the cases. The organdies—and they are what is left of our finest—are all now \$10 to \$25. They are white, blue, tangerine, black, pink or brown, and there is mostly one of a kind. Gingham, voiles and swisses are all now \$3.50 to \$15, including dozens of pretty models. Sizes 14 to 20.

(Second Floor, Chestnut)

A Fresh New Group of the Chinese Rugs So Many People Want

The service qualities and furnishing qualities of Chinese rugs are meeting with a new and ever-widening appreciation. As a furnishing asset they have a distinct appeal, which is strongly individual and effective.

The demand is naturally for pieces that carry the substance of service and the advantage of decorative and furnishing adaptability.

It is admirably answered by the pieces in the shipment that will be newly spread out tomorrow morning.

Blue is the prevailing color and the designs are of a refined order, both floral and conventional. Prices are notably low for such fine, attractive pieces.

Chinese Rugs

12.5 x 9. 2 ft.	\$275	13.11 x 11. 1 ft.	\$525
12.5 x 9. 3 ft.	295	12. 0 x 9. 2 ft.	340
11.10 x 9. 2 ft.	335	12. 0 x 9. 2 ft.	355
11. 8 x 10 ft.	300	14. 0 x 11. 2 ft.	535
12. 0 x 9. 2 ft.	330	12. 0 x 8.11 ft.	295
12. 0 x 9. 2 ft.	325	11. 0 x 9. 0 ft.	287
12. 0 x 9. 1 ft.	345	15. 6 x 12. 0 ft.	475
9. 0 x 6. 1 ft.	175	17. 0 x 11. 0 ft.	425

Chinese Rugs—Small Sizes

4x2 to 7x4 ft. \$25 to \$85

(Seventh Floor, Central)

A Little Clearaway of Women's Leather Handbags, \$1 to \$3.50

Interesting odds and ends of leather handbags are going for remarkably low prices. Many sizes and shapes in brown, black and blues—both shapes and colors being excellent for Fall. You may have your choice—if you make it early!

(Main Floor, Chestnut)

A Piece of Sterling Silver Tableware Is a Solid Satisfaction

to every hostess. The attention of those buying for their own homes or as a gift to others is directed to some very fine pieces of sterling silverware on which the following new lower prices have been placed:

Four-piece coffee sets now \$250 to \$325.	Salt cellars now \$35 a pair.
Covered vegetable dishes now \$70 to \$175.	Pepper shakers now \$40 a pair.
Water pitchers now \$135 to \$160.	Asparagus dishes now \$135 to \$185.
Flower vases now \$60 to \$185.	Meat platters now \$150 to \$375.
	Chop plates now \$85 to \$100.

(Jewelry Store, Chestnut and Thirteenth)

No Iron Needed for These Crepe Underclothes

and that is what commends them to many women, especially for trips away from home. Wash them, dry them, shake them—wear them. That's all there is to it.

New envelope chemises of fine cotton crepe with ribbon-run casing, \$1.50. Pretty pink crepe nightgowns stitched in blue, \$1.85. And hand-embroidered crepe petticoats, white, pink or blue, for \$2.85.

(Third Floor, Central)

Women's Summer Underwear at Low Prices

20c for fine white ribbed cotton vests in bodice style and regular and extra sizes; "seconds." 30c for fine, sheer ribbed white lisle vests in low neck and sleeveless style, regular and extra sizes; "seconds." 50c for lightweight white ribbed cotton combination suits, low neck, sleeveless and with lace knees. First grade.

(West Aisle)

Dainty Camisole Tops

make acceptable vacation gifts. Some are in filet crochet designs, others are of lace in built-up styles. All are ready to sew on camisole, chemise or nightgown with straps and ribbon. Prices, 75c to \$3.25.

(Main Floor, Central)

Beautiful New Silk Shirts for Men

This latest shipment is one of the best we have had this Summer.

Firm broadcloth silk and a lighter weight silk are included, and there is a wide range of colors and variety of designs.

Price \$7.50.

Also some fine new silk and-cotton shirts at \$5.

(Main Floor, Market)

Don't You Love a Dance?

New Brunswick Records for September Will Be Released August 16th

Among them are some lively fox trots, such as—

- My Cherry Blossom
- Stolen Kisses
- Emaline-Juanita
- Ti-O-San

Each of the above is rendered by Isham Jones' Orchestra.

Many others, just as good, are included in the Brunswick release for September.

(Second Floor, Central)

Women's New Silk Umbrellas, \$5

Besides being good, they are very attractive, coming in all the new desirable shades. The handles are of hardwood with bakelite rings or bakelite with rings to match. Club tops of hardwood or bakelite.

(Main Floor, Market)

The Corn Is Ripe

and here are three devices for its preparation:

Corn shitters, used when corn is eaten on the cob. Nickel plated, 25c each.

Enameled corn boilers, holding about one dozen ears, \$2.50.

Wooden corn graters, for preparing corn for fritters or pies, 25c.

(Fourth Floor, Central)

Baking a Pie Over a Gas Burner

isn't an impossibility at all—that is, if the housewife uses one of the small iron ovens now in the Housefurnishing Store for 85c. The oven is placed over pie-pan—a very simple performance.

(Fourth Floor, Market)

A Convenient Toaster

toasts four pieces of bread at once, over one gas burner. 25c each.

(Fourth Floor, Market)

A Better Garbage Can

It is white enameled, with a convenient lift-out tank, and a device which raises lid by slight pressure of foot. Price \$4.

(Fourth Floor, Market)



The Sale That Every Man Has Been Looking for More Than Anything Else—Clearaway of Two-Piece Suits at \$15

Every other man you meet nowadays in Philadelphia wears a tropical suit—a two-piece suit of mohair, Palm Beach or light-weight worsted.

These suits mean comfort, health and good sense. Their prices have been various, but now we collect our whole stock and mark them to go at one price.

\$15 a Suit

which means savings of \$5 to \$17 on a suit.

Please note that Wanamaker tropical suits are not the ordinary kind, not the coffee-bag kind, but every suit is tailored to Wanamaker specifications, good in fashion and sound in character.

Ready tomorrow morning, and early choosing will be advisable.

(Third Floor, Market)

New Fall Blankets Coming In

New lots just opened bring a choice of particularly good grades in sizes for double beds. Among these are blankets woven with about 60 per cent of wool in the filling, with borders in both pink and blue and wide white silk binding. Price, \$10 a pair.

Others woven with about 75 per cent of wool in the filling and with specially wide hand borders in old rose, pink and blue, all with wide colored binding to match, are marked \$12 a pair.

We also have a little group of sample blankets, of different kinds, shown here in the store and substantially as good as new, and these we have marked at very attractive prices. Single and double bed sizes included.

(Sixth Floor, Central)

Now Is Your Opportunity in Office Furniture

In the August Sale we are offering our entire stock at reductions from the latest low market prices. The selection affords every advantage that any businessman can desire in the way of qualities, varieties and values.

Mahogany Desks 20 to 30 Per Cent Less

This applies to the most desirable desks made, all of them desks of the best standard grades. Flat-top desks, \$48, \$52 and \$60. Typewriter desks, \$42, \$45 and \$48. Double desks, \$85.

Oak Desks

Flat-top desks, \$28, \$36, \$41, \$45, \$50 and \$56. Typewriter desks, \$42, \$45 and \$48. Double desks, \$72.

(Third Floor, Market)

"And What Did You Bring Me?"

Woe to the grown-up who cannot answer this question satisfactorily!

Every one of Philadelphia's visitors will be greeted by it when they return home—and there is really no excuse for any but a glad answer.

In our Toy Store there is a world of toys from which to choose—and something new is coming in every day.

Out-of-town customers are even picking up gifts for Christmas right now!

If the children are visitors here, too, they should know about the playground in the Toy Store, where a merry-go-round, slide-boards, swings and sand-boxes are waiting for them.

(Seventh Floor, Market)

New Linoleums

We have just received some in-laid and printed linoleums in the new colors and designs.

Inlaid linoleum, \$1.35, \$1.50, \$1.75, \$2.50 and \$3.25 a square yard.

Printed linoleum, 50c to 95c a square yard.

(Second Floor, Chestnut)

Important in a Child's School Shoes Is the Stout Strong Leather

that will stand hard usage. Equally important is the proper shaping and careful making that will give the little foot comfort and room to grow.

In these points the Children's Shoe Section excels. Every shoe here is personally chosen by a woman who understands thoroughly what young feet ought to wear.

Examine them in the Children's Shoe Section. If you have ever seen better children's shoes, show them to us.

But the proof will be in the wearing!

The New Autumn Oxfords Are Now In

Tan Russia leather, perfectly cut, splendidly made. Blucher styles in 8 1/2 to 2 at \$3.75 to \$5. Straight-laced oxfords, in the same sizes, \$5.50 to \$7.

Especially for the small boy, a pair of heavy tan grain calf-kicking shoes, there is a blucher oxford at \$5.

For older girls, who wear 2 1/2 to 8, there is a fine sensible oxford with straight last, low heel at \$6, and a smarter one with perforated wing tip at \$7.

(First Floor, Market)