

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

Only the Stocks That Are Back of It Could Make Such an August Furniture Sale

The Keeping of a Store Like This

is quite a different matter from the common storekeeping.

We believe we have an entirely different theory of merchandising.

Instead of taking in everything that can be sold at a profit, we do what the cottagers do at some seashore resorts, namely, we put up at our windows and doors a species of mosquito netting strong enough to shut out every kind of merchandise that leaves a bite or sting upon our customers.

Studying closely our customers' likings, we secure at sources of production and purchase for immediate cash down what we believe they desire, and mark everything at fair prices at the beginning of the season, which prices are adjusted afresh with every change in the markets, so that they sell quickly and so that we do not need to have odds-and-ends, helter-skelter, hurry-scurry sales every week and a hurly-burly, come-quick, riddance sale.

Does it not seem silly to put such big prices on when the goods come in and then be obliged to mark them down so much to get them sold?

Think it over for yourself.

[Signed]

John Wanamaker

August 16, 1921.



English Felt Hats for Women

(In the London Shop)

This hat is becoming just as popular here as in England, where it is considered exactly right for sports wear. The colors are lavender, blue, orange, pale green, pearl gray, mustard, rose and henna. Gross-grain ribbon bands. Finished felt, \$12. Scratched felt, \$10. (The Gallery, Chestnut)

A NOVEL LEATHER HANDBAG FROM PARIS

is oblong in shape and is known abroad as a "thumb purse" because of the little leather strap attached for thumb. Made of cross-grain leather with bright finish. Has inner compartment with mirror, and a fancy knob. Rouge, marine, brown. Very smart and only \$8. (Main Floor, Chestnut)

ORGANDIE COLLAR AND CUFF SETS

have the charm and the daintiness which hand-embroidery and lace always give. Some of the sets are edged with ruffled net, and others have insertions of lace with edge of real filet. Collars are in Tuxedo style, suitable for sweater and suit-coat. Prices are \$2 to \$6. (Main Floor, Central)

Corduroy Breakfast Coats for Cool Mornings

In cherry red, old rose, light blue and wistaria, which are the best and most popular shades. They are lined throughout and have a narrow belt, pocket and round collar. Quite specially priced at \$6.75. (Third Floor, Central)

BUNGALOW APRONS ARE MIGHTY HANDY

New bungalow aprons, nicely made and of pencil-striped gingham (a few are solid colors), are moderately priced at \$1.50. (Third Floor, Central)

THE FASHION FOR BLACK EXTENDS TO BLOUSES

And, in consequence, there are arriving some of the smartest black silk blouses imaginable. Usually there is a note of color or a touch of white to relieve the somberness.

For example, a very new black Georgette blouse has a Tuxedo collar, vest and cuffs of white Georgette trimmed with flat and Valenciennes lace. It is \$10.85.

A pretty little crepe de chine overblouse with short sleeves is effectively trimmed with fagoting. \$13.50.

Another overblouse of black crepe de chine has chosen a white crepe de chine collar, vest and cuffs, fagoted in white silk. This is \$20.

And, finally, a lovely black Georgette crepe overblouse is outlined by a colored beaded band around the neck, sleeves and down the front. This is \$25. Some of these blouses are also here in colors.

(Third Floor, Central)

THOSE LONG STRAIGHT LINES

—of which the fashion magazines speak so glibly are not to be had for the mere wishing. Very often the regular corset accentuates the waistline too much—and Fashion isn't quite ready for a definite waistline. But the Parisienne novelty and rubber corsets are made to give the desired lines. Some of them come in slip-on styles, with lacing in back. There are several bones over the abdomen, which give a good straight line.

One model is absolutely topless, and is made with generous elastic inserts in front and back. Two hooks at bottom of front give extra support. \$11.50.

Another model has excellent long lines, made almost entirely of rubber. One steel on side. \$12.50.

A topless slip-on is made of pink suede with elastic inserts over hips. Bones over abdomen make it very flat in front. \$20. A longer model of pink satin and elastic in slip-on style is very straight, and flat over abdomen. \$31.50.

An all-elastic corset, of pink silk elastic, with no boning, and 18 inches over hips and abdomen, may be worn by the woman who desires the "corsetless" appearance. \$42. (Third Floor, Chestnut)

WOMEN'S LINEN HANDKERCHIEFS—TWELVE FOR \$1.50

They are of the good, practical, everyday kind, made of pure linen, hemstitched.

And, speaking "of the proof of the pudding," the best proof that these are something out of the ordinary is the extraordinary way that women are buying them up a whole dozen for a dollar and a half.

A timely, fresh lot now ready. (West Aisle)



Glove Sale Annual Clearaway of Broken Lots for All the Family— at Half or Less

These are the thousands of pair of gloves that are left as odd lots, broken lines, soiled and mended gloves out of a great season's business.

There is every kind of glove for every member of the family.

Prices are half or less than half of regular. Most of these gloves are as fresh and new and dainty as they were when they first came to us. Some are mused, and a few are mended.

Women's Gloves at 25c—Two-clasp silk gloves that were originally three times as much.

Women's Gloves at 35c—A variety of good, short silk, chamois, lisle and duplex gloves that have been twice as much or more.

Women's Gloves at 65c—Excellent choice of long chamois, long lisle, long duplex, long silk, short kid, lambskin and capeskin gloves. Values among these are extraordinary.

Women's Gloves at \$1—Long silk and chamois lisle, long duplex, short kid and capeskin gloves.

Women's Gloves at \$1.50—Various short kidskin, cape, suede and mocha.

Women's Gloves at \$1.85—Short gloves of excellent capeskin and suede, including a few strap-wrist suede.

Women's Gloves at \$2.25—Fine short cape and kidskins; wash leather, doe finish; mocha and buckskins. In this group are also some strap-wrist and long gloves.

Women's Gloves at \$2.65—Beautiful long kid, and suede gloves, slip-on mochas and strap-wrist capeskin.

Children's Gloves at 50c and \$1—Various lots of silk, chamois lisle and kidskin gloves.

Men's Gloves at \$1, \$1.50 and \$2.25—Small quantities of fabric, capeskin, mocha and wash leather gloves. (West Aisle)

These Are New Arrivals in White Sports Silks

An entirely novel white baronet satin with a herringbone stripe. It is lovely for separate skirts to wear with sweaters. The price is \$3.50 a yard.

New plain white baronet satin, which every one is asking for, \$3 a yard.

New white Canton crepe, either figured or striped and used for dresses as well as skirts, \$5 a yard.

New white sports crepe in plaids, stripes or checks, \$6 a yard. They are all 40 inches wide. (First Floor, Chestnut)

New Fall Fashions in Millinery for Babies

The same being the most fascinating little caps and bonnets that any fond mother could wish for. Shirrings, twisted ribbon, bands of fur and the tiniest of fur heads are some of the most effective trimmings.

We took especial pains with these bonnets and caps, they were made to our order and many are copies of French originals.

For the tiniest babies are caps of crepe de chine, Georgette or other silks in white, pink or blue. For older children, bonnets of cloth, silk or velvet in darker colors. Prices begin at \$1.50 and go up to \$15. Cap linings are 85c. (Third Floor, Chestnut)

Women's Silk Stockings With Openwork Clocks

Fine silk stockings are none too plentiful and those with openwork clocks are still scarcer. And because they make the ankles look so slim, these stockings are in great demand.

We have a good selection in African brown, cordovan, Russian calf, medium tan, light gray, white and black. Price \$5 a pair. (First Floor, Market)

Women's Bathing Suits Take a Dip in Price

And this happens to be the first time that they have been less this season. Many women have been asking when this would take place.

There are about one hundred in all—quite a number of styles in black surf satin, some with touches of color, which are now marked at \$5.

And knitted wool bathing suits, either with the skirt in one with the tights or with separate tights, at \$9.50.

Also a few bathing capes in knitted wool at \$9.50. (First Floor, Central)

Women's Pajamas in Middy Style

In other words, they have a V neck and are slipped on over the head. Those of pink or blue percale are \$2. Others of crinkly cotton crepe or soisette are \$3.85. (Third Floor, Central)

Men's Tropicals at \$15

A clearaway of all the men's two-piece light-weight suits in the Men's Clothing Store.

Palm Beach, mohair and tropical worsteds.

Just the suits that every man wants for hot weather—now is the time to buy them for a month or more of this Summer and for next June, July and August. (Third Floor, Market)

Redleaf London Hand-Tailored Caps—

A Clearaway Sale Mostly Lovat Tweeds (Main Floor, Market)

Men's Solid Color Shirts of Imported Madras

Some men prefer plain-color shirts to any other kind, and for them we have brought in some soft-cuff, plain negligé shirts of fine imported madras that will please the most fastidious. The price is \$3.50. (Main Floor, Market)

Men's Union Suits Special at 75c

The kind of underwear that nine men out of ten will wear from now on up to severely cold weather. But we cannot promise that you can get it for anything like this price when this lot is gone.

Of fine checked nainsook, sleeveless and knee length, and made up to the Wanamaker standard in size and workmanship. Sizes up to 45. (Main Floor, Market)

Men, Just Notice These Low Shoes at \$8.75!

They are all from leading makers and under ordinary circumstances would be much higher priced, but they have been lowered for a clearaway.

Black and tan Scotch grain calfskin, with perforations and rubber heels; black and mahogany cordovan wing-tip shoes, pinked and perforated; dark brown cordovan with ball straps and perforated tips; black cordovan with straight tips, and tan calfskin. (Main Floor, Market)

WOMEN'S SILK UMBRELLAS ARE DOWN

but not because there isn't any rain, for there are plenty of rainy days ahead!

All fashionable colors are shown. The handles are of hard-wood or bakelite, with bakelite rings or silk loops. Some have bakelite tips and blunt tops. Price \$5. (Main Floor, Market)

August Furniture Sale

We do not believe in making a sale of any kind, least of all a furniture sale, by any other method or process than the straight, simple, reliable one of having the goods.

Having the goods, the goods of character and quality and suitability, that is the open secret of having an August Furniture Sale such as we are now holding.

Only one thing could make it what it is and that is a stock of furniture unequalled, probably in the world, for excellence, for sound basic qualities, for desirableness and for actual value at the prices.

That is the whole thing. That is the reason why this sale can meet and is actually meeting the supreme test of the people's needs as no other sale anywhere possibly can.

That is why the Wanamaker sale is the sale that means most to the greatest number of people who need furniture of soundness and beauty at savings that are unexaggerated, manifest and aboveboard.

The number of these people seems to be all the time on the increase.

As regards volume of business, they are making this a record August Sale.

They can see that it is the sale for them, especially when they see the goods.



(Fifth, Sixth and Seventh Floors)

New Fiction

"Her Father's Daughter," by Gene Stratton Porter, \$1.75. Of California and a girl of invincible character, and of the man she loves. Mrs. Porter has here written a story which is better than either "The Girl of the Limberlost" or "The Harvester." "Casey Ryan," by B. M. Bower, \$1.75. This amusing novel is of a dare-devil stage-driver who deserted his coach for a flivver. The hero is a "creation." (Main Floor, Central)

LUNCHEON SETS IN BLUE AND WHITE

and in unusual designs, some with scalloped edges. Sets are \$1.50 and \$2.50. Napkins, \$1 a dozen or 60c a half dozen. Table covers, 85c to \$3. (Fourth Floor, Chestnut)

CHOICE IN STATIONERY

in many instances indicates one's personality. For this very reason, many people refuse to buy novelty paper, and use the plain and excellent pound paper, which comes in white or colors. White paper, 50c pound; 100 envelopes, 50c. Colored papers, \$1 and \$1.50 pound; 100 envelopes, \$1.25 and \$1.75. (Main Floor, Chestnut)

A CANDLE'S LITTLE FLAME

becomes a soft glow behind a quaint, painted shield. Made of transparent cloth, hand-decorated, and edged with gold braid. Suitable for boudoir or davenport. \$2 each. Originally they were more than double the price. (Fourth Floor, Central)

FILET FLOUNCINGS, \$2.25 A YARD

These are for the lace dresses now in mode and are really wonderful values. In ecru only. 34 and 36 inches wide. (Main Floor, Central)

Interest in Tennis Was Never More Keen

With Suzanne Lenglen, the wonderful French girl, here, and the Davis cup matches approaching, followers of the game have much to occupy them.

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)

A \$25 Special in Fitted Traveling Cases

We have just come into possession of 100 fitted traveling cases which we can sell at \$25 each, a great saving from the regular price.

They are of black long-grain cowhide, handmade, with moire linings and double spring locks.

The fittings are of white celluloid and are of good size and excellent quality.

The cases are in 16, 18, 20 and 22 inch sizes. (Main Floor, Chestnut)

Imitation Ivory Toilet Articles "Seconds," 5c to \$1 Each

The imperfections which give them the name of "seconds" are very hard to find. Everybody who is starting or completing a set of this pretty toilet ware will be glad of this opportunity.

Hair brushes, 50c and 75c. Hair receivers, 50c. Mirrors, 50c, 75c and \$1. Puff boxes, 50c. Combs, 20c. Soap boxes, 5c. Salve jars, 10c. (Main Floor, Chestnut)

150 Boys' Blue Serge Suits at \$12

About 150 of our own regular blue serge suits for boys are now marked at one flat price—\$12, which means a saving of not less than one-fourth and on many as much as one-third from our former prices.

In saying that these are regular Wanamaker suits, we are saying everything that can be said in favor of the fabrics, the tailoring and the general finish of each one.

All in the Norfolk style, lined with cool mohair and wearable from now right into the late Fall. In sizes for boys of 8 to 17 years. (Second Floor, Central)