

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
Rain

All That Is Unrivaled in the August Furniture Sale Is Based on the Quality of the Goods

The Interesting Struggle for Life Under the Surface

is not only a sad fact all over the earth, but below the face of the waters, which cover nearly three-quarters of the surface of the globe.

The constant evidence of the little fish like the herring, butterfly and blackfish leaping away from the big savage fish like the bluefish is a determined safeguard of Nature against the overproduction of species.

The great wide-open mouths of the fish and their wonderful strength and astonishing fierceness is a never-ending proof that only the fittest can survive.

From above the water the circling flocks of sea gulls, pelicans and frigate birds, known as man-of-war birds, with their sharp eyes and long bills, are continually swinging over the waves, darting down and diving below the surface, gathering the only food upon which they live.

After all, how dependent human beings are and always have been upon one another!

[Signed] *John Wanamaker*

August 17, 1921.



An Aubergine Toque With Trailing Scarf of Chenille

says two or three things about the new millinery modes. It says, for example, that aubergine—or eggplant purple—is one of the most becoming of smart Autumn colors. And that the Spanish influence shown in the shape of the hat and in its long trailing scarf, is very pronounced.

The little hat is of taffeta, and the scarf that winds heavily around it and falls off at one side is of chenille fringe.

All the eggplant purples and browns are to be good this Autumn. You will see many of these tones in the new millinery coming daily from our workrooms.

(Second Floor, Chestnut)

TO ANYBODY who looks into the matter, even in a casual way, the supremacy of the Wanamaker furniture stocks in respect to varieties, selections, abundances and "likabilities" is bound to be as clear as that two and two make four.

Now, a manifestly unrivaled field of selection is a thing of great advantage to the customer.

For surely it is a great advantage, in case the thing you are looking at fails to please you, to have four, or five—or, in fact, fifty others, amongst which you are practically certain of finding what you desire.

You know there are some stocks of merchandise in which there isn't room to change your mind.

Stocks of that kind are short in alternatives. The Wanamaker stock is full of them.

In the Wanamaker stock you can change your mind again and again, because there is such an unparalleled variety of the types and grades that any one can reasonably desire.

(Fifth, Sixth and Seventh Floors)

For the customer, this advantage goes still deeper.

What is it that has made possible such magnitude, such an absolutely unequalled assortment?—that is the significant thing, the basic thing.

The answer might be given in one word, or in many, but the many would all be elaborations, or interpretations of the one.

QUALITY is the word.

All that is matchless in this sale, all that is unrivaled in the magnitude and diversity of its stocks is based on the principle of quality.

The sale has grown gigantic upon the excellence of the goods at the prices marked on them.

Today it is growing more than ever and for the same good reason.

It is in the very nature of things that a sale of that kind is bound to mean something to your home.

A Clearaway of Women's Summer Dresses at Last Low Prices—\$5 and \$7.50

Every one in the collection was twice and three times as much—and some more than that.

There are good gingham, fine voiles, sheer organdies, and imported embroidered swisses—exactly right to finish out this Summer, and to start another with.

A little crumpling is the worst that has happened to any of them—nothing an iron won't make as good as new.

Colors and styles include practically everything. Sizes are from 34 to 46. And the prices—\$5 and \$7.50—should send them out two and three to a wearer. It is certainly the best harvesting of the season in dresses of this kind.

(First Floor, Central)

Wide Sleeves Lined With Vivid Color Are a Feature of Young Women's New Dresses

A black crepe gown, for instance, has its only bright moment in the sleeves, which are of black satin, embroidered in green and gold, and wide enough to reveal a brilliant green lining. Its hem line curves up in front, and its long side panels dip below, in utter and very up-to-date disregard for regularity.

All sorts of cunning tricks are used to make uneven hem effects. One of the cunningest is on a dark blue Poiret twill dress trimmed with black silk braid and many little silvery balls and buttons. This garniture of balling braid dangles below the hem in a manner most tantalizing to playful kittens.

But we can't tell all the new and pretty things that have come for Miss 14 to 20—street, after noon and evening frocks.

(Second Floor, Chestnut)

Five New Books

"Smith and the Pharaohs," by Sir H. Rider Haggard. Price \$1.50. A collection of tales the first of which is like a breath of Egypt and mystery. The others are quite as interesting, and in one the reader meets Allan and other favorite characters.

"Brass," by Charles G. Norris. Price \$2. A novel of marriage by the author of "Salt."

"If Winter Comes," by A. S. M. Hutchinson. Price \$2. An English novel telling of the trials of one Mark Sabre, a man of unusual and honest personality.

"An Enthusiast," by E. E. Somerville. Price \$2. This is a story of ardent Ireland, portraying in an interesting and sometimes tragical manner the life of one of its devoted countrymen.

"Live and Grow Young," by Arthur Edward Stowell. Price \$2. A book called "the key to youth," and which scorns the belief that "three score years and ten" are the allotted span of life.

(Main Floor, Central)

Ten Days Yet to Buy a Mirror at 15 to 25 Per Cent Less

This is just a reminder that for the remainder of this month only, every mirror in the Picture Store is reduced from 15 to 25 per cent.

There are long panel mirrors, wide mirrors for mantel and buffet, mirrors to hang over hall table and consoles, mirrors especially suited to living room, dining room, drawing room, boudoir or any other room of the house.

The least-priced now is \$4, and the largest \$120. But after August all prices will return to the regular standard.

(Fifth Floor, Market)

Men's Palm Beach Suits at \$15

Two-piece suits going very fast at this clearaway price.

Not the ordinary sort, but light-weight, fashionable suits of the highest qualities, carefully tailored.

(Third Floor, Market)

Summer Sale of Gloves

Thousands of pairs for women, mostly at half and less.

These are oddments and remnant lots of a great season's business and every kind of favorite glove is included:

25c and 35c a pair for the short fabric gloves—silk, chamoise-lie and duplex.

65c and \$1 a pair for long fabric gloves—silk, chamoise lie and duplex.

65c, \$1 and \$1.50 for various short kidskin, capeskin, suede and mocha gloves, extraordinary values.

\$1.85 and \$2.25 a pair for fine short capeskin, suede, mocha and buckskin gloves.

\$2.65 a pair for beautiful long kid and suede gloves, also some slip-on mochas and strap-wrist capeskins.

(West Aisle)



The Laurie Is a Four-Piece Sports Suit for Women

(In the London Shop)

Made of an excellent light tan tweed with cape, knickers, skirt and waistcoat. The buttons are of leather.

Cape and skirt may be worn for street; the knickers for golfing; the skirt, waistcoat and cape for tramping. There is no end of combinations in this suit! Price, \$95.

The Laurie will be made to order in other tweeds by the London Shop for \$125.

Separate knickers, custom-made, of the best imported woolsens, \$28.50.

(The Gallery, Chestnut)

Pearl Bracelet Novelties

These are the latest additions to bracelet-dom, made of imitation pearls, and very attractive. One style is twisted strands of tiny seed pearls, with a tassel of the pearls. Others are made of one to four rows of larger pearls with pretty clasps.

Prices are \$7 to \$10.50.

(Jewelry Store, Chestnut and Thirteenth)

Good and Important News for People Buying Hall Clocks

The Waltham Clock Company, one of the oldest and most reliable in America, has just announced a new, low price sale for all their hall clock movements.

As a consequence, all the Waltham hall clocks now here (and there is an excellent collection of them, go down, tomorrow, to these levels. Young couples who are now furnishing new homes and

others who have been thinking of buying a hall clock for some time will be particularly interested to hear that—

Mahogany hall clock cases, fitted with Waltham tubular chiming movements, Westminster chimes, are now \$545.

Those chiming Westminster, Whittington and Oxford are \$600.

With the more elaborate cases, the prices go up to \$920.

(Jewelry Store, Chestnut and Thirteenth)

Sample Chinese Spottery Lamps

They are really beautiful in shape and color, some having gold-finished mountings; others being hand chased. Chinese things are always wanted, and because these are samples they will be sold for \$10 to \$150.

(Fourth Floor, Central)

Do You Need an Office Desk?

Or are you likely to need one in the not distant future?

These are timely questions now that the bulk of our office desks are offered in the August Sale at 20 to 25 per cent less than the latest low prices.

Which means that in many cases they are now 40 to 50 per cent less than the prices of one year ago.

This applies to desks of practically all regular styles—roll-top desks, flat-top desks, double desks, typewriter desks.

It also applies to a good variety of chairs, filing cabinets and tables.

Our entire stock of office furniture is embraced in the sale at reduced prices, most of it at 20 to 25 per cent less than former figures, a small proportion at lesser, but not less real, savings.

(Third Floor, Market)

Three Smart New Slippers for the Woman in Black

This year she is not by any means the woman in mourning only, for the smartest women, with no occasion whatever, have retreated from colors into the dignity and distinction of all-black.

For them we have a new black suede slipper with one buttoned strap, medium toe and vamp, light turned sole, and low French heel, at \$12.

The same style slipper in black satin is \$9.75.

At \$10 is a similar slipper of light-weight dull black calfskin with openwork strap.

Each has the low French heel an increasing number of women are asking for.

(First Floor, Market)

Every Silk Wrap Is Half or Less

And that means that the new markings read from \$20 to \$75 for some really exquisite garments. Some are silk lined throughout and can be worn for a long time to come.

Only about one of a kind, but there will be found beautifully embroidered black satins, others with long fringe, a few very fine pongee silks, crepe silks and others in the most desirable colors.

(First Floor, Central)

New French Veils

They are just in time to wear with the new Fall "bonnet"! Curious scroll designs on fillet backgrounds are featured.

Veils by the yard, in brown, blue and black, \$3.50.

Made veils in rectangular shapes, some with borders on all sides, in gray, black, blue and brown. Prices \$6.50 and \$10.

(Main Floor, Central)

Beauty at Breakfast

is more than possible—it's practically certain if one of these charming breakfast coats of pastel-hued radium silk is worn. The colors are exquisite, and the garment is finished with little frills and bunches of silken fruit that add to its attractiveness.

The price is \$16.75.

(Third Floor, Central)

Children's Automobiles Are Now \$6.50

"Toot-toot!" Many a grown-up will have to side-step the little gray car with the red stripe.

For children four to five years old.

(Seventh Floor, Market)

The Medium-Size Oriental Rugs People Are Asking For

Medium-size Oriental rugs are scarce, generally speaking, and at the same time they are much sought for.

The many people looking for such pieces will be interested by the assortment we are now showing.

We have them in a diversity of weaves, at prices going from \$110 for an Anatolian all the way up to \$597 for a Kermanshah.

Practically all of these rugs are of recent unbalancing, and all of them are good, reliable pieces, safe to invest in, especially at the low prices marked on them.

The pieces here listed are typical of the selection.

Chinese, 9.2 x 6.3 ft., \$145.	Kermanshah, 9 x 6 ft., \$425.
Chinese, 9.2 x 6.2 ft., \$149.	Kermanshah, 9 x 5.11 ft., \$425.
Anatolian, 8.10 x 5.10 ft., \$195.	Kermanshah, 9.11 x 7.1 ft., \$545.
Anatolian, 9.4 x 6.5 ft., \$110.	Kermanshah, 10.1 x 6.7 ft., \$435.
Kazak, 8.6 x 6 ft., \$135.	Chinese, 9.1 x 6.1 ft., \$175.
Kazak, 8.10 x 5.3 ft., \$200.	Chinese, 9.2 x 6.2 ft., \$150.
Kermanshah, 9.10 x 6.2 ft., \$525.	Mahal, 11.4 x 7.2 ft., \$187.
Kermanshah, 9.7 x 5.11 ft., \$597.	Mahal, 10.11 x 6.11 ft., \$190.
Kermanshah, 8.10 x 5.10 ft., \$425.	Mahal, 10.4 x 7 ft., \$175.
	Mahal, 11.0 x 7.5 ft., \$190.
	Mahal, 10.10 x 6.9 ft., \$185.

(Seventh Floor, Central)

Fine White Silk Skirts Down to \$19.50

We count them among the prettiest white skirts we have had this year and they are the kinds that have been all along selling for much higher prices than this.

Many women wear these skirts all the year around for, of course, they look well with any light colored blouse.

Some are full pleated and the materials include Canton crepe, crepe de chine and various sports silks. There are a few large sizes.

(First Floor, Central)

About 1000 Leather Handbags Will Be Sold at \$4.85

All fine, new-style bags which ordinarily are much higher in price. Good to carry now or to buy for Autumn.

Bright pin seal and dull long grain seal are the leathers most in evidence, and they are in black, brown, navy and some other colors.

A very great variety in shapes and styles, most of them the flat envelope shapes so much in favor.

An unusual opportunity for a woman to get a handsome handbag at a little price.

(Main Floor, Chestnut)

Women's Silk Stockings "Seconds" at \$1.50

1200 pair of full-fashioned silk stockings in which the imperfections are very slight.

The best mills naturally give the pick of their second-grade stocks to their largest customers, which is the reason we have these to offer.

(West Aisle)

Four-Passenger Lawn Swings, \$8.75

This is a considerable reduction on swings, which hold four adults.

(Seventh Floor, Market)

Tea Sets From Japan

These are unusual and attractive in appearance, with conventional band of black and deep band of color around the top. Tea pot, sugar bowl, six cups and saucers and six plates, \$18. Colors are green, pink and blue. Coffee sets in same designs, \$9. Chocolate sets are \$12.

(Fourth Floor, Chestnut)

New Axminster Rugs

The colorings and designs of these latest arrivals in Axminster rugs are unusually pleasing and there is a large proportion of the Oriental effects which these rugs reproduce so satisfactorily.

9x12 ft., \$56.50.	4.6x6.6 ft., \$16.50.
8.3x10.6 ft., \$52.50.	3.6x7.0 in., \$8.75.
7.6x9 ft., \$42.50.	2.7x5.4 in., \$5.
6x9 ft., \$32.50.	2.2"x3.6 in., \$2.75.

Special
A limited lot of 9x12 ft. Axminster rugs at \$42.50.

(Seventh Floor, Chestnut)

Low-Price Clearing of Concrete Garden Furniture

We have about one hundred pieces of this interesting and attractive furniture for lawns, gardens and verandas, which we have marked at a reduction of one-third.

There is a choice in white and in granite gray.

The white pieces are of crushed marble, white sand and white cement, the gray pieces being of crushed granite, gray sand and cement.

All are warranted to withstand any kind of weather.

Flower boxes, round and square, \$2.50 to \$16.50.	Benches, \$13.35 to \$30.
Flower boxes, oblong, \$2.50 to \$26.50.	Sun dial pedestals, \$13.35 to \$23.35.
	Gazing globe pedestals, \$8 to \$13.35.

(Fourth Floor, Chestnut)