

STORE CLOSED DAY TOMORROW

WANAMAKER'S

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WEATHER Increasing Cloudiness

# Golden Message for the Long, Languorous Evenings of Summer-Time

A Soft, Alluring Message of Forgetfulness—an Irresistible Call for Play and Happiness, for Dances and for Songs Wherever Hearts Are Light—That Is the Word That Comes From

## The Heart of the Wanamaker Music Salons

MUSIC—the panacea of men's spirits for ages past and when is it needed more than in Summer?

Throughout all the long evenings, heavy with the mystic charm of darkness—perhaps sultry, perhaps cooled by gentle, stealthy breezes—there is one sure solace for weariness, if there be weariness, and one sure stimulant for gayety.

And music has even been known to transform weariness into gayety to a marvelous degree.

Longfellow said in his "Hymn to the Night":

*"Thou layest thy finger on the lips of care,  
And they complain no more."*

Still more deeply this thought would have impressed him if he, the great scholar and poet, with all the then known resources of culture and pleasure at command, could have enjoyed what is now at the service of plain folks living back on the farm tucked away in the mountains, or in a two-story house or a three-room flat on an unpretentious side street in any town or village.



There Are Few Blessings in Life That Are Equal to

schoolboy time and the first days of business, when you felt you must have somebody to talk to in vacant hours.

Do you remember how sure we all were of each other? Possibly we might do well to chase up those old friendships within and without our walls to the advantage of both parties.

Mark Twain said to get the full joy you must have somebody to divide it with.

[Signed] John Wanamaker  
July 7, 1922.

## Inventors and Craftsmen Have Done Wonderful Things to Make the Best Music the Joy of Every One

THE music of masters is perpetuated. At a touch it is released and pours out through the windows in golden waves of melody, temperately strong or whisperingly soft, as desired; while the listeners sit at ease in the cool, luxurious darkness of the porch or grassy lawn and forget all that was done or left undone today and all that must be done up again in the "common world" of tomorrow.

Not only at home, but everywhere happy footsteps go in the ceaseless quest for pleasure, music can be a companion.

It can be the music of the matchless Ampico, reproducing the gems of the masters, or a player-piano with its happy modern melodies, or just a plain piano played by "some one in the party." It can be the songs and dances of today, rendered by artists and brought before the world on the Victrola or some other phonograph—can be the wail of the violin, the soothing thum-thum of a banjo, a mandolin, a guitar or any number of other instruments that have won their way into the hearts of happy folks everywhere.

### All These and Many More Are the Treasures in the Wanamaker Music Salons

Every musical instrument worthy of the name is here. Instruments that bring contentment to the home or instruments that carry their music along on the canoe, the yacht, the picnic or to the club. But the greatest assurance of all is the certainty of excellence in any musical instrument in all this company.

### It Is Prudent to Know How Good When Buying a Piano

A phonograph or any other instrument. Mark Twain, in his famous book, "Pudd'nhead Wilson," mentions two days in the week—Tuesday and Thursday, if memory serves rightly—in which he declares it is unwise to speculate.

Then he adds, in the characteristic Twain strain, "The other unlucky days are Monday, Wednesday, Friday, Saturday and Sunday."

That is the story in buying a musical instrument. A poor one is worse than none at all—it is money wasted.

Every piano, every phonograph, every instrument of any description in the Wanamaker Music Salons carries the guarantee and solid backing of all the Wanamaker business.

Only the very best instruments are sold here. Every one has stood the test of years or the rigid investigation of experts.

And every one has met the strains of severe trial.

### The Climax of Achievement in the Development of Musical Instruments Is

### The AMPICO

HERE IS A PIANO that not only reproduces music, without touch of hand or visible mechanism. Any ordinary player-piano does that.

But the Ampico goes further, and reproduces the VERY SPIRIT AND EXPRESSION OF THE PIANIST.

The greatest pianists living today have entrusted to the Ampico the responsibility of recording their genius for future generations.

Over and over again, in public tests, the pianist has alternated his actual playing with the Ampico's playing of one of his recordings, and so perfect has been the Ampico's performance that critical audiences have not been able to distinguish the one from the other.

With an Ampico in the home the most famous pianists in the world are ready to play for you at a moment's notice, and the best of the whole world's music can be heard at will, with no more effort than is required to turn on an electric light. Life's most effective relaxation and inspiration—music—is constantly present.

Glorious dance music may be commanded in an instant. A perfect accompanist is ever ready to play to voice or violin, and to lead the family group in the familiar old songs.

Today the Ampico may be considered a luxury, but in time it will be recognized as a necessity. Its potential owners are not merely the wealthy, but all those who truly love music and are willing to make some sacrifice to attain their ideals.

The Ampico does not change the size or the appearance of the piano in which it is installed.

It may be had in conjunction with the Chickering, the Knabe, the Haines Brothers and the Marshall & Wendell pianos.

It is priced from \$1050 up in upright pianos, and from \$1975 up in grand pianos.

In Philadelphia it is on sale only in the Wanamaker Piano Salons, where it may be heard at any time.

Convenient terms of purchase will be made, and literature or any information concerning it will be sent upon request.

(Second Floor)

### When the Instrument Leaves Our Floors the Transaction Is by No Means Closed

NOR will it be closed for at least a year, most likely longer, for we are responsible for the playing of music in your home.

Every purchase of a piano or a phonograph carries an unwritten pledge of one year's free service.

Anything going wrong at any time during twelve months is speedily made right without charge.

That is the confidence the Wanamaker organization has in the players of music found in these Salons.

### A Piano From Wanamaker's Carries the Experience of Generations

FOR of all the pianos here there is not one but what is the product of old and trained makers. Pianos that have been tested throughout the years and whose sterling musical worth has been proven in the homes of our fathers and grandfathers.

To name them over is to speak the "Blue Book" of music:

**THE CHICKERING**, lacking just a year for a century in the country's most respected homes.

**THE SCHOMACKER**, made right in Philadelphia since 1838.

**THE KNABE**, a piano of excellent tone that first was made in 1837.

**THE EMERSON**, beloved of musicians everywhere from 1849 right up until the present.

**HAINES BROTHERS**, dependable and good and constantly growing better since 1851.

**LINDEMAN**, that first was known in 1836.

**MARSHALL & WENDELL**, that has been heard in homes the country over since 1836.

**THE BRAMBACH**, for generations an exquisite grand piano.

Among them are uprights and grands—pianos that respond to the warm touch of fingers that are present, or player-pianos that bring the melodies and the rhapsodies of players far away and make music possible for us all.

### Any One Can Play a Player-Piano and Produce Good Music

providing it is a good piano, and no other kind is sold in the Wanamaker Piano Salons.

Only the favored few can journey across the ocean to taste the raptures of hearing the English or Italian nightingale singing in the moonlight; but the homely back porch, with the scent of the roses and the fine player-piano, with its inexhaustible resources, is just as soul-satisfying and far more attainable for all of us.

And there are so many player-pianos here at prices that meet most every one's means.

### The Voices of Operas, Too, Can Sound in Our Homes



or the selection of great orchestras and bands, for the phonograph has achieved wonders in bringing all music—whatever the instrument, however played—into our possession for all time.

The silvery notes of singers who have passed from us, the strains

of musicians no longer seen, still the spirits and calm the souls of phonograph owners.

And if a masterpiece ever has been recorded for the phonograph by a master—it can be had at Wanamaker's, where the stocks of VICTOR and BRUNSWICK RECORDS are always complete.

But the machine is the thing, for in its mysterious recesses is the secret of why the singer's voice stays clear and sweet, of why the band playing brings visions of living men and women out before us playing with all their artistry.

### The Greatest of Phonographs Are Yours to Choose From

in the Wanamaker Salons. Of all the phonographs that have stamped their names in the memory of men—the best are here.

And they are sold with the understanding that with them goes the superior Wanamaker service, Wanamaker dependability and Wanamaker resourcefulness in assuring satisfaction.

The four greatest phonographs are:

**The Victor—\$25 to \$940**

**The Cheney—\$115 to \$1275**

**The Sonora—\$50 to \$325**

**The Brunswick—\$65 to \$450**

Every model, every type of the four best-known machines is here, from the simplest to the most elaborate.

There are Victrolas for the library, the study, the elaborate parlor, the club, the picnic or the canoe.

### One Little Victrola That Is Carried Everywhere

is the new portable Victrola. It comes in a little case that folds up and carries like a traveling bag.

It is light and convenient and made to stand the bangs of travel. Canoeists take it along for music afloat, while most every worth-while camp has one. The price is \$50.

### A Piano Within Most Any One's Means

**Chickering** uprights from \$875 up

grands from \$1225 up

**Schomacker** uprights from \$725 up

grands from \$1150 up

**Knabe** uprights from \$875 up

grands from \$1225 up

**Emerson** uprights from \$550 up

grands from \$985 up

**Haines Bros.** uprights from \$475 up

grands from \$950 up

**Lindeman & Sons** uprights from \$385

grands from \$785

**Marshall & Wendell** uprights from \$425

grands from \$860

**Brambach** small grands, \$635

### Player-Pianos Lindeman, \$585 Marshall & Wendell, \$625 Haines Brothers, \$675 Emerson, \$775 Schomacker, \$1000 Brambach (grand), \$1150

And a group of other player-pianos of various makes, priced from \$365 up.

### Those Who Play Their Own Music



—perhaps the queer thumping of Hawaii or the plaintive melodies of the Southland—most likely will select some stringed instrument.

And to emphasize the completeness of the Wanamaker musical stocks, dozens of smaller musical pieces are here.

- Mandolutes, from \$12 to \$42.
- Mandolins, from \$8 to \$60.
- Banjo mandolins, \$25 to \$80.
- Ukulele, \$6 to \$14.
- Camp Ukes, \$3.50 to \$5.
- Guitars, \$14 to \$60.
- Violins, \$15 to \$150.
- Music boxes, \$4 to \$9.
- Harmonicas, 25 cents to \$3.50.
- Drum, \$12 to \$26.
- French horns, \$130.
- Trombones, \$35.
- Cornet, \$45.
- Accordeons, \$6 to \$10.
- Xylophone, \$5 to \$34.

### It's Business to Buy a Piano, Or a Phonograph at Wanamaker's

First of all, the reliability of quality that has made the Wanamaker Store first with people in all things holds true in musical instruments.

Then the selection is big and generous—everything is marked at ONE FIXED PRICE and it is a FAIR PRICE.

Long after the instrument leaves the Musical Salons Wanamaker service is still with it, keeping it fit, repairing anything that goes wrong.

And with all this, convenient terms of payment are easily arranged.