

STORE CLOSED ALL DAY TOMORROW

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WEATHER Fair

Two Stories of the Great Things Wanamaker's Helped Bring About

When We Can Only Win Anything by a Fluke

or any species of a flim-flam, it is better far to lose, even if it be to lose big.

An experience of years as merchants leads us to say this emphatically.

There is no lasting benefit from anything received by falsehood or fraud.

It means muddle-headedness to undertake it, and shows the lack of a rudder.

[Signed] *John Wanamaker*

July 21, 1922.

FASHIONS, as Madame Has Known Them From 1873 Until 1922—



1873—Walking Costume

I, in the same kind of sweltering July days as these, have had my tender youthful neck tortured by murderously boned and buckrammed "choker" collars on Summer "wash" dresses.

I have many times seen toddling two and three year old babies trip and fall over long, full dresses that reached their ankles.

When I see on the tables of the Children's Store in Wanamaker's the piles of pretty, sensible bloomer dresses, creepers, rompers, even overalls, for the wear of frolicsome girl-children, I remember Marion Harland's story of her own baby days, when, coming tearfully to her nurse to show a pair of pathetic little knees, bruised and bleeding from a fall on the gravel walk, she was told primly:

"Little ladies haven't any knees; their feet are pinned to the bottom of their pantalettes!"

How often have I seen anguished small boys essay to navigate, and even carry on the sports of their age and sex, in skin-tight trousers! or try to spend a long, happy day in the country without rumpling a wide, stiff, starched "sailor" collar that would have driven any genuine Jack Tar to mutiny!

OH, Starch! What Crimes Were Committed in Thy Name

before we all came to simply going to Wanamaker's and ordering cotton or silk crepe rompers for our baby, comfortable crepe underwear for ourselves!

Commencing with her very initial garment—generally a light, easy union suit (often of the athletic style in Summer, always procurable here in Wanamaker's)—the dress of the most extravagant devotee of fashion today is more sensible than that of any of her many-skirted foremothers.

Go into the Wanamaker Corset Store today and you will find that Fashion prescribes just the kind of easy-fitting, comfortable corset, comfortable to the natural figure, that Fashion once forbade, in the dark ages of the "hour-glass" figure.

While I never submitted personally to the fierce embrace of the "hour-glass" corset, I tried one on once—only once—and found out how a large chicken must feel in a small coop.

FASHION Herself Is a Capital Dress Reformer

—the only one we will listen to!—and she now has led us forward to such features as you'll find in the fashionable stocks of the Wana-

The first, a refreshing narrative on the practical ways women dress nowadays, as observed by a woman who remembers what her sex once put up with and were put up in.

Also the story of a wonderful event in furniture, bringing forth what it has done in the past to make furniture better, finer and less expensive for home-loving America in general and Philadelphia in particular—and an indication of what it will do this year.

maker Salons—the low tops, the longer waist-lines, the straight hip-lines, that spell liberty, give youthful silhouettes and distribute any superfluous flesh in a rational manner.

Women used to come here and buy their corsets over the counter. Then the garment was taken home and the woman fitted to it.

Now the women ask, "Where is the fitting room?"

WHOD Go Back to Backs Like They Used to Be?

Not I, who can remember my poor, patient young mother sitting down with the separate "bodice" of a supposedly "cool wash" dress, tightly lined, closely fitting, inhumanly boned, and removing every blessed bone before the laundry got the garment, then as patiently replacing each instrument of torture!

Not I, who have seen laundresses, whose long-suffering like doesn't exist, at the ironing board over the family ruffles—like those on little sister's much-puffed and frilly frock, those on Mother's fussy overskirt, and last of all, the wide formidable ruffles that disfigured small Sonny's best blouses!

Not I, who can go today into Wanamaker's (no better place to observe the fashion trends) and know that whatever smart confection in millinery I may buy for my head, it will be light of weight—made of soft silk, of horsehair or some fairy straw-like timbo; and whatever new, fine frock I may choose from hundreds of charming Midsummer models, it will slip on easily, fasten conveniently, will be of a practical length or lightness, and, however rich or beautiful its trimmings, will not be overloaded; while its draperies, if any, will be only a graceful side-pleated or flying panel, or a cleverly arranged sash.



Summer Smartness from Wanamaker's—1922
Natural-colored pongee trimmed with blue crepe de chine.

The Great August Furniture Sale Starts Next Thursday

Our whole stock of furniture will be offered in this sale. At the time of writing nearly 20,000 pieces are here, and more than 20,000 at our immediate command.

Prices will be remarkably low, bringing economies greater than can be found anywhere else.

THE Wanamaker Half-Yearly Furniture Sale is acknowledged to be the supreme business event of the season by those who should surely know best, the furniture trade all over the world and home-makers more or less all over the United States.

The public confidence will find itself justified this August in a sale which will overtop the only competition a Wanamaker Half-Yearly Furniture Sale has to meet—the Wanamaker Half-Yearly Furniture Sale that went before it.

The power and standing of this Store in the furniture market insures advantages in qualities, varieties and savings that no other store can duplicate.

The Wanamaker Sale is not merely the greatest furniture sale—IT IS THE FURNITURE SALE.

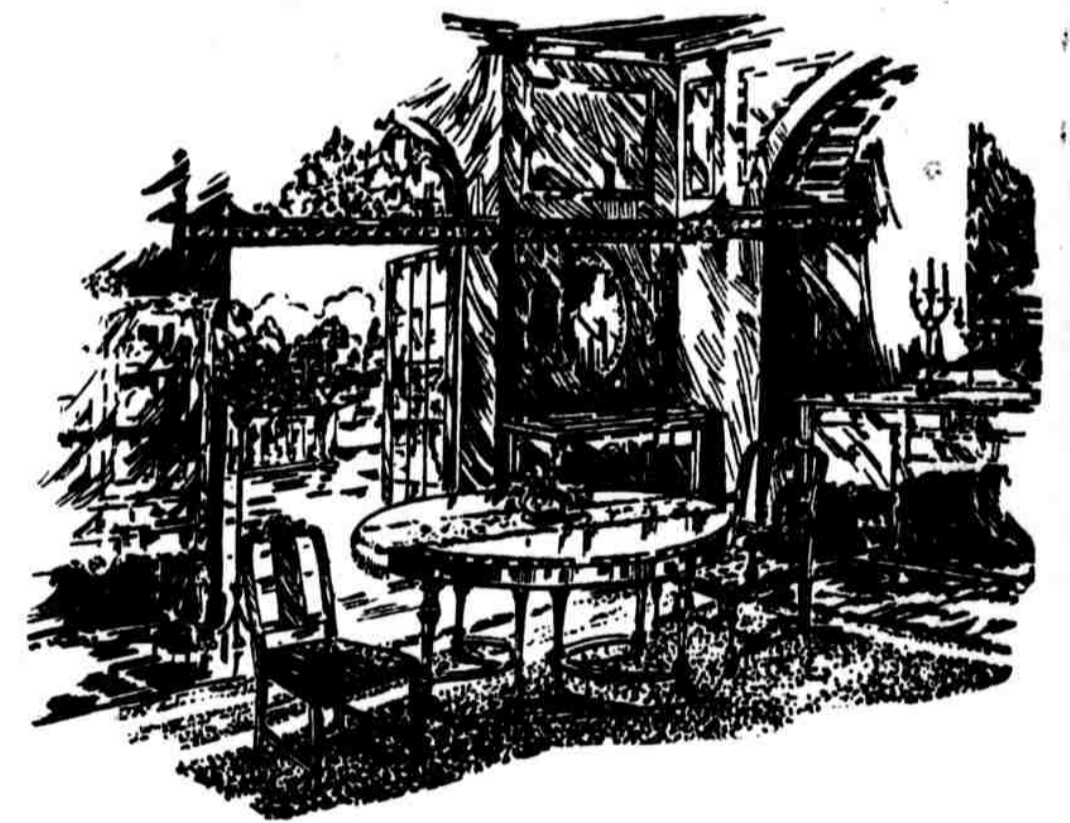
Practically everybody understands just what that means.

If not, this coming August Sale will leave no room for doubt.

It will make it absolutely clear to everybody of good common sense why the Wanamaker Furniture Sale has become a national and something of an international event.

The furniture itself will supply the proof. It is the clinching argument.

There is furniture here for every home in which good furniture is needed. No matter what kind, providing it be furniture of good appearance and sound construction, it is in this sale in a variety away beyond anything to be found elsewhere and at the lowest prices consistent with quality.



HAIR Stuffing in All the Overstuffed Pieces

When we set about making this improvement many people told us "it can't be done."

But we had it done. Even the lowest-priced overstuffed suit in the sale will have a filling of clean curled hair.

This is by far the best material that can be used for filling overstuffed furniture.

IT has a quality of resilience, and it has wearing quality—you know how it is in hair mattresses.

As compared with moss, or with tow, it is vastly superior. And, of course, there is no comparison to be made between it and the trashy stuffs used in so much so-called overstuffed furniture.

Please remember that in this coming August Sale superior hair-filled overstuffed furniture will be offered for prices as low as others ask for tow and moss filled furniture.

This is just one of the improvements we have brought about in furniture.

IN fact, the interest aroused in furniture by Wanamaker Half-Yearly Sales has reacted beneficially upon the entire cabinet-making business of the country. A fact illustrated in a gradual refinement of designs, of recent years, and a more intelligent reaching out after new and finer and more beautiful effects.

In this sale is a representation of all the recognized schools of cabinet design such as you cannot possibly find anywhere else.

NO matter what period one may prefer, what price one may want to pay or for what room one may want the furniture, it is in this sale at a supreme advantage.

You will be delighted by a walk through the various divisions of the stock. Altogether they make a truly magnificent exhibition, with warehouse duplicates back of every suit and piece on the floors.

Taken as a whole, the assemblage is probably the largest and finest ever offered at retail.

And on Thursday, July 27, every item in the vast collection will be marked at the August Sale price.

Then will be your opportunity.

(Fifth, Sixth and Seventh Floors)