

Organ plays at 9, 11 and 4:50
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9
Daylight Saving Time

WANAMAKER'S

Store Closes at 5
Daylight Saving Time

WANAMAKER'S

WEATHER
Fair

Nearly All Good Men and Women, With Homes to Keep and Families to Clothe Have Learned the Extraordinary Advantages of This Wanamaker Store

To the Contrary
Notwithstanding You May Find that there is some lovable or worthy quality in every man or woman we ever meet.

We should never clasp hands, nod or bow to any one with a mask on our faces or a prejudice in our hearts.

Very few of us, if any, can read people rightly by their faces or from hearsay.

(Signed) *John Wanamaker*

July 24, 1922.

200 Young Women's Wash Dresses for About Half Price

Every kind of cool Summer dress you can think of, a few of each style only and not all colors in any one. That makes a wonderful variety and lots of pretty models to choose from. Sizes 14 to 20 years. Most young women will want several, at least, and it is a real economy to buy a number at such little prices. Pretty checked gingham dresses, \$3.75 to \$15. The coolest of linens, \$7.50 to \$25. Dark colored volles and dotted Swisses, \$7.50 to \$17.50.

(Second Floor)

Girls' Organdie Dresses Reduced to \$3.75

And the best part of it is they are just as pretty and fresh as ever, due to the dust-proof cases. Nice enough for "party frocks," for they are trimmed with many narrow ruffles, running up-and-down and around, and have a deep hem and a sash to tie in the back. In delightful shades of pink, blue, daffodil, orchid and white; 8 to 14 year sizes.

(Second Floor)

Raincoats and Capes For Women

Oiled silk is the oftentimes asked for, and it is here in both coats and capes; both ample in cut and as light as the traditional feather. Also the colors are agreeable to see on a gray day—Copenhagen, purple, a pure green, brown, tan and navy. Coats are \$20 and capes \$25. With them come the rubberized cloth capes and coats which a few women prefer. In navy, tan and light brown—capes are \$10; coats, \$12.

(First Floor)

Women's Soft Kid Oxfords for Comfort and Coolness

There are a number of styles in the soft glazed kidskin that so many women like for hot weather and traveling.

One style in black kid has a light weight turned sole and broad heel at \$8.

Another in black kid has a welted sole, common sense heel and broad tread with rounded toe at \$8.50. Or in brown kid at \$9.50.

There is a special oxford with low broad heel, rounded toe and extra width across the ball at \$12.

Also another model in soft black kidskin with higher heels and more pointed toes at \$12.50.

(First Floor)

Special Hair Nets at 50c a Dozen

A new kind and the best ever at the price.

In cap or fringe shape, well made in every respect and in all shades of brown.

(Main Floor)



75 Women's Sample Dresses at a Sample Price—\$35

Afternoon dresses of crepe de chine and the other heavier crepes, and all are beaded in various novel fashions.

They are in navy, and brown, orchid, white and black. Best of all they come when ever so many women are packing holiday trunks.

(First Floor)

White Silk Overblouses With White Silk Skirts

Women discovered this very charming combination costume for themselves and it has become a popular fashion.

The blouses are the loveliest of their kind—white crepe de chine with much silk fagoting, hand embroidery and eyelet work, and some have the neck and short sleeves edged with narrow lace.

Prices are \$7.50 to \$18.85.

(Third Floor)

Women's Nightgowns in Large Sizes

One with square neck and lace and embroidery, \$1. Two with round necks, \$1.25 and \$1.65. Others with V necks and lace, \$1.85, \$2.50 and \$3.75. Round necks, lace trimmed, \$3.75. Empire style, embroidery trimmed, \$2.50.

(Third Floor)

Remnants! Remnants!

Remnants for dresses, skirts, blouses, children's frocks, kimonos—for there are volles, crepes, gingham, percales, organdies, swisses—amazing variety!

An excellent time to outfit the children for school or for making Fall vacation clothes.

Prices are a third to a half less.

(First Floor)

Umbrellas for 500 Men and Women, \$1

An American taffeta (cotton) umbrella makes a good "extra" umbrella to keep in the office or to take on the vacation.

Paragon frames and tape edge, styles for women having plain and carved mission wood handles; for men, hooked handles.

(Main Floor)

All Ready for a Rainy Day Is the Man With a Chapeaulet

A felt hat for summertime, as light as the air almost and just as cool.

It is an exclusive Wanamaker hat, made on special orders and by far the smartest felt hat a man could have for the warm weather.

Ideal for rainy days when the straw won't do; splendid for travelers.

In all there are five shades, including browns, grays and black, and the price is \$5.

(Main Floor)

There Never Was a Better Value in Men's Kit Bags

Big, roomy bags of heavy cowhide, with hand-sewn frames and sturdy straps all around, at \$25.

Before the war—during the war or since the war such a good bag has not sold for so little.

There are three sizes, either 18, 20 and 22 inches, in either black or tan.

(Main Floor)

If a Man Wants to Stand on Value

right now is the time for him to act, for some of the best brogues that ever have been anything near the price are \$7.75.

Either tan or black ones of grained calfskin with the modified brogue toe and tiny perforations everywhere perforations ought to be.

(Main Floor)

Women's Summer Riding Suits

At the present moment the Little Salon of Sports Clothes has them in all sizes—from 10 to 20 for girls, and from 34 to 44 for women.

They are all of the coat and breeches style, admirably made and reinforced.

Khaki—of uncommonly good quality—\$15 and \$17.50. Natural or white linen, \$20.

(First Floor)

Men's Two-Piece All Wool Bathing Suits at Special Prices

About twelve dozen marked specially for a quick clearing.

Navy blue with white or red trimmings, special at \$4.50. Navy blue all-wool two-piece suits with silk stripes in a choice of colors, special at \$5.50 and \$6.

(The Gallery)



Sudden and Unexpected Clearaway Sale of Men's Shirts and Neckties

Earlier than usual, better than usual, far and away the best break of the season.

This is not a job sale, nor a bargain sale, but a clearaway of thousands of fine shirts and neckties—our own stock absolutely—at prices that bring them close to half.

Every piece of goods in this sale is not only first quality, but the finest quality.

The prices are the lowest for such things in several years.

Make selections from these extraordinary groups:

\$1.85 each for 1800 fine white madras shirts with self stripes. Wonderful for the money.

\$1.55 each for more than 2000 fine madras shirts, covering all stripes and plain colors and miscellaneous higher-priced lots.

\$1.85 each for the whole range of extra fine woven madras shirts. This is the great treasure group of the Sale, bringing extraordinary values for every man.

\$3.65 each for the finest silk-and-cotton, highly mercerized English broadcloth and poplin shirts.

Several Thousand Neckties at Close to Half

Select four-in-hand and bat-wing ties of practically every description at 35c and 65c.

Men's Other Fine Wearables in the Sale

(Main Floor)

What a Wonderful August Furniture Sale This Is Bound to Be!

A New Fashion in Bead Necklaces

sponsors a small knot of the thread between each bead. The effect is pleasingly odd.

Long chains of uniform beads with the small knot come in pink, white, green and blue.

Prices are \$1.75 to \$9.

(Main Floor)

1000 Yards a Week of Colored Silk Broadcloth

That is what women have been buying for Summer wash dresses, and a prettier or more practical silk would be hard to find.

In the loveliest pastel shades of gray, flesh, lavender, pink, beige or leghorn, 32 inches wide and \$2.50 a yard.

(First Floor)

Fashions Change Even in Watch Chains

At the present time most men are wearing the Waldemar chain in green or yellow gold or in white and yellow gold combined. Or it may be of platinum or of gold and platinum. It is merely a matter of taste.

Such chains in many different designs are priced from \$12 to \$145.

(Main Floor)

Dinner at Six—on Time All of the Time

With never a miss or never a delay and everything cooked just right in the **Sure-Working, Cool-Working Fireless Cooker**

Even when the garden party "stays in" later than expected—or when the motor misses all the way home and you are as late as can be—DINNER IS ON TIME and it is cooked just to perfection, for all the afternoon the faithful Fireless Cooker has been at home baking and stewing and roasting things to just the crisp-brown rightness.

When company comes, too, the Cooker is the best servant in the home, for once the things are prepared and put into the wells there is no need to go near the kitchen—no running back and forth getting all overheated—it's just a matter of coolly sitting and talking and being jovial until the dinner hour.

A factory expert is here to demonstrate Fireless Cookers every day.

1 Well type \$25
2 Wells \$36

2 Wells, but larger, \$40 & \$42
3 Wells \$56

(Fourth Floor)



A Group of Summer Rugs Priced at Half for Clearaway

Not many, in fact, there are a few less than two hundred in the lot, but it is a remarkable opportunity nevertheless. Some few are slightly soiled, all are broken sizes, but every one is a standard rug and ranks among the best obtainable for Summer.

Heavy Rush Rugs
9x12 ft. \$16.25
8x10 ft. \$13.75
4x7 ft. \$6.25 and \$2.50
8x7 1/2 in. \$1.75 and \$3

Japanese Straw Rugs
9x12 ft. \$6.25
3x6 ft. \$1.10
12x16 ft. \$9.75
8x12 ft. Rag Rugs, \$9.75, \$11.50 and \$14.25

(Seventh Floor)

French Lingerie

Charming and delicate, undergarments of batiste with handwork and rose-colored edges have just arrived in the French Room. They come in sets.

Nightgowns, \$5.
Step-in drawers, \$4 and \$4.75.
Vests, \$3.25 and \$4.50.

(Third Floor)

Summer Needs in Crystal Glass at Special Prices

Iced tea sets of good quality glass, consisting of one half-gallon covered jug and six tall fancy-shape glasses, all in floral cutting, the complete set for \$2.

Gold-banded sherbets, goblets and ice creams, specially priced at \$6 a dozen.

Iced tea spoons of crystal glass, with hollow stems for sipping, and bowls in solid colors, 35c a dozen.

(Fourth Floor)

A Symbol of Daintiness—Charme d'Amour Soap

In Charme d'Amour is expressed the height of excellence in soap, the quality being of the finest, the ingredients of the purest.

Its delicate perfume, which has the power of lasting, is the famous Queen Mary Charme d'Amour.

Attractively put up in dainty French wrappers and boxes; 35c a cake, or \$1 for a box of three cakes.

(Main Floor)

Scalloped Linen Scarfs \$1, \$1.25 and \$1.50

The kind that come in so handy for bungalow use.

Of pure linen, scalloped on the edge, the scalloping being tinted in blue.

Size 18x36 inches, \$1; 18x45 inches, \$1.25; and 18x54 inches, \$1.50 each. All special.

(First Floor)

Already enough is here to make it the greatest ever—more furniture, better furniture and at lower prices.

And It Will Gloriously Open on Thursday Morning

On the Wanamaker floors at this moment there is more furniture in greater varieties and of infinitely finer quality than ever has been assembled for retail selling at any one time.

There, in the proverbial nutshell, is the whole story of why this Wanamaker August Furniture Sale is the one Sale in all the land that carries the biggest advantages to home lovers everywhere.

There is the reason why the Wanamaker Semi-Annual Sales of Furniture have grown from the pure business affairs that they were in the pioneering days, to be national, and in many respects international events.

Primarily the Whole Spirit of the Sale Centers Around the Keyword of Service

It is not enough to offer good furniture.

It is not enough to offer plenty of furniture.



It is not enough to offer plenty of good furniture at low prices.

The Wanamaker Sale offers the furniture that those who need furniture want—plenty of the best obtainable the world over and at the lowest prices equally good pieces have been marked anywhere.

Every piece in the sale, every price in the sale speaks for itself and the event opens with

Three Courtesy Days—Thursday, Friday and Monday

(Fifth, Sixth and Seventh Floors)