

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
Mostly Cloudy

The Best Sign of the Times Is This Wonderful August Sale of Wanamaker Furniture

The Weather-Cock on Yonder Barn Is the Silent Servant

of the air, which keeps it in motion to answer our daily questions as to the direction of the wind. The moon and the winds seem to be partners, controlling the tides.

Fishermen know well that certain fish bite best at certain phases of the moon.

When moon, winds and tides are favorable, success in fishing is most certain.

Our success in life is equally dependent on little things that we are not thinking of as much as we should.

(Signed)

John Wanamaker

July 27, 1922.

New Fall Millinery Fashions Are Shown for the First

What woman isn't curious about the hats that Paris is creating for Fall and, in fact, even wearing at this moment with the smartest of early Fall costumes?

We have had a few velvet and duvety hats made by our own clever milliners in the new shapes as shown by certain French milliners and in the new rich reds and browns, as well as black, which Paris intends shall be the fashionable Fall shades.

A number of the new hats are in "marron d'Inde" (horse-chestnut), in "vieux rouge" (old red) and various other shades of pheasant and mahogany browns.

There are some charming examples of black velvet tricornees with draped veils, inspired by hats worn at the Venetian Ball at the Paris Opera House.

One lovely shirred hat of black velvet has a spray of flowers made of iridescent shell.

Another small velvet toque is curiously trimmed with wooden beads in Indian colorings. Still another has an upstanding festoon of velvet straight across the top.

But, of course, the description doesn't half tell how attractive the hats are.

(Second Floor)



For the Girl Who Bobs Her Hair

The new barrettes were made just for her. They are of sterling silver at \$1; sterling silver with imitation jewels at \$1.25; and gold-plated at 40c.

(Main Floor)

The New Weatherproof Tweed Topcoats—Women's

Mannish, indeed, and made of fine imported tweeds which are weather-proofed.

One style—\$37.50—is made with what used to be called "game pockets," raglan sleeves and loose belts. The colors are soft tans and grays.

Another at \$37.50 has raglan sleeves, slit vertical pockets, and comes in light delicate grays, with overplaids.

The third is at \$75—of the finest and softest tweed with a brushed-wool finish; colors the darker tans and grays. They have strapped wrists.

Nothing could be finer for traveling than such topcoats.

(First Floor)

75 Women's Summer Dresses Special at \$15

Brand new from the manufacturer but marked at a late-season price.

All are made of dotted voile—orchid colored with white dots, white with black, navy with white and black with white; and the organdie collars and cuffs are edged with hand-made lace in the favorite Irish patterns.

Also they have self-sashes, and the surplice style with side draperies on the skirts is a favorite with women who like rather conservative things.

(First Floor)

The Young Woman May Choose a Sports Coat at \$25

It may be a smart plaid coat of English type, with raglan shoulder and straight, full back, narrow belt, or another style of plaid coat with set-in sleeves and inverted pleat in the back.

Or she may have a good practical tweed coat that would do for traveling or motoring and not mind what the weather might be.

The colors range from the loveliest light blues, through gray, tan, orchid and so on. Sizes from 14 to 20 years.

(Second Floor)

New Crepe de Chine Dresses for Young Women at \$25

"Specials," and more than that; they are in the new Fall fashion with a graceful side drapery hanging below the skirt and fastened at the waistline with a silver metal clasp.

The sleeves, too, show the new panel slashing and long hanging loops. The waist blouses in a pretty, youthful way and the neck is round and collarless.

(Second Floor)

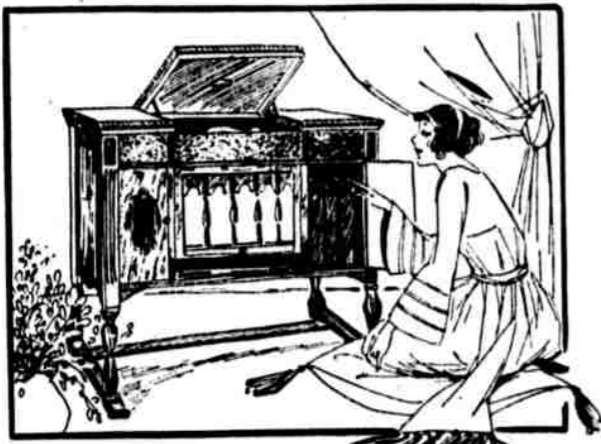
There are just the two good Fall colors, navy blue and black, and it is exactly such a dark silk dress that many young women need to take to the mountains or seashore.

Silk Stockings for Madame's Vacation, \$1.25

Silk to the top, too, and either black or white ones.

It is a fine, sheer ingrain silk that appeals to most women, but they are slight seconds, so the price is only half as much as perfect stockings of the same grade would cost.

(West Aisle)



Where the Furnishings Are Richest Stands THE CHENEY PHONOGRAPH

Most likely it will be the art model, following the lines of the Early English furniture, and made of American walnut, stained to an English walnut finish.

In design and workmanship and finish there could be no more beautiful phonograph.

And in playing, every Cheney has the sweet, rich tone of the violin, for every note is smoothed and intensified by the wooden tonal system and finally liberated by the violin-shaped resonator.

Any day a Cheney can be heard in the Wanamaker Phonograph Department.

(Second Floor)

100 Women's Silk Skirts in an Out-clearing

Fine silk crepes and novelty silks, usually one of a kind, but all colored. A few fancy white flannels are included. Marked \$7.50—half of first prices.

Other crepe de chine skirts are pleated—colors are black, white and navy, and priced \$15.

(First Floor)

Special Corset Sale

About 180 pair of L. R. C. B., Wanamaker Special and a few American Lady corsets at \$1.

The best news in a long while, for all are good models.

Also, front-lace L. R. corsets in a short length at \$1.25.

(Third Floor)

How Many Charming Frocks Are Made of "a Remnant of This and a Remnant of That"!

Wonderful things are being made of the materials in the remnant sale, and at a worth-while saving, as each remnant is a third to a half less. Some include enough for a whole dress, while others have just yards enough for a pretty blouse or that one extra skirt that is so much wanted.

Interesting plaid and striped crepes, soft fine gingham, swisses, percales, skirtings—altogether, it would be difficult to think of a cotton or linen fabric that is not represented!

(First Floor)

Women's Bathing Suits—Satine and Jersey

Of black surf satin with winged sleeves and round necks, and red or old gold pipings. Also they have front panels and skirt borders of red and gold cross-stitch. Price \$4.75.

The wool jersey suits include a few of this and a few of that—some with embroidery, some with the Sam Browne belt. In blues and black chiefly, and the price is \$7.50.

Swimming suits of wool jersey, \$3.50.

(First Floor)

Talk statistics from morning until night. It is encouraging to know that twice as much building is going on now as last year and that factories are working overtime and that workmen are at a premium.

But it is a sure sign that the world's all right when such a wonderful stock of more than 40,000 pieces of incomparable furniture can be put into a sale at such low prices.

And the welcome given this sale is a sure sign that people every where know that the Wanamaker Furniture Sale is America's finest.

NO WONDER it is a sale of surpassing character, true to the name today more than ever. For it comes laden down with home-furnishing opportunities abreast of a great new constructive movement.

The basis of all that is great in it is the advantage that it offers to the individual home, every home, yours included.

The finest furniture made, by far the largest quantity and assortments, and the lowest prices, quality considered—these are the three great outstanding facts of the sale—and they cannot be gainsaid.

It Is the One Great Sale for Homes of All Requirements

WHETHER you want a dining-room suit for \$156 or one for \$1500, this is the sale that brings the largest and best selections of the most desirable goods.

You may want to pay no more than \$150 for a bedroom suit or you may want one for \$2000. In either case no such variety and value as you will find here.

You can buy a three-piece overstuffed, tapestry covered living-room suit for \$148 with curled hair filling, and from this the best suit of its kind in America at the price, the variety ranges up to the most superb and luxurious examples of upholstered suits in the world.

And there never was such a showing of medium-priced furniture for all rooms.

White Slippers and Sandals for Little Folks' Feet

Besides being as cool as it is possible to have a shoe that gives the right amount of support, both the slippers and sandals are made with plenty of room for growing feet.

White buckskin ankle-strap slippers at \$3.50 and white buckskin barefoot sandals with strap and buckle at \$2.75. Sizes 2 to 5½.

For older children who take 5 to 8 size shoes are the same style ankle-strap slippers with a heavier sole and wedge heel at \$4.25, and the barefoot sandal at \$3.25.

White play shoes in calfskin, sturdily made in barefoot sandal style with two straps and soft chrome leather sole, 5 to 8 sizes, at \$3.25.

(First Floor)

Come in tomorrow or on Monday and select all the furniture you need.

All sales will date from August first.

(Fifth, Sixth and Seventh Floors)

All the Mattresses Are Reduced in the August Sale

Nearly all of them are 20 to 25 per cent less than regularly. One or two items are 10 to 15 per cent less.

Twenty-one different styles and grades of hair mattresses are offered, together with ten grades of felted cotton mattresses and eight grades of feathers and down for making pillows and bolsters.

(Sixth Floor)

How Much Clothing Can a Man Wrap Up in a Five-Dollar Bill?

A handkerchief, if he's lucky—but that same five-dollar bill can be brought to Wanamaker's and exchanged for a perfectly good leather traveling bag that will carry enough of things wearable to do any man over a week-end.

And it's a good traveling bag that he can get for \$5.

Made of 2½-ounce top cowhide, strongly sewed frames

(Main Floor)

and well made from end to end. Either the 16 or 18 inch, black or brown traveling bags at the same price.

Men's Athletic Union Suits at \$1.50

Light, cool, roomy suits of striped madras and made good by one of the best makers in the country.

But the range of sizes is incomplete, so a man can have two suits for the price of one ordinarily.

All are fresh and clean, and ready to put on.

(Main Floor)

A Straw Suitcase Is Good for Many Things

Some people travel with them, many more carry lunches to the park or seashore in one, while all manner of things go on the motor ride when a suitcase is in the car.

They are light, sturdy, inexpensive and practical.

10 in., \$2.50 17 in., \$4.50
13 in., \$3.50 21 in., \$6.50
23 in., \$6.50

(Fourth Floor)

Delicious Sea Foam Kisses, 60c a Pound

Fresh from our sanitary candy kitchens ready to slip into the week-end or vacation bag.

In vanilla, chocolate and raspberry flavors with finely chopped walnuts all through them. Smooth and delicate to the taste and favorites with everybody.

(Down Stairs Store)

All the Office Furniture at Reduced Prices in the August Sale

Selections may be made tomorrow and on Monday and all sales dated from August 1.

This is one of the two great opportunities of the year for business men to obtain standard office furniture of all kinds at substantial reductions.

(Seventh Floor)

Etched Crystal Stemmed Ware at Half—\$3 a Dozen

Thin-blown crystal glass of good quality. Choice of goblets, ice cream, footed sherbets, attractively decorated in deep floral etchings.

(Fourth Floor)

A Full Gallon Vacuum Jug Is Only \$7.85

Every one who knows vacuum jugs as far away as Maine is talking about the unusualness of such a good jug being so low in price in the heat of the season.

Full gallon jug of the best make, with aluminum cover and 4-inch opening, large enough to admit food as well as liquid. The opening is protected by a glass-covered vacuum stopper, as well as the usual screw top.

And such a splendid jug is mighty close to half price.

(Fourth Floor)

Good old vacation days—sizzling, sweltering, red-hot days, but the man in Hawaii is as cool as the one in Maine when he is

All Dressed Up in a Tropical Suit

Vacations mean comfort, and there is no comfort in the summertime for the man in a heavy woolen suit.

Tropical suits are the things—coolness all over. Light, easy, free suits that let the breezes through.

Travel the land over, from Boardwalk to mountain lodge, but the best-dressed men everywhere will be the men in tropical suits. A vacation wouldn't be a vacation at all without one.

Good tropical suits, of course, made to look like suits and tailored to stay good.

And it has taken more than sixty years to learn to make Wanamaker suits so good.

Palm Beach suits, \$18 and \$20. Fancy mohairs, \$20, \$22.50 and \$25. Tropical worsteds, \$25 to \$32.

Many a time a man will want white flannels while away. Plain white flannels, \$10; striped flannels, \$12; striped serge, \$8.50.

(Third Floor)

That Second Straw Hat Can Be the "Best in the World" at \$3

It's time for a new one, anyway, and right now there are hundreds of the famous Lincoln-Bennett and RED-LEAF London hats at real cozy little savings.

Styles galore, one for every man, that's sure—and a better stiff straw hat can't be found.

(Main Floor)

It'll Pay to Buy Half a Dozen Foulard Ties at 35c Each

For a fact, the whole half dozen will cost only a few cents more than two would have a week ago.

And they are Summer's favorites. Of good, firm foulard in a world of favorite colors and either the bandana or dot patterns.

Hundreds to select from.

(Main Floor)

A White Madras Shirt With Self Stripes Now Is Only \$1.85

Just one of the advantages of the Summer sale of men's shirts and neckties.

It is made of light, fine yet durable madras—built over the Wanamaker full form and put together with the best workmanship.

And the saving almost equals the present price.

(Main Floor)

There Will Be White Oxfords in Most Every Man's Grip

Comfort says so and the ease of looking nice—so men from Monterey to Maine go vacationing in white buckskin oxfords.

Plain white oxfords of a stout, durable buckskin, with the straight tips and rubber soles, without heels, are only \$10.50.

They can be used on the tennis court or the boardwalk or anywhere that pleasure attracts a man.

(Main Floor)