

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

WEATHER Generally Fair

A Mere Glance at the Bare Facts Behind This Wanamaker August Furniture Sale Is Enough to Show Why Is Known the Country Over as the Greatest of All Furniture Sales and Why People Travel Hundreds of Miles to Benefit by the Opportunities It Offers
In All There Are More Than 40,000 Pieces of Furniture, Incomparable Furniture—the World's Best There Are Suits as Low as \$148 or as Elaborate as \$2000 Will Buy

To Have No Eyes Except for Your Mill or Your Warehouse is the serious mistake of any life. To be sure, "no mill no meal," "no sweat no sweet"; but the meal of the mill will be greater, and the sweat of the labor will be sweeter, if we are not coopered up with straps as if we were barrels just to carry sugar or salt.

We must have eyes to see suffering, hearts to feel the loneliness and sorrows, and hands to alleviate the anxieties, accidents and troubles of others.

Do not let spikes of selfishness grow in your garden.

[Signed]

John Wanamaker

July 29, 1923.



Women's Lovely Black Gowns for Afternoon

How often it happens that a woman clothes herself in black from head to foot, and behold, she blooms with a distinction and charm which nobody ever suspected her of possessing!

No wonder that black has such a tremendous vogue just now and that the designers are putting all their talent into the lovely flowing sleeves, the girdles and skirt draperies, and the openwork which helps to make such airy and graceful effects.

Today we can show some of the loveliest models of crepe de chine, crepe-backed satin, Canton crepe and Georgette; prices, \$50 to \$100.

(First Floor)

A Few Handsome Costumes for Young Women Are Reduced

Among them are beautiful novelty sports suits, fine imported striped flannel dress-and-cape costumes and a few dress-and-coat combinations.

Nearly all are imported materials, in wool, silk or the new cotton matalasse with large printed figures.

Except in one or two cases, there are no two alike. The prices are down to half what they were in most instances, \$50 and \$75. Sizes 14 to 20 years.

(Second Floor)

Flouncings for Little

White organdie flouncings with bands of colored checked gingham are down to 75c a yard—and it takes only three or four yards to make an entire dress.

White voile flouncings embroidered and 42 inches wide, are 75c a yard.

(West Aisle)

Creamy Wool Skirtings That Are So Fashionable

There are numerous interesting weaves, soft or rough, but one thing is certain, no colors come anywhere near approaching the popularity of soft creamy-white wool skirtings!

It takes so little to make a skirt, for the skirtings are 36 inches wide. Flannels are \$1.50 to \$5.50 a yard. Scotch chevies is \$5 a yard. Basket weaves, \$1 a yard. Bedford cord, \$3.50 and tricotine is \$5.

serge is \$3 a yard.

(First Floor)

Lower-Price Sale of Girdles and Corsets

\$1.50 is the small price for well-cut girdles that lace in back. They combine elastic and broche or coutil. \$2 for longer, more comprehensive girdles of heavy elastic. Wanamaker Special Corsets are also in a lower-price sale at \$1.50, \$2, \$3 and \$3.75.

(Third Floor)

Clothes for the Land of Nod

When Wynken, Blynken and Nod take their journey each night in their wooden shoe, the accepted robes for their owners to wear are long white nightgowns and comfortable little pajamas!

Soft white nighties for babies of one year to four years are mostly of fine nainsook at 85c to \$1.50.

Children's nightgowns begin at 45c and dainty little ones they are, too! 45c to \$1.75 are the modest prices of nightgowns of nainsook, batiste or cambric, in sizes 4 to 14 years.

Pajamas of madras and smooth mercerized cotton are in white, pink or blue. Sizes 4 to 16 years, \$1.35 to \$3.

Billie Burke pajamas for girls are of nainsook or crepe at \$1.35 to \$3.

(Third Floor)

Women's White Buck Oxfords With Saddle Trimming

One of the smartest sports shoes of the season and, needless to say, one of the most popular.

They are a fine, soft buckskin with plain toe and perforated saddle of patent leather or dark tan Russia calf. The sole and low, broad heel are of white leather, ivory finished. The price is \$13. All sizes and widths.

(First Floor)



The Tall Grandfather's Clock Was Once Short

That was in the seventeenth century when there were brass chamber clocks or lantern clocks, as they were called.

To protect the top, a wooded hood was added and then a wooden case to enclose the long pendulum. The result was the "grandfather's clock" which stands alone and is an important part of the home furnishing.

In the Jewelry Store are some of the finest examples of modern "grandfather's clocks" with sweet sounding chimes on tubular bells. The cases are beautiful carved mahogany, fitted with works from the best American clockmakers.

Clocks with from one to three chimes are \$310 to \$855.

(Main Floor)

Inexpensive Bar-Pins

Handy things for girls and women alike in days of the simple sports outfits. Sterling silver enameled pins are among the best—especially the white with pink rose-buds, though there are darker effects in plenty. One long pin is 75c and two little pins the same. Sets of sterling silver showing one long pin and two little ones are complete for \$1.

(Main Floor)

If Your Furs Need Repairing

There is no better time than now to have the work done—then you have the satisfaction of knowing that the furs are ready the moment you want them.

Telephone Rittenhouse 1000 and ask for the Fur Storage Office.

(Third Floor)

Women's Raincoats of Rubber and Oiled Silk

For some reason or other—possibly because it's the vacation season—women are apt to buy in the Summer the raincoats which they will wear the year round.

The new black rubber coats with black-and-white checked trimmings are great favorites, and are priced at \$25. Black-and-white checked coats with black trimmings are also \$25 and white rubber coats with black velvet collars are \$30.

(First Floor)

Black rubber capes are \$17.50. For lightness there is nothing better than the translucent oiled silk in delightful colors, such as sea-green, purple, russet, a sea-blue and navy. Coats of it are \$20; capes, \$25.

A Little Clearaway of Summer Wash Waists

Pretty nearly every kind of cotton and tub silk waists for sports wear, Peter Pan blouses for sweaters and dainty lace-trimmed blouses go with white skirts or suits.

They are odds and ends and prices are half or close to it. From \$1.85 to \$10.

(East and West Aisles)

He Carries a Coat Hanger in His Vest Pocket

Always at hand, so his coat always looks neat.

It is a good size coat hanger, but folds up surprisingly small and goes in a little leather case. Other leather cases have two or three hangers in them and the largest is only as big as an ordinary coin purse.

Women going away take a few in the handbag.

Strong hangers, too, being made of metal, and the prices are 50c, \$1 and \$1.50, depending upon the number in a case.

(Fourth Floor)

A Garden Basket Strong Enough for Anything

It comes from over the sea, shaped something like a clothes basket only rounder, is woven of whole willow and bound at the top with split bamboo.

It will hold about a bushel and is priced \$1.25.

(Fourth Floor)

The August Sale of Office Furniture

brings one of the two great opportunities of the year for business to buy standard office equipments at substantial reductions.

The entire office furniture stock is offered at savings of 10 to 33 1/2 per cent, which means a worth-while economy on merchandise of the most staple kind.

Everything purchased Monday will be charged up from August 1.

(Seventh Floor)

New Axminster Rugs Are Coming in for Fall

New patterns, new colorings and all as rich as any on Axminster can be.

And what a wonderful selection there is right now.

9x12 ft. rugs are \$49.75 and \$60. 8.3x10.6 ft. rugs are \$45.50 and \$56. A special Axminster rug, 9 x 12 ft., is here for \$32.50 and another at \$42.50.

A special double-faced Smyrna rug, 9 x 12 ft., is priced \$48.50.

(Seventh Floor)

Guarding the Polish on the Dining-Room Table

in every well-kept home, is an asbestos table mat. One that repels the heat, at the same time acts as a silence pad during each meal.

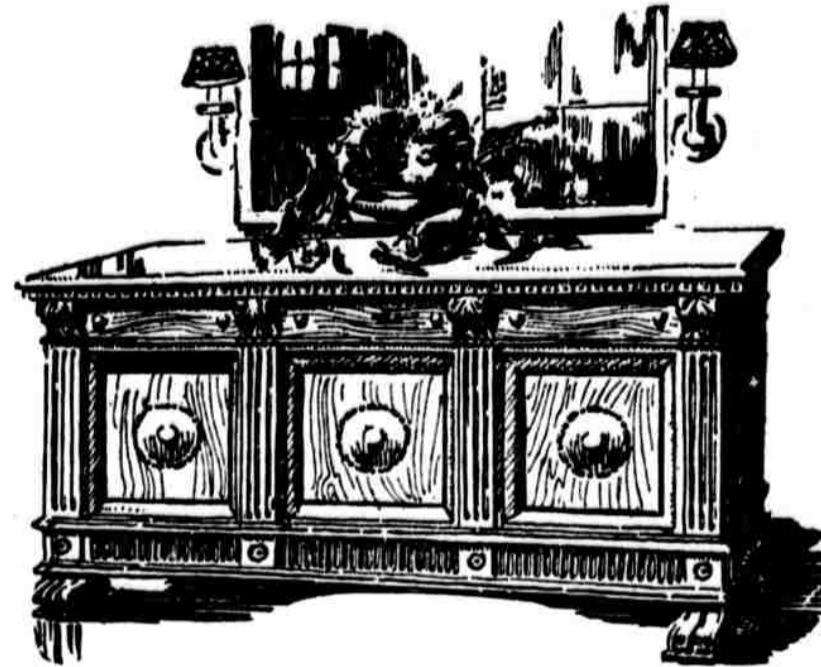
For a large round table such a pad comes in two sections and each section folds in three so the mat will slide easily away in a buffet drawer.

For a 48-in. table the price is \$8; 54-in. table, \$10.

Any shape or size mat will be made to order at a corresponding price.

Also little luncheon mats just large enough to set a dish or plate upon. Either round or oval and priced from 15c to 40c.

(Fourth Floor)



The One Final, Convincing Proof Is the Furniture Itself

The unique character of the sale is a simple matter of fact.

One of the great things in favor of it is that its supremacy as regards excellence of merchandise and values is so manifest.

No doubt we have made what might seem like sweeping claims for it.

But now that so many have had an opportunity to see what was back of the claims, we have no hesitation in reaffirming them, every one.

We do this with confidence, our sole reliance being on the goods and nothing else.

When we say that this is an August Furniture Sale incomparable in the extent, variety and quality of the goods and unsurpassed in the lowness of prices, our minds are dwelling on several acres of furniture here in the store and the thousands of duplicates in the warehouse.

The genesis, character and value of the goods we know, and we are confident our dependence on them is well placed.

In a sale of such gigantic size it is early as yet to go into details.

It is enough to say that for every home and apartment it provides the most desirable and trustworthy furniture in a choice away beyond anything to be found elsewhere and at the lowest prices that can mean real, tangible economy.

On Monday one can buy all the furniture desired, dating the purchases from August 1.

(Fifth, Sixth and Seventh Floors)

Once a Cordovan, Always a Cordovan, Is Many a Man's Word on Shoes

Look smarter and wear "like iron" usually is the reason. And some unusually good cordovan oxfords, the six-eyelet type, are here right now for \$10.50.

Smooth, glossy cordovan in the deep rich shade so popular with men everywhere. Shoes that show shoemaking from end to end.

(Main Floor)

Mattresses, Pillows, Bolsters and Springs, All Reduced

An August Sale of great timeliness and service, embracing the whole stock of mattresses, mattress materials, pillows, bolsters and bedsprings.

On nearly everything the savings are 20 to 25 per cent. One or two groups are reduced 10 to 15 per cent.

Market conditions indicate that everybody likely to need goods of this kind in the not distant future should buy now.

We do not believe they will be able to improve upon the opportunities offered in this sale, or in fact equal them.

All sales made Monday will date from August 1.

(Sixth Floor)