

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
Probably Thunderstorms

This August Sale of Furniture Carries an Opportunity to Every Door Step

It Is Not Enough to Advance
we must be perfectly sure that we are advancing along the right line.

It is dreadful to remember that some persons are expected to do everything at once.

Give us time. All matters of detail may be arranged, and can be adjusted to the main purpose, if always kept in view.

This is not a sitting-down business.

It is full of daily effort and of warfare, not merely playing advertising.

It is well known that the whole systems of old-time storekeeping have been changed by the "show you how," and the bugle notes of this Store in the last half century of courage and perseverance in creating right conditions.

We are getting old, not with bubbles, but with the venerableness of truth.

[Signed]

John Wanamaker

August 1, 1922.

Long and Slender, Yet Flowing— Is Mademoiselle's Frock

More of dignity, grace, simplicity and elusive charm than in many previous seasons is expressed in young women's newest fall frocks.

The new fashion does not take away that girlishness that is most delightful of all. It has a touch more of sophistication, perhaps, but it has charm—charm, undoubted—and a charm becoming to young womanhood.

Everything is line in afternoon, street and the simpler dinner dresses. Waistlines are low and sleeves are long. Closely-fitted sleeves are to be seen, but sleeves are mostly affairs of flowing grace, with surprising, snug little wrists hidden away somewhere.

Skirts are longer, but not appallingly so, as was half feared, and show a beauty of line that is new. It is manifest in panels, in every case longer than the skirts, that give the illusion of length. Circular panels are new and lovely.

Silk crepes are the favorites, many of the most exclusive dresses being of satin-faced crepe. Sable brown leads, but navy and black are decidedly good. What few touches of adornment there are fall into three classes: made of self material, contrasting beads used sparingly, and girdle clasps.



Sizes 14 to 20 years, \$30 to \$98.
(Second Floor)

The New Victor Health Records \$3

Three records, including 12 exercises and complete instructions with each set.

A young woman is here demonstrating the exercises and the records can be heard all day long.

Playable on any machine that plays a flat disc, lateral-cut record.

(Second Floor)

The Lace Mitt Was Never Really a Glove

Even in the olden days, there was too much charm about it for it to be anything but a delicate bit of daintiness.

But if it never was a glove, it is certainly serving as such today, for women are wearing lace mitts with short-sleeved dresses, delighting in the absence of the uncomfortable glove in hot weather.

Elbow-length mitts in maple, mode, silver gray, heliotrope, purple, black and white feature a delicate fleur-de-lis pattern.

The price is \$1.50 a pair.
(Main Floor)

Black and White Necklaces

Some are wholly of imitation jet; some of the jet with imitation crystal roundels, some of crystal with jet roundels, and others of crystal with crystal roundels. Any one of the three styles is charming when worn with a white frock. Prices are \$2.50 to \$13.

Longer strings of imitation jet are novelty beads of varying sizes, the beads, of course, graduated, \$2.25 to \$5.

(Main Floor)

Tape-Bordered Handkerchiefs for Women

The tape border makes them a little different from the plain white handkerchief, yet there is all the daintiness and sheer quality for which the plain ones are liked. Some have hand-rolled hems, others are hemstitched.

50c apiece, \$5.50 a dozen.
(West Aisle)

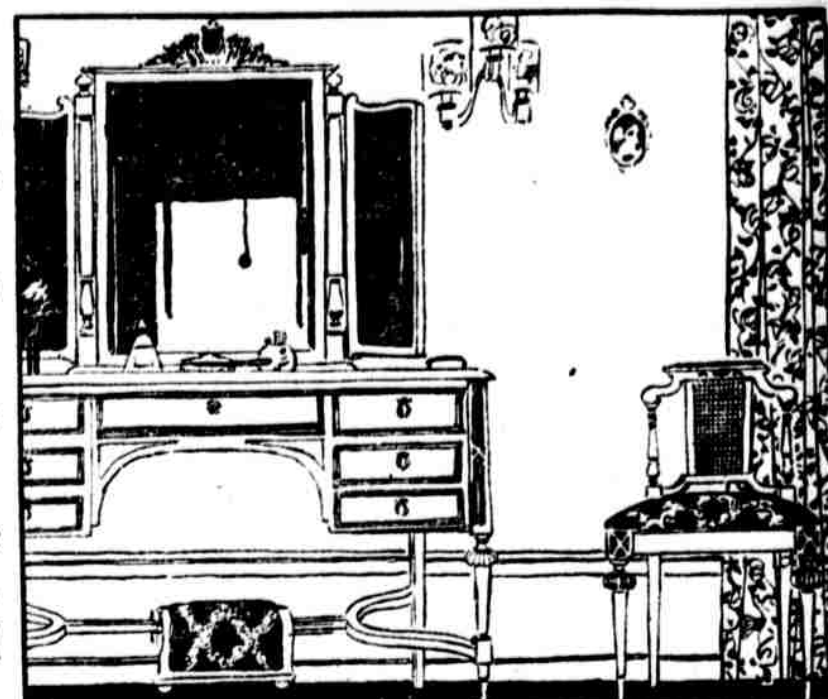
Not only does it bring thousands of pieces of the best furniture—Wanamaker Furniture—at prices that are surprisingly low, but it brings furniture that is simple or richly elaborate, meeting the needs of every home.

If you want a fine suit for a dining-room or a bedroom you will find here probably the largest and the finest assemblage ever seen at such worth-while savings.

We refer to suits priced anywhere from \$600 to \$4000.

It is nothing short of delightful for any one with a home interest to walk through the display.

All along the Market Street end of the sixth floor are dining-room suits of the choicest and most dependable quality, exquisite in lines and finish, splendidly constructed and finely typical of all the most favored periods.



No Sale Has Ever Been So Strong in Low-Priced and Medium-Priced Goods

A good illustration is a bedroom suit at \$132, in walnut veneer, comprising full-size bed, dressing table, bureau and chiffonier, a Colonial type.

This is about the best low-priced suit one could invest in today. Suits of exactly the same type, but made on larger lines are here at prices higher in proportion.

Another excellent low-priced suit is a Queen Anne in walnut veneer, an excellent model, soundly constructed, comprising four pieces, \$170.

There is a four-piece bedroom suit, a Heppelwhite type, substantial and good looking, now \$225.

Another at \$255 is in the William and Mary design and in walnut veneer.

All are suits that not only cost comparatively little, but look well in a home or apartment, and can be trusted for service.

But probably the best value in a
(Fifth, Sixth and Seventh Floors)

moderately priced bedroom suit of four pieces obtainable in America is one in the Colonial period, choice of post or Empire style, marked \$259.

Made with solid mahogany tops, fronts and end panels, the other parts built up mahogany five-ply.

Bureau 46 inches with five drawers. Triple mirror dresser, full-size bed and chest of drawers.

Separate pieces can be bought if desired.

The Popular Appliqued Voiles

Include some especially pretty designs, one being a diamond pattern in an allover effect.

White dots on navy grounds are attractive, and there are also lighter grounds—brown, yellow, blue and white. 36 inches wide, 65c a yard.

(First Floor)

Sports Satin, Like Spun Candy, \$2 a Yard

What beautiful play of light on this glossy, lustrous, fiber sports satin! It resembles nothing so much as glistening spun candy.

No wonder that so many August skirts are being made of it!

In garnet, pine green, gold, ruby, brown, delicate pink, rose, orchid and tangerine, 36 inches wide. Plenty of spice is provided in printed radium, provided that variety is spice, for there are many patterns. What few touches of adornment there are fall into three classes: made of self material, contrasting beads used sparingly, and girdle clasps.

Delightful for dresses and charming for unusual linings. 40 inches wide, \$2 a yard.

(First Floor)

Fine Dark Voile Dresses for Women—Priced \$10 to \$25

Reduced to such little prices because it is the end of the season.

But the dresses are of such a quality of voile and made in such a way that they look far more like Georgette than any cotton material.

For instance, there are two hand-drawn models—one with beads besides the drawwork, and there is a long coat model with close pin tucks for its only ornamentation.

Altogether there are six styles to choose from—all graceful and practical, and all representing a substantial saving.

(First Floor)

Women's Camel's Hair Coats and Capes For Traveling

Simple, capacious, of the most beautiful quality imaginable—there is nothing better for the woman who travels North or is taking an ocean voyage.

Coats are in two models, both raglan, one in tan with brown overplaid, one tan with rust-colored and China blue overplaid.

The capes are large, some of tan and brown plaid, the others of

(First Floor)



A Shower Bath— With Curtain Complete—\$7.50

No attachments necessary, no expense in installing—a rubber hose leads from the spigot to the shower, while a canvas curtain hangs from a circular nickel rod and keeps the water from splashing beyond the bathtub.

As cooling as a shower could be, always at hand and ready, yet economical.

(Fourth Floor)

Women's Bathing Suits at Little Prices

200 of them, each all-wool jersey.

At \$5 there are black and navy waistline suits with tights attached, one style having close-fitting cuffs and pointed skirts.

Also at \$5 are one-piece suits with tights attached. In black, navy, brown and green.

And at \$2.75 there are others with wing sleeves and tights. In brown, black and navy.

(First Floor)

21 Different Styles and 12 Grades of Hair Mattresses in the August Sale

Ten different styles and grades of felted cotton mattresses.

Eight different grades of clean feathers and down.

Nine different makes and styles of upholstered box springs.

Twelve different kinds of steel wire springs.

This means the entire stock
(Sixth Floor)

of these goods. August Sale prices are mostly 20 per cent less than regular rates; sometimes the saving is more, and in one or two cases it is just 10 per cent.

All the hair mattresses and feather pillows and bolsters are made in our own workrooms.

You can have yours made in any style or size desired.

(Sixth Floor)

A Woven Madras Shirt That is Unusually Good at \$1.55

Firm and durable in weave, beautiful in pattern and color effects.

Shirts that the business man will see as an out-of-the-ordinary business opportunity at \$1.55.

In stripes of several styles and all colors that shirts are likely to be marked in.

(Main Floor)

3000 Brand-New Neckties Have Come in at a Low Price—65c

Stripes bold and stripes small, figures and all the strange markings that ties, have put on for a Summer of variety. They are all in the lot and men will have a grand choosing feast, for colors are just as different as the patterns.

Silks, too, include all that is popular, and every one a firm, good weave.

(Main Floor)

It's All Very Well for Every Man to "Ride a Hobby"

It might be his "swing" or his "putting," then again, maybe it's not on the links at all, but a high-stepping horse or a flying motor car—his hobby might be anything done anywhere, but it's safe to say that a good side line for every hobby is the selection of a cap.

In fact, a cap, with many a man, is just as important as the hobby, and such men usually tell all the other men that Lincoln-Bennett or REDLEAF caps are the smartest of all.

And such caps are at Wanamaker's at \$3.
(Main Floor)

A Man's on Solid Footings When He Walks in Brogue Oxfords

Big, substantial looking shoes, comfortable shoes and what is more right up in the front rank of fashion.

Brogues and the blucher style, too. They are of durable Scotch-grain calfskin in tan.

They look like the shoes a man of action would wear and they look like shoes that are made for endless action. The price is well within reason at \$9.
(Main Floor)

Shirtwaists in the August Sale

present an interesting variety, including waists of dimity, voile and batiste, and overblouses of tricot, lette, silk and French crepes—in all imaginable styles.

Some are tailored, or lace-trimmed, showing the Peter Pan, roll or flat collars, with V, square or round necks.

A splendid time to buy inexpensive blouses for the Fall suit, as prices are only \$1 to \$6.75.
(East and West Aisles)

(Third Floor)

A Little Rubber Floor Mat

to put in front of the shower or the bath tub and keep the floor dry, perhaps saving many a slip and fall, is here for \$1.25.

It measures 22x13½ inches and the word bath reaches the full length in kind, attractive letters.
(Fourth Floor)



A Clearaway of Summer Suits

At Wanamaker's means as much to the man who knows a thing or two as a cash discount on government bonds. It's OPPORTUNITY—and that is why men are making so much of the chance to take their

Pick of All the Fancy Suits at \$25 \$35 \$40

Not a single reduction in the lot less than \$10 and a number run as high as \$25.

That's a good amount of money to save on a gilt-edge, all-wool Summer suit. A suit that is made better by tailoring and is as new as the morning in fashion.

And it's not a clearaway especially for little men or big men or in-between men—it's an opportunity for every man. The big, tall fat man can find just as good a suit as the little thin one, for every size is in the lot.
(Third Floor)

Mr. Business Man, Now Is the Opportunity in Office Furniture

In the August Sale we are offering the entire stock at reductions of 10 to 50 per cent.

Selections of standard, desirable goods are excellent and savings well worth while.

The sale brings one of the two great opportunities of the entire year for a business man to buy the right kind of office equipment at real dollar-and-cent advantage.
(Seventh Floor)



August's Best Playground Is the Seashore

At least, it is the one that children usually like best. Sand piles and forts often get sadly mixed when an adventurous wave rolls up on the beach, but what fun it all is!

In and out of the water, as children go, a wool bathing suit is a necessity. Well-knit suits, of pure wool of good weight, are in one-piece styles. Tan, rose and blue among them, in sizes 2 to 8 years, at \$2.25 to \$3.50.
(Third Floor)

Like Fresh Little Flowers

That is how little baby girls and boys look in gay-colored creepers, planned especially for them. Sizes 1 year to 3 years.

Prices are low, \$1.25 to \$3.50, but styles are all dainty and materials fine. Mother, herself, would seldom put in prettier handwork than is found on many. Tiny embroidered flowers and smocking are in delicate hues.

Linene, dimities, poplins, fine chambray, dotted swisses and barred muslins are in buttercup, white, ponce, amber pink and forget-me-not.
(Third Floor)