

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
Partly Cloudy

What a Glorious Chance Tomorrow to Make Ready for the Vacation

Do You Remember and Cherish the Memory of Theodore Roosevelt

who said:
"With all my heart I believe in the joy of living, but those who achieve it do not seek it as an end in itself, but as a seized and prized incident of hard work well done, and of risk and danger, never wantonly courted, but never shirked when duty commands that they must be faced."

The law of worthy living is not fulfilled by pleasure, but by service and sacrifice when only thereby can service be rendered. This is just as much the creed of faithful business people as it was Roosevelt's creed.

[Signed] *John Wanamaker*

August 3, 1922.



Shirred Velvet and the Silver Cockade Are New Millinery Notes

The silver cockade is most effective on black velvet hats, particularly when the velvet is panne and the hats turned up in the front.
Shirred velvet is becoming in its softness of outline, and such hats are here.
Duvetyn takes the form of smart little turbans, in scarlet or black, while hats with tailored brims are in pearl gray or brown.
One straight-brimmed black velvet hat shows an innovation in bright flowers of duvetyn.
All of which is but a word of the new hats at \$12 to \$30.

Cool Athletic Union Suits That Women Like—75 Cents

Which, by the way, is half price for a special purchase brought hundreds of perfect suits in at remarkably savings.
All the type that women have found so cool and light and easy and free for Summer days full of action.
There are suits of pink or white longcloth, pink or white cross-bar muslin, white cross-bar dimity and pink figured madras. Complete range of sizes between 34 and 46 bust.

The Imported Chamois-Lisle Glove Is the Choice

of every woman who wishes to be correct, yet comfortable, in hot weather. The 16-button length glove may be turned back from the hand—she is free, at the same time gloved. It is her choice also because she remembers how easily this fabric glove may be washed.
16-button length with embroidered backs, in light gray, mode, sand, pongee, beaver and black is specially priced \$1.

Knitted Capes for Women at the Shore

The last twenty-five are being cleared out at \$15 apiece. They are chiefly in the color most wanted for the boardwalk—white; and they have brushed wool collars.
A few are two-toned and a few in bright sports hues.

Women's White Net Dresses at \$18.75 to \$38.50

Simple enough to appear in the afternoon and fluffy and dainty enough to be acceptable as little dance frocks in the evening.
There are several styles between the two prices—from embroidered nets with real filet down to nets with little decoration; and most of them have broad ribbon sashes in pastel colors.
All are fresh from the manufacturer and ideal to take on one's holiday.

Women's Surf-Satin Bathing Suits, \$4.75

Another lot of a kind which was popular even when it cost a good deal more. All-black except for the colored cross-stitching, all sleeveless and piped.
Surf-satin bloomers, black, to go with them, \$2.50.

The More Charming the Earring—

the more delightful to know that it is exactly half-price!
Who could resist the fashion for the

Newest Pendant Earrings

—dangling delights of imitation jade and pearls, of pearls with rhinestones and jet in oddest shapes, of jet and crystal, of slender enameled shapes, of pearl fringes!
In the assortment there is a pair for every costume—sports, dance, formal, or just all-around. Many have sterling silver settings with gold backs.
The new prices range from \$3.25 for a jet pair to \$15 for a combination of pearls and rhinestones with a touch of jade.

Imported French Chiffon, Special, 95c a Yard

In white, black, flesh and pink, 40 inches wide, this is the material that is being so widely sold in New York shops (at a much higher price) for the new evening and dance frocks.



Clearaway of Girls' and Young Women's Dresses, Skirts, Middies and Bathing Suits

What a splendid sale, and what an excellent time to have it—right at the beginning of August, with almost two full months of use ahead for every garment in the sale!

Many of the dresses will be worn much longer than that.

The Dresses Are in Four Groups

Ginghams and figured voiles at \$3.50 to \$7.50.
Dotted swiss and dark voile frocks at \$7.50 to \$12.50.
Light voiles, in pastel tints, with hand-drawn work, at \$8.50 to \$17.50.
Silk dresses, many in styles that are shown for Fall, in navy, brown, beige, black and mohawk, at \$12.50 to \$45.
Sizes 14 to 20 years.

Skirts at \$10

Soft white silk skirts, creamy wool flannel skirts and pretty weaves in white fiber skirts are all here at the same low price. Sizes 14 to 20 years.

Middy Blouses, 50c, 75c and \$1
are mostly of white jean with white or blue collars. Sizes 6 to 18 years.

Bathing Suits, \$1.25 to \$6.50

One-piece wool suits, in many styles, and a few surf satin and taffeta suits make choosing decidedly worth while. Sizes 6 to 16 years.
Of course, being a clearaway, there are not all sizes in any one style.

The Tables Are Still Heaped High With Leather Handbags at \$1.65

Hundreds upon hundreds of them.
Women have bought like mad—two or three for themselves, some for their friends, and several to hold in reserve as Christmas presents.
Thousands of bags have gone marching out—but there is not a size or a style missing.

Anything in a leather handbag purchase. And it is at half price or thereabouts.
Also, several hundred bags, of the same purchase, but larger sizes and better qualities, at \$1 and \$4.75.

A New Tongue Pump for Women

Such a trim, new, neat pump! It fits perfectly and gives the support of an oxford, yet has the appearance of a pump, an admirable combination.

The leather is black patent and the pump has a large tongue, which can be worn plain or with a buckle. Underneath the tongue, and a part of the pump proper, is a gore of elastic, which is the secret of the comfortable snugness about the ankle. The heel is high Spanish and the sole is turned.
\$14 a pair.

Fresh White Neckwear, \$1 and \$1.50

It is all so crisp and fresh and white, and freshness is the main requisite in neckwear after all. There are vests of dimity, white organdie and organdie with colored stripes or appliqued squares, with Peter Pan or roll collars. Some also have cuffs to match, and there are a few sets of net and lace.

(Main Floor)

"Curly Bobs"

for the people whose bobbed hair doesn't curl naturally in August dog days may be had just now in the Salon de Beauté. Also transformations of different styles and many colors, switches and hair nets.

(Third Floor)

Maline Is Being Worn Again

It is a charming fashion and one that we hope will never go entirely out.
This is durable maline, 40 inches wide, in brown, black, navy and both light and dark fashionable shades. 50c a yard.

(Main Floor)

A Newcomer in the Kodak World

The new No. 1 Pocket Kodak with self-erecting front has snapped its first pictures this Summer.

It takes pictures two and one-fourth by three and one-fourth inches and is a splendid camera for the vacation trip. \$13.50.
Other folding Kodaks cost from \$6.50 to \$100.

Brownie cameras are \$2 to \$17. There are always fresh films in stock, in every size, including Dires films.

(The Gallery)

Men's Sports Oxfords As Good As They Come for Only \$6.40

And two kinds to choose from at the one price.

First of all the smoked horse oxfords with dark mahogany tips, instep saddle and heel foxings. Young men wear them everywhere, any time.

But the man who "golfs" will select the tan oxfords with dark mahogany trimmings.

Either style has rubber soles and heels inset with cup suction.

(Main Floor)

Men's Shirts, of Imported and American Madras, \$1.85

Woven madras, and firmly woven to stand the strain and tussle of day-by-day wear.

Stripes of every size, bold ones, fine ones or clusters of stripes in the deep, rich colors that men like so well.

It's good business to stock up with half a dozen or so when such shirts are priced at \$1.85.

(Main Floor)

A Mighty Good Suit for \$25

And the Best Suit in the Store for \$40

That's what the clearaway of men's fancy Summer suits means to every man within a hundred miles of Philadelphia.

It's a big thing to be able to pick from the entire Wanamaker stock of clothing, and not a three-piece, fancy suit has escaped this clearaway.

A Man Can Save \$25 and Can't Help Saving \$10

Just twice a year an opportunity like this comes along, and thinking men are buying all they can get.
Think of the best clothes in America—a stock complete in sizes and patterns and styles—being cleared away at three low prices—\$25, \$35 and \$40. And not a bargain-bought, inferior garment in the lot.



(Third Floor)

No Other Furniture Sale Ever Was So Big Because No Other Sale Ever Had So Much to Make it Big

So much furniture and such good furniture—America's best, incomparable in many ways—and every piece is at the lowest price anywhere, quality for quality.

There is a particular satisfaction in choosing furniture where the selections are so wonderfully abundant and the goods are so likable and dependable.

The Wanamaker Sale is a sale of abounding varieties, such varieties as can be found nowhere else.

From the customer's standpoint it is a sale of unequalled service and helpfulness.

The great test of any sale is how it responds to the needs of the greatest number of home-keepers and apartment dwellers.

Does it bring the furniture best for them to buy and does it bring that kind of furniture at the lowest prices safe for them to pay?

That is the whole furniture question in a nutshell.

It would be the silliest thing imaginable for a store such as this to tell you that the furniture best for you to buy is here at the lowest prices safe for you to pay unless the goods were here to satisfy you.



By This Time the Fact Is Pretty Well Recognized That the Goods Are Here

They are as fine to look at as they are safe to invest in. They are a wonderful illustration of what can be done to bring furniture of beauty and serviceable quality within the reach of the most unpretentious homes.

No sale has ever been so strong in the low and medium-priced bedroom and dining-room and living-room suits that so many households are wishing for.

Big Because No Other

And as for high-grade furniture, the assemblage is so lavish and magnificent that no other collection comes near enough to it to make comparison worth while.

All our overstuffed furniture is filled with curled hair, the best material for the purpose.

Overstuffed living-room suits of three pieces begin at \$148. They range up to the most superb and luxurious types to be found in the world.

There are dining-room suits in marvelous selection at \$158 to \$4000.

And a magnificent assemblage of bedroom suits at \$132 to \$2500.

The sale includes the whole stock at savings of 10 to 50 per cent.

(Fifth, Sixth and Seventh Floors)

Why Not Buy Office Furniture "On a Low Market"?

The wisdom of doing so need hardly be pointed out to business men worthy of the name.

It is only necessary to remind them that the entire Wanamaker stock of office furniture is offered in the August Sale at reductions of 10 to 50 per cent, and that such an opportunity is not likely to repeat itself in a good while.

It is good business to buy all you need, and to buy it here and now.

(Seventh Floor)