

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

STORE CLOSED ALL DAY TOMORROW

WANAMAKER'S

WEATHER Generally Fair

Will You Read a Few Words About the Most Interesting Store in the World?

Mr. Asquith, of London, Cleverly Described

Bonar Law, an English statesman, as the other half of the Premier Lloyd George's pair of shears.

These two Stores in New York and Philadelphia work together all the time like a pair of shears in the hands of our London and Paris buying offices, where Mr. Rodman Wanamaker spends three or four months of the year with our buyers of each Store, guiding the selecting of the newest goods and the choicest of fashions as they appear, which are then forwarded to New York and Philadelphia.

These two Stores are not just like other stores.

[Signed]



August 4, 1922.

Visitors who come to Philadelphia to see the Wanamaker Store, and to attend its great August Furniture Sale, should also visit other Philadelphia points of interest, especially the following:

Independence Hall, at Sixth and Chestnut Streets; City Hall, City Hall Square; Old Christ Church, on Second Street near Market; Old Swedes' Church, on Swanson Street below Christian; Old St. George's Church, Fourth Street near Race (oldest Methodist church in the world); Cathedral of St. Peter and St. Paul, Logan Square; United States Mint, Seventeenth and Spring Garden Streets; Masonic Temple, Broad and Filbert Streets; Carpenter's Hall, Chestnut Street near Fourth; University of Pennsylvania, Thirty-fourth and Spruce Streets; Girard College, Ridge and Girard

Avenues; Drexel Institute, Thirty-second and Chestnut Streets; Zoological Gardens, Thirty-fourth Street and Girard Avenue; Memorial Hall, in Fairmount Park; Commercial Museum, Thirty-fourth below Spruce Street; Academy of Natural Sciences, Nineteenth and Race Streets; Pennsylvania Historical Society, Thirteenth and Locust Streets; Academy of the Fine Arts, Broad and Cherry Streets; Academy of Music, Broad and Locust Streets; Franklin's Grave, Christ Church Burying Ground, Fifth and Arch Streets; Valley Forge, by sightseeing automobile or the Reading Railway.

Getting Beethoven's Message

Beethoven was stone deaf in the latter years of his life. He sat at the keys crashing out harmonies he could not hear.

By his inner ear and his divine gift he composed music considered to be unequalled.

The secret of Beethoven's wonderful music is not merely perfect technique.

It is the powerful feeling expressed in those symphonies and sonatas and songs without words. The strong emotions of a great soul poured themselves forth in his compositions, and communicate themselves again to the listener when Beethoven's music is adequately played.

It is possible to miss the magnificence of Beethoven altogether in poor piano-playing.

The Glory of the Ampico

is that it gives you the music of such great masters with not merely technical perfection, but with that eloquent expression and meaning which is the true message of all great music. Practically every classic composition recorded for the Ampico has been played for it by one or another of the world's most notable pianists—men and women who, by nature's gift, share the emotions and can feelingly interpret the music of Beethoven and his kind.

The Ampico gives you again this music exactly as it was played, with every delicate shade of expression, every emphasis of meaning perfectly and wonderfully reproduced.

In this faithful recording of the *soul* as well as the *form* of great music, the Ampico stands alone.

Ask or write us for literature and terms.

(Second Floor)

IN keeping with the Summer Saturday all-day holiday plan originated by this business

THE WANAMAKER STORE WILL BE CLOSED ALL DAY TOMORROW

A Cool Day in the Wanamaker Store

is possible when there is no other cool spot in town

Thousands of people come in from the country to Wanamaker's in Summer.

A refrigerated breeze strikes you the minute you step from Market or Chestnut Street inside the great doors, and look on into the cool, shaded vista of the marble court.

The wide spaces, great heights and beautiful proportions rest your senses.

Very likely the big organ is playing. If you have been in some of the vast marble cathedrals of Europe, you get something of the same feeling now as you enter this great marble "cathedral of commerce" at organ-playing time.

Whatever the throngs there is no jostling or crowding. There is space for everybody, air for everybody, comfort for everybody, pleasure for everybody, and service for those who wish to buy.

Summer or Winter, the Wanamaker Store is something more than a place to buy and sell.

It is a building of beauty, erected for the public's service, where they can find, at reasonable cost, the goods they need, enjoy looking at the goods they don't need, meet their friends, enjoy the music, lunch in the lofty Tea Room, and spend agreeably as much time as they like.

In the *Book Store* many a volume tempts to pleasant Summer reading.

In *Egyptian Hall* and the surrounding *Piano Salons* there is always the sound of music.

Nowhere else in town is there such a place to hear new records as in the *Phonograph Salons*.

In the *Women's* and *Young Women's Salons of Dress* there is always something new to be seen. Shopping is delightful there, and rich in economies in this midsummer season.

In the *London Shops* for men and women, the *Sporting Goods Store*, the great *Toy Store*, the *Jewelry Store*, the immense *Housefurnishings Store*, the gleaming arrays of crystal and ceramics in the *China Store*, the *Antique Rooms*, the palatial rooms of *The Little House*, the *Picture Salons*, the jewel-colored *Oriental Rug Store*, and the three great floors of beautiful Furniture—in these alone, not to speak of other sections of the Store, a full day might be pleasantly used.

Please make yourselves at home in every part and particular.

A guide starts from the *Rendezvous* (on the Eighth Floor) at stated intervals for the trip through the building. But many people prefer to seek out the points of interest for themselves.

The *Information Bureau* is on the Main Floor.

A parcel-checking room is on the Gallery above the Main Floor.

Waiting-rooms and writing-rooms are on the Juniper Street Gallery above the Main Floor, and on the Eighth Floor.

A children's playground is on the Seventh Floor.

Radio outfits and information are also on the Seventh Floor.

What more there is would fill several more pages.

There is certainly no other store anywhere so cool, comfortable and pleasant to shop in and sightsee in as

WANAMAKER'S

Oh, yes, we know all that talk about

The Call of the Wild

—about the singing sap in the veins of picturesque young pagans, and of strong men thirsting to cast off the shackles of civilization.

But how much of that stuff do you suppose is written in upholstered easy-chairs in quiet studies in respectable suburban homes, by men and women who are very particular about turning up in dining-rooms for three appointed meals daily, and most of whom would jump at the chance to use some of the money earned from writing it in refurbishing the whole blessed house from front hall to the spare room in the gable, with

New Furniture at Wanamaker August Sale Prices

Going out yourself, to the movie or the dance, every night, to see who's spending old-fashioned evenings at home, is the poorest way known to find out.

Happy Homes Make No Noise in the World

They do make its graciousness and its light, which is a far different thing, and a thing in which furniture of grace, beauty and sturdy service bears no unimportant part.

Folks must, of course, sit, sleep, write, eat and keep their clothes somewhere and somehow.

They could do it in packing boxes—

They could makeshift with what is worse than packing boxes since it lasts a little longer—the inferior, "jerry-built" cheap furniture that ultimately costs so high.

But the vast majority of them show their preference for furniture of Wanamaker selection and Wanamaker qualities.

These 40,000 pieces of excellent furniture, in widest assortment of styles, thousands of them brand new, that we, not especially notorious for business short-sight, brought here in expectancy of reselling, are forty thousand testimonies to our well-founded faith in the tenacious domesticity that lies at the sound core of American social life.

The People Have Made the Sale an Amazing Success

The people enter the doors of the Store thinking of furniture—the good furniture that they want—and they roam at their happy will from floor to floor, from group to group, from splendor to splendor.

And they usually go out of the Store doors still thinking, a bit excitedly, perhaps, of furniture, the good furniture that they wanted and that they HAVE FOUND here, finding with it a saving in price that they never dreamed of, even from reading Wanamaker advertisements, that are never of the horn-blowing kind.

If Americans did not cherish their homes fondly, build them carefully and substantially, furnish them lovingly with every object of beauty and convenience their means can reach to, this Wanamaker original plan of a great Sale held in midsummer, assembling vast stocks of furniture at prices underselling the regular market, would never have taken place, or would never have grown into the mighty yearly institution it is, would never have inspired new standards in cabinet-making and would never have been imitated in practically every sizable city, with a painstaking worthy of a higher success!