

STORE CLOSED ALL DAY TODAY WANAMAKER'S STORE CLOSED ALL DAY TODAY WANAMAKER'S STORE CLOSED ALL DAY TODAY WANAMAKER'S WEATHER Fair

Good Furniture Does Not Necessarily Mean Costly Furniture, But It Does Mean Wanamaker Furniture

The Tallest Trees Are Beautiful, But Much More in the Power of High Winds

Known to almost everybody are incidents of men and families with humble beginnings, whose children, by dint of hard study to learn things and harder work afterward to obtain wealth and position, were comfortable and highly respected; until the chance of promotion in the financial world, or not infrequently, the rising to public office, lifted them up to jealousies, oppositions, calumnies and temptations that smashed, spoiled and embittered their lives, with the result that in periods of business difficulties they ended promising careers as defaulters, absconders and in wretched disgrace.

Every city can furnish illustrations of the danger of the blasts that strike the people and objects highest up.

Mr. Man, keep a good lookout yourself!

[Signed] *John Wanamaker*

August 5, 1922.

And it does mean furniture of the kind that it pays to buy. Such furniture has the essentials of service back of its likable and attractive appearance.

The Best Time of All to Choose It Is Right Now

While the August Sale Offers So Much

Good furniture is the only kind in the Wanamaker Sale. There is more of it in this Sale than there has ever been in any sale. It is right here on the floors to see, thousands upon thousands of pieces of it.

Do You Know Why We Make Our Own Low-Priced Upholstered Furniture?

Because we want to be absolutely certain about the goodness of it, especially the inside, or unseen parts.

Notice the three-piece overstuffed suits now priced at \$148, \$157, \$245, \$285, \$320 and so on.

Resiliency and Strength.

That is because it is better made and made of better materials—better filling (clean curled hair)—better webbing, better cordage, enough springs to make it stand up in service, more careful construction in every way.

Everything used in this overstuffed furniture is according to our own specifications.

We specified better things and the goods embody them. We did this because we wanted to have a selection of low-priced furniture that we could guarantee to be the best in the country at the prices.

We surely have it.

We have plenty of other goods as unusual in their way. No wonder the people are buying as never before.

Drop into one of the settees and feel how it combines two things above any other piece of similar furniture at the same price.

Some New Lace Tunics Have Yoke Tops

And a semi-made tunic with a yoke design woven into its Spanish pattern makes naturally a more finished looking dress. Also the lace is finished with scallops along the upper edge.

It may be had in lovely colors—Chinese green, champagne, poiretta, fog, orchid, Long Beach and gray, besides the usual black, white and navy.

Price, \$14.75.

A White Handkerchief Must Be Sheer

If there is no color, no embroidery, to give attraction, all the beauty of the handkerchief must depend on the sheerness of the linen.

Women's white handkerchiefs of sheers linen, which incidentally have added attractions in the shape of tape borders, reverse hems and dainty lace edges, are 35c each or \$3.85 a dozen.

Baby's Fall Cap

Just as much attention should be given to selection as to mother's fall hat—for it is generally conceded that baby is the most important member of the family.

New little white caps are trimmed with bits of ribbon, lace insertion, tiny colored flowers, tucks or feather-stitching. For the newest baby up to one year prices are \$1 to \$2.25.

Dainty lingerie hats of white mull or organdie in pink, blue, yellow and white show lace, shirtings, ruffles of material, flowers and ribbons as trimmings. 2 to 5 year sizes. \$2.50 to \$5.

A Few Striped Silk Kimonos

for women traveling are practical and rather picturesque.

The stripes are in purple, navy or black with white, and priced at \$13.50 in the French Room.

The Remnant Sale Is Like a Surprise Package

There are all sorts of things in it that one never dared to hope for—just the right length of this or that, or exactly the correct plaid or check to combine with a solid color.

Voiles, crepes, gingham, percales, dress linens—and no end of colors and patterns.

Prices are all a third to a half less—one of the good surprises.

Ready to Embroider

A more dainty negligee could hardly be imagined—made of a fine voile and all ready to embroider in wool. The wool comes with the garment, in suitable, pretty colors. \$3.25.

As a Matter of Fact, \$7.75 Is All Many Men Do Pay for Shoes

And it's \$7.75 well spent when put in the Wanamaker shoes, for they are quality through and through.

Every pair is turned out of selected leather by men who have proven themselves past masters in the art of shoemaking.

Shoes that are built for service in brogues of grained calfskin with plenty of perforations in either black or tan; also modified English shoes, perfectly plain and trim, of smooth calf, either black or brown.

White Silk Crepes of Excellent Quality

Wide silk crepes of heavier weight, in clear white, are being used for almost everything: sports frocks, afternoon dresses, dinner, evening and dance dresses, skirts, blouses, underslips, etc.

A particularly good assortment is here of crepe de chine, plain canton crepe and heavy white crepes, 38 to 40 inches wide, \$2.50 to \$4 a yard.

Baronet satin, 38 inches wide, is \$3 a yard.

"Another Bottle of Queen Mary Toilet Water"

It is what people ask for every day—and "another" shows that they have asked before.

They have found that Queen Mary Toilet Water, violet or lilac, is one of the few things which makes the hot weather bearable. 75c to \$4.50.

Another of our preparations, Queen Mary Eau de Toilette, is a higher grade toilet water in rose, violet, muguet or jasmine, \$2.50 a bottle.

New Fall Fashions in Women's Silk Umbrellas

Decided new notes in attractive colored silk umbrellas—the most important being a tendency toward swagger effects and longer handles. Every umbrella in the array looks much heavier than it feels!

Carved wood and ivory-colored bakelite are combined in one handle, while silver-trimmed bakelite, strap and chain handles of silver, silver tips, and amber bakelite in odd shapes are characteristics.

Prices are \$7.50 to \$25.

Introducing a New Slip Petticoat

Costume slips are familiar friends of the carefully dressed woman, but the slip petticoat is something new.

It starts at the top as a regular slip with tailored shoulder straps and ends at the foot with pretty flounces like a petticoat.

It is made of silk jersey of admirable quality, in brown, navy, taupe, white and black; measures 49 inches from top of straps to lower edge of flounce, and is priced at \$6.50 to \$12.50.

Sizes 36 to 44 bust measure.



The "Last Good-bye" to the Men's Straw Hats—Pick Any for \$2

That is, the last good-bye for all the better stiff straws. Some started the season at prices twice as great, others for a great deal more than twice as much. Some few are reduced only a third.

But all are the best that a man can put on his head—Lincoln-Bennetts and Redleaves—in a world of styles and all sizes.



A "Let Go" in Trunks

brings a wonderful opportunity to late vacationists and commercial travelers to start out with solidly good and new

Wardrobe trunks
Steamer trunks
General purpose trunks

Lace, Scrim and Marquisette Curtains in a Sale

Prices are one-fourth to one-third less than they have been.

In the lace curtains mostly all kinds of laces are represented, some are in discontinued patterns, some are samples and slightly mussed in consequence, and a number of small lots are included.

The variety is broad and opportunities unusual at prices going all the way from \$2 to \$35 a pair.

In the scrim and Marquisette curtains there is a wide variety in the plain hemstitched style, also lace edges, fancy borders and hand-drawn curtains. They are now marked 85c to \$35 a pair.

The Feeling of Good Business Is in the Air

It is moving good business men to buy all the office furniture they need in the August Sale.

All the Office Furniture Is Now at Reduced Prices

Selections of standard desks and chairs are excellent. Prices are 10 to 50 per cent less than regular, the average saving being about 20 per cent.

Business men who know how, when and where to buy are taking advantage of the opportunity.

Trunks that right along have been selling here for higher prices—but a new lot has come, and as long as it lasts there will be substantial savings.

General purpose trunks in three sizes, 32, 36 and 40 inch, at \$15, \$17 and \$19.

Steamer trunks to match are in the same sizes, priced \$13, \$15 and \$17.

Wardrobe trunks with fiber covering and interlining and equipped with the newest conveniences that have made wardrobe trunks the favorites with so many people are priced: steamer size, \$30; three-quarter size, \$35; full size, \$40.

Inexpensive Aids to Coolness and Comfort

Bath sprays speak for themselves. How little they cost and yet how much they add to comfort and how much time they often save! 75c to \$3.50.

Bath brushes are 75c to \$4.25.

Soothing, cooling, velvety Queen Mary talcum powder is 20c a can.

Good latherly soaps make a lot of difference to the bath. Philadelphia hard water soap is often a necessity in many summer places.

Wanamaker vegetable oil and peroxide bath soaps are 13c a cake or two cakes for 25c.

Never Such a Sale of Mattresses

Good mattresses, pillows, bolsters and bedsprings are in record demand.

The Wanamaker August Sale is meeting the demand splendidly.

It includes the entire stocks of such goods.

On nearly everything in the sale there is a reduction of 20 per cent. People seem to realize that it pays to buy now, and they are surely right.



Women's Afternoon Frocks in "Cocoa Brown"

Scores of them are here in slightly varying shades of this most fashionable color; gowns of crepe de chine and canton crepe—rather long, graceful and suggesting something of the new fashion features for Autumn.

For instance here is a model with a Greek drape and the new long, close sleeves; here is another with elbow sleeves finished with undersleeves to the wrist; and still another with cap sleeves. In one instance the

Lace-Trimmed Nightgowns

Sheer and extremely dainty things, one style with its broad straps and upper part of real filet and priced at \$8.50; two with V-shaped necks with wide hand-made lace in Irish patterns, price \$12 and \$15; and a style with square neck and similar lace at \$13.75.

Long looped bows of ribbon appear on all four.

Everyday Needs in China and Glass at Special Prices

Crystal sandwich plates with handles, light cut in a decoration of daisies and vine, \$1 each.

Mayonnaise sets of an oval bowl, plate and spoon, all in a dainty light cutting, complete for \$1.75.

Tea sets, of one half-gallon jug with cover, and six tall fancy-shaped tumblers, each in a light-cut floral pattern, \$1.50 a set.

Unusual are the new imported china cups and saucers in a choice of all-over blue designs as well as in a pink floral border—\$3 a dozen.

Underwear Madras, 18c a Yard

A good weight for almost any kind of underwear worn by men, women or children.

Eight styles of stripes, all white. Yard wide.

Price 18c a yard.

Summer Is a Joyful Time—In a Hammock

And the best hammocks are shown in the Toy Store in fine selection.

Couch Hammocks in the 5-ft. size are priced all the way from \$16.50 to \$32.

Couch Hammocks in the 6-ft. size are shown in an exceptionally large variety at prices ranging from \$16.50 all the way up to \$76.

These include the celebrated Gloucester hammocks, priced at \$30 and \$33.

Children's couch hammocks, complete with stands, pillows and sunshades, are \$20—a delight to the children.

Tubular stands are \$7.50. Pillows, \$4.50. Sunshades, \$6 and \$10. Wood porch swings, 4-ft. size, \$8, \$9 and \$10; 5-ft. size, \$10 and \$12; 6-ft. size, \$14.

Lawn canopies, \$30, \$32 and \$45.

A New Brown Suede Sandal for Women

Seal Brown is the favorite shade for Fall. One sees it in the new dresses and hats, so, of course, footwear must fall into line also.

A charming new sandal pump is of brown suede, with a narrow instep strap and trimming of brown kidskin. It is well cut out over the instep and has a low Spanish heel and a carefully turned sole. How pretty with lace or chiffon stockings!

Prices are \$60 to \$110.

For Merry Splashers

For those who really dive and swim under water are all-rubber caps which fit snugly, 20c to \$1.50.

For all the others there are fancy caps—fringed, tasseled and flower-bedecked, and of all hues.

The half-squares which are so popular worn over the close rubber cap come in rubberized silk and satin. 85c and \$1.50.

Shoes and slippers in black and white are 75c to \$4.50.

1000 Philippine Undergarments Special

Envelope chemises and nightgowns, with unusually beautiful hand embroidery and in many styles.

As some are slightly soiled we put them in the "seconds" class at uncommonly small prices—\$1.85 to \$2.85.

Rowboats and Motors to Drive Them, Ready to Chug Away

No waiting, no promises, but immediate delivery is the Wanamaker service for the man who wants a boat for vacation fishing.

Yacht tenders, 9 ft., easy to row, roomy and seaworthy, \$80.

Outboard clinker built rowboats, 12 ft. with 50 in. beam, 16 in. depth, \$72. 14 ft., \$85.

Flat bottom fishing dories, 10 ft. with 42 in. beam and 14 in. depth, \$42; 12 ft., 44 in. beam and 14 in. depth, \$52.

Cable, outboard motors, ready to attach, are \$75 to \$115 complete. Evinrude rowboat motor with magneto ignition, \$100 complete.

The Johnson two-cylinder light-weight motor, weighs only 35 pounds complete with salt water fittings, \$150.

New Checked Gingham, 50c

Just in time to make up the morning frock for Fall; the several checks are in blue and white, pink and white, green and white, brown and white, lavender and white and red and white. 32 inches wide.

Vacationists Ask for Pound Paper

They realize it is inexpensive enough to buy in quantities to last through the whole vacation.

In white only, four sizes. 50c a pound box. 100 envelopes, 50c.

An August Sale of Oriental Rugs—Rich in Beauty and Opportunities

A sale bringing notable new purchases of carpets and smaller-sized pieces, chiefly Mahals, Kermanshahs, Hamadans, Saruks and Mosuls, at substantial savings.

And, in addition, a splendid selection of rugs taken from the regular stock and specially reduced.

Among them are Chinese carpets of wonderful substance and in the most striking color effects; also Mahal carpets in a wealth of deep red and blue tones, together with a variety of smaller weaves, such as Mosuls, Hamadans, Beluchistans, Saruks and Chinese.

Most of the rugs in the Sale are about 20 per cent below the market values—the sawing on many is 25 per cent and on others just 10 per cent.

Every rug in the collection is a good investment.

| Persian Mahal Rugs | | Beluchistan Rugs | |
|--------------------|-------------------|----------------------------|--------------------------------------|
| 13.5x10.5 .. \$397 | 12.4 x 9 .. \$325 | 13.9x10.4 .. \$425 | 14.7 x 10.2 .. \$465 |
| 12 x 9 .. 285 | 12.6 x 9 .. 295 | 14.8x10 .. 445 | 13.8 x 10.8 .. 395 |
| 10.5x7 .. 185 | 10.4 x 7.6 .. 175 | Average size 6 x 3 .. \$39 | |
| 12.6x8.11 .. 350 | 10.10x8.10 .. 145 | Chinese Rugs | |
| 10.6x6.10 .. 130 | 9.9 x 7.6 .. 160 | 12.2 x 9.4 .. \$255 | 12 x 9 .. \$260 |
| 10.7x7 .. 140 | 10.10x6.10 .. 139 | 12 x 9 .. 275 | 12 x 9 .. 295 |
| | | 12 x 9 .. 285 | 11.11x8 .. 297 |
| | | 12 x 9 .. 297 | 10 x 8 .. 175 |
| | | | 4.3 x 3 .. 7.3 x 4.3 .. \$25 to \$75 |

Hamadan Rugs
Average size 4x3 .. \$23 to \$30

Mosul Rugs
Average size 6 x 3 .. \$32 to \$45

Chinese Rugs
Average size 6 x 3 .. \$23 to \$30