

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  
Thundershowers

# Nothing but Good Furniture, and Plenty of It at Attractive Prices Could Make Such an August Sale

## The Supreme Happiness of Life Cannot Be Found

in any one thing we have or can gain. The inheritance of a noble name is an enrichment. Wealth is welcome and fortunate. It is not in the scores of little things through all the days of health and hope as they come and go; the kind recognitions of friends and relatives, the smile and the kiss of a dear friend.

But the real thing is in the joy and comfort of having a heart full of goodness that carries us outside of ourselves, deeply concerned in everything that makes the world better and happier, especially in the poor and suffering.

The more we give happiness, the more we have left.

[Signed]

*John Wanamaker*

August 7, 1922.



## Autumn's First Cloth Dresses Arrive for Young Women

How eagerly they have been awaited and how well they reward waiting. They are really something different.

In a word, they are the type of dress that one would never in the world call "a frock." The long line of Fall's silk dresses is repeated, but it, like everything else about these dresses, is tailored into a smartness, a finish, a completeness that is new. Each dress is so utterly right, somehow. Nothing could be added or taken away without spoiling the effect.

### Poirot Twill and Tricotine

of beautiful fineness are used and almost all in navy blue. It is only fitting that the dresses should be as carefully finished inside as they are out.

(Second Floor)

### Style Points

Sleeves, almost without exception, are wide, and often lined with contrasting color. There is a tailoring about them that has never before been achieved in wide sleeves.

Necks are again collarless, except for the coat dresses, which have a distinction of their own. Panels are used in many guises. One dress, with a beaded duvetyne girdle, shows a wide knife-pleated panel all down the front and back. Another shows skirt panels that simulate box pleats.

Some individual models show elaborate all-over embroidery of braid or French knots and pine-tree embroidery is a new touch. \$48 to \$95.

## Japan Sends Us Slippers and Kimonos

The slippers are of quilted silk and cotton, in lavender, blue and rose, hand embroidered, and may be had for \$1.

The kimonos are of cotton crepe—gray, rose, pink, blue, lavender—cut with Japanese and American sleeves, and embroidered. \$2.85 seems a very reasonable price for them.

(Third Floor)

## Silk Nightgowns for Large Women

Crepe de chine nightgowns of the severely tailored type with shoulder straps, pink, blue, orchid and peach, \$7.50.

Another style with built-up shoulders, pink and white, \$8.50. And another with shirred waist line, V neck and a good deal of lace, white and pink, \$10.50.

(Third Floor)

## Nainsook by the Piece—\$4

That is a special price on a quality of nainsook which we have found much liked for fine lingerie. 40 inches wide.

Ten yards in the piece.

(First Floor)

## Now Begins the Sale of the Last 1000 Yards of White Silk Ratine at 95c a Yard

No other sports silk like it and thousands of yards have been sold this season. It doesn't look like silk, but it wears like silk and if you pull each little strand apart you find that it is every bit silk. 36 inches wide.

(East Aisle and First Floor)

## Clearing Away Women's Silk Suits at \$15 to \$25

A little miscellaneous lot of silk suits which have sold until the sizes are too much broken for us to keep them longer. They are of faille, pongee and a heavy silk crepe; are lined and unlined—and some of the lined ones are beautifully embroidered; and they are in the most practical colors—navy, orchid and natural, besides white and black. The new prices mean a third to a half saving.

(First Floor)

## Women's Comfortable Kidskin Oxfords

A woman is not limited to one style, either, but there are several from which she may choose. A light and comfortable turned-sole style, of black kidskin with a low, broad heel is priced \$8. One, with a welted sole and a medium heel, \$8.50. A brown kidskin medium-heel oxford, \$9.50. All have well-rounded toes.

With narrower toes and Cuban heels, good-looking oxfords of black kidskin are marked \$9, and a particular favorite, \$12.50.

(First Floor)

## Beautiful Suede Cloth From England

Suede cloth is a silk-and-wool mixture heavy enough for Fall capes and wraps, yet suitable for one-piece dresses. It will be prominent this Autumn in tan, taupe, brown, Copenhagen blue and black. 54 inches wide.

Besides being new from England, suede cloth has a new low price—\$4 a yard.

(First Floor)

## Hand-Embroidered Blouses Lowered to \$2.85 and \$3.85

Made and embroidered entirely by hand, by skilled needlewomen, such fine white voile blouses are suitable to wear with the best suits a woman cares to put on. They are elaborately and exquisitely embroidered in white, and finished with fillet or crochet edging.

Also, at \$1.85 are many collarless models of white voile, trimmed with wee tucks, lace, insertion and the finer type of machine embroidery. Most of them have the becoming and desirable round necks.

(Third Floor)

## August's Hat Is the Sports Hat—and It Is Felt

What a lovely spot of color it makes, too. Women are wearing them for horseback riding, on the boardwalk, and for informal as well as sports wear.

With such sheer beauty of color and soft becomingness of line, Fashion wisely keeps her hands off in the matter of trimming. It is simply a cluster of ribbon ends, a long streamer of canton crepe, a soft swirling band or the newest twists of velvet. A color for every woman at prices ranging from \$12 to \$20.

(Second Floor)



## Mother Has Time to Be a Pal

to little brother and little sister. She has time to romp with them and read with them, to laugh with them and to explore with them all the healthy joys that go to make up a happy life.

She has hours more than she used to have before

## THE FIRELESS COOKER

came to be her kitchen helper

There, after all, is the real good of a Fireless Cooker—the time it saves and all the helpful things one can do with that time.

Every one knows how economical a Fireless Cooker is—what gas it saves, every one knows how splendidly it cooks a whole meal, with hardly a bit of attention—one can go away and leave it all day but it will work along faithfully and surely and dinner will be on time.

But every one hasn't stopped to think how a Fireless Cooker brightens the whole family life. A demonstrator is here to explain, any day.

(Fourth Floor)

The goods, the excellence of them, the likableness of them, the beauty of them, the superiority of them at the prices.

That is the whole story of the marvelous success of the sale.

Put it to a practical test in any division, in living-room furniture, in dining-room furniture, in bedroom furniture, in hall pieces, in rarities and reproductions of fine old models.

It will meet the test in every branch as no other sale can.

It is a surpassing sale at all points, in high-priced furniture, in low-priced furniture, in medium-priced furniture.

It is a surpassing sale in varieties, in excellencies and in values.

It is the one incomparable sale from which to furnish a cottage or a mansion.

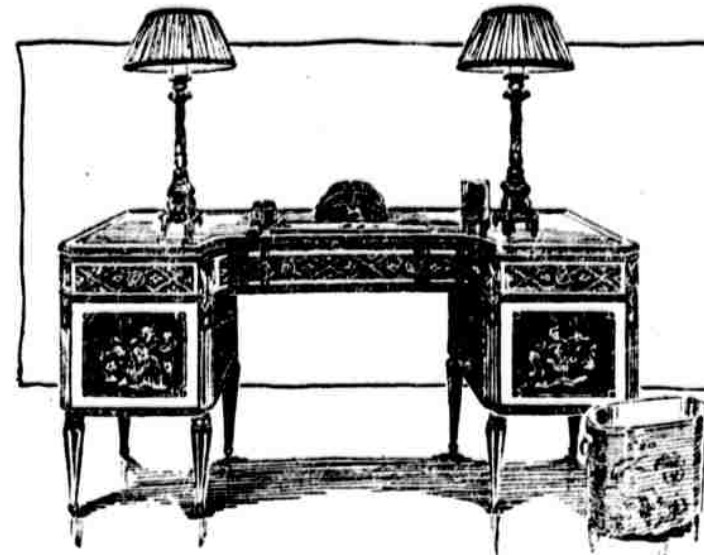
The best collection of low-priced overstuffed living-room furniture in America is here.

A sweeping statement perhaps, but we are absolutely sure of our grounds.

We ourselves made this furniture. We made it better and of better materials.

Every piece of it is hair-filled. We are sure of the springs, their number and their kind.

(Fifth, Sixth and Seventh Floors)



And of the better cordage and better webbing and better construction all through.

These particular goods are fairly typical of the quality of all Wanamaker furniture.

Typical of what we have been doing to better the quality and keep down the price.

And we know we are working along the right lines, because Wanamaker furniture was never in such demand.

Nor was there ever a sale so well able to meet it.

## "What Time Is It?"

Out comes the watch. What would we do without watches, anyhow! During business hours, time is usually the most valuable thing in the world. A watch that is a minute fast or slow may be the cause of an expensive misstep.

### Men's Watches

of standard American makes, are in regular models, 14-carat gold, at \$34 to \$95.

Gold-filled watches are \$19 to \$71. 14-carat gold thin models are \$75 to \$310. White gold thin models are \$100 to \$175.

(Main Floor)

## New Linen Luncheon Sets, Specially Priced at \$6.75

Set comprises one linen cloth, hemstitched, and in size 57x57 inches, together with half a dozen hemstitched linen napkins, size 16x16 inches.

In Greek key and fleur-de-lis pattern. Good, practical sets that will serve well.

They are a new special purchase and the selling price is exceptionally low—\$6.75 a set.

(First Floor)

## New Scrim and Marquisette Curtainings, Special

New special purchase bringing a choice of these popular curtain materials, both plain and figured, to sell at a remarkably low price—20c a yard.

Also a fine voile with lace edge priced at 35c a yard, but usually sold for twice this figure.

(Fifth Floor)

## Notes for "Corn Time"

Gray enameled corn boilers, \$2.35. Those of white enamel, with an excellent draining arrangement, \$4.25.

Nickel corn slitters, 25c each; \$2.75 a dozen.

Silver-plated corn slitters, 50c each; \$5.50 a dozen.

Hot corn forks, 25c a pair. Hot corn forks with white ivoroid handles, \$1.25 a pair.

(Fourth Floor)

## A Sturdy Salt Box

is made of wood, and is the sort that "hangs up" in a convenient place. 75c.

(Fourth Floor)

## Good Business Ahead and All Our Office Furniture Reduced

A combination of circumstances that carries its own moral to every wide-awake man of business.

He will naturally ask himself "How am I equipped to handle the good business ahead and of which there are so many signs and tokens?"

As regards office furniture, he now has a real opportunity. He can choose anything in the Wanamaker stock at a reduced price, a lower price than is likely to be quoted again on the same class of merchandise in a long time.

(Seventh Floor)

## A Fitted Case Takes Madame's Vanity Dresser Along on the Trip

Or at least she has everything the toilet calls for and all are her very own pieces. Exquisite pieces at that, some tortoise shell finish, some the ivory finish and still others as dainty as can be in two-tone effects.

What a wonderful selection of fitted cases there is at Wanamaker's. Smaller cases with just enough fittings for the trip, at \$25. Then on up they go—up to the cases with everything, even a talcum shaker and all the manicure pieces, at \$125.

(Main Floor)

## \$12.50 for a Pair of Shoes Is Less Than 2 Pair at \$7 Would Cost

That's why a man who looks a problem inside out buys good shoes, and to get good ones he comes to Wanamaker's.

It takes shoemaking to build service, and shoemaking costs money.

But in the long run it pays a dividend, and all the time a man can walk around in a real pair of shoes.

(Main Floor)

## It's Not Every Day That a Good Necktie Can Be Had for 35 Cents

But nearly every kind of good neckties can be had for 35 cents at Wanamaker's right now.

In all the silks that men have called "mighty fine" for Summer. Smartly patterned ties in colors that fill the bill.

And best of all, every tie is worth a great deal more, some twice as much, others nearly three times more.

(Main Floor)

## After the Shampoo

the hair should be thoroughly sprayed.

32-inch hand-sprays of small red rubber tubing have sprays in two sizes, 50c and 75c.

(Fourth Floor)

## Exquisite Gifts of Florentine Leather

Diaries, address books and engagement pads are beautifully bound in imported leather and decorated in colors which seem to have been blended by centuries. In several cases the decoration is a copy of a famous picture.

Diaries, \$5 and \$5.50. Telephone registers, \$3.50. Address book and telephone register combined, \$4.50.

Engagement pads, \$4.75.

(Main Floor)

## Hot Apple Pie

is much easier to make if the ingenious metal arrangement for coring and separating apples into sections is used. An apple is cored and cut into eight equal pieces with one stroke. 50c.

(Fourth Floor)

## Glorious Rugs of the East in a Notable August Sale

Mahals in their tones of rich red, blue and ecru. Chinese in marvelous blues, imperial yellows with here and there the splendor of gold, and the distinctive oddness of mulberry or wine color. Kermanshahs, exquisite in the delicacy of their rose and ivory tints. Saruks of superb texture in colors at once soft and rich.

Then a little world of smaller rugs, such as Mossuls, Hamadans, Beluchistans and Chinese.

Of such is this sale made up. New purchases together with many fine rugs from our regular stock.

Prices are attractively low, mostly 20 to 25 per cent below the regular markings.

Mahals, from 10.10x6.10 ft. at \$140 to 14.7x10.7 ft. at \$165.

(Seventh Floor)



## The Entire Collection of Men's Three-Piece All-Wool BLUE SERGE SUITS In a Summer Clearaway

With them are black serges and unfinished worsteds in solid blue and black.

In short, all the solid-color, three-piece Summer suits are priced down \$10 to \$20 and now can be had for

\$25 \$35

Suits that are light enough to put on right now and wear day after day. And they are heavy enough to keep on until there is skating on the lakes.

They are the kind of suits that are wearable season after season—staple, good, neat to see and always meeting the elusive requirements of fashion.

There are sizes for all men, particularly big men.

(Third Floor)

## \$1.55 Is About as Low as Ever Such a Good Madras Shirt Was Priced

That is as low as so many have been priced for day after day selling. It's not a special sale or an attempt to get rid of a hard-to-sell line—it's just a lot of mighty fine shirts at a price that is way below the water level.

Woven madras, every one, and good woven madras. Firm and staunch for endless wear. In stripes galore and just as many colors.

(Main Floor)