

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
Fair

Wanamaker Glove Sale Tomorrow—More Than 10,000 Pairs

for Every Member of the Family at Prices Averaging Half

The Railroad Conductor or Letter Carrier

is not a mere machine, who takes our tickets or hands in our letters.

The burdens of life become heavier whenever we fail to recognize that each of us is human with a personality of his own.

To be utterly indifferent to each other and those who serve us may be bad weather for both of us.

[Signed] *John Wanamaker*

August 8, 1922.

Ready for Autumn

The Women's Custom-Tailoring Bureau

Ready with the newest Autumn designs and materials to be made into smart suits and dresses.

Some special opportunities are here, the most important being women's dresses of fine Poiret will at \$50. This is possible only so long as our quantity of this particularly fine material holds out.

New crepe cashmere dresses will be \$60; dresses of wool crepe, \$25. Tweed suits, \$60.

What a satisfaction in clothes made especially for you, individually! Prices cover materials and findings.

(Second Floor)

Empire Cord Tires at a New Reduction

We have again reduced the prices of Empire cord tires, bringing them to the lowest figures in years.

It is well worth while to secure a supply at the exceptional rates now available. Every tire is guaranteed to be of first quality, fresh from the factory and up to standard in all essentials.

New Sale Prices

30x3 1/2, \$11.75	33x4 1/2, \$28.75
32x3 1/2, \$17.25	34x4 1/2, \$29.50
31x4, \$19.75	35x4 1/2, \$30.50
32x4, \$21.75	36x4 1/2, \$31.50
33x4, \$22.50	33x5, \$35
34x4, \$23	35x5, \$36.75
32x4 1/2, \$28	37x5, \$38.75

Extra-heavy red tubes to fit cord tires at savings in proportion.

Empire non-skid fabric tires in two sizes for Ford cars, 30x3 at \$7.50 and 30x3 1/2, \$8.50.

Inner tubes, 30x3, \$1.25, and 30x3 1/2, \$1.50.

(The Gallery)



2000 More of the Fine New Handbags—Special at \$1.65

First lot vanished by noon!

Here are 2000 more and they're every one fresh, new and charming. So unusual are they that last week women bought two, three and four at a time—for gifts.

Of pin seal, auto leather, beaver calfskin, patent leather and soft India goatskin, some in envelope shape, some in pouch shape, and plenty of vanities. Many have tasseled cord handles.

Cocoa brown, tan, beaver, blue, black and smart two-tone combinations are among the fashionable colorings.

Handsome Bags at \$3 and \$4.75

Few people would want finer bags than the ones in this collection. All new and all specially priced.

(Main Floor, Chestnut)

Royal Kashans

FINEST OF PERSIAN WEAVES

Distinguish the Oriental Rug Sale

The span of this sale is wide and interesting, reaching from Hamadans at \$23 up to the finest rugs that the looms of Persia turn out.

These latter are Royal Kashans rightly so called. In weave, coloring and texture they are rich to a superb degree. One hesitates to describe their colors in detail, they are so subtle and yet so opulent.

In this group there is a rug in a golden effect of surpassing beauty. Other shades come freely into play in all of them, chiefly soft rose, green and blue tones, used in patterns that are neither too elaborate nor too severe. We have marked these magnificent pieces much below prevailing prices.

Royal Kashans, 11x8.1 ft. to 13.10x10.9 ft., at \$795 to \$1185.

Serapi Rugs

12x10.5 ft., \$345	13.1x9.11 ft., \$175
12.8x9.8 ft., \$170	12.2x8.8 ft., \$395
15.8x9.2 ft., \$487	19.10x12 ft., \$785

23x15 ft., \$890

(Seventh Floor)

This is our famous semi-annual clearaway of all gloves not needed to keep up the regular stock assortment.

It includes Summer gloves of practically every description—skin gloves, fabric gloves, gloves for women, for men, for children.

Nearly all are brand new and fine as the first day they came into our stocks. Some are reduced because they are mused or soiled and a few pair have had slight repairs.

An opportunity to select from the finest French kid and suede gloves, from buckskin, capeskin, washable leather, doeskin and duplex, lisle and silk gloves. Plenty of long gloves and short gloves. We cannot guarantee every size in every kind, but there are gloves for every one.

Women's Gloves

- At 35c, short silk and chamois lisle gloves.
- At 65c, strap-wrist and long chamois lisle and duplex gloves; better quality short and long silk gloves.
- At \$1, short kidskin, lambskin, capeskin and suede gloves and some strap-wrist kinds.
- At \$1.65, short kidskin, suede and capeskin gloves, including some of France's best skins.
- At \$2, strap-wrist capeskin and long kidskin and suede gloves, mostly in eight-button length.
- At \$2.65, long kidskin and suede gloves.

(West Aisle)

Clearaway Sale of Young Women's Coats, Capes and Suits

They are Spring and Summer things, but almost all of them are peculiarly adapted to Fall use, because of their long, free lines and just enough warmth. Sizes 14 to 20 years and among them.

Suits, \$10 to \$45

Tweed suits, with well-tailored, silk-lined jackets, are in gray, rose, tan, orchid and striking plaids. \$10, \$17.50 and \$27.50. Navy, black and a few tan tricotine and Poiret twill suits, of impeccable tailoring and excellent lines, are in becoming models for young women. \$25 to \$45.

Tweed Capes and Cape Suits \$10 and \$15

Long capes and cape suits, with dresses that have sleeves or are sleeveless, are in many delightful colors and weaves.

Dark Capes and Coats

and wraps of Canton crepe, tricotine and Poiret twill, lined with beautiful crepes and satins, are in exclusive models, the best of the season, at \$25 to \$75.

Beautiful Colors in Fine Wraps

and coats of Bolivias and duvetyns of best qualities—browns, tans, blues of all shades! Every one is handsomely lined. \$25 to \$95.

(Second Floor)

White Silk Stockings With Open-Work Clock

Exquisite things, just in time to go vacationing. They're priced only \$2.35 pair, because tiny imperfections class them as "seconds."

Glove Silk Vests, \$1.85

Rose pink, bodice style and of good firm weight.

(West Aisle)

Office Furniture Sale

A sale in which our entire stock of office furniture is offered at reduced prices, resulting in opportunities that may not be again available in a good while.

(Seventh Floor)

White Crepes, Novelty Silks and Fiber Special, \$4 a Yard

Plenty of patterns—stripes, plaids, dots, figures and fascinating weaves that catch the play of light—are in white silk or fiber crepes with heavy or light crinkles. 38 to 40 inches wide. August's favorite skirts are white, and many of these will make lovely dresses, too.

(First Floor)

Clearing Away Iceland Wool Sweaters at \$5

Some of these sweaters are a half less, some a third. They are all very soft and light and made in the slip-on style, with V and round necks. Colors are natural tan, navy, brown and white, besides the gayer sports shades.

(First Floor)

Excellent Navy Serge at \$2 a Yard

Every girl going away to school needs at least one blue serge frock—and many fashion reports give serge a place of high favor. They predict that dresses of this material will be trimmed in cire ribbon, and made gay with field flower embroideries.

54 inches wide and all-wool, of course.

(First Floor)



Men's Gloves

- At 50c, working gloves and gauntlets.
- At \$1, suede and washable leather (doe-finished) gloves.
- At \$2, Tilbury driving gloves and French kidskin, capeskin and suede gloves.

Children's Gloves

- At 50c, short silk, chamois lisle and duplex gloves.
- At \$1, strap-wrist capeskin and short doeskin gloves.

Numbers 13 and 14 in the Bubble Book Series

for wee children are ready. Number 13 is the "Child's Garden of Verses" by Robert Louis Stevenson. Number 14 is "The Chimney Corner" with singing and a story and pictures.

Each book, containing three double-faced phonograph records, \$1.

(Main Floor)

A Folding Ironing Board

is a thing of joy to all vacation travelers. Made of aluminum, with flannel cover for board. \$5.

(Fourth Floor)

A Vest-Pocket Flash Light

is made to carry in the smallest space—ready for any emergency. The price is 65c.

(Fourth Floor)

Fleur d'Or

A Claire fragrance that has won so many friends. We have been awaiting this new shipment from Paris and many women will be glad to know of its arrival. The face powder is in white, natural and brunette at \$1.50.

Perfume in the new bottle, at the new low price of \$5.

(Main Floor)

Men's Splendid Summer Suits Are Marching Out

All of our fancy Summer suits, all of our serges, all of our solid-color suits are in a Clearaway Sale.

Fancy Summer suits at \$25, \$35 and \$40. Blue and black serge suits at \$25 and \$35.

These are all three-piece Summer suits. They are all Wanamaker standard suits, and they are all wool and good to wear from now until the snow flies—splendid to put away for next Spring.

Savings on them run all the way from \$10 to \$25 on each suit.

(Third Floor)

New Golf Hose for Men Have Just Arrived From England, Ireland and Belgium

Not every golfer can hope to be a Gene Sarazen, but he can at least have the distinction of wearing the best-looking hose on the course if he chooses any of these.

The Belgian golf hose must have been inspired by the splendid course at Ravenstein, so fine are they. Of light weight wool in soft gray or fawn mixtures, with fancy tops. \$5 pair.

Heavier-weight hose come from Ireland and are hand-knitted in beautiful mixed colorings, topped by gay turn-over cuffs. The wool is hand-spun.

(Main Floor, Market)

Also for Golfers—A Soft Shoe That Doesn't Mind Wet Weather

Any man who plays in the morning knows how wet his shoes get and how often they have stiffened the next time he takes them out of the locker.

These new oxfords, of specially prepared tan calfskin, retain their comfortable softness, even after many wettings. Even perspiration doesn't harm them. They have rubber soles with rubber spuds, for a firm stance. \$11 pair.

Other tan golf oxfords, with darker leather saddle straps, have cupped rubber soles at \$6.40 pair.

(Main Floor, Market)

Men's New Polka-dot Handkerchiefs Match Ties

Men have been asking for a handkerchief to match the polka-dot tie—and here it is, of imported English silk, with brown, navy blue or butcher blue grounds, and a small white dot! A white ground has a small black dot, and all have plain-colored hemstitched hems. The price is \$2.50 each.

(Main Floor)

There's an Unprecedented Demand for Good Furniture and an Unprecedented Stock to Meet It in the Wanamaker Great August Sale

Typewriters might tick and pens might scratch and tongues might say a thousand things about this August Furniture Sale, but when all is written and said and done, one fact stands out beyond everything else—THE FURNITURE IS THE THING.

THE FURNITURE, that is what has made the Wanamaker Sale unique in the world.

THE FURNITURE, that is what enables this sale to set up new landmarks in volume of distribution and in SERVICE.

When we say THE FURNITURE, we mean not only the quality and character and likableness of it, but also the unusualness of it at the prices.

It is wonderful how a sale can grow and grow and grow upon the sheer merit of its merchandise at the prices.

Wonderful, and yet so reasonable.

This is a sale which meets the requirements of every home as no other sale can possibly meet them.

It is the only sale of its kind in the magnitude and satisfying variety of the stocks that are back of it.

The furniture that people want is here—that is about the most unquestionable thing we know of in retail merchandising today.

There is unquestionable proof of it in the way the people are buying.

They know the furniture they want and where to find it. If these statements sound boastful they are not intended to be so.

Our purpose is to give the facts as they exist. Nothing more is necessary, except to prove them with the furniture and the people can see for themselves that the furniture, the one proof from which there is no getting away, is surely here.

(Fifth, Sixth and Seventh Floors)

That Important Piece of Furniture—The Mattress

Unless it is right, the rightness of everything else is spoiled.

Only good mattresses have any justification for existence.

The same holds true of pillows, bolsters and bedspreads.

Think of the large part of one's lifetime

one spends with these things.

Wanamaker mattresses, pillows, bolsters and bedspreads are of the best, safest and most satisfactory kind, an old story, no doubt, but particularly worth remembering just now when our entire stock of these goods is offered in the August Sale at reduced prices. And they were never in such demand.

(Sixth Floor)



Looking Behind a Chair

Most people take for granted a chair or a sofa, a bed or a table, as if they grew ready-made on a tree and had only to be plucked off when needed.

More imaginative minds see in every article of finished furniture the whole process of its creation and history.

—The slim young sapling in the forest that took years and years to reach its proper growth;

—The huge trunk and green canopy whose bird and squirrel inhabitants were warned by the lumberman's axe and saw to seek new lodgings;

—The floating logs on the river, and the sounds and smells of the saw-mill;

—And finally, after months of seasoning and preparation, the furniture factories where the hands of industry fashioned the shapeless woods into useful and beautiful forms conceived by the minds of the designers.

Years—nature—thought—industry—forests—cities—men—factories—railroads—steamships—it took them all to make pretty nearly the simplest piece of furniture you can buy.

Some people have enough imagination to look not only behind a new chair, but ahead of it, perceiving something of the history it is going to help make! Furniture was never better than in this August Sale. And not for many a long year has it been so astonishingly low in price.