

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 8
Daylight-Saving Time

WANAMAKER'S

WEATHER
Fair

The August Furniture Sale Is Marvelously Strong in All Points But Especially in Low and Medium-Priced Suits

We Do Not Mean to Be Only Parrots

harking back lessons we have learned, and repeating them over and over in adroit advertising in newspapers or picture circulars.

A costly marble courthouse does not guarantee justice in its courts any more than a fine church building insures invariably the religious life of its membership.

Extraordinary pains were taken in constructing, completing and furnishing this new storehouse, built for safety, cleanliness, light and healthfulness, without stint of cost; with elevators costing double the usual kind, and they have been equipped always with every known invention for safe operation, to which we are at this time adding a recently invented appliance at a cost of sixty thousand dollars.

We always hold ourselves in duty bound to spare nothing to protect to the uttermost every human being working under our roof or visiting our premises.

A special invitation these days to strangers passing homeward from the mountains and sea.

[Signed] *John Wanamaker*

August 10, 1922.

Young Women's Dresses at Clearaway Prices

\$2.50 to \$10—Distinctive gingham dresses, such as may be worn to school well into the Winter! Many are of imported gingham.

\$5 to \$15—Dresses of dotted swiss, dotted voile, organdie, white or pastel voile show a great beauty of texture and coloring and much charm of style.

\$10 to \$25—Silks, both tub and fiber silks, and novelty striped and dotted materials are represented in delightful, individual dresses.

Prices are considerably lowered, and most of the dresses are quite fresh. A few are just slightly mussed, and, of course, sizes are broken, but the opportunity is a very real one.

(Second Floor)



An L. R. Corset That Is Half Elastic

suits many figures better than either the all-elastic or the all-material corset. It has wide elastic gores—both front and back—but the sides are of coutil or broche. This combination gives perfect flexibility, yet the desired straight lines over the hips.

Three attractive examples in pink coutil or satin-figured broche, inset with elastic, are \$2, \$2.50 and \$4.

These lace in back and hook in front, but there are other L. R. elastic inset models closed entirely in back.

A dainty L. R. hip girdle of pink broche, laced in back, is \$1.65.

(Third Floor)

New Sweater Blouses Special, \$6.75

How smart, pretty and sporty—manlike they are, especially with white or dark skirts! A choice of navy, jade, white, gray or tomato, with contrasting stripes.

They are finely knitted of soft wool, with gray fiber silk stripes, and have long sleeves and turn-back hems that properly finish the long line. The Peter Pan collars and snug cuffs are of white crepe de chine.

(Third Floor)

Hurrying Out Summer Riding Suits and Knickers for Women

The riding suits—coats and breeches—are of white, natural and novelty linens, and are to go at \$15.

The knickers of white linen are now \$7. Knickers of dark and light mixed cloths are \$8.

There are hundreds of pieces in all, and some of the prices are close to half, while all mean a very substantial saving.

(First Floor)

Women's Light-Weight Polo Coats Arrive

They are as light as warm coats lined throughout can possibly be, and are made with mannish backs, big game pockets and large strapped sleeves set into wide armholes. They are even double breasted and boast hand-turned collars exactly like a man's topcoat.

Those in plain tan with self-colored linings are \$45. In tan with bright-hued overlaid and linings of sea-blue, green and sunset to match the plaids, they are \$67.50.

Big, full capes, delightful for travelers, are of the same plaid cloth without linings, at \$30.

(First Floor)

Prices Drop on 100 Women's Afternoon Frocks—\$18.50 to \$35

Of crepe de chine and the slightly heavier crepes—no other material has quite the grace and refinement of these.

The dresses are in the lovely fashionable shades of periwinkle, gray, rust, the new browns and tans, besides navy and black, and they are mostly of the long graceful one-piece type. A few are

(First Floor)

Autumn Oxfords Are Ready for the Schoolgirls

One model has a wing tip and perforations. Another is a blucher with straight tip. A third, with unusually wide toe, is made especially for those requiring a child's last on into girlhood.

Priced \$6 and \$6.75 a pair, in sizes 2 1/4 to six and seven. Patent leather ankle-strap slippers in sizes from infants' two to young girls' two are \$3 to \$6 a pair.

(First Floor)

That it is the best sale from which to furnish either a cottage or a mansion there is proof beyond gainsaying.

The fact is generally recognized that the selection of high-grade suits and individual pieces of particular charm to be found here is unique.

It is certainly an advantage to be able to choose unreservedly from this magnificent collection of uncommon and exquisite things at the reduced prices now prevailing.

But if there is one feature of this sale more notable and striking than another it is the splendid choice of low-priced and medium-priced suits for bedrooms, dining-rooms and living-rooms.

To our own knowledge no sale ever held such an excellent and desirable assortment of suits in these particular grades.

The chief thing to note about it is that

This Is Low-Priced Furniture of a Superior Kind

In other words, the most desirable furniture for probably eight out of every ten homes.

All of it, whether it be the three-piece living-room suits made by ourselves or the bedroom and dining-room suits made as we wanted them made, is furniture of quality, showing cabinet work worthy of the name.

See this exemplified in the bedroom suits now marked \$132. In other bedroom suits, Queen Anne style, at \$175, and at \$222 (Colonial) and \$255 (Colonial also).

(Fifth, Sixth and Seventh Floors)

Others are priced at \$240, \$280 and so on. A particularly excellent suit can be had in Empire Colonial, Post Colonial or Louis XVI, in solid mahogany except the head and end panels, which are of built-up mahogany and preferably so. The Louis XVI suit has bow-end beds, and each suit is now priced at \$259.

In low-priced and medium-priced dining-room suits of ten pieces the choice is equally good and the values unsurpassed, if indeed they are equaled, which we do not believe.

Wanasilk Stockings

Better Than Ever

One more strand of silk has been used in the knitting, giving greater durability, and an extra inch has been added to the length of the stocking.

It's the best \$2 stocking we know about.

In black, white and the most fashionable shades.

(First Floor)

A Victrola in a Handsome Period Console Cabinet, \$95



(Second Floor)

This console type is undoubtedly one of the most popular types of all phonograph cabinets. It is a handsome piece of mahogany furniture, in itself, and besides containing an excellent victrola, it has space for one hundred records.

In Sheraton, Louis XV, Chippendale and Colonial period designs. One of the very best Victrola values we have ever seen.

Sold on convenient terms, of course.

Gay Scarfs for Cooler Days

Scarfs are by no means "out"! Watch the cooler days and see them fly about as gaily, as picturesquely and as becomingly as ever! Fiber silk scarfs, plain, two-tone or striped, are \$4.50 to \$6.50. Silk scarfs of soft loveliness, some of them imported from Switzerland, are \$10 to \$18.50.

(Main Floor)

Send Candy to Camp

Nothing so welcome as a box of fine Wanamaker chocolates. The best we know for \$1 a pound. Put up in hand-painted lacquered tin boxes that will carry well, three-pound size for \$4 complete; five-pound size for \$6.50 complete. The assortment is very large and every piece delicious.

(Main Floor and Down Stairs Store)

Women's Union Taffeta Umbrellas

A good many women think the mixture of silk and cotton wears better than pure silk, and buy union taffetas, accordingly, for common use. These are all-black, and made on eight-rib paragon frames, with handles mostly of wood with bakelite tops to match their tips and with the favorite side loops. Price \$4.

(Main Floor)

Black Taffeta Special, \$1.75 a Yard

An exceedingly good, serviceable, lustrous quality, very unusual at this low price! Black taffeta of this durability is widely used for many things—hats, dresses, bathing suits (makes splendid bathing suits!) and the new Fall slip-on frocks with bright chambray applique work, for little girls' delight. 36 inches wide.

(First Floor)

Cotton Remnant Sale

It begins almost anew in the morning with the addition of hundreds of new remnants. Gingham, linen, lawn, percale, swiss, organdie, batiste, voile, ratine and practically every cotton fabric of the year. Lengths for skirts, waists, one-piece dresses and children's frocks galore. Prices average a third less.

(First Floor)

9000 Imported Cups and Saucers \$4 Dozen

Just arrived, 25 cases of fine thin china cups and saucers in a choice of six beautiful border decorations.

Bought months ago at a special price, the market being lower then, and now offered at \$4 a dozen, which is considerably less than prices now prevailing, or likely to prevail in a good while.

(Fourth Floor)

Dainty Dimity Nightgowns

White striped dimities and cross-bar dimities in pink, white and orchid, may each be had for \$2.50. Sleeveless nightgowns of pink or blue batiste, \$2.

(Third Floor)

Goodby to 200 Women's White Washable Skirts

Reduced for the first time, and all down to half price. At 50c there are Ninenas. At \$2.50, gabardines, piques and surf satins.

At \$5 are fine gabardines with button trimmings, linens, sponges and charming fishnet sponges.

(First Floor)

Rag, Rush and Fiber Rugs at Lowered Prices

For Summer porches, Winter sun-parlors and simply furnished rooms, these rugs are admirable, and their lessened prices make them of special interest now.

Fiber rugs, 9x12 ft., \$13.75. 7.6x10.6 ft., \$12.50. 6x9 ft., \$9.

Rush rugs, 9x12 ft., \$16.25. 4x7 ft., \$2.50 and \$6.25.

Heavy rush rugs, 9x12 ft., \$23.50 and \$26.50. 6x9 ft., \$15.

Rag rugs, 9x12 ft., \$9.75, \$11.50 and \$14.25.

(Seventh Floor)

Health Records Are Great Fun

"The daily scream" is what one family can to the accompaniment of Walter Camp's "Daily Dozen" phonograph records. It always means a few minutes of general merriment.

Camp's Daily Dozen and Wallace Reducing Records are each \$15 a set.

Victor Health Records are \$3. A demonstration of any of them will be given.

(Second Floor)

This Fine Luggage Will Last Longer Than Most Vacations



Fitted Suitcases Start at \$25

and for real comfort in traveling there is nothing like them. They have delightful silk linings and all the toilet accessories that a woman of taste always likes to have with her.

Suitcases with removable trays of fittings, which fold up into an entirely separate case, can now be had for as little as \$27.50.

(Main Floor)



To the London Shop Have Come Men's Light-Weight Jaunty Overcoats For Cool Nights

Made by Kenneth Durward, of London, and made with all the swing, spirit and jauntyness that men with a keen eye for fashion will appreciate.

Light as you please in weight, they are just the coats that men will need when the air at the shore or mountains carries the suggestion of a sting.

Light grays, dark grays, homespun effects, Lovat greens, tweeds, chevots and some in very tasteful brown shades.

Prices, \$55, \$58 and \$60. (The Gallery)

Men's Checked Silk Handkerchiefs Are the Newest From London

They're the ones you'll find tucked into the sleeve of Bond Street and into the breast pocket of the smartly dressed American who is stepping on the British steamers these days.

Brown, navy and black-and-white, in checks of three sizes. \$2.50.

White silk handkerchiefs, with deep black-and-white polka-dot hems, are another new English fancy. \$2.50.

(Main Floor)

Some Exceptionally Fine White Shirts for Men

have just made their appearance. Of very fine and closely woven white madras with self-stripes of various widths, they're rightly proportioned and will "wear like iron." All have soft cuffs. \$3.50.

Hundreds of New Neckties at 65c

Tuck half a dozen fresh ties in your vacation bag—the cost will be very little. Stripes, dots and figures in every imaginable color combination. All open-end four-in-hands.

(Main Floor)

For \$2 a Man Can Buy Any Sennit Straw Hat in Stock

No matter which one he chooses, he cannot save less than one-third and he can easily save a great deal more.

Many of these hats were twice as much, some considerably more.

All are hats of quality, including the famous Lincoln-Bennett and Redleaf creations.

All sizes in the lot and an attractive selection of styles.

(Main Floor)

With anything like reasonable luck it will last for years. Long service is sewed into every seam, sound worth is in every line. Nothing has been cheapened, nothing has been slighted. It is the very best luggage obtainable for the prices.

There's a certain satisfaction in "traveling right" which everybody feels and which adds immeasurably to the pleasure of any trip.

Black Enamel Suitcases

are to be had in all sizes from 16 to 24 inches. They're carefully bound all around with durable leather and are prettily lined. With or without trays at \$8 to \$9.

Extra-deep suitcases of great capacity, \$9 to \$12.

Round Hat Boxes That Are Dustproof

—and that's a great point with anybody who is thinking of an automobile tour or a long train journey. The edge is faced with velvet, so that the lid fits very tightly. Bound in tan or black leather with handles to match, these are all of shiny black enameled duck at \$9.