

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

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WEATHER Unsettled

# After All, the People Themselves Are the Best Judges of the Furniture They Need and Where to Find It

## "Politeness is Like an Air Cushion—There May Be Nothing Solid in it, but it eases the jolts wonderfully."

So said the writer's old friend, Henry Ward Beecher, years ago.

The impression made upon a stranger on entering a church, or on a visitor to a bank or office, or on the patrons of this Store, is a reaction to the manner by which they are greeted and a gauge of what the church, bank or store is like.

Is it so very difficult or expensive to show the best quality of simple courtesy to those who do us the favor to come to us for anything they think we have to give them?

Nothing costs less or counts for more than plain unaffected courtesy in our relations with each other.

[Signed]

*John Wanamaker*

August 12, 1922.

## Five Styles in Young Women's New Crepe de Chine Dresses at \$25

All are new and show the approved lines and the best colors of the season: navy, seal brown and black. All five are collarless with the becoming simplicity of the round neck.

Waistlines are low and often finished with narrow but interesting girldes; shirred girldes with large metal clasps; narrow belts with silk flowers at intervals; small flowers all around.

In almost every case panels are longer than the skirts. Some draped skirts give a circular effect.

(Second Floor)

## A French Corset Not Made in France

It is hard to see how the Parisienne corset could be better if actually made in Paris. Every bit of material in it is imported—the finest of coutil, batiste, broche, silk, satin, lace, elastic and boning.

It is made by a Frenchwoman in America, who puts all her native gift for style and "line" into this perfect corset.

It is as famous for comfort as for its exquisite grace of line. It is made only for Wanamaker customers.

A large variety of models is priced between \$8 and \$40. Attention.

(Third Floor)

## WOMEN'S Summer Hats in the Millinery Store are wearing considerably lowered prices. Many are suitable for wear quite late in the season.

(Second Floor)

## Cotton Crash Scarfs, 45c

White cotton crash, chain stitched with blue; squares, centers and scarfs, each the same price, 45c.

(West Aisle)

## Distinguished Fur-Trimmed and Other Wraps for Women—Now Half

The fur-trimmed wraps are mostly of the softest faille silks and heavy silk crepes, with collars of fox, caracul and white Belgian hare.

The wraps without furs are mostly Canton crepes, but there are a few satins.

In both groups navy and black are the chief colors, and in both the quality is of the very highest. At the same time the wraps are novelties.

\$37.50 to \$100—a great many women have been waiting for this opportunity.

(First Floor)

## Women's Bathing Suits at Lowered Prices—Mostly Half

200 of Them Are \$3.75

These are wool jerseys in two styles—both one-piece and conservative, one very simple, one with pointed skirt and white pipings.

Both in navy, brown and black and both buttoned on the shoulders.

Tights are attached.

(First Floor)

100 Finer Wool Jerseys at \$7.50

These are odds and ends of very attractive things, in almost all colors, and including styles with long sleeves.

Tights to Wear Under Bathing Suits

Gray, may be had for 50c.

(First Floor)

## A FEW Dresses for Large Women—\$3.75 and \$5

A miscellaneous lot of dark and light voiles which we are clearing away for very little. They are mostly in navy, black and brown, with white dots.

(First Floor)

## Women's Sturdy Oxfords for Hard Wear

For times when thin-soled little pumps and slippers would be absurd, these stout-soled calfskin oxfords are exactly right. Summer "hikes," for instance, and Autumn town and country wear with tailored togs.

Moderately priced, too. Choose black or grained tan calf with full round toe, long wing tip, much perforating and mannish heels, at \$4.50 a pair.

Or with a slightly narrower toe, straight tip and military heel, in black calf at \$8, and tan at \$8.75. They're wonderful shoes for the money.

(Fourth Floor)

The right of making up one's own mind about one's personal or home needs is a precious thing.

Good manners apart, nobody of good sense will usurp it.

Just how much furniture you may need at this present moment, you, yourself, have the best reason to know, and in the choice of it you have the sole right to decide.

But whether you need much, or little, you will naturally want to get the best obtainable for the money you intend to lay out.

The question as to where this kind of furniture can be obtained to the greatest advantage is also one for you to decide, and you can decide it very easily.

It is merely a matter of using your eyes and your common sense.

When we tell you that the Wanamaker Sale is a sale without equal in quantities and assortments and that it is unsurpassed in good values we are putting before you in print the facts as they must appear to your own eyes and your own judgment here on the furniture floors.

There is no need to argue the point that the best place in which to choose furniture is where there is, as you can see for yourself, by far the largest choice of the best and most desirable qualities at the lowest available prices.

It is because home-keepers of clear-headedness, sound sense and correct furnishing taste have found that the Wanamaker Sale really and truly fulfills these conditions that it has become a unique thing in the retail trade of America.

And it is for the same reason that this August Sale of 1922 is proving itself the greatest so far in opportunities and naturally in volume.

(Fifth, Sixth and Seventh Floors)



## Fine Dark Blue Afternoon Dresses for Women

Materials are not novel—Canton crepe, crepe de chine, Georgette and chiffon—but the styles are very interesting indeed.

The dresses are rather long, often uneven around the foot, and their effect is one of slowness and grace. In one the finely pleated panels float and end below the hem. In another the decoration consists of heavy drawwork and beads. In others loops of Georgette or moire ribbon are a novel feature.

One very charming model has a front panel—from neck to foot—of finely tucked material, a creamy lace frill suggesting its opening, and disks of red beads hold the girldes in place.

Such dresses are perfect to wear with little neck furs in the cool days of late Summer. Prices \$50 to \$95.

(First Floor)

## Newest Two-Tone Stockings Are of Tricot Silk

In fact, they're of two layers of tricot silk—black, tan, gray or cream with a contrasting color visible beneath. They are in stripe effects and very new. \$6.50 pair.

(First Floor)

## Women's Athletic Combination Suits Special at 75c

Cool and ever so comfortable, especially for sports wear. Of plain longcloth or of striped or checked muslin in pink or white.

(First Floor)

## American Dinner Sets Reduced

About 60 complete sets have been marked at new low prices for an immediate clearance.

Dinner sets of 106 pieces, of fine semi-china, with gold edges and blue hair line, now marked \$20 a set, are close to half.

Dinner sets of 106 pieces, of American semi-china, a fine white body with gold edges and traced handles, complete for twelve persons, now marked \$15 a set.

47-piece dinner sets of American semi-china, with gold-band and blue hair-line decoration, now marked \$7.50 a set. Suitable for six persons.

(Fourth Floor)

## Brilliant Bulgarian Trimming on Dark Blouses Special, \$3.85

Brightly colored bands of Bulgarian design make a striking and refreshing touch on overblouses of navy crepe de chine of unusually good quality. Several styles show the newer necklines and the new sleeves. Some are gathered at the waistline and have full little skirts, like a peasant's costume. One, with a wide, round neckline, has very wide, straight sleeves. Another shows fairly full sleeves with snug little cuffs of gay design.

(Third Floor)

## American Broadcloth Silk in Pastel Tints \$2.50 a Yard

It is finding more friends and more uses every day, uses varied from evening dresses to men's shirts! The simpler evening dresses, with their dignified beauty of line, are being made of it. Certain of the tints are especially desirable for men's shirts. The many other uses of this lovely, durable silk include: afternoon dresses, underclothes, sports frocks, hats, skirts, shirtwaists, pajamas, and so on.

32 inches wide, in beige, leghorn, gray, gazelle, pink, orchid, blue and flesh. At \$2.50.

White is \$2 a yard.

(First Floor)

## First New Autumn Coatings Are Rich Bolivias

Nothing lovelier for wraps and coats was ever invented. Its thick all-wool texture gives warmth without weight. Its deep-pled, high-lustered surface gives an elegance of effect suited to the richest furs and linings.

First new shipments are black and deep navy blue, with an unusually deep pile and rich luster. The width is 54 inches and the price \$10 a yard.

Other new Autumn and Winter coatings of Bolivia in black and colors at \$6 and \$8 a yard.

(First Floor)

## New Cordelieres

The simpler the frock the more necessary it should have its accent in the shape of some dangling neck ornament. Black cordelieres ending in black tassel and mounted in imitation jade, lapis or coral with jet, are priced at \$1.50.

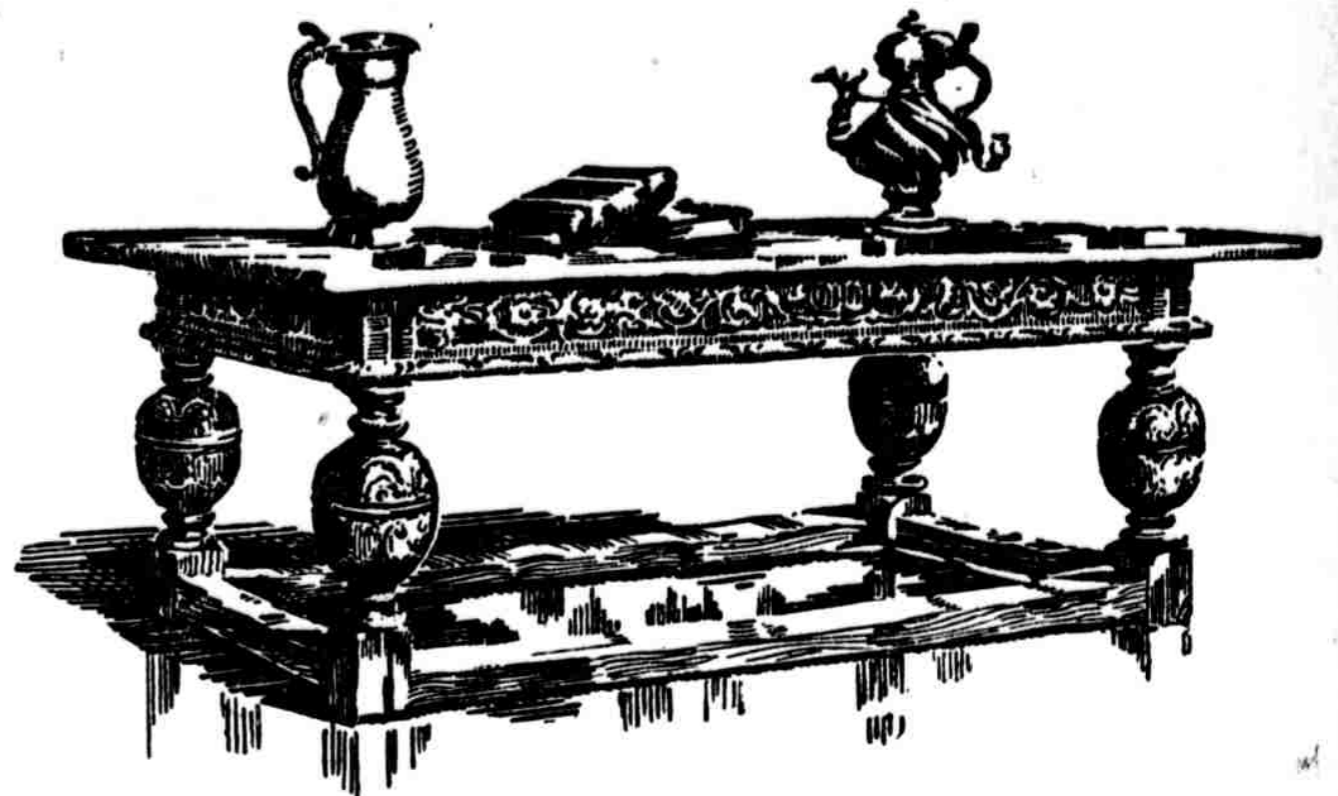
(Main Floor)

## Wanamaker Special Sewing Machines \$35

A fine household sewing machine that is guaranteed for ten years. It runs smoothly and easily with very little effort, producing most satisfactory results. There are five drawers, an automatic drop and a nicely finished oak top.

Mothers who are thinking of school clothes soon to be made will be interested in this.

(Fourth Floor)



## Mirrors in the August Sale

There is still good choice among the mirrors in the Picture Store—mirrors in polychrome frames, in frames of gilt, silver and mahogany besides silver-and-blue and gilt-and-brown.

Prices are \$3 to \$100, ten to twenty per cent less than regular.

(Fifth Floor)

## "Beauty Draws Us With a Single Hair"

declares the poet. But something depends on the hair. If it is clean, soft, fragrant, well cared for and well arranged, then it is indeed a powerful charm.

"Phytalia," the famous Queen Mary hair tonic, made especially for Wanamaker customers, is the best means of getting and keeping the hair in a beautiful condition. Fastidious men use it as well as the most particular women.

Priced 75c, \$1.25, \$2.25 and \$4.25 a bottle.

(Main Floor)

## Inexpensive Handbags of Duvetyn, Velvet and Silk

Brand-new Autumn bags, soft and delightfully lined. In various shapes, many with the new cord-and-tassel handles.

Duvetyn bags are in beaver, brown and navy; silk and velvet ones in black, brown, navy or taupe.

\$2 to \$3.

(Main Floor)

## Wee Girls' Dresses Price Lowered

Because they are mused or slightly soiled, white dresses of every kind—batiste, swiss, organdie, voile, net—are lowered to \$1 to \$5.

Mothers who realize the saving will not mind the pressing or tubbing that is needed to make the frocks like new again. Sizes 2 to 6 years among them.

(Third Floor)

## Substantial Handkerchiefs

Plain white hemstitched handkerchiefs for women are of pure linen, cut in true squares. 12½c to 50c each.

Men's plain white hemstitched linen handkerchiefs are 25c to \$1.

Men's new initialed handkerchiefs, of Irish linen, are 35c and 50c each.

(West Aisle)

## People Who Love Old Furniture

are delighting in the lowered prices in the Antique Rooms, where August Sale reductions range from 20 to 50 per cent.

All the painted suits in this section are lowered one-quarter.

A delightful hand-decorated bedroom set of eight pieces, done in sea-green with individual flower motifs, is now \$450. It comprises an old four-post bed, quaint chest of drawers, dressing table, night table, two mirrors and two rush-seat chairs. The price includes the modern box-spring and mattress and the English glazed chintz bed draperies.

Another attractive hand-decorated old bedroom set is now \$395.

\$184 is the low August price marked on a complete breakfast-room set of eight pieces—corner cupboard, dropleaf table and six chairs. All are painted and hand decorated with rich fruit motifs.

Old cottage four-post beds, re-fitted for modern bedding, are now \$18.50 and \$20.

Chairs for all uses now range in price from \$3.75 for wooden-seat farm types up to \$100 for more unique specimens.

Chests of drawers in all woods are reduced 20 to 30 per cent.

Tables of varied designs, sizes and woods are 20 to 50 per cent less. Some are as low as \$14.

Hooked rugs have also been greatly reduced.

Considering their inherent interest and these low prices, it is no wonder furniture from the Antique Rooms is going to Oregon, Florida, Texas, Ohio, Illinois, New Jersey, as well as many points in Pennsylvania.

(Fifth Floor)



## New Lot of "Restick" Seats From England, Special at \$12 (In the London Shop)

Probably you have seen them in England. Rest-sticks, some people call them, others call them shooting sticks; everybody calls them clever and convenient.

Look like fine stout walking sticks with handles that can be converted into an emergency seat.

The English find them wonderfully restful things to carry along to a coursing match, point-to-point steeplechase, or when following a particularly good game of golf, or going for a day's shooting on the moors.

The whole purpose is to take one's weight off one's feet at sports where seating accommodation is either non-existent or not practicable.

A new and improved feature of these sticks is an aluminum ferrule, rubber-tipped and detachable.

This is \$1.50 extra.

(The Gallery)

## Exquisite Persian Kermanshahs At Remarkably Low Prices In the Oriental Rug Sale

Not in a long time have we presented such a beautiful selection of these fine weaves at prices so unusually low.

All are Kermanshahs of excellent quality in the colorings that give these famous Persian pieces a perennial and distinctive charm, chiefly soft rose, blue and ecru tones, used in patterns of an elaborate all-over floral type.

They make a splendid addition to the Mahals, Chinese, Saruk and other rugs in this very attractive sale.

Kermanshah Rugs			
14.1x11.1 ft. ....	\$785	10.3x8.4 ft. ....	\$195
12.7x8.9 ft. ....	\$495	12.6x10.5 ft. ....	\$490
12.4x9 ft. ....	\$487	13.1x9.2 ft. ....	\$585
12.4x9.3 ft. ....	\$675	12.4x9.1 ft. ....	\$635
14.2x10.2 ft. ....	\$595	14.3x10 ft. ....	\$675
12.5x9.5 ft. ....	\$785	13x8.11 ft. ....	\$725
16x12 ft. ....	\$575		

Smaller Kermanshah Rugs 6.4x4.7 to 7.3x4.9 ft. ... \$135 to \$190

Kermanshah Mats Average size 2x2.6 ft. ... \$19 to \$22

(Seventh Floor)