

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
Cloudy

Only the Best Furniture in the Fullest Assortment at the Lowest Prices Could Make Such an August Furniture Sale

A Few Years Ago When Lost in the Thick Forest

by a friend's misdirection, the writer stopped many times to take a standstill and watch the course of the sun.

It is often wisest to stop short and see just where "we are at," as some one once said.

Just to drive ahead, not knowing where we will come out, is a species of senility no matter how young or old we are.

[Signed] *John Wanamaker*

August 14, 1922.

The Women's Custom-Tailoring Bureau

In showing the new models and materials for Autumn suits and dresses.

Tweed suits will be tailored to measure for \$60; suits of Poiret (twill or velour) for \$75.

Dresses of Poiret (twill) will be made to order for \$50; cashmere crepe (all silk) dresses for \$60; wool crepe for \$25, and serge for \$35.

These prices include all materials, the requisite number of fittings, and the work of highly skilled tailors and dress-makers.

(Second Floor)

Charming Weather-Vanes of Fall's Blouse Fashions

We might say that Fashion's wind is still blowing over-blouses and low waistlines. That, at least, is decided. It is a very select group of blouses that has just arrived, bringing one of this, two of that and a few of another new mode.

A new embroidery of rows and rows of fine stitching is in floral designs, wonderfully colorful, dainty and pretty, particularly on blouses of navy crepe de chine, finished with narrow shaded ribbons at the low waistline. Delightfully fantastic and joyous are the multi-colored, so-called Navajo blouses.

The first models of matelasse blouses are here for interested women to see.

Necks still remain collarless on blouses, and sleeves are either wide (usually three-quarter length) and open, or else long, full and held in closely at the wrists. \$10.50 to \$35.

(Third Floor)

Young Women's Tweed Suits and Cape Dresses, Special, \$10

Suits, dresses and capes of this type are excellent for late Summer and Fall wear. Many schoolgirls will wear them all Winter. Good shades of rose, orchid, blue and tan and sizes 14 to 20 years in the lot, although not in each model.

For instance, one charming dress of mixed orchid tweed is trimmed with bindings of pearl-gray jersey. The bodice is lined, even to the three-quarter length sleeves. A circular cape to match.

Tailored suits are excellent value because they are so well tailored. Many of the jackets are lined with crepe de chine.

Also, in the lot, are some plain tweed capes.

(Second Floor)

Thirty Models in American Lady Corsets From \$2 to \$7

The favorite corset of the modern woman who wants comfort and good lines at a moderate price. The materials are strong, and the excellent boning keeps the corset in shape long past the usefulness of the average corset.

At \$3, a low-top straight-line model of pink coutil with elastic inserts in the skirt.

At \$4.50, a longer model of pink coutil with low top of elastic, cut slightly higher at the back to hold in a full shoulder.

At \$5, an elastic-topped model

of pink broche especially for the woman who is large through the hips.

At \$7, a laced-front model of strong pink broche for average and full figures. Elastic in the low-topped front and at the lower back gives it greater flexibility.

(Third Floor)

Women's Slip-on Foulard Dresses at \$10

Very simple, very cool and light, not easy to crush, but easy to pack in a grip or handbag if one is going where one may need a little thin dress.

They are made with shallow necks and elbow sleeves that split from the shoulder down. Colors are most agreeable—rose or pink with white, pale or dark blue with white, black with white, and so on, in a good many different designs.

Of course, \$10 is an end-of-the-season price, but the dresses are fresh from the manufacturer.

(First Floor)

75 Women's Velour Coats Now \$25

A new price, which means a very comfortable saving. The coats are of the sturdy utility sort which women like to start the Autumn with—indeed, some will wear them all Winter. They are in four different models, all cut on ample lines, and are conservative in color—Sorrento blue, black, navy, rookie, brown and eagle gray.

Sizes, of course, are broken.

(First Floor)

Men's Two-Piece Tropical Suits All in a Sale

Mohairs, tropical worsteds, Palm Beach and silk suits—things that men have found necessary to make the hot weather endurable—all to go now at

\$14.50 and \$20

There is excellent choosing among the mohairs in neat stripe effects, Palm Beach suits in natural, sand and fancy shades, tropical worsteds in grays, tans and fancy mixtures.

All sizes from 32 to 50 chest measure, and in some cases the reduction is as much as \$15.

(Third Floor)

Men's Grained Calfskin Brogues \$6.40 a Pair

That shows that shoe prices are down! These are well-cut oxfords in black and a pleasing tan with perforations on the tip and vamp seams. Heels are flat, soles heavy and serviceable.

(Main Floor)

Women's Fine Silk Stockings Almost Half Price—\$2.50

Beautiful stockings of pure silk, without loading of any kind. Tops have an extra deep re-enforcing and the stockings are silk from top to toe. In black, white, gray, navy, polo, castor, silver, African brown, dark tan, light tan and cordovan.

Clocked Silk Stockings, \$2.50

White hose with hand-embroidered clocks done in white with a touch of color. Also specially priced.

(West Aisle)

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.

New Anglo-Persian Wilton Rugs Come Just in Time

For furniture buyers who desire the finest and loveliest domestic rugs made, to set off their new furniture. The rich velvety texture of these rugs, their soft Oriental colorings and designs, and their wonderful wearing qualities make them the best floor coverings obtainable at these prices:

10.6x13.6 feet at \$193

9x12 feet at \$125

8.3x10.6 feet at \$114

6x9 feet at \$77

Also new standard Wiltons of a scarcely less beautiful quality at these prices:

9x12 feet at \$87

8.3x10.6 feet at \$79

6x9 feet at \$54

(Seventh Floor)

All Our White Silk Skirts Now \$9.75 and \$15

If July had been as warm as June these skirts would have been gone long ago at their original prices.

Those at \$9.75 are box pleated crepes de chine with long sashes; and heavy Canton crepes.

Those at \$15 are box pleated fancy crepes, crepes with designs in tucking and other crepes with small box pleats.

All are pure white.

(First Floor)

Silk-and-Cotton Plisse Crepe

As dainty as silk, ever so soft and fine, and little trouble to launder, for shaking out is the only ironing it needs. Practical women use it for underclothes, kimonos, dressing-saques and children's frocks. In white, flesh, rose, blue, canary, lavender and other pale shades, 50c, 65c and 75c a yard. In flowered grounds, 65c a yard. All 30 inches wide.

(First Floor)

Tires Priced to Give Extra Mileage



Empire Cord and Fabric tires are now marked at new low prices, in most cases the lowest prices quoted in quite a long time.

Fabric Tires are now \$7.50 in size 30x3 and \$8.50 in size 30x3 1/2.

Empire Cord Tires

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

(The Gallery)

Radio Inquiries By Hundreds

Our radio program last Thursday evening brought more than 200 telephone congratulations, and letters and cards are still pouring in by hundreds from all over the eastern part of the country.

And at the same time there is a smart renewal of inquiries for radio apparatus.

People who have had their sympathies turned against radio broadcasting because of their distaste for the familiar bawling radio megaphones and other crude loud speakers in clubs and drug stores are finding out that the real thing is something altogether different.

Since the installation of our great new machine, Wanamaker concerts, interspersed with speeches of important people, are clearly and delightfully heard in tens of thousands of homes without the use of loud speakers.

Very simple and inexpensive apparatus will serve. With a crystal set costing only \$15 you can hear the Wanamaker station, and even the weaker Philadelphia stations, if you are within twelve or fifteen miles.

If you wish to listen also to the Newark, New York, Schenectady, Pittsburgh and Chicago stations, you will need a set costing from \$75 to \$300 complete.

A most admirable outfit, practical for great distances and simple to operate, is the Westinghouse R. C. set, costing, without equipment, \$132. Complete with batteries, tubes and extra phones, by the time it is installed in your home, it will cost about \$200.

Wouldn't you like to have a set in your home in time to enjoy the Wanamaker Grand Organ concerts, which will soon be arranged?

We will attend to everything for you.

(Seventh Floor)

New Linen Pillow Cases—Special at \$3 a Pair

Previous lots went very quickly, which speaks well for these goods. They are of pure linen, well woven, snowy white, hemstitched and in size 22 1/2 x 36 inches.

Special at \$3 a pair.

Others of exceptional merit in our stock are priced at \$3.75 a pair.

(First Floor)

The Office Furniture Sale

is feeling the surge of good business. With the outlook so fine it means much to be able to choose any piece of office furniture in our stock at a saving of 10 to 50 per cent.

(Seventh Floor)

Better Buy Bedding Now

There will hardly be such a good opportunity in a good while again as that afforded by this August Sale, in which we are offering our entire stock of mattresses, pillows, bolsters and springs at substantial reductions from our regular prices.

(Sixth Floor)

An Ice Cream Freezer That Doesn't Have to Be Turned

No more argument about who is going to turn the freezer. No more brine leaking all over the floor of the car when you go on a motor picnic.

No more re-packing of the cream after dashes has been taken out. All of these unpleasant features about ice-cream making have been eliminated in this freezer.

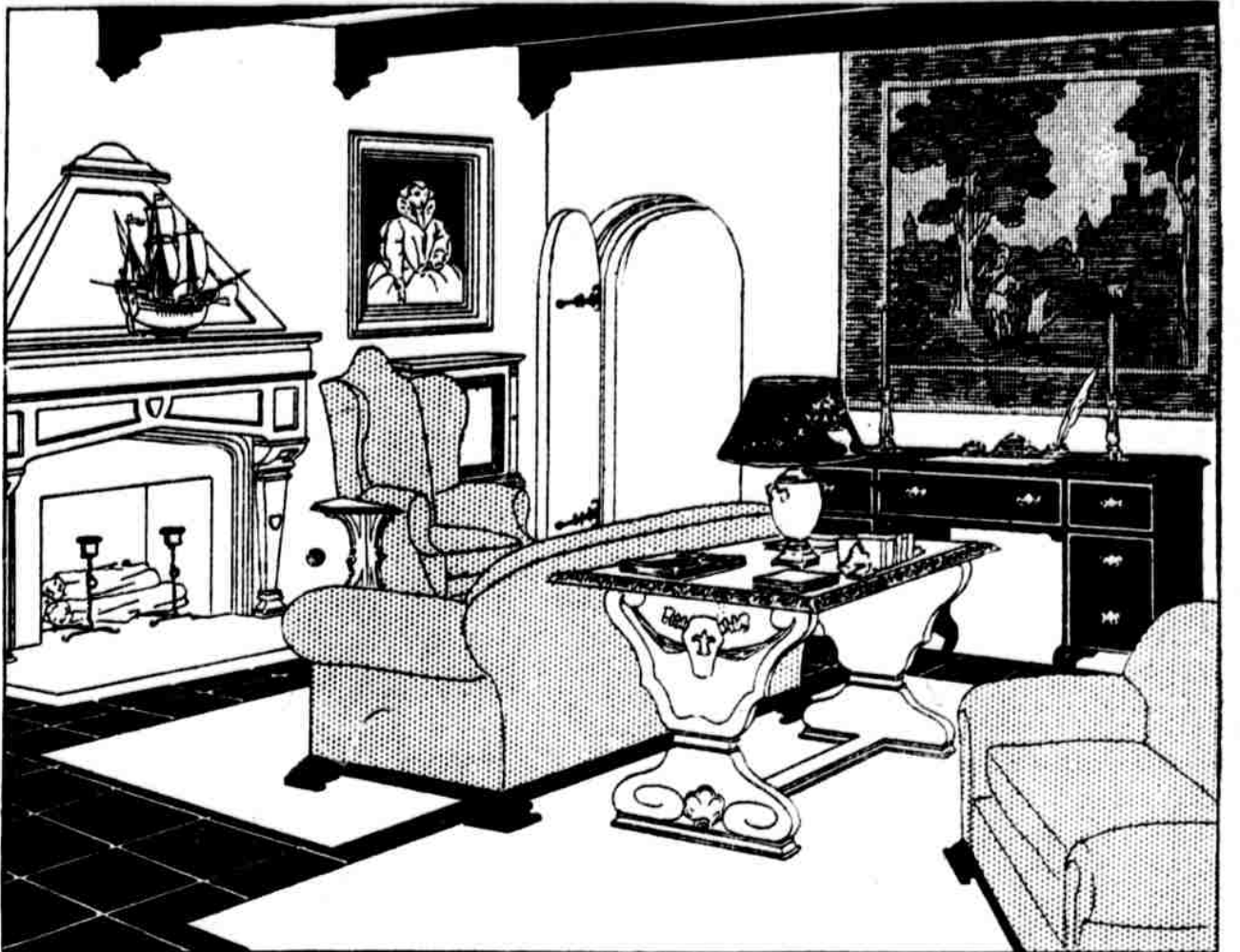
Simply pack it with one part of salt to three parts of ice, let it stand 45 minutes and behold, ice cream of smooth perfection is the result.

Six-dish size, \$5.

Twelve-dish size, \$6.

Twenty-four-dish size, \$10.

(Fourth Floor)



THE greatest asset of the Wanamaker Furniture Sale is the actual fact of superior quality in the goods.

As applied to Wanamaker furniture the word quality means a great deal.

It stands for satisfaction as well as service.

It means furniture that will please the eye as surely as it will prove dependable in service.

Some furniture has the service quality, but nothing else.

Other furniture has the eye-pleasing quality and no more.

Our business is to secure for our customers the furniture that has both.

They are leaving no room for doubt as to how well we have succeeded in securing it for this Sale.

From the way they are buying, it is clear that the furniture in the sale holds every element of desirableness—both in looks and in basic quality.

Just think of a sale of several acres made up exclusively of furniture of that kind, every piece of it marked at a reliable reduction!

A sale in which furniture of the most desirable kind in looks and the most trustworthy in make-up is shown in quantities and varieties unheard-of outside the Wanamaker Stores!

In writing this it is good to know that the proof of it is all around us here, in suits and single pieces for all rooms; in a collection of low-priced living-room, dining-room and bedroom suits sincerely believed to be unequalled anywhere in variety and value; in the splendid collection of fine suits and rare and novel pieces that recall the great days of artistic cabinet-work; in everything that can make a sale a thing of real service to the homes of the people.

(Fifth, Sixth and Seventh Floors)

Women's Costume Slips

All of white nainsook. One tailored model with camisole top is \$1.65; another with embroidery is \$2.65. Lace-trimmed slips are \$2.50 and \$3.50. All have the double hems.

(Third Floor)

THE LITTLE HOUSE

Offers Its Contents for Sale in August at Twenty-five Per Cent Reductions

Large and small, old and new, everything in this treasure house of beautiful furnishings—which is the home of our Bureau of Interior Decorating—is sharply reduced for this month. With few exceptions the saving is at least one-fourth. Such pieces, for instance as—

Two William and Mary walnut cabinets for crystal and china, curios or books. Exceptionally fine reproductions, now \$315 each.

An inlaid walnut buffet of the same period, now \$285.

A pair of tall Hampton Court blue-glass mirrors now \$395 each.

A number of small painted wood sofa-end tables now \$15 upward.

Low occasional tables with mottled marble or wood tops and brass gallery rails, \$25, \$26 and up to \$60.

Capri pottery lamps with shades at 20 per cent reductions.

A lovely old (reproduction) Kingsley cabinet of painted wood with small-paned glass door, now \$938.

A pair of oval marquetry stands with marble tops, brass gallery rails, and three drawers for needlework, sweets and other trifles, now \$125 each (a reduction of ten per cent).

Individual pieces, complete suits, genuine antiques and reproductions are all included.

(Fifth Floor)

(Sixth Floor)