

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

Flashes of the New and Wonderful Opportunities Among the Summer Things Keep the Wanamaker Store Alive With Interest

SAY, NOW, Mr. John Wanamaker, has it not been a cross to you to be so driven with constant work day and night? The answer is what we used to say when we were boys:

"No, Siree!"

Much work laid out ahead, always obliging me to keep straight on, saved me from gossiping, waste of time and a swarm of torments and temptations.

To not mind your enemies, if you have any, and keep going on with the duties ahead of you, keeps you in what Henry Van Dyke calls "the footpath of peace."

[Signed] *John Wanamaker*

August 15, 1922.

YOUNG Women's Excellent Top-coats, \$17.50

Exactly right for the girls who are going away to school, or planning long motor trips.

Any woman who sees them, however, will find some excuse for buying one. Smart full-length coats or sports-length models of herringbone tweed, over-plaid, or plain tweeds come in tan, gray, green or rose.

Most are made with the raglan sleeve, large pockets, and may be worn with or without belt. Some fully lined with peau de cygne. 14 to 20 year sizes.

(Second Floor)

WOMEN'S Little Voile Frocks at \$10

Seventy-five fresh new ones which will be ideal for filling in, since they can be worn either in morning or afternoon.

They are made in two styles—one with a collar and one without, and both have just enough flit and hand-made lace to accent the simplicity.

The colors are of the pleasantest—mauve, a delicate light blue, sunset and flesh, besides white. \$10 is, of course, a late season price.

(First Floor)

1000 Pair of Women's Fine Low Shoes Now \$5.75

Many were considerably more than twice as much. The least reduced were more than half again the present price. Altogether it is a fine opportunity.

Short lines and broken sizes, of course, account for the low price. In tan and russet calf are oxfords, plain pumps, strap pumps and sport pumps.

About the same variety in black

(First Floor)

OILED Silk Rain-coats and Capes for Women

Difficult to get enough of them. The coats are big and amply cut, with raglan shoulders and slashes instead of pockets, and may be had for \$20; while the capes are extremely full and cost \$25. Both are in delightful colors—purple, russet, sea-green, sea-blue, dark brown and dark blue.

(First Floor)

MORE of the Lace Tunics With Yokes

These semi-made tunics became such instant favorites that it is a joy to have another shipment.

The lace is Spanish patterned and in lovely colors—apple blossom, periwinkle, brown, poinsettia, white, navy and black.

The price is \$14.75.

Other semi-made lace tunics without yokes, \$12.75.

(West Aisle)

SLEEVED Aprons for Housewives

Household aprons with surplice fronts are particularly practical and attractive.

They have net-in sleeves, and are priced \$2.75 for white, and \$3.50 for colored.

(Third Floor)

Paris Has Taken Silk Brocade to Make the New Vanity

Silk brocade from Japan, in the wealth of color and fineness of weave that only the Orient can produce, and it is made into a vanity that is typically French in uniqueness and completeness.

From the outside it looks like an envelope pocketbook in gay colors dangling from a gilt chain.

But it unfolds and discloses several tidy compartments of gilt metal and little pockets with memorandum pads, combs and mirrors.

Just as complete as well made as it is beautiful and really trig for Madam of Fashion. Price \$25.

(Main Floor)

WOMEN'S Handkerchiefs, 25c

A special lot of an Irish linen manufacturer's clean-up includes odds and ends of beautiful handkerchiefs, in many sizes and several qualities of linen. Some are colored, with tiny insets in another color, or white centers with colored borders. Others are all-white, with machine or hand-hemmed hems.

A splendid opportunity to pick up gift-handkerchiefs for they are pretty enough to please the most critical.

(West Aisle)

TRICOLETTE Makes the Popular Overblouse

To wear with the sports suit is the hip-length, belted sweater style, made of drop-stitch tricolette, showing dainty lace-trimmed collars and cuffs. In white, black and jade. \$3.85.

The styles of plain tricolette, mostly in black and navy show an interesting slashed sleeve, belts tasseled with beads, and collars and cuffs of the material. \$2.

(Third Floor)

THE New London Club Umbrellas for Women

Short and stocky as to stick—almost heavy enough to serve for a weapon if such were needed! The thick handle is of hard apple-wood, topped with bakelite in old ivory, amber or other effects.

Covers are good silk, in blue, black, green, brown, purple or garnet. Bakelite rib-tips and ferrule-tips. Leather loop to carry it by.

Priced \$7.50 with narrow satin border. \$10 with wide border.

(Main Floor)

AFTER the Play

nothing is better for removing make-ups than Queen Mary Professional Cold Cream, a bland emollient cream designed for this purpose.

It is equally good for cleansing the skin after a day's motoring or outdoor sport.

50c for the eight-ounce tin; 85c for 16 ounces.

(Main Floor)

WOMEN'S Tub Dresses for Little

Lace-trimmed voiles, cool, pretty and simple, may be had today for \$3.85—a price substantially less than usual.

(Third Floor)

Antiques

is a center of interest on the furniture floors.

Its seven rooms contain perhaps the very thing you have been wanting.

A tilt-top table reduced one-fifth is now \$16.

A tall, inlaid chest of drawers at the same reduction is now \$100.

A fine mahogany screen-table at a fifth off is \$44.

A dainty little Heppelwhite breakfast table of inlaid mahogany is reduced more than one-quarter. Now \$90.

One-fifth is taken from the price of a handsome curly maple bureau desk of large size. Now \$140.

Another attractive desk reduced one-fifth is now \$80.

A set of six old stencil-back rush-seat chairs, also one-fifth less, is \$96.

Something interesting at every step, and all reduced for August only.

(Fifth Floor)



A Fine Piano and One Hundred Fine Pianists

The purchaser of an Ampico buys much more than a fine piano.

He buys several hundred famous musicians to play it for him!

Imagine what it would cost to engage for your private pleasure, evening after evening, brilliant pianists such as the Russian Rachmaninoff, Olga Samaroff, Ornstein, Godowsky, Kreisler, Strauss and their kind—artists whom concert halls all over the world are crowded to hear.

It would be financially and physically impossible. But since these great artists, and others as famous, have all made recordings for the Ampico, the owner of this instrument can snap his fingers at the concert hall and listen to them in his own easy chair at home.

Whenever desired, his home is filled with delicious music of every kind.

The list of notable pianists who play for Ampico recordings is far too long to print here. They include the most famous musical artists of this and recent years. We shall be glad to have any of them play for you their finest selections if you will stop in Egyptian Hall and ask us. Or to send you any further information and literature by mail.

This involves no obligation whatever on your part. Should you later desire to buy an Ampico, any type of used piano or player-piano will be taken in exchange as part payment and the balance arranged in convenient terms.

(Egyptian Hall, Second Floor)

LUXURIOUS Silk Nightgowns and Chemises

Under as well as outer garments have their fashions, and the Autumn fashions, as shown by these nightgowns and chemises, are among the prettiest.

Nightgowns of crepe-backed satin have strapped shoulders and flit lace inserts with exquisite hand embroidery. Priced \$16.50.

Others of the same material have Georgette tops, round necks, ribbons on their shoulders and cost \$16.50. Still others with square necks and real flit at top and in front are \$18.

Nightgowns of Georgette are pleated and trimmed with Venice lace and hand-drawn work, price \$16.50.

All of these nightgowns have ribbons at their waists.

Chemises of crepe-backed satin with ribbon shoulder straps are \$9.85 and \$12.50.

The colors of these new things are lovely shades of the favorite orchid, besides white and pink.

(Third Floor)

More Good Wanamaker Special Refrigerators at Wonderfully Low Prices

What is better news, a good part of the shipment is made up by the 100-pound-size, selling specially at \$30. The best-liked size for most homes, measuring 33 in. long, 20 in. deep and 47 in. high.

And there are more of the kind that hold 75 pounds of ice, specially priced \$26 and more that hold 125 pounds at \$35.

All solid, substantial, long-lasting refrigerators with ice compartments of galvanized iron and provision chambers finished with enamel for cleanliness.

(Fourth Floor)

NEW Linen Table Cloths, Special at \$5.50

Size 72x72 inches. Three floral patterns.

Well woven, of pure flax yarn, excellently bleached and finished.

For looks and service, it would be hard to get better cloths for the money.

(First Floor)

Good Business Ahead and All Office Furniture Reduced

That is a happy combination of circumstances, and many a shrewd business man is taking timely advantage of it.

It will surely be some time before they will have another such opportunity.

(Seventh Floor)

A VALUABLE Friend—the Fountain Pen

Its value cannot be computed in money—perhaps that is why the fountain pen has been called the "universal gift." There is a pen for the boy who has just learned to write—one for big brother—for Dad—for every one in the family!

A complete stock of fountain pens includes the Waterman pens, self-filling and regular types, gold and silver mounted pens, and prices are \$2.50 to \$37.50.

Gold pen points for separate holders are \$1.25 to \$5.

(Main Floor)

A NUMBER of Quilts Much Reduced

Down-filled, lamb's-wool filled, cotton-filled.

Wool-filled quilts in silkoline and sateen coverings.

Down-filled in sateen and silk coverings.

Cotton-filled in silkoline coverings.

Chiefly floral, all-over patterns. All at considerably reduced prices.

Wool-filled quilts, \$5 to \$15.

Down-filled quilts, \$7.50 to \$15.

Cotton-filled quilts, \$3.50 to \$6.

(Sixth Floor)

BEAUTY and Fine Quality in Gift China

They are the best credentials that china can have, and are illustrated in American-made china gay in pattern, yet dainty in effect. The Somerset pattern is particularly beautiful, combining the floral with the conventional in exquisite coloring. The prices are:

Dinner set of 107 pieces, \$125.

Dinner set of 52 pieces, \$65.

Breakfast set of 32 pieces, \$29.

(Fourth Floor)

THE "Oliver Twist" Suit

has become the most popular of the many styles made for small boys. Somehow it combines comfort with a certain mannish air dear to every boy!

New Oliver Twist suits show trousers of chambray in green, brown, tan, yellow or blue, with white blouses.

Many have touches of hand-stitching, while others are made plain. In two to five year sizes, \$1.35 to \$3.25.

(Third Floor)

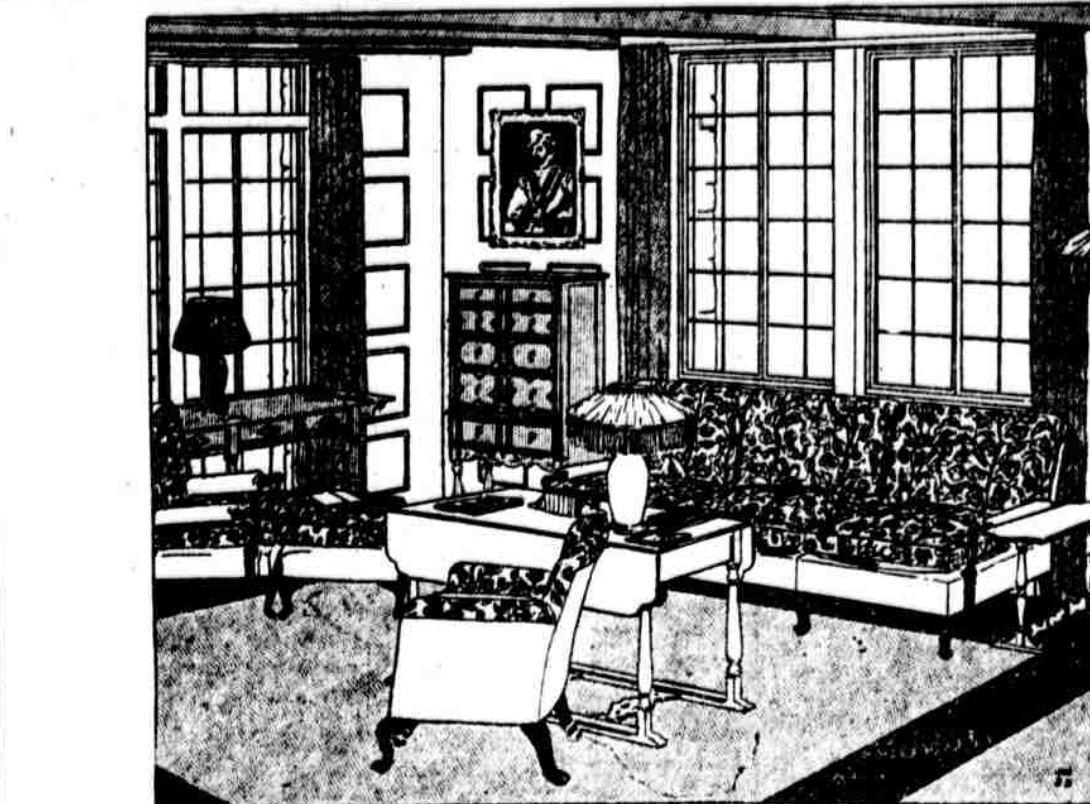
A Cool, Easy, "Knock Proof" Hat for a Man

"Chapeaulet" is the word—the Wanamaker felt hat for Summer and early Fall.

Feather weight, yet just as good looking as a heavy soft felt hat could be. Mighty fine for traveling, or a rainy day and right now, when straw hats are waning; mighty fashionable for every day.

In half a dozen shades, any one at \$5.

(Main Floor)



Reserve Stocks Have Come to Keep the Great August Furniture Sale Brimful of Opportunity

There never was such a time of home furnishing nor such good reason for it.

The fact seems to be generally recognized that it is wise to buy furniture now, especially Wanamaker furniture.

The Great August Sale is beyond the midway point, but one would never think so in looking at the abundance of goods.

New goods have come to fill up the gaps made by unprecedented selling.

Now as on the first day this is a Sale without a serious rival in extent and variety of furniture.

It will be a Wanamaker Sale every day up to the end, that is to say the only sale of its kind in magnitude and service.

But the days are passing, and it is only reasonable to expect that the best things go quickest.

A good thing can't be done too soon.

It certainly is a good thing to choose furniture now—without delay—in the Sale that in the good judgment of the people is proving itself first—a long way first—in desirable goods and money-saving advantages.

Low-Priced Living-Room and Library Furniture of High Grade

These are some of the things that are causing the Sale to set up new standards of distribution.

In dining-room and bedroom furniture the low-priced selections are equally good.

- | | | |
|---|---|--|
| Three-Piece Suits—All Hair-Filled—All Loose-Cushioned Seats— | \$292 Another product of our own workshops. Covered in either blue mohair, plush or in tapestry. | pendale type that it may have been made by the master himself. |
| \$148 Made in our own workshops. Covered in tapestry. | \$410 Carved mahogany bases. Tapestry covering. | \$103 A still finer reproduction of the Winthrop desk. Mahogany. |
| \$165 Tapestry covered. Separate pieces, davenport, \$77; arm chair, \$44; wing chair, \$42. | \$534 Tapestry covering. Spring arms | \$32 Gate-legged table, solid mahogany, 33x40-inch top. |
| \$165 Tapestry covered. Separate pieces; davenport, \$77; arm chair or rocker, \$45; wing chair, \$43. | \$470 Carved mahogany bases. Tapestry covering. | \$18 Spinnet desk, mahogany top and writing-bed. Width 31 inches. |
| \$176 Tapestry covered. Davenport, \$62; wing chair, \$47; arm rocker, \$47. | Individual Pieces | \$32 Tea wagon, with removable glass tray, drop leaves, and a silver drawer. Mahogany. |
| \$265 Made in our own workshops. Tapestry covering. Spring arms. | \$27.75 Fireside chair, made in our own shops. Cretonne covering, spring-cushion seat. | \$18 High backed chair, Windsor type. Solid mahogany, with the exception of the bow-shaped top. |
| \$285 The product of our own workshops. Covered in mohair, in a choice of colors. | \$63 Secretary desk, in mahogany. Queen Anne design. | \$28 Nest of four tables, all solid mahogany. |
| | \$19.50 Martha Washington sewing-table, solid mahogany. Invisible hinges. | \$17.50 End-table, with folding top and book trough. Solid mahogany. |
| | \$90 Reproduction in mahogany of Governor Winthrop's beautiful old desk, a relic which is considered such a pure Chip- | \$23.50 Spinnet desk, 37 inches wide. Extension writing-bed and wide drawer. |
- (Fifth Floor)

The Choice of Persian Mahals Is Remarkable in The Oriental Rug Sale

And the prices are remarkably low.

They are among the least costly of Persian weaves, and it is a particularly good group.

The colors and patterns are rich and effective, mostly soft red, blue and ecru, and the fabric is of a substantial and serviceable kind.

Good wearing qualities, good looks and low prices combine to give them a special interest.

Note also the excellent groups of Kazaks, Daghestans and Mosuls, all at exceptionally low markings.

Persian Mahal Rugs	
11.11 x 8.11 ft. \$295	12.6 x 9.1 ft. \$325
12.3 x 8.5 ft. 195	12.8 x 8.3 ft. 275
12.3 x 9.4 ft. 385	11.11 x 9.2 ft. 287
12.4 x 9.7 ft. 845	12.9 x 8.11 ft. 297
12 x 9 ft. 300	12.2 x 9.2 ft. 295
10.10 x 6.10 ft. 165	12.2 x 8.9 ft. 335
11.11 x 8.5 ft. 355	13 x 9 ft. 280
	12.4 x 9 ft. \$282

(Seventh Floor)



- | | |
|------------------------|---|
| Kazaks Rugs | 7.1 x 6.2 to 8 x 5.10 ft., \$85 to \$125. |
| Daghestans Rugs | Average size 7 x 4 ft., \$85 to \$100. |
| Mosul Rugs | Average size 3.6 x 6.6 ft., \$35 to \$55. |