

STORE CLOSED ALL DAY TODAY | WANAMAKER'S | STORE CLOSED ALL DAY TODAY | WANAMAKER'S | STORE CLOSED ALL DAY TODAY | WANAMAKER'S | WEATHER Unsettled

# Through the Dying Flashes of Summer, Signs of Autumn Appear Wherever

## It is a Satisfaction to All Employed Here

to carry out the instructions of the owners of this store, the father and son, to offer cordial welcomes to citizens and all others visiting the city to make themselves at home under our roof, to see what constitutes a great store. There are thirteen stories open to the public and upward of forty-six acres of ground occupied with the latest and best merchandise of the world around, procurable by knowledge and individual travels of experts, all gathered at sources of production and procurable for cash.

We give you the benefit of sixty-one years of experience and guarantee our prices the lowest considering quality and character.

[Signed] *John Wanamaker*  
August 19, 1922.

## Fashion's Family Gathers



## HERE Come the First Fine Autumn Wraps and They Are a Delight FOR WOMEN

**T**HE note is one of extreme simplicity, but how rich a simplicity. The materials are of the most exquisite texture—silk and wool duvetyn and bolivia in quiet colorings, and the trimmings are of fur—the fox, caracul, beaver, squirrel and mole being used in the form of immense collars, cuffs and borders. Some of the wraps are really entirely simple capes, fitting snugly at the shoulders and falling in perfectly straight lines to the feet. Others have huge sleeves altogether of fur, or hanging panels finished with fur. The muffler collars are larger than ever; the linings nothing short of lovely. Prices \$275 to \$475.  
(First Floor)

## FOR YOUNG WOMEN

**T**OO early? Not a bit of it! Already young women who wish to be sure of distinctive models are looking them over and buying. Fabrics are deliciously soft and lovely in texture and color. Silk-and-wool bolivias of varied weaves and names, but all rich and thick and velvety. And such exquisite shades of Malay, marten, kitfox, Tunisian brown, Hawaiian blue, as well as deep navy and black. The lines are unique and charming. Many delightful novelties are included in the way of general cut, sleeves and other details, which need to be seen. A number are richly fur trimmed with beaver, squirrel, black or taupe wolf. And all are, of course, perfectly lined. Young women of 14 to 20 will enjoy them, and consider the prices of \$85 to \$215 quite moderate.  
(Second Floor)

## SUZANNE Talbot's Charming Little Lace-Draped Hat

**I**T IS certain to be one of the most favored modes of the season. Easy to wear and delightfully becoming with its soft little edge of lace falling over the brim. We have copied it in embroidered *marron d'Inde* velvet—a rich shade of horse-chestnut brown—and will do so in other colors as desired. Copies of other French hats appear in all the new shades of brown, from toast to walnut; in the new *vieux rouge*, midnight blue, sapphire, gray and black. Many are of the ever-becoming velvet; others of velvety duvetyn, hatter's plush and the new French embossed *cire satin*. Seldom in any season have Autumn hats of so much charm and distinction offered themselves so early. Prices on the French copies begin around \$20, though lovely hats are in the Salons from \$10.50 up. straight, but both coats and skirts are longer than for some time, and the coats are not merely lined, but interlined. They are all in subdued mixtures—grayish, greenish, reddish-brown, tan, black-and-white. Prices \$25, \$37.50 and \$42.50.  
(First Floor)

## There's High-Priced Service for Very Little in Wool Fiber Rugs

For many a room—sewing room, bedroom, nursery—a wool fiber rug makes the best year-around floor covering. Homes large and small, everywhere, use them. Really attractive in design and coloring, durable in material and weave, and, with it all, surprisingly inexpensive. Rag rugs, too, add the wanted spot of color to the Autumn furnishings. 4x7 ft., \$5.25; 6x9 ft., \$10; 8x10 ft., \$14.50; 9x12 ft., \$19.50.  
(Seventh Floor)

## Bluebird China Cups, Saucers and Plates—Reduced to \$3 a Dozen

A small quantity reduced one-third to one-half in price for a clearing. Fine imported china, in the popular bluebird decoration in natural colors. Cups and saucers and breakfast plates, all now priced at \$3 a dozen. Early choice is imperative.  
(Fourth Floor)

## To Cap it All—a Redleaf

Mr. Man of Affairs always wears a Redleaf cap when he goes motoring, or golfing or strolling along the boardwalk. A smarter cap can't be found, nor a better one. In many colors, tailored to a "T" and as new as the morning in fashion, REDLEAF caps are here at \$3.  
(Main Floor)

## Dining-Room Silver

For the new dining-room now being outfitted with furniture, attention is called to the many desirable patterns in sterling silver-ware now in the Jewelry Store. Tea services of five pieces, \$225 to \$1050. Coffee services of three pieces, \$125 to \$650. Meat platters, \$125 to \$300. Covered vegetable dishes, \$115 to \$550. Bread trays, \$25 to \$125. Water pitchers, \$50 to \$225. Besides flat silver of every kind.  
(Main Floor)

## "Kitchen-ade" to Keep Summer Days Cool

Little things, always at hand and they help a lot the whole day through. A Handy Kitchen Set is a paring knife, butcher knife, slicing or bread knife, spatula, long-handle pot fork and light-weight cleaver. The whole set can be had for \$2.

## Aluminum Lemon Squeezer, \$1.65

Squeezes and strains and doesn't allow a bit of juice to squirt your way. Rubber Corners Save Rugs and at the same time prevent them from curling and slipping. A set of four is priced \$1.  
(Fourth Floor)

## Another Round of Taplow Golf Clubs at \$2.25

Good clubs and all the most used kind are in the shipment—drivers, mid irons, mashies, niblicks and putters. Right after the clubs came a shipment of golf bags. Strong, roomy, yet well balanced. \$1.50 to \$8. Golf balls of every standard make are here between 50 cents and \$1 each. Three favorites are the New Taplow at 55c, the Mystery and the Radio at 75c each.  
(The Gallery)

## Madeira Hand-Embroidered Luncheon Sets—\$6.75

Of pure, snowy linen, scalloped on the edge and hand-embroidered with all the skill and daintiness that have made Madeira work famous. Six plates, six tumbler doliess and one centerpiece 22 inches in diameter comprise each set, and the price is moderate—\$6.75.  
(First Floor)

## Charme d'Amour Soap

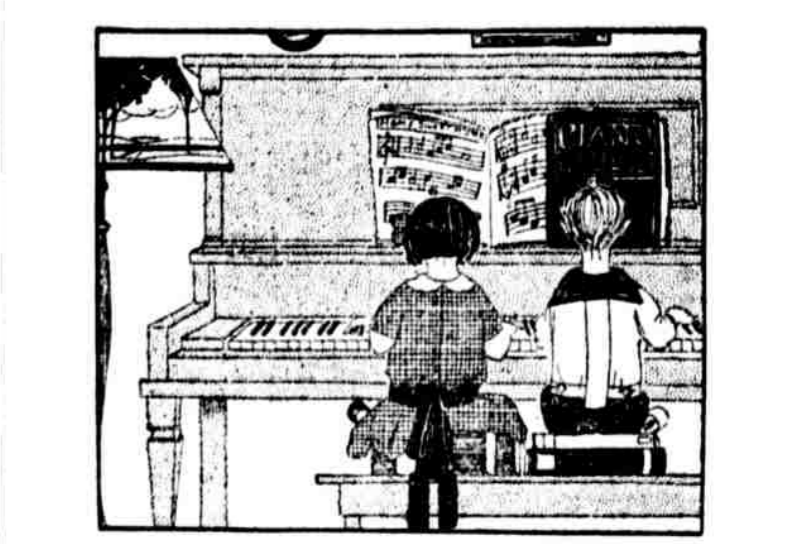
An exquisite scent put into this cake of toilet soap. We are sure of the quality because it was made under our direction. And the best recommendation, we think, is that people taking one cake for trial have come back for a box or two. Three cakes in a box for \$1, or 35c a cake.  
(Main Floor)

## Men's Bathing Suits in a Low-Price Clearaway

The Sporting Goods Store is making a clearaway of men's bathing suits at considerably lowered prices. An opportunity for a good many men who have yet to go on vacation. Men's all-wool two-piece bathing suits with pure silk stripings are now \$4.50. All-wool two-piece bathing suits in navy blue, with white or red stripings, now \$4. All-wool Pacific Coast style bathing suits in large variety, now \$3, \$3.50, \$4.75 and \$5.  
(The Gallery)

## Full Winged Tips and Many Perforations Are the Earmarks of a Brogue

That is, a full-fledged brogue, and if a man is young no other kind will do. Smartness doesn't begin to express it—they say everybody wears them on the Boardwalk, Chestnut Street, everywhere. Such brogues must be tan, most likely of smooth calfskin. Despite the broguishness, they look rather trim and at Wanamaker's cost only \$6.40.  
(Main Floor)



## We Promised a Great Piano Sale for Monday

**Therefore, We Will Have Ready for Your Inspection in the Piano Store on the Second Floor No Less Than 164 Pianos at Reduced Prices** Most of these are used pianos taken in exchange and put into good condition in our own Schomacker Piano Factory. There is good choice among them at such prices as \$100, \$125, \$150, \$175, \$200. Better ones at \$250 and up to \$495. Also a number of good player-pianos that have been taken in exchange, which we will sell at prices ranging from \$300 to \$750. Besides which we have taken a considerable number of pianos out of our own stocks and reduced them where there are case blemishes and other inconsequential injuries. At these reduced prices are some of the finest pianos in the house, including uprights, grands, players and a few reproducing pianos. A complete list of all the instruments in the Sale was published in this morning's newspapers.  
(Second Floor)

## A Handy Way to Mix Summer Drinks

is to have a mixer in the kitchen. Just such a mixer as will stir up malted milk or milk shakes or lemonades or coffee floats and, for that matter, will churn butter, is here for \$5. Just turning a little handle whirls the mixing rod around in a glass.  
(Fourth Floor)

## Light-Weight Sweaters Going Out at \$5

Slip-ons of chiffon alpaca wool, Iceland wool and silk-and-wool, in dark colors and light delicate ones. This new clearing-out price means that a third and a half have been dropped from the sweater's first price.  
(First Floor)

## The Furniture a Business Man Lives With

That is to say, office furniture, is something on which a saving really counts, because this is merchandise of such a staple kind. Business men who appreciate that fact are taking good advantage of the August Sale of Office Furniture, in which our whole stock is offered at 10 to 50 per cent less than regular prices, the average saving being from 10 to 20 per cent.  
(Seventh Floor)

## New Bead Necklaces

Not expensive at all, since most of them will be worn with sports costumes, but extremely pretty for all that. We have arranged the various kinds—transparent and opaque, round and oval, "cut" and smoothly finished—according to color, and there are the soft blue beads, the pinks, the sparkling reds, greens, and amethysts, besides white. Prices are \$1 to \$10 a string.  
(Main Floor)

## Seasonable Silks at Lower Prices

Printed crepe de chine in light effects, is now marked to \$2 a yard. Rich white novelty silks and crepes, in self-striped and figured effects, are now \$4 a yard. Each is a third less than formerly. Both 40 inches wide, and seasonable for charming frocks and the white silk skirts that play so large a part in this year's wardrobe.  
(First Floor)

## A Smart New Tailored Dress for Young Women at \$48

It would not be possible to buy the quality of cloth and have tailored to order, with anything like the same perfection, such a dress for \$48. It is beautifully cut and made, of finest point twill in dark blue or black, trimmed with black silk braiding. The style is a princess coat dress, belted only across the back, the front caught over at one side with a large ornament and falling in an uneven hem line. Wide sleeves and skirt front are faced with brick on the blue, and black on the black. Sizes 14 to 20 are included.  
(Second Floor)



## A Picturesque New Fad

is the paper parasol. Yes, it is really paper, but diled so that it sheds water. Developed in delightful colors—blues, greens, purple, etc.—with figures and flowers scattered over some, others entirely plain. Some are large enough to be convenient for beach parasols. The sticks and ribs are of bamboo. Traveling all the way from China and Japan they have arrived just in time to supply the many calls from women at the smart seashore resorts. Prices are \$1.50 for the small size; larger sizes are \$2.50 to \$3.  
(Main Floor)

## Pretty Sweaters for Tiny Folk

Ready for the first cool days of Autumn or right now if they go outdoors of evenings. They are slip-overs because most mothers prefer that kind. A woven sweater in white, pink, blue or tan with collar is \$2; hand-knit kinds in shell pink, light blue, tan and Copenhagen, some novel styles, are \$3.75 to \$5.50. 24 to 28 inch bust, which usually means 1 to 4 year sizes. Hand-crocheted sweaters for the infant \$1 to \$2.75; in white trimmed with pink or blue.  
(Third Floor)

## Chiffon Stockings Have Come From Across the Sea at Trifling Prices

One whole lot to sell at \$1.50 the pair, when right along a like quality has been marked at more than twice as much. Chiffon in the gauze weight with cotton garter tops and soles that will add much to the wear. There are black, gray and cordovan ones.  
(First Floor)

## Cool White Overblouses of Georgette and Crepe, \$9.85 to \$12

Perfectly straight-line blouses that reach to the hip, and make a charming costume of any white silk skirt. The sleeves of all are novel, and the neck-line round. One in Georgette with white silk braiding copies an imported model. Price \$10.50. Another of Georgette ornamented with self-tucking is \$9.85. The third is of heavy crepe de chine richly hand-embroidered and hand-drawn. Wonderful at \$12.  
(Third Floor)

## Washable Doeskin Is an All-the-Year Glove

Women who buy them to finish the Summer are equipped to start the Autumn. For the new long sleeves the one button will be right, in white or natural, at \$2; or slip-on in natural at \$2.75; or strap-wrist in white or natural at \$3, and peach-bloom or pearl shades at \$3.25. Shorter sleeves require the 12-button length, in white, natural, peach-bloom or pearl, at \$4.75 and \$5. These skin gloves in the English doe-finish all wash well.  
(Main Floor)

## Do You Realize That the Great August Furniture Sale Is Nearing Its Last Week?

Now, as at the outset, this is the sale of MORE FURNITURE, BETTER FURNITURE AND LOWER PRICES than can be found anywhere else. That is a fact to be seen in many a bedroom suit and dining-room suit of improved construction, finer materials, or finer finish. But probably the greatest proof of it is in The New and Better Kind of Low-Priced Overstuffed Furniture We couldn't get low-priced upholstered furniture as good as we wanted, so we made it. All the low-priced overstuffed suits in this August Sale were made in our own workrooms according to our own specifications. We are satisfied that no other overstuffed furniture at anything like the same prices is at all as good. What is of more importance, our customers are satisfied also.

All of these overstuffed pieces have curled hair filling, the one best filling, that all other ambitious stores would now like to have in their low-priced overstuffed furniture. Better filling, better spring edges, better web bottoms, better cordage, better construction, more careful finish—these are the marks of distinction. Three-piece overstuffed suits in tapestry, are \$148, \$157, \$245 and so on. In mohair at \$285 and upwards by gradual stages.  
(Fifth, Sixth and Seventh Floors)