

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 Fair**

We Have Just Brought Into the Great August Sale of Furniture \$50,000 Worth of Fine Dining-Room and Bedroom Suits to Sell at Half Price

"But You See I am Only a Very Plain Person," the Modest Lady Said

not realizing the great beauty there is in plainness and naturalness of those who do not paint and patch themselves or add any sort of gaudery to their persons. Gentle speech, simplicity of manners and the plainness of face form a beauty that often is more attractive than the overdressed or anything artificial. Many people like this Store best for its plainness.

[Signed] *John Wanamaker*
August 23, 1922.



Never Were Lovelier Fashions in Young Women's Dresses

Never, surely, newer or more original ones. It seems as if designers had entirely reversed the ideas of last season. Where skirts were once short, they are now long, gathers have almost disappeared and in many cases the belt as well. Both front and back are straight, with a circular gore at one side fastened with a large ornamental clasp. The neckline may be round, but it is just as likely to be built up to a turned-over collar, opening in front in V shape. (Second Floor)

Women's Velour and Bolivia Coats, \$25 and \$45

There are about one hundred in all and all have been much higher. They are in excellent fashions for Fall and exactly the right weight. At \$25 are coats of fine velour. One model has a loose, straight back, trimmed with rows of stitching. The collar is scarf shaped, finished with fringe. Another full-length coat has the same sort of collar and a third is rather plain in lines. There also are three pretty styles in bolivia cloth at \$45, all being silk lined. In black, navy and deer and practically all sizes in one or the other model. (First Floor)

Artificial Silk and Wool Sweaters Reduced to \$10

Never before have they been marked at such a little price. They are all imported and both slip-on and tuxedo styles, the latter having shashes and tasseled ends. Many colors, besides navy and black, and two of the tuxedo styles are two-toned, with a contrasting color stripe. (First Floor)

Cool Days Suggest Topcoats for Women (In the London Shop)

And a good suggestion! Perfectly made coats, imported or made of imported material, on rather mannish lines, with raglan or well set-in sleeves and single or double breasted. All weights—light, medium and heavy—are among them, in beautiful lightweight fleeces, overplaid tuft fleeces, chevrons and tweeds. Quarter lined. Prices \$48.50 to \$90. (The Gallery)

Extra-Size Petticoats and Nightgowns

Petticoats of firm white galatea with buttonhole scalloped edge, \$1.85; embroidered with a spray of flowers, \$2. Cambric petticoats with double panel and elastic edge, \$1.50; with plain tucked flounce, \$1.50. Pink or white crepe nightgowns, round neck and short sleeves, \$1.50. (Third Floor)

Perfumes and Powders From Paris

New importations of the much-sold Claire perfume, Fleur d'Or, in a new and dainty bottle, at a lower price than heretofore—\$5. Fleur d'Or face powder also, in white, natural and brunette, at \$1.50. (Main Floor)

The August Furniture Sale at Wanamaker's is the greatest in the world and its operations during the past three weeks have been the greatest in the history of the business.

Now comes a new and unexpected phase. There was one great purchase of \$50,000 worth of bedroom and dining-room furniture that did not arrive in time to join the Sale at the beginning.

Now it has come in with only six business days of August left to sell it.

The way to sell it out in six days is to mark it at half price—\$50,000 worth of superb Grand Rapids furniture, bedroom and dining-room suits, to sell at \$25,000.

It Is Furniture of the Most Excellent Kind—the Kind That Most People Want

Made of the highest selected woods and enjoying the most superb construction, the bedroom suits are the kind that ordinarily would cost from \$710 to \$1540, while the dining-room suits would run from \$630 to \$1890.

These prices indicate a high grade of merchandise, and the merchandise measures up to the price in every way.

But in this Sale you can buy the bedroom suits at \$355 to \$770 and the dining-room suits at \$315 to \$945.

Many people have been waiting for the last days of August to completely furnish their homes.

Many of these people can save from \$1000 to about \$3000 or \$4000 each in this Sale.

You can save from over \$300 to nearly \$800 in the furnishing of a single bedroom.

You can save from over \$300 to nearly \$1000 in the furnishing of the dining room.

These are remarkable values. They represent remarkable savings. They are economies worth thinking about.

But think fast and decisively. There can be only six days of this, only eight hours to a day. If you want one of these fine suits, best come in and let us know at once. Here are some points with regard to what you may expect:

(Sixth Floor)



Dining-Room Suits

- \$315 Ten-piece suit of walnut, finished in two shades of brown showing the Italian influence.
- \$322.50 Ten-piece suit of mahogany in Louis XIV design.
- \$397.50 Nine-piece suit of stipped enamel, hand-decorated with flowers.
- \$402.50 Ten-piece stipped enamel suit with hand decorations. Heppelwhite design.
- \$657.50 Ten-piece suit of mahogany in Colonial design.
- \$750 Ten-piece suit of figured mahogany, Louis XVI design.
- \$762.50 Ten-piece suit of figured mahogany in Heppelwhite design.
- \$945 Ten-piece suit of figured mahogany with burl panels. Chippendale design showing the French influence.

Bedroom Suits

- \$355 Seven-piece suit of figured mahogany with burl panels in Sheraton design.
- \$375 Six-piece suit of walnut in Chippendale design of French influence.
- \$412.50 Six-piece suit of figured mahogany in Heppelwhite design.
- \$415 Eight-piece suit of figured mahogany in Chippendale design of French influence.
- \$460 Seven-piece glazed enameled suit in orchid color with hand decorations of flowers.
- \$500 Seven-piece suit of figured mahogany in Heppelwhite design.
- \$545 Seven-piece suit of figured mahogany in Sheraton design.
- \$572.50 Eight-piece suit of figured mahogany in Sheraton design.
- \$580 Eight-piece suit of figured mahogany, striped with old bronze and decorated with flowers.
- \$650 Eight-piece suit of figured mahogany in Sheraton design.
- \$670 Nine-piece suit of figured mahogany in Sheraton design.
- \$770 Eight-piece suit of figured and crotch mahogany with burl panels. The design is Chippendale showing the French influence.

It Costs Only Half as Much to Get a Good Cap

—in fact, a cap that is among the best, for a few hundred of the famous Lincoln-Bennett caps are marked \$1.50 to hurry away. All the smart one-piece style, the kind that men like best for motoring, or golf, or strolling. In checks of all kinds, but mostly green in color. (Main Floor)

Shirts \$1.85—The Tip That a Wise Man Follows

Shirts beyond the average, every one, and there's not a doubt in the world that it's a value worth while. The material is woven madras—sometimes imported, sometimes the better American kind, but always it is sturdy and long wearing. In stripes galore and most all colors. Such materials are made into shirts right here in America, over the comfortable Wanamaker full form and tailored up to Wanamaker specifications. (Main Floor)

A Necktie or Two—A Man Always Needs Them, Especially at 35c

Thirty-five cents apiece, and there are thousands of them—almost all kinds in the lot and every one the exact kind of a necktie that has sold here this very Summer for a great deal more. Ties with big, bold stripes, ties with frail stripes, ties with figures and with dots—all kinds in a world of colors. (Main Floor)

Men Will Have a Great Autumn If the New Oxfords Set the Pace

Smarter than ever and altogether different. The latest to come are somewhat English and some broguish, but in all a mighty comfortable, good-looking shoe. Smooth calfskin, in unusually dark brown, as seems to be the custom for Fall, stitched with red. There are a few perforations here and there, while the whole shoe is set off by a fiber inset sole. Rubber heels are already on. Price \$6.40. (Main Floor)

Three "Sweet Hints"

It would be hard to say which of the three candies is the most popular. One of them at least is sure to be a special favorite: Creamed almonds, 50c a pound. Plaited cream mint, 30c a pound. Special caramels, 30c a pound. (Down Stairs Store)

Englishmen Are Wearing Checked Silk Handkerchiefs

As a matter of fact, at one time or another all the smart Bond Street Shops in London have been making a feature of these new handkerchiefs. As an experiment, we imported a number for Philadelphia men who follow English fashions closely. It is not likely you will see such handkerchiefs elsewhere. They are in blue, brown and black with white checks, \$2.50 each. (Main Floor)

A Sharp Price on Scissors, 50c

One couldn't duplicate them for the same price—that is why 50c seems especially insignificant. Most of the scissors are imported, and all are well made and sharpened. Dressmakers' scissors, button-hole scissors, scissors for manicuring and embroidering, each cuticle and nail combinations—each pair for 50c. (Fourth Floor)

Tablets for School Goers Remarkably Low

A good time to collect a few such essentials—school days are almost here! Good-sized tablets, ruled, for lead pencil, are sold only by the dozen—and only 25c a dozen. Other tablets, mostly ruled, in various sizes, from note to letter size, are 5c, 7c, 10c and 15c apiece. (Main Floor)

Putting Oriental Rugs Within the Reach of Everybody

A good many people of even modest means don't like any other rug so well as an Oriental.

The soft and lovely colorings of Eastern rugs and carpets, "shot with a thousand hues" as they are, and as beautiful as stained-glass windows, make them a satisfying and artistic floor covering for any room, and the wearing qualities are everlasting.

Sometimes, however, prices are such that many people who have to economize feel they cannot afford them. This has been so pretty consistently for some years. It is a pleasure to call attention to the

Very Low-Priced Oriental Rugs

- now in the Rug Store, priced at figures that have seldom obtained in the last eight years. Furnishers of new homes, and re-furnishers of old ones, will find them an economy.
- Shiraz rugs, in sizes 4.1x3.4 feet to 6.8x4.3 feet, at \$35 to \$55.
 - Beluchistan rugs in sizes 4x3 feet to 5x3 feet at \$15 to \$22.50.
 - Saruk rugs, in sizes 1.10x4.10 feet to 2.3x3 feet, \$65 to \$75.
 - Persian Serapi rugs in sizes 3x5 feet to 5x8 feet at \$40 to \$85.
 - Persian hall runners from 3.4x9 feet to 3.6x12.9 feet at \$75 to \$85.
 - Room-size Mahals and Araks from 9.10x7.1 feet at \$165 to 10.6x14 feet at \$325.

Women's Foulard-and-Georgette Dresses, Special at \$20

Not more than seventy-five women can enjoy the saving, and only those who wear sizes 36 to 50½. The several styles are well suited to women who wish an extra little dress to take away on holidays, for wear when neither cotton frocks nor cloth dresses would be just right. \$20 is a special low price that should carry them off quickly. (First Floor)

Silk Crepes Are Foremost Among Fashionable Fall Silks

Particularly is this true of the new satin-faced canton crepe which has completely won women's hearts. It is a marvelously rich and beautiful silk, and it is being used in many afternoon gowns. (First Floor)

A New Inexpensive Pattern in Silver-Plated Ware

The "Mayfair," as it is called, answers the need of many people who want an inexpensive table silver of attractive design to take the place of sterling silver in the Summer home or to fill in the gaps of the finer silver. Every piece is silver plated on nickel silver.

- Teaspoons, \$3 a dozen.
- Dessert spoons and forks, 85.59 a dozen.
- Tablespoons and forks, \$6 a dozen.
- Demi-tasse spoons, \$3 a dozen.
- Round bowl soup spoons, 56 a dozen.
- Dessert knives with silver-plated blades, \$6.50 a dozen.
- Dinner knives with stainless steel blades, \$12 a dozen.

A Special Victor Release Brings Several Popular Airs

Records that were meant for September, but are now ready. Some are dances, some not, but all seem as popular as can be. Three leaders are: "Oogie, Oogie Wa Wa"; "My Rambler Rose," by Paul Whiteman and his orchestra; "Send Back My Honey Man," by The Virginians. All on 75-cent double-faced records, and they can be heard in the Music Salon any day. (Second Floor)

You Can Save \$75 to \$250 on a NEW Emerson or Schomacker Piano

if you care to take advantage of the reduced prices marked on a small group of unused instruments from our regular piano collection. They are Schomackers, Emersons and Lindemans—three of the best-known pianos we sell—in both grand and upright forms. The reductions are due simply to slight case blemishes that in no wise affect the tonal value of the instrument.

- Emerson uprights, regularly \$550 and \$585, at \$475.
 - Schomacker uprights, regularly \$725 and \$750, at \$550.
 - Lindeman Grands, regularly \$795, at \$650.
 - Emerson Grands, regularly \$975 and \$1050, at \$850 and \$900.
 - Schomacker Grands, regularly \$1150 and \$1250, at \$950 and \$1000.
- The quantity of each is small, so that it will not do to delay selection long. They will be sold on terms convenient to purchasers, just as our regular-priced instruments. (Egyptian Hall, Second Floor)



IMPORTANT PARIS FASHION NEWS

Special Cable to John Wanamaker, Philadelphia, Dated Paris, August 22d

Fall fashion openings emphasize Persian and Indo-Chinese influences in embroideries, in colors and in some silhouettes, except that Lanvin has introduced the Moyénage.

Skirt lengths—evening, ankle to floor; afternoon 6 inches; tailored, 8 inches. Sleeves are long and tight and bouffant at elbow. Dinner gowns have very short sleeves, as last season. Reddish browns predominate.

Brown furs are favored, especially beaver and sable, also squirrel, which is very high priced in Paris. There is much suede in browns and black, in coats, hats, handbags, gloves, shoes and trimmings. Velvet is prominent in day and evening gowns in every collection. There is much use of metal laces and steel beading. No decided change in blouses except that Renee's new version has a band continued into a sash that ties into a bow on the left side. Parisiennes are wearing white, simple blouses. It is indicated that fashions have taken on the femininity and elegance of pre-war days.

JOHN WANAMAKER PARIS