

Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showery

The Pleasantest Place in the City on a Gloomy, Rainy Day

Coming Down the Free Turnpike of Old York Road a few mornings ago, a heavy fog made it seem as if we were driving through a snow bank.

Not all the brooms in Philadelphia could have swept it away.

A four-horse hay wagon slowly crept through it, and we followed along, both of us half blinded and in danger of a motor running us down coming from the opposite direction.

There is a way through obstacles if we are determined to find it.

Necessity is a powerful axe to cut the way through every kind of log.

It is a wonder to everybody, including ourselves, how we have ever been able, in these times, to keep our stocks of merchandise so full.

(Signed) J. Wanamaker

July 22, 1919.

New Shipment of Good Silk Specially Priced

\$2.10 a yard for light-weight satin—in black and desirable colors.

\$2.10 a yard for taffeta silk—of unusual quality for the price. Plenty of black and navy blue, plenty of white for Summer use, and a good assortment of light and dark colors.

Both are a yard wide; both are unusual for the price, and so far as we know are unequalled in town at the price. And both are most practical for present needs and for Autumn use as well.

(West Aisle)

35 Women's Fine Novelty Coats Reduced, Now \$50, \$75 and \$95

In some instances these are actually half of the original prices, and in every instance the saving is very substantial—the more so as this is a second reduction.

They are all novelty pieces of the richest duvetyne, of paulette and knitted wool; some of the colors are vivid and relieved by contrasting trimmings of brushed wool; some of them are quiet. Often the trimmings are of fur—mole, kolinsky or gray squirrel. Linings usually are of plain crepe de chine.

Prices \$50, \$75 and \$95.

(First Floor, Central)

Blue Serge Frocks for Autumn Are Here—And Young Women Are Buying Them

Young women on the way to the shore or the mountains, girls passing through the city as well as stay-at-home folks who know that sometimes the first frocks are particularly attractive, have discovered that corner of the Salon where the new frocks are kept, and already many dresses have gone out.

They are of firm, wool serge, all in dark blue. Many are richly braided with glistening, black silk braid. Many are embroidered, for embroidery seems to be an Autumn fashion. And some show a touch of color—maroon or gold—and are among the prettiest frocks we've had to show you in a long while.

And there's nothing more useful than a blue serge dress! \$32.50 to \$57.50—14 to 20 year sizes.

(Second Floor, Chestnut)

Young Women's Jersey Suits Specially Priced

\$22.50 to \$27.50—which is quite a change from their first prices.

All in the much-liked sports styles—well tailored, youthful and becoming.

Bright colors and more subdued shades. And such conservative, practical suits you'll find them excellent investments at their present prices.

14 to 20 year sizes.

(Second Floor, Chestnut)

Now Paris Sends Sports Dresses of Knitted Wool

The women of Paris and London have taken up this new style with enthusiasm. The dresses are good looking as well as practical for street and sports wear.

In this little advance shipment are two models only.

One at \$50 is a one-piece dress in camel, silver or peacock blue, with contrasting embroidery.

The other, at \$75, is a two-piece suit, the skirt in pleated effect, in camel trimmed with peacock blue and fawn trimmed with old rose.

(Sweater Store, First Floor, Market)



Women's Sports Clothes Designed and Made to Order in the London Shop

Suits of imported fabrics such as Harris and Ailsa homespuns, and Scotch tweeds are made for \$85 upwards.

Coats of the same materials and English covert besides, are \$60 upwards.

Capes start at \$65. Riding habits of correct English cut, and of cloths as well as Summer fabrics, start at \$65 for linen crash.

Soft suede coats in beautiful colors, some fur-trimmed, are \$75.

Golfing costumes, \$90 upward.

English scarfs of wool or silk start at \$8.50.

(The Gallery, Chestnut)

75 Women's Tricolette Dresses Reduced to \$50 Each

They are coat dresses in light and dark colors—black and taupe jostling the lovely pinks and tans and golden yellows, also in some instances colored tunics go with white skirts.

Also the styles are many—too many to describe; and sometimes the tricolette is of the drop-stitch variety.

Tomorrow's price means a saving of \$7.50 to \$10 on each frock.

(First Floor, Central)

L. R. Corsets

for slender women and growing girls.

An Empire girdle which is hardly more than a belt, being topless, and very short below the waist, \$1.25.

A model for tall, slender figures. It has a low bust, four patent fasteners at the top and a clasp below the waist, \$2.50.

A topless of broche with elastic section at the waist and considerable length over the hips, \$3.

A fancy pink batiste, short skirt with low bust, elastic gores and patent fasteners at the top, \$4.50.

A white batiste with broad elastic waist band and short skirt, \$4.

A topless model with elastic at waist and long skirt, made of batiste, \$3.50. The same of pink satin, \$5.

Pink satin made topless and with short skirt, \$3.50.

(Third Floor, Chestnut)

Voile Waists Again

Unquestionably voile is the favorite material for all white waists, and especially when the owner thereof prefers something that doesn't crumple badly.

An imported voile with a lace edge is \$6.

Another with a trifle of hand embroidery upon it is \$3.50.

A third with lace-edged ruffles is \$3.

A shallow-necked affair with a pleated neck frill is \$2.50.

(Third Floor, Central)

Fine Nightgowns From the Philippines

Nightgowns charmingly hand scalloped, hand embroidered and hand made; cut with kimono sleeves and low necks and deep hems.

Three styles—\$3.50, \$3.75 and \$3.85.

(Third Floor, Central)

That Yearly Sale of Cotton Remnants

which started Monday with 25,000 yards of goods is going on at a rate which surprises even us. Women came in despite the "wee bit moistness" of the weather and bought right and left.

The remnants are all of fashionable materials, such as are correct for children's dresses, small boys' suits, women's blouses and skirts and even whole dresses.

Prices, 12½¢ to \$1 a yard. Savings a third to a half.

(First Floor, Chestnut)



Now It's "Ostrich Leather" Card Cases and Such

A soft, plastic leather made out of ostrich skin and colored a rich brown. It is new and is certain to become very popular.

Card cases, hip books, cigarette cases, match cases, pocket books and portfolios, many trimmed with 14 kt. gold.

Prices, \$5 to \$18.

(Main Floor, Chestnut)

The Shoes Women Want for Walking

Low or medium heel oxfords are best suited to the tramps that have become so popular. We have a large stock of them.

At \$6—black glazed kid-skin with full round toe and low heel; black and dark tan calfskin bluchers with round toes and low heels; black calfskin straight lace with imitation wing tip and military heel.

At \$8—black and dark tan calfskin with indicated wing tips and military heels and dark tan calfskin with straight tip.

At \$9—black glazed kid-skin and mahogany color calfskin with full toes and low heels.

At \$9.50—cordovan with wing tip and low heel.

At \$12—black and mahogany color calfskin with indicated wing tip and military heel.

At \$13—Norwegian calfskin with wing tip and low heel and tan calfskin with indicated wing tip and military heel.

(First Floor, Market)

Cooling, Comforting Honfleur Specials

A new lot, fresh from our laboratories, of the pure good Honfleur toilet preparations—

Skin cream, 35c.

Youth and Beauty cream, 35c.

Talcum powder, violet, rose and l'Empire, 10c.

Face powder, violet, rose and l'Empire, 25c.

Extract, 40c and 60c, violet, rose and l'Empire.

Toilet water in violet and l'Empire, 45c and 85c.

(West Aisle)

It Is a Good Thing to Know That This Coming August Furniture Sale

will reflect the best principles of craftsmanship and art as applied to cabinet making, but it is only natural for people to feel a special eagerness to know just what the Sale will mean in an economical or dollar-and-cent way.

That is exactly what we want to tell them today.

Writing from first-hand acquaintance with the quantities and kinds of furniture that will be comprised in it, we feel fully justified in saying that this is going to be a Sale of surpassing advantage to everybody who will need furniture for many months, perhaps years to come.

Furniture Prices at the Workshops Are Going to Remain High

A morning newspaper of the date on which this is written prints an authoritative statement regarding conditions in the lumber business. The substance of it is that materials are scarce and that prices are likely to rule high or go higher for three to five more years.

That is a prediction, and predictions are not always reliable, but we believe that this one is based on pretty reasonable grounds. Undoubtedly the last four years have depleted the world's supply of lumber to an abnormal extent and it will take a long time before there will be much relief.

In view of the future to which this points, the coming August Sale has an investment significance such as no other Sale could have had. Comparatively speaking, it will bring investment opportunities such as no other Sale could have brought. All the furniture to be offered in it was secured when market prices were considerably lower than they are now. Even within the past few weeks the very makes of furniture which are in it have been advanced at the workshops. A saving of even 10 per cent will mean more in this Sale than a saving of 20 per cent at ordinary times. We do not need to print statements of this kind to make people buy our furniture; but the people do need to be correctly informed of conditions and prospects in the furniture market, so as to be able to come to an intelligent decision as to what to do.

It Will Pay to Buy Your Furniture Here and Now

From all the knowledge that we possess of the furniture market and of the stock of furniture now in our possession,

New Books

"The Night Operator," by Frank L. Packard, \$1.50. Another breathless adventure story, this time with a little wild cat of a train-boy in it.

"One of Three," by Clifford Raymond, \$1.50. A mystery story reminiscent of Balzac in plot and setting.

(Main Floor, Thirteenth)

Pique Beach Hats for the Kiddies

When the sun does shine, hats like these are a comfort to the youngsters who wear them.

They're becoming—and may be popped into the tub when they need it.

\$3.25 and \$3.75—2 to 6 year sizes.

(Third Floor, Chestnut)

6000-Mile Diamond Tires at Special Prices

These are good tires, nationally known, with Squeegee tread, and they came to us with a 6000-mile adjustment guarantee. Prices include the Government tax.

30x3, \$13.25	32x4, \$26.78	33x4½, \$37.47	36x4½, \$41.13
30x3½, \$16.87	33x4, \$28.12	34x4½, \$38.77	35x5, \$44.81
32x3½, \$19.73	34x4, \$28.77	35x4½, \$40.56	35x5, \$47.52
31x4, \$26.30	32x4½, \$36.44		37x5, \$50.43

(The Gallery, Chestnut)

New Tapestry Rugs Enter the July Rug Sale

All priced much below regular, as any one familiar with rug prices will see.

6x9 ft., \$16.50 8.3x10.6 ft., \$31.50
9x12 ft., \$32.50

Other good investments in year-round rugs in the sale are—

Wilton Rugs

9x12 ft., \$67.50 and \$75
8.3x10.6 ft., \$57.50 and \$72.50

Axminster Rugs

9x12 ft., \$39
8.3x10.6 ft., \$37.50

(Seventh Floor, Chestnut)

Most Mothers Want Wool Bathing Suits for Children

These suits are all-wool or maroon worsted; these are 2 to 6 year sizes, and suits without sleeves are \$3.25 and with sleeves \$3.75.

There is blue, gray, tan

(Third Floor, Chestnut)

IF YOU don't want a cover for a glass tumbler at any other time, you want it at night in murky weather when flies are rife. Little wooden lids and coasters to match are 35c the pair in the Oriental Store.

(Fifth Floor, Chestnut)



we can assure our customers that it will pay them to buy furniture now and to buy it in this August Sale.

Many people will wonder how we have been able to get enough goods to hold a Wanamaker Sale, considering that among furniture stores generally there is something like a mild panic owing to scarcity of supplies.

Visitors to this Sale will wonder still more when they see the stocks that are back of it.

At This Writing We Have 15,080 Pieces on the Floors

This is no guesswork, but the result of an actual count of which we were witness. While the count was being made, hundreds of new pieces were being unloaded from the freight elevators, and we shall start the Sale with floor samples alone numbering more than 16,000 pieces, nearly all of which have one to fifty pieces of a kind back of them in the warehouse. The upshot of it is that the goods are here and the goods are right. They will make a fine sight for all our friends to see next Monday morning, the first of

Four Days of Courtesy and Inspection

—Monday, Tuesday, Wednesday and Thursday, July 28, 29, 30 and 31.

All orders placed on any one of these days will date from August 1st.

So Many Men With Crumpled Clothes—a Pity!

Eight mortal days of rain, hard rain, was bound to bring every man's clothing to the test.

Even with the best of care, every man got wet—at least a little—every day of it, and had to change to another suit—and get that wet. And so on—for eight days!

It brought the clothing to the test. Even the best suit ever made has to be pressed after a good wetting.

The good suit comes straight back to its form as good as ever.

Unshrunk, unrumpled, unpuckered, unfolded.

But not the other kind; not the half-cotton; not the bargain-store suit.

As many a man knows today.

There will be other rainy spells; be ready for them with Wanamaker, all-wool, standard-of-the-world clothing.

It costs no more than the cheating kind.

(Third Floor, Market)

Crepe de Chine Makes Men Cool Summer Shirts

So thin and light that a man scarcely knows he has a shirt on.

We have crepe de chine shirts in plain white, cream color and fancy stripes of all colors.

The price is \$8.

(Main Floor, Market)

Men's Handkerchiefs \$3.50 a Dozen

Good, sturdy, Irish linen in every one, too. Perfectly plain, with neat hemstitched hems—30c apiece, \$3.50 a dozen.

(West Aisle)