

Organ Plays at 9, 11, 11.55 and 4.50
Closes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Please Remember That This Store Will Not Be Open Saturday

The Living Wells of Living Water

far up in the silences of the mountains still dispense refreshment and health to the weary and worn.

People who lose jewels advertise their loss and promise rewards for returns.

These rock springs in the valley of the Allegheny do not advertise, but they put many people on the road to find the lost jewels of health.

Whoever keeps his health can work, and that, in time, will make him independent.

It was a woman's eyesight that discovered a well which saved the life of her boy.

This Store is one of the city sights for visitors.

(Signed) *Joe Wanamaker*

July 24, 1919

Much Summer Millinery Is Half Price—and Less!

Kept as they've been, in dustproof glass cases, most of these hats are fresh and in perfect condition. But they've been here a bit longer than we like—so we've changed prices very decidedly.

There are broad-brimmed dress and garden hats, flower trimmed; there are hats with feathers and wings; there are hats with smartly tied bows, and as to colors—all the fashionable shades are included, with some white and a number of black hats, too.

Small and large hats are here—and the variety is wide enough to afford interesting choosing.

You'll be pleasantly surprised with their small prices.

(Second Floor, Chestnut)

Women's Summer Suits for Less

Pongees, crases and linens mostly, in bright and dark colors as well as white. All of them are made in sports styles; and a few were made in our own factory—which means that they approach closely to the custom tailors' standard.

Prices \$12.75 to \$30.

(First Floor, Central)

50 Women's Tweed Coats and Capes Reduced

Now they are \$15 to \$50, which means a saving of \$5 to \$15 on every one of them.

There are capes with waistcoat fronts, coats with long or short capes—some detachable, belted coats, and capes which don't pretend to be much of anything else. Colors are grays and browns chiefly; but there are a few other color mixtures.

Prices \$12.50 to \$50.

(First Floor, Central)

The New Gold-Plated Mesh Bags Are Lovely

with their fine and glistening meshes. They are all in the finish that is so fashionable now—the green gold. Usually they are in the new long and narrow shape and frames are in any number of attractive designs, with slender, pretty chains, \$18.50 to \$65.

And to carry with the bags, and in the same green gold finish, there are coin boxes, handy little powder boxes and mesh purses to hold small change.

(Jewelry Store, Chestnut and Thirteenth)

A Hundred of the Finer Silk Skirts Reduced to \$15 Each

Beautiful skirts they are—skirts which have sold in our own stocks for \$10 to \$15 more, so that will give you some idea of the remarkable values.

This is the reduction which usually comes in August, but assortments are broken, so we have lowered the prices now.

Glistening, beautiful snakeskin silk, richly embroidered crepes Georgette in flesh and white, a few novelty crepe skirts, many tucked skirts—these make up the group.

Violet shades, blues, greens, rose and pink, orchid and flesh are the colors, and there are white skirts also.

Women packing vacation trunks and bags will find this a wonderful opportunity to get a smart skirt and save considerable money.

(First Floor, Central)

BRINGING YOUR COMMON SENSE TO BEAR UPON THE FURNITURE SITUATION

IF YOU are going to need furniture at any time within the next few years now is your time to buy it.

We make that statement at the very beginning because it expresses the particular significance attaching to this—

August Furniture Sale of 1919

The opportunity which this Sale brings is the opportunity to buy furniture at low prices on a rising market.

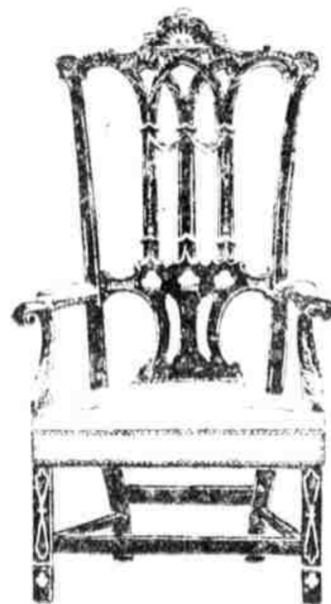
Anybody of ordinary business sense can see the advantage. Conditions in the furniture business at the present time are of nobody's deliberate making. It is simply the fundamental principle of supply and demand in its legitimate operation. The war created a lumber shortage amounting to many billions of feet.

Peace has brought a vastly increased demand for the things of which war has left such a serious shortage.

Furniture factories are not able to cope with the demands that are coming to them. It will likely be some years before things will have adjusted themselves to anything like a normal degree.

Bearing in mind the world-wide dislocation of business during the war, all this is perfectly understandable.

And it all points to the wisdom of buying furniture now—and also to the wisdom of taking care as to where you buy it.



Here again your common sense will tell you that when any adverse market conditions happen to make their appearance the last furniture store to be affected by them is the store with a volume of business equal to that of any other three stores combined. This furniture business of ours has grown too great to be susceptible to the market conditions which seriously handicap ordinary stores.

The stocks which we have secured for this sale are the most convincing proof of all this.

They prove it first of all by their magnitude.

More Furniture Than Ever and All of It Dependable

Despite the almost universal shortage of desirable

furniture, we have more of it in this sale than we have ever had.

We are as sure of the quality as we have ever been of any furniture that ever came into our possession.

That is a point well worth keeping in mind, because during the past few years there has been a tendency toward skimping. As a result there is a good deal of inferior furniture on the market at the present time.

We need hardly tell you that we have none of it. We had no need to buy furniture of that kind to "fill the place up for August."

We have been able to secure all we wanted of the finest grade furniture made in America. This means that we have ready the largest stock and variety of high-grade cabinet work in the possession of any one retail store.

Every piece of it will be at a price 10 to 50 per cent less than former prices. Our entire stock, with the exception of office furniture and some patented articles, will be in the Sale.

Next Monday Is the First Day of Inspection

All the displays will then be ready for all the people to see on that day, or on any one of the other three days of inspection and Courtesy—Tuesday, Wednesday and Thursday of next week. Selections may be made and all transactions dated from Friday, August 1st.

Mohair Suits For Heat-Weary Men

Mohair is a tropical suit fabric of great popularity. There is something about it that is practical and that appeals to the average man, who knows he must always reckon with the practical side of things. Apart from their coolness and good lines, mohair suits are an economy because of the way they save the regular Summer suit.

Of course, the same is true of all other tropical suits, such as "Palm Beach," breezeweave and the like, but in mohair suits it seems to have a special significance for the average practical man.

We have a selection of mohair suits that are all that mohair suits should be, being especially light in weight, neat in appearance and well tailored.

In blue and black self-striped; also blue with white stripes.
Prices \$23.50, \$25 and \$30.

(Third Floor, Market)

The "Stock Exchange Hat" Men Call This Mackinaw

Several years ago the Stock Exchange put a ban on stiff-brimmed straw hats. In moments of excitement on the floor members had been gashed in the face by their "friend's" hat brims.

So the pencil-neck mackinaw was unofficially adopted as the most suitable summer hat to wear on a change. And being a cool, comfortable, dignified hat it holds the honor still.

We have these hats at \$4 and \$5.
(Main Floor, Market)

A Fine Showing of Men's Cordovan Oxfords

These are such shoes as appeal particularly to young men of fashion.

They are all on straight English lasts with narrow toes, straight tips, wide shanks and low, broad heels. And all in deep rich shades of mahogany.

Prices are \$10 to \$14.
(Main Floor, Market)



A New Shirt, a New Tie and a Bathing Suit—

with a change of undershirt and socks, a suit of pajamas, a few handkerchiefs and collars, shaving outfit, tooth brush and hair brush. A man can throw these into a traveling bag and be equipped for a week-end in the shore.

Shirts of cool, clean middie, some with separate soft collars to match, \$2.95 to \$3.50; of beautiful silk, \$6.50 to \$12.

Neckties in four-in-hand and bar-wing styles at 50c to \$1, including ties of imported foulards at 75c to \$1.50.

Bathing suits in the new one-piece style, with skirts, \$8.00 for wool, \$10 to \$15 for worsted; two-piece suits, \$5 and \$6.50; blue flannel pants with white or blue jersey, \$3.50.
(Main Floor, Market)

Men's Initial Handkerchiefs for 25c

Not all letters, and several different styles. We couldn't buy them for that price—they are excellent grade, linen, and good value even if you have to take the "wrong initial!"
(First and Third Floors)

2000 Yards of All-Linen Toweling Special at 30c a Yard

Good all-linen toweling is so scarce at this price that the mere announcement of this very advantageous special purchase should be enough. This is all the more true, considering that particular goods are selling for as much as 50c.

This is linen toweling of a good, pure weave and good wearing quality, 17 inches wide, and with a fine border, very suitable for tea towels or tablecloths. Special at 30c a yard.
(First Floor, Chestnut)

St. Swithin Permitting We'll Now Play Golf

After their enforced inaction, golfers will let no clear days go unmade.

Woolen slacks, \$4.50, \$6 and \$7.50.
Trousers, \$4 and \$4.50.
Radies Silver King, Red Flash, Blue Flash and Tallow tails, \$6 to \$10 a dozen.

Prices \$1.50 to \$3.50.
And, if you continue to rise you can get bathing suits a few steps away. This is not merely a precaution; some men did play on bathing suits the other day.
(The Golfers', Chestnut)

Still Plenty of Use for Summer Rugs

Months get before they come up and winter floor coverings go down.

Rag Rugs of Various Makes
\$8.12 to \$15, \$17.50, \$21 and \$25.
\$28 to \$40, \$42, \$45 and \$47.50.
\$49 to \$75, \$80, \$107.50 and \$115.

Fiber Rugs
\$8.12 to \$16.50 and \$18.
\$20 to \$25, \$27, \$30, \$33 and \$41.50.
\$45 to \$60, \$65, \$75 and \$85.
(Seventh Floor, Chestnut)

Specialty Priced Rag Rugs
\$8.12 to \$10, \$12.50, \$15, \$17.50, \$20, \$22.50, \$25, \$27.50, \$30, \$32.50, \$35, \$37.50, \$40, \$42.50, \$45, \$47.50, \$50, \$52.50, \$55, \$57.50, \$60, \$62.50, \$65, \$67.50, \$70, \$72.50, \$75, \$77.50, \$80, \$82.50, \$85, \$87.50, \$90, \$92.50, \$95, \$97.50, \$100, \$102.50, \$105, \$107.50, \$110, \$112.50, \$115, \$117.50, \$120, \$122.50, \$125, \$127.50, \$130, \$132.50, \$135, \$137.50, \$140, \$142.50, \$145, \$147.50, \$150, \$152.50, \$155, \$157.50, \$160, \$162.50, \$165, \$167.50, \$170, \$172.50, \$175, \$177.50, \$180, \$182.50, \$185, \$187.50, \$190, \$192.50, \$195, \$197.50, \$200, \$202.50, \$205, \$207.50, \$210, \$212.50, \$215, \$217.50, \$220, \$222.50, \$225, \$227.50, \$230, \$232.50, \$235, \$237.50, \$240, \$242.50, \$245, \$247.50, \$250, \$252.50, \$255, \$257.50, \$260, \$262.50, \$265, \$267.50, \$270, \$272.50, \$275, \$277.50, \$280, \$282.50, \$285, \$287.50, \$290, \$292.50, \$295, \$297.50, \$300, \$302.50, \$305, \$307.50, \$310, 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