

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
Fair

THE BEST ADVERTISEMENT FOR THIS AUGUST FURNITURE SALE IS WRITTEN IN WOOD—

The People Are Reading It to Their Advantage These Days of Inspection

Returning Home Vacationists Are Invited

to make use of the conveniences of our Store and spend a few hours agreeably in seeing the fashions and new goods without any overtures to purchase.

No charges for checking packages and traveling bags.

Writing, wash and comfort rooms, free. Lunch rooms and dairy. The great organ plays at 9, 11, 11:55 and 4:50.

Splendid views of city from the roof, accessible by elevators.

Tours through the store with guides. This being an all-the-year-round Store, it is fully equipped in Summertime as well as Winter, not only with merchandise, but with plenty of capable attendants.

The Pennsylvania and Reading Railroad Stations are each within one block or five minutes' walk.

Railroad timetables and information bureau on street floor.

The Store is from eight to ten degrees cooler than the street.

We extend our best hospitalities to visitors from 9 A. M. to 5 P. M.

(Signed) *John Wanamaker*

July 28, 1919.

Satin Gowns Are an Autumn Fashion for Young Women

Lustrous satin gowns in black or deep blue decrees Dame Fashion for early Autumn—and here they are in quite stunning new models.

All the satins are of unusual quality, firm and heavy and high of luster.

And the new styles are stunning—skirts with just enough drapery for grace and new kimono or long sleeves that give the trim,

snug shoulder line. Some have vestees of delicate hued crepes Georgette; some are heavily embroidered, some have a touch of fine lace at the throat or on the sleeves, and it's an unusual frock indeed that doesn't boast a sash of some kind.

Well-dressed young women will enjoy wearing these gowns now or all through the Autumn.

\$48.50 to \$65—14 to 20 year sizes.

(Second Floor, Chestnut)

We Took English Smock Patterns to Japan

and had them made up for us in crepe de chine.

The colors are a soft sea green, tan, rose, white, gold and yellow, and they are effectively smocked and

stitched in contrasting colors.

They are very new, most attractive and are \$15.50 each.

And women and girls who wear smocks will be delighted with these.

(Third Floor, Central)



A Pretty, Old Fashion Revived—Lace Mitts Are in Style Once Again

And they are charming when worn with thin frocks and airy Summer dresses.

It's a generation or more since lace gloves were in fashion, so it's almost a new vogue.

Long lace mitts, in black or white, ten or sixteen button length, \$1.50 a pair.

Short lace gloves in black or white, \$1.25 a pair.

Short lace mitts, in black or white, \$1 a pair.

And all are English and of silk lace.

(Main Floor, Central)

Bloomers for Bathing

Black sateen sorts just in are \$1.65, \$1.85 and \$2.50; black satin—for the luxuriously minded—\$4.75 and \$5.

(Third Floor, Central)

A Waist Note

Tailored dimity waists with high-low collars, \$2.25. Batiste waists, semi-tailored, \$3.50 to \$12.50.

Organdie waists, also semi-tailored, \$2.25 to \$6.85. Voile waists, both trimmed and semi-tailored, \$3 to \$23.75.

(Third Floor, Central)

Cool, Lacy White Frocks for Small Maids

Just a little group of specially priced white frocks—all fresh as daisies and pretty as can be—

\$7.50 for fine white net dresses, with puffed casing, ribbon run, on the short sleeves, high waist, on the skirt and round the neck.

\$6 for crisp little frocks of white dotted swiss, with embroidery beading, ribbon run, and lace trimmed, too.

\$4.25 for white lawn dresses trimmed with Valenciennes lace and ribbon beading.

\$3.25 for another style white lawn dress with short puffed sleeves, round neck, tucks and wee lace ruffles.

\$2.25 for pale pink or blue silk muslin slips, to wear under their dresses—daintily made and lace trimmed.

All in 2 to 6 year sizes.

(Third Floor, Chestnut)

She's a Wise Woman Who Cares for Her Skin in Summer

and repairs the ravages of sun and wind by the use of good, pure creams.

Queen Mary skin cream, 50c and \$1 a jar. Youth and Beauty cream, 50c a jar.

Delicate skin cream, 75c a jar.

Honey and almond cream, 35c a jar.

Glycerine and honey jelly, 25c a tube.

(Main Floor, Chestnut)



Some Foulard and Chiffon Frocks Reduced

When a woman speaks affectionately of "a little frock," you may be almost sure it's a foulard she is thinking of. Nothing works so generously for its right in the wardrobe, and nothing is cooler or more comfortable.

Both the foulards and printed chiffons are rather dashing and effective, being largely navy and black with white figures; then there are a few checked taffetas also.

Mostly in excellent condition. Prices now \$50 to \$85.

(First Floor, Central)

The Big Window

at Chestnut and Juniper Streets has in it just now some interesting things from The Little House on the Fifth Floor, Chestnut. There is a lion-footed sofa, very deep, upholstered in mulberry color and filled with the most original and delightful pillows. There are a dark decorated cabinet, with Chinese hinges and scutcheons, on a walnut and ebony base; a piece or two of old French tapestry; a William and Mary mirror in the boulevards style, a pair of high-backed needlework chairs and a leather-topped table with fringe.

Reducing Couch Hammocks and Swinging Settees

One of the most popular couch hammocks that we have is made in brown canvas with heavy chains, reversible mattress and head rest. Reduced one-third to \$16.50.

25 high-priced couch hammocks, floor samples, of the finest grades, variously priced, reduced one-fourth.

89 swinging porch settees, each complete with chains, 3½, 4 and 5 feet lengths, reduced nearly one-half to \$2.85.

(Seventh Floor, Market)

Moderately Priced Weaves in Domestic Rugs

Axminster and Wilton velvet rugs have the advantage of good looks and durability combined with modest cost. These are in colors and designs that will harmonize with any furnishings.

Axminster Rugs

9x12 ft., \$43.50, \$48, \$52.50 and \$58.50. 8.3x10.6 ft., \$38.50, \$48.50 and \$52.50. 6x9 ft., \$23.50, \$27.50 and \$31.

Wilton Velvet Rugs

9x12 ft., \$47.50 and \$70.

(Seventh Floor, Chestnut)

The Sale of Cotton Remnants continues in the Dress Goods Salon.

(First Floor, Chestnut)

There are several hundred pieces of wicker furniture on the Seventh Floor.

Back of all these is a warehouse full of duplicates and reserve stocks. All our furniture, including office furniture, is in the Sale, at reductions of 10 to 50 per cent from regular prices, that have in many cases gone up meantime in the open market.

Tomorrow will be the second Day of Courtesy and Inspection. Selections may be made tomorrow, Wednesday and Thursday, and all transactions dated from Friday, August 1.

Directory

Bedroom Furniture, Sixth Floor. Dining-room Furniture, Sixth Floor. Living-room, library, hall and novelty furniture, Fifth Floor. Wicker Furniture, Seventh Floor. Office Furniture, Third Floor, Market.



Save an Average Half on Hosiery and Underwear

The second day of this great sale will be practically as rich in opportunity as the first. \$60,000 worth of hosiery and underwear doesn't go out in a day, even if it is seasonable, desirable goods at average half of regular prices.

There is still a mountain of merchandise, but obviously certain groups are better values than others and these will sell out first.

Now is emphatically the time to lay in all the stockings and underwear you will need for months to come.

This Sale is being held both Upstairs and Downstairs. If you want lower-priced goods than those mentioned in this advertisement, you will find them in the Downstairs part of the Sale.

Men's underwear at \$1 and \$1.35. Men's half hose at 35c, 3 pair for \$1; and \$1.35. Women's underwear at 45c, 50c, 75c and \$1.35. Women's stockings at 75c, \$1, \$1.50 and \$1.85.

(West Aisle)

Children's stockings and socks at 25c and 35c, 3 pair for \$1.

(First Floor, Market)

New Fiction

"The Moon and Sixpence," by W. Somerset Maugham. \$1.50. A book which is an extremely successful study of a man of genius—a stockbroker who after twenty years of marriage walks away from his family and drifts to the South Seas, where he does rare and beautiful work while living as a savage. "Jinny the Carrier," by Israel Zangwill. \$2. A folk-comedy of rural England, in which the girl-carrier with her Will and their quaint courtships are an expression of genuine and kindly life. "Isaacs," by Joseph Gee. \$1.35. A book of chuckles and laughter.

(Main Floor, Thirteenth)

Brief Cases for Busy People

Unusually good selection in black and brown leathers, smooth or grained, in secretary and other styles. Of good appearance and strongly made.

Prices \$5 to \$20.

(Main Floor, Chestnut)

Men's Sports Suits of Donegal Homespun

(In the London Shop)

We have just got in a new shipment of these smart and desirable suits in various shades of tan. They are two-piece style with Norfolk coats that can be worn separately with flannel trousers, if desired, or for golf. They have the outside bellows pleats that give ample freedom. Leather buttons add a note of distinction.

Price \$47.50.

(The Gallery, Chestnut)

The Sale of Men's Shirts and Ties Continues

with good choosing in the group of shirts at \$2.15 and limited selection among the shirts at \$1.15. Still plenty of neckties at 50c.

The shirts at \$2.15 are of madras and percale. They are all much less than regular prices and some are near half price.

The shirts at \$1.15, of which not many remain, are of madras and percale and, like the others, are all good Wanamaker shirts reduced—not "bargain" shirts.

The neckties at 50c are all sorts of good silk four-in-hands, mostly half price.

(Main Floor, Market)

A New Oxford for Men

It is of dark mahogany calfskin and is made on an English last, with straight tip and shapely toe.

A good-looking, well-made shoe. Price \$9.50 a pair.

(Main floor, Market)

Half Yearly Sale of Mattresses and Bedding

All our stocks of mattresses, pillows, bolsters and bedsprings are included in this sale at reduced prices.

This means twelve grades of hair mattresses, twelve grades of felted cotton mattresses, seven grades of upholstered box springs, fourteen grades of steel springs and eight grades of down and feather pillows and bolsters.

Hygienically and in all other respects, all of these goods are of the highest standard of quality at their respective prices. The savings are not less than 10 per cent on anything in the Sale.

Advance selections may be made on any of the three remaining Days of Inspection, and all purchases dated from next Friday, August 1.

(Sixth Floor, Chestnut)