

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

Everything Points to the Wisdom of Buying Furniture Now and Buying It in This August Sale

To Put Together Such a House With Forty-five Acres

of floor space was not for nothing you may rest assured.

Every square foot of it was from the first intended for a particular purpose, and that purpose can be seen in its present use.

10.—(Connecting with yesterday's 9.)—To bring together and display here from all parts of the world its best products of trustworthy qualities, and to maintain every month of every year a full and fresh assortment of merchandise, consisting of wearing apparel for men, women and children, and the furnishing of homes completely, be they large or small, including silver, glass, pictures and adornments of rugs and furniture.

11.—To conduct, continue and improve the development of the Store system we years ago pioneered into

This New Kind of Store

which is not simply and alone to sell goods at all the profit we can get, but to first suit the customer's wants exactly, at unchangeable prices, fixed at a moderate profit by the largeness of the annual turnover of our stocks by our daily sales.

12.—To give our customers at the beginning of a season the benefit of the lowest price instead of holding our goods at high prices for reduction sales toward the end of a season for advertising baits.

13.—To keep an equally good store every day and every month of the year, selling off every day the odd pieces of everything in some part of the Store, without using the left-over articles as baits to attract crowds. People who come daily to the Store easily find reduced things.

14.—To guard our advertising from cunningly framed statements to allure careless shoppers where, when one article is lowered, the lost profit must be added to something else to pay expenses.

15.—Our representatives are in the markets every day to gather new goods and take advantage of closing out lots of manufacturers, and as we sell larger quantities of goods, we are often preferred buyers, as cash down and double-sized purchases are thought to be most desirable by the sellers of everything.

Think over these facts, easily verified.

(Signed) *Joe Wanamaker*

July 30, 1919.

Women's Untrimmed Hats at Small Prices

Their prices are really quite small—50c to \$5—for such good shapes and styles.
There are large hats and small hats, hats in black, white and colors, and of many attractive straws.
And hats need little trimming this Summer—any deft-fingered woman may contrive an effective hat at little trouble and small cost.
(Second Floor, Chestnut)

75 Women's Coats to Hurry Out at \$25 Each

Their first prices were nearly double—sometimes more than double.
They are a miscellaneous lot, being odds and ends, but there are some pretty good things among them. Materials are mostly serge and gabardine; colors navy, black, tans and grays; and they are all lined throughout.
(First Floor, Central)

Tailored Waists Again

A self-striped white dimity with pique collar and cuffs at \$3.
A batiste trimmed with lattice beading and tiny ruffles at \$5.
(Third Floor, Central)

Embroidered Chemises

Some women still prefer the old-fashioned straight chemises with dainty hand-done scallops round the neck and armholes, and here they are at \$2.85 and \$3.50.
Envelope chemises with scallops round the skirt as well as round the neck and armholes at \$3.50.
(Third Floor, Central)

White Corduroy

Scarce enough at the present moment to make a shipment of two good kinds worth mentioning.
Both are of a good ivory tint, but one at \$1.50 a yard is creamier than the other at \$1.75. The first is 30 inches wide and the second is 36 inches.
Nothing is better for children's coats or grown-ups' skirts.
(First Floor, Chestnut)

Lingerie Ribbons Special

All are in the popular acorn pattern, and there is white, pink and blue.
All widths from the baby width to 1 1/2 inches—50c to \$2.40 a piece of ten yards.
(Main Floor, Central)

Women's Wool Slip-ons About Half Price

One style, with Eton collar and sleeves, in buff, peacock blue, turquoise, salmon and cherry, with collar and cuffs trimmed with black. This is \$3.85.
A V-neck, sleeveless model with fish tail is in the same colors and is \$1.65.
(East Aisle)

A New Lot of Velvet Handbags

Several styles that have not been shown before and that are designed to go with the new autumn gowns.
Colors are black, navy, taupe and brown, and all the bags have covered frames. One style has mirror top, another has tassel and several have inner compartments.
Prices are \$6 to \$13.50.
(Main Floor, Chestnut)

Handkerchief Specials on the West Aisle

A table full of pure linen handkerchiefs, all specially priced, for women and men—these prices will give you some idea as to what to expect—
Women's handkerchiefs, \$2 and \$3 a dozen; with and without embroidery.
Men's handkerchiefs, \$3.50 a dozen.
(West Aisle)

Toilet Aids

Eau de Cologne, 75c, \$1.50, \$2.75 and \$5 a bottle.
Smelling salts, 75c, \$1 and \$1.50.
Queen Mary Bay Rum, 60c, \$1 and \$2 a bottle.
(Main Floor, Chestnut)



A FEW Fall dresses may be seen tomorrow in the Women's Fashion Salons—a brown velvet jacket-dress with a duvet vest in Pompeian red; a navy tricotine chemise dress with embroidery in old blue; and various navy tricotines with embroidery and slanting tunics.

The prices run from \$47.50 to \$150.

(First Floor, Central)

The Trend of New Gown Fashions in the Young Woman's Salons

is not difficult to discern, for new Autumn frocks and gowns are coming in every day.

Clinging Georgette, lustrous satins and the silk tricolette are the most fashionable fabrics from present indications. Dark blue and taupe are the colors, and there are black gowns also.

The kimono sleeve is often in evidence, tunics are in vogue, long roll collars, shallow, collarless bodices and sashes and girdles of many descriptions are some of the predominating features.

The styles are delightful, lines are youthful, and there is a fascinating variety.
\$28.50 to \$75—14 to 20 year sizes.
(Second Floor, Chestnut)

Silver Deposit on Glass

has an effect nothing short of frosty in hot weather—which is, maybe, one reason why so many people are buying it.
Vases—some with garlands of tiny hand-painted flowers besides the silver work—are \$8 to \$34.
(Main Floor, Chestnut)

Cheese and cracker dishes, \$6.50 to \$18.
Candy holders, urn shaped, \$8.50 to \$28.
Pitchers for cool, fruit drinks, \$7 to \$15.
Lemon dishes, \$2.
Bread and butter plates, \$4.50.

New Furniture Calls for New Rugs

And here are some splendid domestic rugs at prices materially less than regular.

Fine Wilton Rugs
9x12 ft., \$98.50 and \$110.
8.8x10.6 ft., \$96.50 and \$105.
(Seventh Floor, Chestnut)

Axminster Rugs
9x12 ft., \$39 and \$48.
8.3x10.6 ft., \$37.50 and \$46.50.
Tapestry Rugs
9x12 ft., \$32.50.
8.3x10.6 ft., \$31.50.
6x9 ft., \$16.50.

Latest Addition to the Sale of Hosiery and Underwear

is 720 pair of girls' white silk stockings, "seconds," at \$1 a pair. These hose are of full-fashioned white thread silk and in sizes 7 to 10 only.

Still good choosing in the following:
Women's stockings at 75c, \$1.50, \$1.85 and \$2.35.
Women's underwear at 25c and 50c.
(First Floor, Market)
Men's underwear at 45c, 75c and \$1.35.
(Main Floor, Market)

Women's White Buckskin Shoes

Sports oxfords, which are unusually light on the feet. They are made with wing tips, perforated, and red rubber corrugated soles and the price is \$13, in the Little Boot Shop.
(First Floor, Market)

Women's Smart Oxfords of Nut Brown Calfskin

An excellent quality of Russia calfskin is used in these shoes, which are unusually fine looking for such a modest price as \$8.
They have long vamps, narrow toes, military heels, indicated wing tips and perforations.
(First Floor, Market)

Mattresses and Bedding of Warranted Quality in the Half-Yearly Sale

The wisdom of buying good quality bedding is being more and more recognized. Good bedding is the only kind we sell at Sale times, or other times.

The half-yearly sale that we are now holding comprises all the mattress materials, mattresses, pillows, bolsters and bedsprings in our stock at reductions of 10 to 20 per cent from our regular rates.

We make all the hair mattresses we sell—and many of the cotton ones.
We make all our own feather pillows and bolsters.
They are up to the highest standard in all that makes for quality and are guaranteed accordingly.

This sale includes twelve grades of hair mattresses and twelve grades of cotton mattresses; fourteen varieties of woven-wire springs and eight grades of feathers and down for pillows and bolsters.

Materials may be chosen to your own particular liking and other work will be carried out to your satisfaction.

All selections made tomorrow, the final day of Inspection and Courtesy, will date from Friday, August 1.

We Have Right Now Some Most Excellent Mohair Suits for Men—That Are Cool

Getting off the train that came into Broad Street Station at 8:50 from the Main Line yesterday morning were more than twenty men in mohair suits.

They looked well.
A few years ago that would have been an unusual occurrence.

It is only lately that Philadelphia men have come to a realization of the value of mohair for hot weather wear.

One reason is that until a few years ago the clothiers did not know how to make it up to look well.

Now it is tailored with experience and cut large enough to look easy. Mohair must be cut more generously than woolen fabrics. We found out what was needed and that is why the man who gets a mohair suit at Wanamaker's gets a better chance for coolness and for smartness than the man who goes elsewhere.

Prices \$20 and \$30.
(Third Floor, Market)

"That 'Stock Exchange' Hat Is the Hat For Me—"

said a man who came in after our first advertisement of pencil-curl mackinaws under the name by which the brokers know them.

And it is the hat for any man who likes a flexible straw hat that is light, cool and dignified. The price is \$4 or \$5.

Still a fair assortment of other mackinaw hats.
(Main Floor, Market)

Now Ready—'A Treasury of War Poetry'

The first series was published in 1917 and quickly took rank as the best war anthology. Professor George Herbert Clarke has compiled a second series, concluding with the poems inspired by the signing of the armistice. Price \$1.50.

"Joan & Co." by Frederick Orin Bartlett. A story of uncommon character, charm and ingenuity. Price \$1.65.
(Main Floor, Thirteenth)

SOME people buy price tags—and spend a good deal of time afterward wondering why satisfaction failed to go with the purchase. Other people buy furniture and generally get what they want. These things are mentioned as a reminder.

All the furniture in our stocks is in this August Sale at savings of 10 to 50 per cent from prices that in most cases were already considerably below the market. But please bear in mind that the best thing about a piece of Wanamaker furniture is that it can always be sold on its merits; that is to say, on a basis of quality, as distinguished from the kind of furniture that has to be sold on a "mark-down" basis, sometimes following a mark-up. There is no lottery feature connected with this Sale—nobody can buy anything in it and "draw a blank" so far as quality, service and satisfaction are concerned.

It is a sale of quality all the way through.

It is a sale of reliability all the way through.

It is a sale of real economy all the way through.

Price Reductions That Are Even Greater Than They Seem

Approximately 80 per cent of all the furniture in it has gone up 10 to 70 per cent in cost since we bought it. In other words, it would cost that much more to replace it on these floors now. The reductions shown in this Sale are based on the lower costs of many months ago.

That is a point worth pondering by all who are likely to need furniture within the next few years.

In the face of this you can understand that we are in no special hurry to get rid of any of our furniture. We are holding this sale as usual because we have the goods to hold it with—never such a quantity of them—but they are as good merchandise as a store ever owned, as the market stands today.

This sale brings you the opportunity to buy them on a rising market at prices away below what furniture of this class will be marked in September and for many a month afterward—

Because lumber is scarce—

Production is curtailed—

The demand for furniture is exceptionally great.

Tomorrow will be the last of four days of Inspection and Courtesy. As was the case on the other days of preliminary examination of the stocks, selections may be made then and dated from Friday, August 1, when deliveries will actually begin.

Where to Find It

Bedroom Furniture, Sixth Floor. Mission and Wicker Furniture, Seventh Floor.
Dining-room Furniture, Sixth Floor. Office Furniture, Third Floor.
Living-room, Library, Hall and Novelty Furniture, Fifth Floor.

Here's a New Caramel—Vanilla and Mint Yellow Jack

Buttery vanilla caramels with layers of chewy yellow jack, mint flavored, between the caramel. They're delicious! New, fresh and \$1 a pound.

Chocolate-covered Brazil nuts are tempting morsels of sweet, rich chocolate and big nut meats—\$1.25 a pound.
(Down Stairs Store, Chestnut)



"I Don't Believe Any Pair of Shoes Is Worth \$18"

Good and reasonable Sir: We can introduce you to quite a number of your fellow citizens here in Philadelphia who will tell you that Anatomik shoes are worth \$18 a pair. Some will say \$1800.

But we sell things for the lowest possible price in business and not for the full amount of their worth.
We don't know how much Anatomik shoes are worth. We don't know how much the hair of your head is worth, nor can you know until it is gone. But one may be worth as much as the other, for either is a comfort that you can never get a satisfactory substitute for.

Any other article of clothing you could do without, or get something else practically as good.

But you can never get any other shoes that will give you the comfort or do you the good that will be done by the Anatomik.

The Anatomik shoe genuinely supports the arch of the foot. It relieves that long, tiring pain that has dragged your life down for so many years.

The Anatomik at \$18 a pair is the cheapest shoe in America today, considering all things.
It is manufactured in limited numbers, by a highly specialized bench-work process, and costs more to make than any other shoe that we know of, for it has the worth in it; and it can't be sold under \$18.

But at that it is a wonderfully good investment.
(Main Floor, Market)