

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 Goods in This August Furniture Sale Are an Astonishment Even to Experienced Men in the Business

## Tomorrow We Begin to Send Them Home

### A Well-Known Portrait Painter, a Few Days Ago

when asked the secret of his successful work, said: "I first get a correct mental picture of what I am to put on canvas, and from that instant I have only to mix paint and use my eyes and brushes accurately. I go at it, and keep at it, until the picture is finished."

In London, a good woman erected in a busy thoroughfare a water fountain, still to be seen, with an inscription on the bench saying:

"Rest, But Do Not Loiter."

Planning and planning work without pursuing it promptly is not only wastage of time, but tremendously hurtful to the little city of the mind.

All the machinery of this great building is best kept in order by constant motion and inspections.

(Signed) *John Wanamaker*

July 31, 1919.

## 3500 Waists in a First-of-August Sale

Two-thirds of that number are cotton waists at \$1.50 and \$1.65.

The \$1.50 waists are of white dotted swiss trimmed with pink and blue check borders and white frills.

The \$1.65 waists are samples and little surplus lots—madras, organdie, voile, batiste, some white and some colored; some severely plain and others lace trimmed.

The other third consists of silks and crepes. At \$3.85 are white china silk waists, tailored and tucked.

At \$5. All-white crepe de chine with high-low collars and flesh-colored crepe de chine with frills.

Also four styles of Georgette crepes, plain and trimmed, white and flesh-colored.

At \$4.50. Samples, all Georgette crepes in white, flesh and a few colors; beaded, embroidered and plain.

(East and West Aisles)

### Some New Spanish Combs Finely Carved—

and with particularly dainty and unusual designs are among the new things in the Jewelry Store.

All are of imitation shell, some are quite high, in the Spanish fashion, others are of more conservative style. Prices begin at \$2 and go on up to \$14 for a stunning comb with delicate beautiful carving.

(Jewelry Store, Chestnut and Thirteenth)

### WOMEN'S IRISH HANDKERCHIEFS BOUGHT WAY BACK IN 1916

have just arrived—a great case—and the quality of the linen is remarkably good for the price—\$2.50 a dozen or 25c apiece. They are of sheer flax, with narrow hem-stitched hems and tapes above. No, they couldn't be bought today for that sum!

Novelty colored handkerchiefs, pure linen and attractive colors, 25c apiece.

(West Aisle)

**A RATHER interesting** new pottery made in America is beautiful and classic as to shape and striking as to color, greens, blues and yellows being chiefly used in it, and usually in combination. Prices of the vases are \$3 to \$15.

(Fourth Floor, Chestnut)

### Printed Cotton Voiles, 75c and 85c a Yard

The sort which can be made into frocks which are at once cool and graceful and which aren't incessantly crying out for the wash tub.

They have navy, gray, black, white and Copenhagen grounds with dainty designs like those of Georgette crepe, and they are 35 and 40 inches wide.

Prices, 75c and 85c. (First Floor, Chestnut)

### SILK AND WOOL KIMONOS FROM JAPAN

The cloth is the curious close-woven cloth of Japan, with a slight crepe-like texture, and the linings are of very thin silk—consequently the kimonos are appropriate for cool weather.

Pink, salmon, wistaria and blue are the colors, with flowers and birds embroidered to harmonize.

Price \$15. (Third Floor, Central)

**A LIMITED number of** pieces of women's undermustins, including a few silk garments, are to be sold for special prices. They are mostly samples and will be found on the

(East Aisle)

### AMERICAN LADY CORSETS

Just now the assortment is particularly good.

A low-bust model with medium hip is for slight women or girls, \$1.50.

Another with medium-length skirt is \$2.

A pink figured material finished at top with satin ribbon, \$2.50.

Very low-bust corset of light batiste is for average figures, \$3.

A well-boned model of strong white coutil has a broad front steel and is intended for full figures, \$3.50. Pink coutil with wide insert of elastic over the hips, \$4.50.

Figured pink and white material made with low bust, long hip and trimming of lace and ribbon at top, \$5.

A well-boned model for medium and stout figures, made of white coutil and having elastic inserts below the front steel, \$6.50.

(Third Floor, Chestnut)

NO DISTINCTLY American expression ever found such immediate and universal popularity in England, or in fact, all over the English-speaking world, as the homely phrase "to deliver the goods."

It may not be classic—some day it might become so—but there is no denying that it means a great deal. It surely means keeping faith. It means that a man or a party or a store comes up to its promise.

It is "the very stuff" of service.

It is the mark of things that do not fail those who depend upon them.

In a literal sense we begin tomorrow "to deliver the goods" from the August Furniture Sale, but in the larger sense this is and always has been "the sale that delivers the goods"—and it is more so today than ever. We certainly have them to deliver.

The goods in this sale are an astonishment even to men of experience and wide knowledge of the furniture business.

Some of them thought there must have

been a mistake in the figures we published giving the number of different types of pieces on the floor, but a walk through the stocks soon convinced them otherwise. As a matter of fact all the figures we printed were carefully ascertained and purposely understated.

### The Greatest Stock Ever Offered at Retail

The truth is that there has never been such a stock of fine trustworthy furniture—not alone in this city, but under any single roof in the world—as we have here. And yet we have not one piece too many. Every piece of it is good for a store or a home to own because the value of practically all this furniture is going up. About 80 per cent of the goods in this sale have been advanced 10 to 70 per cent in cost since we bought them.

That is why a saving of even 10 per cent in this sale is so much more than it seems.

The regular, original prices on almost all of this furniture were considerably below the regular prices now prevailing.



The opportunity presented to you by this sale is that of buying the finest furniture in America at large savings on a rising market.

Your own good sense will tell you that it is an opportunity to be taken quick advantage of, in view of the increasing cost of furniture and all that goes to the making of it.

## All the Summer Garments in the Young Women's Salon Are Reduced—

and prices are way down! Their space is more important to us, but the young women and girls who get these attractive frocks and suits and coats will have many weeks yet in which to wear them.

### Summer Dresses Are \$5 to \$27.50

and of voile, linen, crisp organdie, sturdy gingham and pretty novelty cottons. There are white dresses and colored frocks—morning and afternoon dresses. There are even some fluffy white nets in the lot and they're much reduced. 14 to 20 year sizes.

### Linen Suits—Now \$15 to \$27.50—

are models that were from \$5 to \$10 more. In white, navy, pink or Copenhagen; well tailored in smart sports styles. 14 to 20 year sizes.

### Novelty and Silk Skirts—\$5 to \$13.75—

are of fine embroidered cottons and sports silk. Unusually good values—and just a few skirts. 33 to 38 inch lengths.

### Silk Afternoon Dresses—\$15 to \$35—

represent savings of \$5 to \$10, and are pretty little dresses of crepes de chine, crepe Georgette, plain taffetas and wash silk, in light and dark colors, with plenty of blues. The styles are very good, and there is a wide variety from which to choose. 14 to 20 year sizes.

### Girls' Capes Are \$10 to \$17.50

They are of poplin or serge, in blue, tan or henna and good styles for 6 to 14 year girls.



### Fine Washable Silk Skirts

Two styles of skirt and both charming, besides being the sort of thing women are keen for.

One is a washable satin made with straight lines, self-girdle and buttons which are really just pearl rims. This may be had in white and a lovely sea-blue for \$17.75.

The other is of white silk broadcloth with huge pearl buttons decorating its deep girdle and vertical pockets. The price is \$20.

(First Floor, Central)

### Women's Sports Coats at About Factory Cost

Clearaway of 472 wool, silk and artificial silk coats at pronounced reductions from the regular prices.

At \$5 are 140 wool slip-ons with sleeves, in plain and fancy colors.

At \$5.50 are 200 wool sports coats in plain and fancy colors. Some have V necks, others button high.

At \$6.75 are 50 artificial silk sports coats in assorted colors.

At \$12 are 50 thread silk sports coats and slip-ons in plain colors and two-tone effects.

At \$21.50 are 52 thread silk sports coats in a tuxedo model in fawn, pink, rose, turquoise and peacock blue.

Most of these garments are samples.

(First Floor, Market)

### This Is His Birthday, Tomorrow Will Be Hers

Every day is the birthday of some little boy or girl. That is the reason why the Wanamaker Toy Store is a year-round store, instead of just a Christmas store, as so many are.

Lots of new toys are coming in now for the delight of little boys and girls.

Can you think of some little boy who's going to have a birthday and who would like to have an airplane that will fly—or a little girl whose eyes would shine if you gave her one of these lovely new dolls?

(Seventh Floor, Market)

### A NEW BOOK BY PROF. HYSLOP

"Contact With the Other World." The subject is one that appeals to the deepest yearning of every intelligent person; and Dr. Hyslop has set down the latest evidence in regard to it, together with the entire fascinating history of man's endeavor to communicate with the other world.

Price \$5. (Main Floor, Thirteenth)

**MARK TWAIN said** that everybody had talked about the weather, but nobody had ever done anything about it, which is true—nevertheless a good barometer in the house is a decided comfort to everybody in any way concerned with rain and shine.

Barometers are \$10 to \$30, in the Optical Goods Store. (Main Gallery, Chestnut)

### CHOCOLATE-DIPPED BRAZIL NUTS—\$1.25 A POUND

Delicious, big nut meats dipped in sweet chocolate—take a box to your hostess for the week-end—\$1.25 a pound.

To the already large variety of Wanamaker caramels is added this week vanilla-mint-yellowjack caramels, which are vanilla caramels with a layer of soft mint yellowjack—\$1 a pound.

Chocolate-covered nougat, 50c a pound. (Down Stairs Store, Chestnut)

### VELVET HANDBAGS SPECIAL AT \$3.75

A limited lot of medium-size, new shape velvet handbags with mirror tops, bought to such advantage that we can sell them at this small price.

All are black, lined with contrasting color silk. (Main Floor, Chestnut)

### CHILDREN'S BILLY BURKES \$1.50 TO \$4

Billy Burkes are the comfortable, one-piece nightgowns many mothers like to use for their children.

These are all new and fresh, and there is flesh or pale blue batiste, or plain white crepe.

\$1.50 to \$4—and 6 to 14 year sizes. (Third Floor, Chestnut)

**THE little girl or boy who would like padded silk bedroom slippers like those which grown people wear will be glad to know that Japan has sent us a shipment—rose and pink and lavender and blue; all very pretty and very cozy. They cost \$1, \$1.35 and \$1.65 a pair in the Oriental Store. (Fourth Floor, Chestnut)**

### This to Men Who Prefer Silk Shirts for Summer

We have a comprehensive showing of silk shirts, starting at \$6.50 and going up to \$12.

The selection at \$6.50 is especially good, including shirts of pure Japanese silk that has no "loading."

Particular attention is called to the groups at \$10 and \$12, which we think are the most beautiful ready-to-wear silk shirts in Philadelphia.

(Main Floor, Market)

### A Cap for Every Sport

Men who are looking for a particular style will find it here if they find it at all.

Palm Beach caps, \$1.50. Silk poplin and pongee caps, \$2 and \$2.50. Yachting caps of blue cloth, \$2.50 and \$4; of white duck, \$2 and \$3.

Cloth caps, \$2 to \$4. And every man needs a cap on his vacation. (Main Floor, Market)

### Men's Cordovan Oxfords of a Favored Style

Made on the English last which is so much liked just now by men of fashion, particularly young men.

Somewhat narrow toes, tapering back to wide shanks and the whole terminating in low, broad heels. The price is \$10 a pair. (Main Floor, Market)

### Newly Furnished Dining Rooms Need China and Glass

So many new dining rooms are having beautiful new furniture put into them these days that the need for some new china and glass is bound to manifest itself.

Our assortment of dinner services is very extensive and quality standards have been carefully guarded. During this time of limited supplies in the market much inferior ware is being offered to the public; so that one needs to be more careful than ever in selecting wares of this kind.

The best and surest way is to choose where only the standard kinds are shown, and shown in amplitude.

American dinner sets, \$15 to \$50.

English dinner sets, \$25 to \$100.

French dinner sets, \$37.50 to \$250.

The glass stocks are equal to any need, no matter how modest or how elaborate. (Fourth Floor, Chestnut)

## An August Sale of Mattresses and Bedding Including Only Good Safe Kinds

Mattresses and bedding are such an important part of the furnishings of a house that it pays to be particular about them.

Rather than sell unreliable goods of this kind we should sell none at all.

Our half-yearly Sale comprises only our own regular goods.

We make all the hair mattresses we sell.

During this Sale we are making mattresses, pillows, bolsters to order at reductions of 10 and 20 per cent.

The Sale comprises seventeen grades of hair mattresses ranging from \$24 to \$85 in double-bed size, according to materials and making. Twenty grades of felted cotton, willowed cotton, kapoc or silk floss and fiber mattresses at \$6.30 to \$45, double-bed size, 54x76 inches. Eight grades of upholstered box springs at \$21 to \$42.50 in double-bed size; fifteen grades of steel wire and coil springs at \$6.75 to \$13.50.

Also feathers and down in eight grades for making pillows and bolsters.

Single-bed sizes are at smaller prices in proportion. (Sixth Floor, Chestnut)