

Organ Programs at 9, 11, 4:50  
Brief reception at 11:35, with chimes  
and stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair and cooler

# Dependability Is One of the Traits People Like Best in a Store

## The Broad Arrow Is Said to Be of Celtic Origin

One of the great nations of the world uses it as

A Government Mark

The same figure occurs on coins, and has appeared upon some gems as a symbol of the ancient Persian god, Mithra.

Ages ago, the broad arrow denoted rank, authority and superiority of intellect and learning.

Sometimes it was adopted by Princes as an insignia of honor.

Napoleon I, desiring some more regal emblem than the fleur-de-lis, adopted the BEE, which he caused to be embroidered all over his imperial robes as emblematic of activity and enterprise.

The busy bee might well be a fitting emblem for the activities and enterprises of this busy place.

[Signed] *John Wanamaker*

July 20, 1920.

## Women's Tweed Coats—Just Right for This Weather

because they are all weatherproofed, are liked by women who stay at home, as well as those planning motor trips, going on long hikes, or for country or mountain trips.

All these coats have been reduced, so that they are particularly good for their present prices.

Of gray or brown tweeds mostly, some are of imported and others of domestic weaves, and they are in good sports and practical styles, some lined to the waists, others lined throughout.

They are in short and seven-eighths lengths—and prices start at \$30 for the short coats and go to \$60 for the best quality long coats.

(First Floor, Central)

## Crisp, New Colored Organdie Frocks for Young Women—\$12.75

Lovely new organdie dresses—cool and charming and precisely what most young women are asking for this summer.

They are in the most delightful colors, too—a delicate shell pink, pale blue, French blue, a lovely orchid shade, maize, watermelon pink and white.

Three good models—one in surplice style, one with many frills on bodice and skirt, the other with a deep, scallop-topped skirt. They have unusual touches, too—one has narrow black ribbons to add a bit of smartness; the others have wee French bouquets in just the right spot on the blouse or girdle.

14 to 20 year sizes—and uncommonly good for \$12.75.

(Second Floor, Chestnut)

## Women's Fresh Tricolette Dresses at \$30 to \$55

Pink and white tricolettes and plain and fancy weaves in straightline and coat or slip-on styles. The finer ones are rather heavily embroidered; others are perfectly plain, and they are all extremely attractive and timely for midsummer wear.

Prices are \$30 to \$55.

(First Floor, Central)

## Women's Silk Stockings Special at \$2.75

1200 pair of full-fashioned black silk stockings with extra-heavy mercerized tops and the silk legs of a good weight.

Unusually durable hose that are regularly much more expensive.

(West Aisle)

## A Little Lot of Gleaming White Snakeskin Skirts—\$13.50

Yes, they are special—for we took the fifty the maker had made up and he let us have them at a special price to sell for \$13.50.

The snakeskin is of good quality, glistening and lovely, in the striped effects so many women like.

The skirts are made in two good styles—both with pockets and button trimmed.

There are all the wanted regular sizes, too.

(East Aisle)

## New C. B. Corsets

Some of the best models just come in are these:

At \$3. A long waisted corset of white coutil, well-boned over the abdomen, with long front steel and bones. This is excellent for tall figures.

At \$3.75. A low bust coutil model with medium long skirt, and good boning.

At \$4. A topless model of pink batiste, with short bones and front steels; elastic band at the bottom of back.

At \$4.50. A low bust model of pink broche, suitable for slender or average figures.

At \$7.25. A very low bust model with hooks and eyes below the front steel; and a long skirt with inserts of elastic.

(Third Floor, Chestnut)

## More New Ideas Aneat

### Autumn Millinery

have appeared in the Gray Salons, where a new and interesting group of Autumn hats is being shown.

Silky duvetyne, soft and in beautiful colors, makes most of the hats, though some are combined with gleaming satin in black or a contrasting color.

A new hat of turquoise blue duvetyne is combined with black satin and has a slightly upturned brim and round crown.

Another effective combination is all of duvetyne—a new three-corner hat with a biscuit-colored fac-

(Second Floor, Chestnut)



ing and the rest of the hat in a rich Autumn brown.

Other hats are all in henna color, or of black satin and jade green duvetyne, of blue satin with blue duvetyne, or other equally pleasing combinations.

There are turbans, hats which turn off the face, wide-brimmed hats, and sailor shapes.

Prices start at \$12.

**PEOPLE whose furs require alterations for the coming season will do well to have them made now before the rush begins and keep them in storage until needed. The bill is not sent until the furs go home in the Fall.**

(Third Floor, Central)

## Good Silk Handbags at Modest Prices

Two roomy bags of navy blue silk, silk lined, with etched metal frames. Made of excellent quality goods and in good style.

One is \$4 and the other, which has an inner frame, is \$4.50.

(Main Floor, Chestnut)

## The Great Work of Civilization Is the Making of Homes

This has been so since the world was created and it looks as if it will be so till the end.

It is very natural and reasonable that what is regarded as the greatest sale known in the business of retail merchandising—

# THE GREAT WANAMAKER FURNITURE SALE

centers around this constructive and salutary old principle of home-making.

Like so many other examples of human endeavor, a furniture sale is pretty much what people make it.

The holding of a Wanamaker Sale is not a matter of buying up a lot of furniture, booming it in the newspapers and selling it to whoever wants to buy. Anybody with money enough can buy large quantities of furniture and advertise it and perhaps sell it.

But really and truly, not all the money in the world could of itself have built up this Wanamaker Sale and kept it growing in service and beauties and cultural influence from one season to another until it has become what somebody has called—

## A Business Wonder of the World

Not all the money in the world can fashion and weld the link of confidence and mutuality of which the Wanamaker Furniture Sale is the unique expression.

Apart from any pervading individuality or personality, apart from any excellence of service and fine facilities for choosing, the one thing that has made Wanamaker Furniture Sales what they are, the only thing that could have made them what they are is the furniture itself, the kind of it, the varieties of it, the beauties of it, and the soundness of it as an investment.

For this August Sale we have a marvelous stock of the kind that has built these sales up from being very small and modest events to be the largest in the world.

There will be three whole days of preliminary courtesies and selections, July 28, 29 and 30. All furniture chosen on any one of these days will be charged from Monday, August 2.

## The Annual Sale of Cotton Remnants

never had so many people interested in it as this year. Also it never had such a variety of colors and materials, for the immense business of the past two months has meant many more remnants than usual. Women are laying in supplies for a year ahead.

Prices are a third to a half less than regular.

(First Floor, Chestnut)

## Ever So Many Cool White Frocks for Girls

Some are of voile, sheer and filmy, some of cool and snowy lawns, some of transparent organdy, and others of airy Georgette.

They are in ever so many attractive styles. Some were made entirely by hand. Some have hand embroidery. And still others are trimmed with fine laces or embroideries.

There is very good choosing, the frocks are suitable for street, party or afternoon wear, and the prices go from \$4 for the simplest dress to \$37.50 for the loveliest, of crepe Georgette.

6 to 14 year sizes.

(Second Floor, Chestnut)

## Cool, Snowy Handkerchiefs for Women—\$5.25 a Dozen

Sheer and spotless Irish linen makes them, and they are the absolutely plain kind that so many women like.

We'll mark them for you, if you like, with machine embroidery that is effective and not expensive.

(West Aisle)

## Dainty Printed Dimity, Special at 50c a Yard

We have two thousand yards of it and wish we had more. The price is small because the patterns are limited—being all dainty pink, blue or lavender and white checks.

The width is 31 inches.

(West Aisle)

## Girls' Middy Skirts—\$2

Pleated white skirts of sturdy white galatea in two good styles—one on a band, the other on a body.

6 to 14 year sizes.

(Second Floor, Chestnut)

## Many a Man Needs a Standard Summer Suit More Than Anything Else This Minute

The tropical suit is good to have—pity the man who is without one on a real tropical day—but no matter how many tropical suits a man may have—he simply must have at least one good, fresh-looking standard suit for all normal wear. Notice we said fresh-looking. Is your standard Summer suit as fresh-looking as it should be, this July day?

Should you, or should you not have a new one? That is for you to say. But remember this, that if you want a new one, you can choose it here to particular advantage.

There is our fine regular stock of standard Summer suits to choose from—the highest-grade, ready-to-wear suits in the country—at \$45 to \$75. In these the choice is wonderfully satisfactory.

And in addition we have several hundred standard Summer suits now marked \$35, part belonging to a fine special purchase and the rest taken from our regular stock and reduced.

On any one of these latter suits there is a saving of at least one-third from the regular price. They afford a good choice of cool, Summer fabrics in medium shades and neat patterns and there are all sizes in the collection.

(Third Floor, Market)

## Among the Coolest Shirts We Ever Had for Men

are these of feather-weight mercerized batiste, as light and sheer as a thin silk.

The patterns are excellent, mostly narrow stripes, and the shirts are all soft-cuff, plain negligé style.

Price \$4.

(Main Floor, Market)

## Men's Fine Soft Hats Light and Crushable

For Summer sports and vacation wear every man likes a light-weight soft hat that won't get out of shape. And here is a very serviceable and good-looking one.

It comes in five pleasing colors and is extremely comfortable on the head.

Price \$6.

(Main Floor, Market)

## Good Handkerchiefs, These for Men—\$12 a Dozen

Two styles, one with tapes above the narrow hems—the other with plain hemstitched hem.

Both styles of spotless Irish linen, of a grade you'd expect to have to pay more to get!

(West Aisle)

## Automobile Tires That Will Give Good Mileage—

and good satisfaction in every respect—are here in a wide range of choice at reasonable prices.

Special red inner tubes, fully guaranteed, in sizes 30x3, 30x3½, 32x3½, 34x4, 34x4½, 35x5.

Lenses for lamps, all sizes, \$2 a pair. Automobile lunch sets, \$16 to \$100.

Automobile cushions, \$2.50 to \$5. Chairs, spotlights, horns, vacuum bottles, jacks, repair outfits and all other equipment for the car.

(The Gallery, Juniper)

## Opening 50 Dozen Extra-Good Bath Towels at 60c Each.

Of good, bleached, water-soaking cotton yarn, woven with hemmed ends, size 19x40 inches, and very good at the price—60c each.

(First Floor, Chestnut)

## Cool Jacquard Comforts Arrive Also Picturesque Blankets

Fine for bed, couch or outdoor use. Woven of cotton, with plain centers and fancy borders in contrasting colors.

Size 70x84 inches, \$6.50 each. More new Indian-style blankets have also come in, charming and picturesque looking.

Woven of wool, with cotton warp, all in typical Indian designs in a good range of colors.

Prices, \$12, \$15 and \$20 each. New also are a lot of couch throws, of cotton, in plaid designs over dark green, brown and blue grounds—60x80 inches, \$7 each.

(Sixth Floor, Central)

## Think of Women's Good Low Shoes as Low as \$4.60 a Pair!

And when you do, think of good-style, well-made shoes; shoes that are ordinarily much higher priced—often more than double.

Patent leather and black calfskin tongue pumps with Louis heels, some with satin backs.

Patent leather Louis heel oxfords with satin backs. Black suede tongue pumps with Louis heels.

(First Floor, Market)