

Organ Programs at 9, 11, 4:50
Brief selection at 11:55, with Chinese
and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

"Fresh Merchandise Arriving Every Hour of Each New Day"

Water Passing Over a Still Mill Wheel Grindeth No Corn

This Store is a great wheel, moving continuously, day after day, Summer and Winter, never stopping, owing to the streams of fresh merchandise arriving every hour of each new day.

These streams of merchandise rise from all parts of America and of the old world, where our buyers seek and search for the newest and best things to keep up the supply. Any one can see that the large demand upon us if not continually filled in would leave our counters and shelves empty.

It goes without saying that there is no store in any of the Eastern cities that keeps up assortments so large or so fresh.

Moderate prices at the beginning of a season sell us out quickly, so that we do not have to appeal to our customers to help us clear goods kept on hand too long.

[Signed]

John Wanamaker

July 22, 1920.

White and Pink Frocks of Crepe de Chine

These are the "little frocks" which women like because they are so good at filling in and meeting unexpected wants. They are of crepe de chine—and occasionally Georgette—and they are plain, beaded and embroidered or simply frilled and hemstitched. Prices are \$23.75 to \$35.

(First Floor, Central)

Exquisite Neckwear— New from Paris

Like most of the French neckwear, it is the beautiful handwork which distinguishes this little collection which we've lately unpacked from overseas.

Some of the pieces are done after the fashion of the old Italian cut work, and they are most attractive. Others have the more conventional embroidery, though there is a tendency toward openwork, as you'll notice. Some pieces in applique effect are particularly interesting.

There are collars, collar and cuff sets, vestee sets and high and low neck guimpes. Usually they are of fine white organdies or batistes, but some are of handkerchief linen.

Prices start at \$2.25 for the collars and go to \$20 for a handsome vestee set.

(Main Floor, Central)

Girls' Coats Are Considerably Lower in Price

so this is a good time to get one if it is needed.

The coats are for 6 to 14 year girls; they are well made and attractive, and all kinds that were much more expensive at the beginning of the season.

There are checks, serges, soft wool velours, covert and polo cloth coats, and they are in many good models.

Now \$10, \$15 and up to \$35.

(Second Floor, Chestnut)

Plenty of Fresh, Pretty Frocks for Young Women

who are going away over the week-end or are packing vacation trunks are to be found here between \$6 and \$15.75.

There are cool cotton voiles and gay and cheery plaid and colored gingham as well as other attractive cottons in white and the pretty Summer colors.

Made in ever so many becoming styles, too.

14 to 20 year sizes.

(Second Floor, Chestnut)

Young Women's Silk and Satin Skirts \$15—Good Values

Some have been much higher priced in our own stock and these are now reduced to \$15.

Others are fresh and new and specially purchased—and these are uncommonly good for \$15.

There are baronet satin skirts in gleaming white, in flesh pink and in pale blue; good models, too.

There are novelty silk skirts in white and gay colors; also some baronet satins in plaid effects and bright colors.

24 to 30 inch waist bands; 33 to 37 inch lengths.

(Second Floor, Chestnut)

Cool White Waists

One of batiste has ruffles trimmed with lattice beading—a style especially good to wear with coat sweaters. Price \$5.50.

The second is of voile, cut with a square neck and relieved by tucks and hemstitching, \$5.50.

A batiste made by hand, with dainty drawn-work, \$5.85.

(Third Floor, Central)

Women's Scotch Alpaca Sports Coats In the London Shop

It seems to be the ambition of some women to own unique sweater coats. They will be interested in seeing this little lot of fine alpaca sports coats which we just received from Scotland. Very distinctive with their blocks of contrasting colors.

Price \$60, and only two of each combination of colors.

(The Gallery, Chestnut)

French Blouses Arrive at Last

A long overdue shipment of some very inexpensive and desirable Paris blouses, including simple pink batistes and white voiles and batistes, all exquisitely made. Some have hand embroidery and real filet, and prices are only \$7.50 to \$16.50.

(Third Floor, Chestnut)

Silk Petticoats

White tub silks newly arrived are made of a heavy silk, lined front and back, and finished with hemstitched hem, \$5.

Jersey silks with mesaline flounces are in changeable colors mostly and sell at \$5.50.

(Third Floor, Central)

Large Bloomers and Nightgowns

The bloomers are of flesh-colored batiste, priced at \$1.35 to \$1.85; and of cotton crepe at \$2.50.

The nightgowns are of flesh-colored crepe de chine and in several different styles. Prices on these run from \$16.50 to \$25.

(Third Floor, Central)

New Lot of Fine Nainsook —\$6 a Piece

There are just one hundred pieces of this nainsook, and it is the so-called "Japanese" nainsook, which women like so well for lingerie and children's clothes.

It is of good quality and unusual for this price, for it is now less than the present wholesale rate.

Thirty-nine inches wide—and ten yards to the piece.

(First Floor, Chestnut)

Thousands of Fresh and Snowy Handkerchiefs All Specially Priced

Pure linen handkerchiefs, of good qualities, in styles particularly well liked, and at moderate prices, every one.

For Men

\$4 a dozen for plain hemstitched handkerchiefs of sturdy Irish flax. \$6.75 dozen for a better quality linen, of airplane cloth, and of good size.

\$6.75 a dozen for men's initial handkerchiefs—a good practical handkerchief.

For Women

\$4 a dozen for sheer linen handkerchiefs, with 1-16 inch hems.

\$4 a dozen for one corner hand-embroidered styles.

\$4 a dozen for gay colored handkerchiefs in many attractive designs.

(West Aisle)



In the Homes of the Nation—

any nation—you can generally read the degree of social and economic advancement which that nation has made.

When we say the homes of the nation we mean all that the words imply.

We mean the homes of the PEOPLE in the broadest sense; and speaking in that sense we believe it is incontrovertible that the homes of the American people are the best furnished homes in the world.

This is not altogether due to the fact that America is the richest nation in the world. For the appearance of a home, like the appearance of an individual, is not a matter of money. It is chiefly a matter of taste, developed in an atmosphere of freedom.

Scarcely anybody gifted with good powers of observation who has lived in America for the last 15 or 20 years could have failed to recognize the marvelous advance that has been made in the art of home furnishing in that period.

The signs of it are everywhere, and they are very good to see.

For this condition the Wanamaker Furniture Service, more especially the

Wanamaker Furniture Sales

is very largely responsible.

They have been equally great as an educational and as an economic influence.

They hold a place unique in this country and, in fact, in the world.

Probably it is the educational influence that has been the sustaining factor of their economic value, because they have taught people to look for furniture of dependable quality and graceful contour as against the kind that has neither of these essentials to commend it.

So many people now want furniture of dependableness and beauty that this is the busiest furniture service in the world.

Furniture of character, dependableness and beauty is here in unrivaled abundance for the

Great August Sale

to be inaugurated with three days of preliminary selection and courtesy, July 28th, 29th and 30th.

All advance selections made on these days will date from Monday, August 2d. If possible, be here on Wednesday, July 28th.

The stocks will be wonderful in variety and extent, and every piece included will be of the best grade at the price; the furniture will be Wanamaker furniture, every piece of it.

200 New White Skirts at \$4.50 200 More at \$5.75

This is good news for women who want fresh white tub skirts over the week-end.

The 200 Skirts
at \$4.50

are all of the popular, lustrous white surf satin and come from a maker winding up his season—otherwise they'd cost more. They are shirred all the way round the waist, have button-trimmed girdles and pockets and are in a good style.

(West Aisle)

The 200 Skirts
at \$5.75

are of gabardine, tricotine and snowy pique—samples of much higher-priced kinds. Many, in fact, are below the usual wholesale prices. Good styles and a wide variety from which to choose.

(East Aisle)

THE Dress Goods Remnant Sale now going on is money in thrifty pockets. There is something in it of practically every fashionable cotton material we have sold during the last two months, in dress and waist lengths, and all at prices varying from a third to a half of the original ones.

(First Floor, Chestnut)

Men's Tropical Suits of the Finest Kind Are Here in Good Selection

The purpose of this advertisement is to put that fact clearly before the mind of every man who needs a tropical suit.

Some men are inclined to shy at tropical suits, and no wonder, considering the cut and kind of some of the tropical suits that are going.

Wanamaker men's tropical suits are different. They are fashioned and, furthermore, they are well made. To real coolness they add real comfort, the comfort that comes from wearing a suit that is not only light in weight but right in looks.

Tropical suits in fancy and plain shades of Palm Beach cloth, \$25 to \$35.

Silk suits, \$40 to \$45.

Tropical worsted suits, \$35 to \$60.

White flannel trousers, \$18.

White gabardine trousers, \$8.50; white duck trousers, \$5.

Striped serge trousers, \$10.

(Third Floor, Market)

Bathing Suits for the Family

The Sporting Goods Store has them for men, women and children.

Women's all-wool jersey knit suits in Pacific Coast style, \$10 to \$13.50.

Women's one-piece swimming suits of silk, \$10; of all-wool, \$5.50; of cotton, \$2.50.

Men's one-piece and two-piece suits in various styles, \$5.50 to \$8.50.

Sleeveless shirts in white, navy, black, maroon and gray, \$3.50 to \$5.

Blue flannel trunks, \$4.

White belts, 50c.

And all sorts of equipment for water sports.

(The Gallery, Juniper)

Some Good Rain-and-Sun Umbrellas for Women—\$6

have taffeta covers and are made on sturdy eight-rib paragon frames. There are blue, brown, green, purple and black, and the handles are of good woods with bakelite rings or silk cords to make them easier to carry.

They have short wood ferrules, are a style women will like and will be useful for vacations because they'll serve a double purpose.

(Main Floor, Market)

"That's What I Call Good Fudge!"

said somebody who tasted this delicious sea-foam fudge that is just down from the Candy Kitchens. It is creamy and deliciously fresh, comes in maple and chocolate flavors and has plenty of walnut meats for additional goodness.

\$1 a pound.

Old-fashioned cream mint, 50c a pound.

(Down Stairs Store, Chestnut)

Away Go the Men's Straw Hats!

Every sennit straw hat in our stocks, and this means the straight-brim style most in demand, has been reduced for quick clearance.

Among them are the fine Lincoln-Bennett and Red-leaf London straw hats.

New prices are \$3 and \$4.

Men's Vacation Shirts and Neckties

Soft cuff, plain negligé shirts of cool madras and mercerized goods for general wear.

Beautiful silk shirts for occasions when the best is none too good.

The price range throughout is \$2.65 to \$12.

Neckties in every imaginable color or design go from 65c to \$3.

Men's New Half Hose From England

Foreign hosiery is scarce. Goods are just arriving now from contracts placed abroad last winter, and even the winter before. And today's regular prices for this merchandise are 50 to 100 per cent higher than the prices we are paying.

This small shipment of fine and durable British half hose contains:

Lisle half hose in black, brown, blue and white, variously striped and embroidered, at \$4 and \$5 a pair.

Cashmere half hose in beautiful brown and Lovat shades with embroidered clocks, \$5 a pair.

(Main Floor, Market)

For Boys Whose Suits Are Not Good Enough

for the remainder of the Summer and to wear into the early Autumn we have very good selections of Norfolk-style suits in wool crashes, chevriots and serges in 8 to 18 year sizes.

The serge suits can be had as low as \$15, the others being priced at \$20, \$22.50, \$25 to \$38, and all are unexcelled for the money.

Boys going away on vacation and whose regular suits are not fresh enough for "best" wear can be fitted out quickly and to the best advantage from this good collection.

(Second Floor, Central)

Low-Priced, Light-Weight Traveling Bags

Black long grain cowhide is used in these bags, which are a roomy three-piece style and in sizes for men and women—14, 16 and 18 inch.

Prices are \$14, \$15 and \$16, which is little enough for bags of this good quality.

(Main Floor, Chestnut)

Unfoldment of New White Bedspreads

One new lot of dainty snow-white honeycomb or crochet spreads, now very seasonable and desirable, in Marseilles patterns; single-bed size, \$2.75, \$3 and \$3.75 each; double-bed size, \$2.75, \$3.25, \$4 and \$5 each.

Newly opened also are a lot of white satin-finish spreads, the best and strongest kind made, all in Marseilles patterns and priced on undoubted merit, \$7.50, \$8 and \$10 each.

(Sixth Floor, Central)

Sound Savings on Pianos and Player-Pianos

Several score upright pianos, player-pianos and grand pianos put on sale at real reductions from standard prices.

It is an unfortunate fact that a great many so-called piano sales are made up of bogus reductions from exaggerated prices.

Almost all the instruments in this clearaway are those makes which we sell regularly and which are leaders at their respective prices. Every one of them has a long and honorable record of satisfaction behind it.

The used pianos were taken in exchange and have been put into first-class condition in the Schomacker factory. You may count on them for service.

Prices range from \$475, for a new reduced Marshall & Wendell or Campbell upright that was \$525, to \$1200 for a used Schomacker Ampico reproducing piano that was \$1850. Any instrument may be bought on convenient terms if desired.

(Egyptian Hall, Second Floor)