

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Everything Is Right and Ready for Tomorrow—the First Day of Advance Selection in the Great American Furniture Sale

OUR ENTIRE STOCK OF FURNITURE IS IN THIS SALE AT SAVINGS RANGING FROM 10 TO 50 PER CENT

It is all Wanamaker furniture, every bit of it. In saying this we are giving expression to something which with us is not only a principle, but a precaution.

We confine ourselves to the finest kind of furniture, not only on principle, but as a matter of self-protection.

The sample suits and pieces on the floor are a marvelous sight for anybody to whom home means anything.

The range and variety of the stocks are a wonder, and they are as nearly perfect in balance as it is possible for them to be.

In each division—bedroom, dining room and library—the choice of low-priced, medium-priced and very fine furniture is incomparably large, and each group is excellently proportioned to the others.

The complete suits for dining rooms and bedrooms are a treat to look at.

All that is most ingenious and advanced in modern cabinet work is united in them with all that is best in the designs of the old-time master craftsmen.

The fifth floor is magnificent in its show of living-room, drawing-room, hall, library, novelty and occasional furniture.

It is sumptuous in its collection of upholstered pieces.

It is charming in its variety of unique types and clever reproductions of exquisite old originals. Fine quality of woods and workmanship, soundness of value, fidelity to the finest standards of beauty in cabinet making are the fundamentals of every Wanamaker Furniture Sale, and they are finding a new and remarkable expression in this latest Sale.

ON ANY ONE of the three days of courtesy—tomorrow, Thursday and Friday—selections may be made at August Sale prices and all goods charged from Monday, August 2.

Bedroom Furniture, Sixth Floor, Chestnut. Living-room, Library and Hall Furniture, Fifth Floor, Chestnut. Dining-room Furniture, Sixth Floor, Market. Office Furniture, Third Floor, Market.

The Sun Is Rising Out of the Ocean

and the morning star, a diamond more brilliant than any of Queen Victoria's jewels, has hidden itself in the bosom of the sky.

A wide belt of carmine, silky-looking ribbon ties together the sea and the green shores which have been permanently wedlocked for centuries.

While gazing at it all, there comes to me the ancient fable that follows—

The Story of the Sunflower

perhaps almost forgotten.

Clytie was a water nymph who loved the sun and worshiped him as a god. She constantly gazed at the object of her affections, when he rose in the mornings and while he passed along on his daily course. She had no eyes for any other object. At last her limbs rooted and her face became the sunflower, which turns on its stem so as always to look at the sun.

Even a flower can teach us a lesson, and the daily life of the Store, where many come, offers much of beauty to see, hear and think about.

[Signed]

John Wanamaker

July 27, 1920.

Good-by to 100 Women's Summer Dresses

Prices \$7.50, \$10 and \$15

It's the end of the season for Summer stocks, though the middle of it for wearing thin dresses. Some of these dresses are mused or soiled, and all are broken sizes, but there is mighty good choosing among them, just the same.

Voiles, ginghams and organdies are the principal materials. (First Floor, Central)

A Clearaway in the Women's London Shop

Skirts, suits and top-coats are in it—all garments of the sort that the country-loving woman can use now and in early Fall.

44 sports skirts at \$7.50 to \$27.50. This group includes tweeds, chevrons, flannels, cashmeres and a few crases, in stripes, plaids and mixtures.

18 suits at \$25 to \$35. Pongees and linens in the natural colors, and worsted jerseys in greens and browns.

40 top-coats or utility coats at \$60 to \$110. These consist of polo cloths in tans, sand colors and browns; of tweeds and chevrons.

In every instance there is a very substantial saving over the first prices.

(Subway Gallery, Chestnut)

A Three-Part Story of Summer Frocks for Girls

All just such dresses as girls want now—and all at prices that will interest their mothers:

At \$3.75 are regulation dresses of white galateas with white, red or blue collars.

At \$3 are morning and afternoon frocks of pretty cotton voiles in gay colors and good styles.

At \$7.50 to \$11.75 are finer frocks of dimities and organdies; delightful little dresses in many good styles, every one of which has been much more expensive.

6 to 14 year sizes.

(Second Floor, Chestnut)

New Imported Liberty Satins \$2 and \$2.25 a Yard

Various delays brought these rich, gleaming satins some time after they were ordered, and this delay means a favorable change in the price, for such qualities are not always to be had at these prices.

In black only, the satins have much the beauty of a satin charmeuse, the touch of a meteor and, though light of weight, are firm of weave, which promises much for the good wear they will give.

In two weights—\$2 and \$2.25 a yard—36 inches wide.

(West Alle and First Floor, Chestnut)

Slip-ons and Sports Coats for Fortunate Women

Those who get them will be fortunate in saving a third to a half of their regular prices.

A great variety of styles and colors, and while there is not every size in every style, there are all sizes in the lot.

Wool slip-ons in many different models and some imported artificial silk sports coats.

Prices \$4.50, \$5, \$7.50 and up to \$25.

(First Floor, Market)

A Hundred Fresh White Skirts in Larger Sizes—\$8.75

This is good news for women who wear 32 to 40 inch waist measure, for the skirts are in those sizes, and unusually good for this sum.

They are all of sturdy white gabardine, fresh and snowy, and made in a good model with gathers in the back and tucks on the girdle, and button-trimmed pockets.

(First Floor, Central)

FRESH remnants are coming into the Cotton Remnant Sale daily—and everything is a third to a half less than usual.

(First Floor, Chestnut)

ADVANCE NOTICE

During the month of August all mirrors, oil paintings and water colors in the Picture Store will be sold for 20 per cent less than regular prices.

People who wish to take advantage of this at the same time as the Furniture Sale, please take notice!

(Fifth Floor, Market)

Tailored Silk Waists at \$5.50

Three styles of cross-barred and striped washable silks, one having a high-low and the others low collars. All of them have white grounds, and the colored stripes and bars are of light, dainty colors.

Price \$5.50.

(Third Floor, Central)

New Import of China Dinner Sets Just Unpacked

Sets of 98 and 106 pieces. Of a good grade of china in a choice of eight different decorations, including floral sprays, plain gold bands and borders of green and gold and black and gold. Prices \$45 to \$165. Choice of five different prices in between.

All are remarkably good for the money.

(Fourth Floor, Chestnut)

Choosing Starts Tomorrow in the August Sale of Oriental and Domestic Rugs

To very many homekeepers this is an event of great timeliness and helpfulness.

The merchandise in it falls into three groupings—Oriental rugs, standard domestic rugs and Summer rugs—our whole stock of Summer rugs is being cleared out.

Savings will range from 10 to 30 per cent.

The Orientals include several new shipments, together with many fine pieces from our own stocks.

There is a beautiful choice of Kermanshah, Mahal, Ghorevan, Saruk and Chinese rugs in carpet sizes.

Also a fine choice of smaller rugs, such as Cabestans, Daghestans, Shirvans, Chinese and Kazaks.

The domestic rugs involved are Royal Wiltons, wool Wiltons and Axminsters in carpet and smaller sizes.

In the general clearaway of the Summer rugs will be found hundreds of crex, rush, rag and wool and fiber rugs, all at very attractive reductions.

Customers are free and welcome to make advance selections tomorrow, Thursday and Friday, all sales to go into effect on Monday, August 2.

(Seventh Floor, Chestnut)

Our Entire Stock of Office Furniture Is Offered in the August Sale

at reductions of 10 to 33 1-3 per cent.

It is a very large stock and everything comprised in it is of the best standard type.

Advance selections can be made tomorrow, Thursday or Friday and all purchases charged from Monday, August 2d.

(Third Floor, Market)

August Sale of Mattresses, Bedding, Bolsters and Springs

All our extensive stocks of these goods are offered in this sale at savings of 10 to 20 per cent from our regular scale of prices.

Selections may begin tomorrow and orders placed for the making of any article of bedding required. All sales will date from Monday, August 2d.

(Sixth Floor, Chestnut)

One of the Most Notable of All Phonographs Is the Cheney

The urge of a music master's high ambition to aid his pupils—his desire that they should hear correct interpretations of the masterpieces of music—brought forth the Cheney.

Forest Cheney, violinist and teacher of music, built the reproducing instrument which bears his name, solely for use in his own studio.

He planned a phonograph embodying the principles of acoustics employed in the resonating chambers of pipe organs and a resonator carved from the pattern of the violin he loved.

Masters of music were so quick to recognize the musical merit of the Cheney that in a very short time it was placed on the market so all the world could have and enjoy its perfect reproductions.

Among the exceptional features of the Cheney are:

"THE ALL-WOOD ACOUSTIC THROAT," which gives control over tones and enhances their beauty.

"THE CHENEY ORCHESTRAL CHAMBERS," a scientific method of controlling and developing tones in perfect balance.

"THE VIOLIN RESONATOR, OR AMPLIFIER," which, like the violin, improves with age.

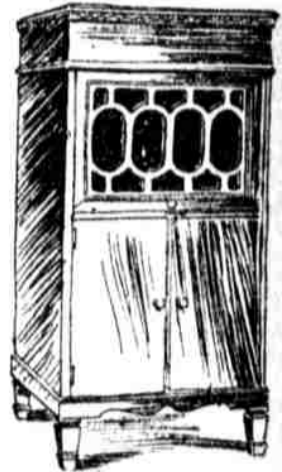
"CORRECT METHOD OF REPRODUCTION" for both vertical and lateral cut records.

"TWELVE DISTINCT TONE VOLUMES" made possible by the Cheney Needle Adjuster and four sizes of needles. "BRECH-LOADING DEVICE FOR NEEDLES," greatly simplifying the process of needle-change.

Master craftsmen, the finest in the country, fashion the Cheney Cabinets, and

every one is a work of art from the Model 1 at \$125 to Art Model 112 at \$625.

Come in and hear and compare the Cheney for yourself. Our Phonograph Salon is equipped with large, comfortable hearing rooms and courteous and able salesmen are at your service.



Date.....
JOHN WANAMAKER
Philadelphia
Kindly send me further information regarding the Cheney Phonograph. No obligation is implied.
Name.....
Address.....
.....

(Second Floor, Central)

New Redleaf Hosiery and Underwear

All British goods, contracted for a year ago, and priced, therefore, more reasonably than otherwise practicable.

Fine golf hose, half hose and underwear for men and fine socks for children. There is a waiting list for the socks, but your children may have some if you are prompt.

Men's Hosiery

Fancy-top woolen golf hose, \$3.50 and \$5 a pair.

Mercerized and wool-mixed half hose in fancy mixtures, \$2.25 a pair.

Black cotton half hose, \$1.25 a pair.

Men's Underwear

Cotton shirts and drawers, \$2.50 a garment.

Lisle shirts and drawers, \$3.25 a garment.

Children's Socks

White lisle full-fashioned socks, sizes 4 1/2 to 9 1/2, \$1.75 a pair.

All-over striped lisle, full-fashioned socks, sizes 6 1/2 to 9 1/2, \$1.25 a pair.

(First Floor, Market)

Women's Silk Stockings Specially Priced

\$2.65 a pair for black silk with white soles.

\$2.75 a pair for black and navy silk, some with mercerized tops.

\$3.15 a pair for black silk with cotton soles.

\$3.50 a pair for black, white and colored silk, extra size.

\$3.65 a pair for black and colored silk with embroidered clocks.

\$5 a pair for all-silk with embroidered silk clocks.

\$5.50 a pair for black and white mixed silk and embroidered single and 3-cord clocks in colors, and black with open clocks.

(First Floor, Market)

Gay Chiffon Veils—\$1.50 and \$2

They are of chiffon of good quality, with plain centers and striped borders. And the colors are those most popular—purple, browns, tans, pinks, blues and greens.

They are of generous size, too—\$1.50 and \$2 each.

(Main Floor, Central)

2500 Yards of Dimity at 50c a Yard

A second shipment of a printed dimity which is so much liked that a previous shipment sold out in six hours.

The printings are all gingham checks in light and dark colors.

Width 31 inches.

Price 50c a yard.

(West Alle)

A New Lot of Bath Sprays

Different styles and sizes—there's plenty of choice.

Prices start at \$1.50 and go to \$7.

And from \$2.50 up the sprays are so made that they will fit any faucet.

(Main Floor, Chestnut)