

Organ Programs at 9, 11, 4:50  
Brief selection at 11:55, 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

# Bringing Your Own Good Sense to Bear on the Furniture Situation Today—

## What Next?

This true story of this old horse market, on Juniper Street lot years ago.

Forty years ago we erected galleries in the old one-story freight depot to create a floor to enable us to take on the furniture business.

There were only two or three little twenty-foot-front furniture stores in the city in 1880, and the extensive layout and display of furniture under our roof was an exciting wonder to the town for a long time.

At first we could not get anything but ordinary furniture, and at one time we were on the eve of giving up the furniture business because we could not get any better goods. We actually sold off every piece on hand at a loss and then started all over again, demanding better wood, better workers, and materials that had been shrunken at least one year before a tool touched them.

We never have been mere dealers in articles which look smart and sell easily at a profit.

We tried always to get F. F. F. for our patrons.

### Furniture for Futurity

We know the whitesmiths we can depend upon to work for us, and we keep some of them busy all the year round to make furniture that embodies the spirit of this

**New Kind of Store  
New in Some Respects  
Every Year**

Makers of goods now know that only articles of worthiness, sure to satisfy our patrons, can be sold here.

[Signed] *John Wanamaker*

July 28, 1920.

## Tricolette Over-Blouses Special at \$15 to \$16

Brand new, but a manufacturer's surplus, so that prices are noticeably below regular. They are in several styles, some tie-ons and some with wool embroidery; and are in light and bright colors.

Prices are \$15, \$15.75 and \$16.  
(Third Floor, Central)

## Charming Tricolette Suits for Women Reduced—\$27.50 to \$38.50

Suits from our own factory, which means that the finish is excellent. Almost every Summer color is in the lot—tans and browns, grays, pinks, blues, maize and so on, besides white; and the various styles of coats can be worn, if desired, with other skirts, or as sweaters. Also the saving over earlier prices is a very substantial one.  
(First Floor, Central)

## About Fifty Odd Coats for Women—\$35 to \$50

Coats that we have had right in our own stocks at very much higher prices.

They are of blue or black serge and of light tan velours. The styles are good, the coats well made, and such models as women will find quite useful.

The serge coats are in more conservative models and often in large sizes, while the tan velours are in various styles, some dolman effects, others in styles for better wear. They are lined with good silks.  
\$35 to \$50.  
(First Floor, Central)

## Dark Blue Cloth Frocks for Young Women

There are sure to be some cool days whether one stays at home or is planning a shore or mountain vacation, and it is just as well to have a cloth frock or two ready for the occasion.

These are dresses of navy blue serge or wool tricotine, and they are made in many good-looking ways—some embroidered, some beaded, some with plain skirts, some with accordion-pleated skirts.

There is a goodly assortment from which to choose, the dresses are in 14 to 20 year sizes and the prices go from \$37.50 to \$65.  
(Second Floor, Chestnut)

## Extras From the Underwear and Hosiery Sale

Women's light-weight ribbed cotton union suits, low neck and sleeveless, at 65c.

Women's sheer Summer-weight Swiss ribbed lisle union suits, low neck and sleeveless, at \$1.35.

Women's full-fashioned silk stockings with mercerized tops, in black, gray, cordovan and Russian calf, \$2.25 a pair.  
(West Aisle)

you must see at once that the best and most reasonable thing is to make your selections where selections are by far the largest, where qualities are trustworthy beyond doubt, where the merchandise is most desirable and prices the lowest consistent with all these conditions.

There is only one sale in this locality of which all of these things are true. There can be only one.

It is hardly necessary to tell anybody what sale that is.

Not a few who have been here and have gone through the displays have said to us, "I didn't think you could have done it," and "I don't see how you could have got such a stock of goods together." Well, it has been done. That is the great thing.

The goods have been secured.

They are here and there is nothing to compare with them anywhere.

Tomorrow is the second day for making advance selections. Displays are still intact and undisturbed. All furniture chosen tomorrow and Friday will be charged from Monday, August 2nd.

The Sale embraces every piece of furniture in our stock and the savings range from 10 to 50 per cent.



## Writing Cases for Vacationists

Beautiful in their colored leather covers and convenient in their stationery equipment. A traveler who has one finds it so much easier to send frequent letters home.

In glazed and dull finish leathers and in blues, browns, pink, lavender, greens and other colors. Lined with colored silk.

Prices \$10 to \$35, the finer cases being regular little portable desks, with the completeness of their equipment.  
(Main Floor, Chestnut)

## If You've Never Seen a Pink Elephant

it's no sign that they don't exist! The newest feminine charms are tiny pink or white elephants, which a girl wears on a silken cord 'round her neck. The pink elephants have sparkling green eyes, too.

And if she'd rather have a little brown donkey than an elephant we have them also.  
\$1 each.  
(Jewelry Store, Chestnut and Thirteenth)

## ENVELOPE chemises from the Philippines are hand-embroidered and hand-sewn, and altogether very good at \$3.50.

(Third Floor, Central)

## Inexpensive Handkerchiefs for Women and Men

These are good, sturdy Irish linen handkerchiefs in the always-liked plain hem-stitched style—and they are not so expensive that you'll mind losing them.

Women's handkerchiefs—\$1.75 a dozen.

Men's handkerchiefs—\$4.50 a dozen.

They all have narrow hems, too.  
(West Aisle)

## Fancy Cotton Voile Special at 50c a Yard

Dotted and figured voile, mostly with dark grounds, and all very attractive for Summer and early Autumn dresses.  
(First Floor, Chestnut)

## A Good Time to Get Girls' Summer Frocks

for prices on many have been considerably lowered.

There are sturdy gingham for mornings, there are sheer, pretty cotton voiles and any number of transparent organdies in the popular Summer colors.

White as well as colored frocks are included in the group, the styles are good, there is a wide assortment, and prices go from \$3 to \$18.50.  
6 to 14 year sizes  
(Second Floor, Chestnut)

## A Good Special Sale of Silk Lengths

It includes so many kinds of silks that women want right now, in lengths that are most practical, and at prices that mean money saving, for they are all marked less than the prices by the yard.

This Sale, which started several days ago, has been enlarged—because every day we add fresh lengths of good silks. You may expect to find

Printed foulards  
Crepes de chine  
Japanese habutais  
Georgette crepes

Tub silks  
Satins  
Taffetas

in black, white and the desirable colors. There are plain and fancy weaves and designs, and any woman who will take the time to look through the collection will be amply repaid by the small prices.  
(First Floor, Chestnut)

## The Summer Sale of Men's Wear

is the occasion for the replenishing of hundreds of chiffoniers in Philadelphia. Men not only stock up for vacation needs but get all the shirts and ties they will need for some time to come.

Silk shirts at \$10. Beautiful shirts, both pleated and plain negligee, some with separate collars to match and some all white.

Silk-mixed and mercerized shirts at \$3.85. A wide range of fine patterns.

Madras and percale shirts, \$2.50 and \$2.85. Soft cuff, plain negligee shirts in good designs and colors.

Silk neckties, 65c and \$1.15. Four-in-hands and bows in a great variety.  
(Main Floor, Market)

## All Men's Sennit Straw Hats Now \$3 and \$4

Sennit hats are the straight-brim style that nine men out of ten wear.

Among these are the fine Lincoln-Bennett and Redleaf London straw hats, the finest in town.

Considerably reduced at \$3 and \$4.  
(Main Floor, Market)

## Women's Good-Style Low Shoes Special at \$5.60 a Pair

A great assortment of models with not all sizes in each style, but all sizes in the lot.

At \$5.60 a pair you save a third to a half—often more.

Tan calfskin and black kidskin oxfords with Cuban heels.

Patent leather and black and tan calfskin tongue pumps with Louis heels.

Patent leather oxfords with Louis heels.

Brown kidskin tongue pumps with Louis heels, some with brown satin or brown suede backs.

Brown calfskin oxfords with brown suede backs and Louis heels.  
(First Floor, Market)

## Smart, New Bathing Accessories

Caps and shoes and such things are important, indeed, for they mean comfort when bathing if they are right.

New, large rubber hats, in becoming shapes and the popular colors are 85c and \$1.10.

Rubber-coated hats are \$1.20, \$2.20, \$5.75 and \$6, and these are often in combination colorings and in the new shapes.

Rubber caps in bright colors are 25c to 60c.

High soft-soled shoes, \$1.35, \$1.85 and \$2.50 a pair.

Bathing bags, \$1.10.  
(Main Floor, Central)

## Men's and Women's Umbrellas at \$4

Strong, everyday umbrellas, with paragon frames, carved and plain mission handles with silk loops or leather straps, and covers of sturdy black cotton that has selvage edges. They are both full-sized—26 and 28 inches.

Good especially for office use or to lend.  
(Main Floor, Market)

## Cotton Crepe Kimonos

The good old-fashioned shirred sort, with no trimming, but amply cut and possessing a general air of comfort. In rose, blue and pink, \$3.75.  
(Third Floor, Central)

## An August Sale of Oriental and Domestic Rugs at Remarkable Savings

For variety and unusualness this is a remarkable sale, the merchandise in it ranging all the way from a Japanese straw rug at 95c to beautiful Persian Serapi at \$15 00.

New shipments of Oriental rugs have come in and these together with a number from our own stocks are being offered at savings of 10 to 30 per cent.

One of the most notable lots in the sale comprises Smyrna rugs—a splendid new purchase which we have marked at 30 per cent less than regular prices.

High-grade Wiltons and wool Wiltons in a full choice of standard patterns are marked at reductions of 25 to 30 per cent.

And Summer rugs in very large assortment at very substantial reductions.

### The Beautiful Choice of Oriental Rugs at Savings of 10 to 30 Per Cent

#### Saruk Rugs

11 x 8.3 ft., \$835  
10.5 x 8.4 ft., \$780  
12.4 x 8.6 ft., \$830  
10.9 x 7 ft., \$75  
10.6 x 6.10 ft., \$850  
12.7 x 8.7 ft., \$745  
11.6 x 9 ft., \$1105  
11.3 x 9.5 ft., \$1115

#### Kermanshah Rugs

14.6 x 10.8 ft., \$1155  
14.8 x 11.2 ft., \$1295  
13 x 9 ft., \$875  
13.6 x 9.6 ft., \$700  
13.9 x 10.1 ft., \$845  
10.1 x 9 ft., \$710  
10.6 x 7.11 ft., 480  
10.7 x 7.2 ft., \$545

#### Serapi Rugs

14.6 x 11.4 ft., \$1345  
17 x 11 ft., \$1400  
17.1 x 11.8 ft., \$1500  
12.6 x 9.9 ft., \$1055  
12.7 x 10.3 ft., \$865  
12.4 x 10.6 ft., \$800  
12 x 9 ft., \$775  
11.1 x 10.6 ft., \$775

#### Kazak Rugs

4 x 5 ft. to 4.6 x 6.6 ft., \$97.75 to \$176

### Standard Domestic Rugs at Remarkable Savings

#### High-Grade Wilton Rugs

9 x 12 ft., \$145  
8.3 x 10.6 ft., \$143.50

#### Wool Wilton Rugs

9 x 12 ft., \$98.50  
8.3 x 10.6 ft., \$96.50

#### Axminster Rugs

9 x 12 ft., \$48.50, \$58.50, \$65.50

#### Velvet Rugs

9 x 12 ft., \$58.50

#### Royal Smyrna Rugs Reversible

9 x 15 ft., \$98.50  
10.6 x 13.6 ft., \$117.50  
10.6 x 15 ft., \$121.50  
12 x 12 ft., \$110.50  
12 x 15 ft., \$127.50

#### Heavy Japanese Rush Rugs

9 x 12 ft., \$19.75  
8 x 10 ft., \$18.75

#### All Our Japanese Straw Rugs at Clearaway Prices

9 x 15 ft., \$12.50  
9 x 12 ft., \$9.75  
8 x 10 ft., \$6.75  
6 x 9 ft., \$4.75  
3 x 6 ft., \$1.75  
4 x 7 ft., \$3.50  
27 x 54 inches, 95c

## All Our Office Furniture in the August Sale

Prices have been reduced 10 to 33-1-3 per cent.

The selection of desks is exceptionally good. Everything is of standard quality.

Advance selections may be made tomorrow or Friday and sales dated from Monday next, August 2nd.

(Third Floor, Market)

## Ready in a Jiffy—These Candy Packages

Fresh candies, in packages, ready to take with you for the week-end.

Assorted chocolates, pound packages, 80c.

Chocolate-covered marshmallows, 60c a pound.

Chocolate-covered nougat, 60c a pound.

The Wanamaker Special Summer Package holds two poundsof delicious caramels, cream wafers and fruit pastilles and is \$2 complete.  
(Down Stair Store, Chestnut)

## August Sale of Mattresses, Pillows, Bolsters and Springs

Selections may be made tomorrow or Friday, and orders placed for any goods or made-to-order work required, but no transaction will go into effect before Monday, August 2.

The sale embraces our whole stock of hair, cotton, feathers and other mattress and bedding materials of this character, together with a splendid assortment of bed springs.

All goods and workmanship guaranteed to be of the best grade.

Prices are 10 to 20 per cent less than regular.  
(Sixth Floor, Chestnut)