

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
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Everybody Can See Why the Wanamaker August Furniture Sale Is Supreme

It Is a Rare Sight to See Nine Acres of Furniture under one roof.

Almost all of the Fifth, Sixth and Seventh Floors are quickly reached by each of the forty-eight (48) of the extra-best hydraulic (water power) elevators.

Visitors passing through the city to and from the seashore and mountains will have something to talk about when they get back home.

There is certainly no such display of furniture anywhere in the United States, to the best of our knowledge or belief.

It would be worth coming from Atlantic City for a happy shopping day in the Store.

(Signed) *John Wanamaker*
July 29, 1920.

IN EVERY department of life there are some men, things and institutions which stand out unmistakably from all others by reason of certain distinctive qualities or points of excellence.

It is not in spirit of vanity we say that our August Furniture Sale is a supreme illustration of this quality of distinctiveness and excellence in a store event.

Every excellence for which a Wanamaker Furniture Sale is noted finds a new emphasis in the August Sale of 1920.

The supremacy of this Sale in magnitude of stocks is something every eye can see.

No other stocks can stand a fair comparison with them in quantities, varieties, suitability and general excellence.

The character of Wanamaker furniture is the one thing upon which everything else in the sale depends.

It simply has to be unsurpassed.

The furniture in this August Sale is of the finest character obtainable in the world today.

That is a plain statement founded on fact, backed up and borne out by woods of the choicest kind, by workmanship of unrivaled skill and by styles that hold true in all that is beautiful and harmonious in the principles of design, construction, carvings and decorative detail.

Back of the Sale is all the furniture in our stocks at savings of 10 to 50 per cent. No other two sales combined have such resources to depend upon. The floor samples alone are a mighty assemblage and a magnificent sight. But they are only a part of the collection of furniture upon which this Sale is founded.

Take your choice tomorrow, the third day of selection, of anything in the whole beautiful assemblage.

All purchases date from Monday, August 2nd.



Women's Foulard Dresses Reduced—Now \$30 to \$85

A second reduction because the dresses must be cleared away in a hurry to make room for Autumn goods.

They include a little of everything, some of the dresses being of foulard alone, while others are combined with chiffon. Some are light and some are dark, but they are an interesting collection altogether, and well worth looking over, even though some need a little renovation. Prices \$30 to \$85—a saving of \$10 to \$25 on the first prices.

(First Floor, Central)

Young Women's White and Flesh-Color Georgette Dresses Reduced

About forty dainty Summer frocks of flesh-pink or all-white crepe Georgette have been much reduced in price and are

Now \$18.50 to \$35 Each

though they were from a half to a third more, originally. Some are beaded, some tucked, some trimmed with satin or with ribbons, and all are cool and pretty and just the kind of dresses so much worn this Summer.

14 to 20 year sizes.

(Second Floor, Chestnut)

Graceful Summer Capes \$30 to \$47.50

Some have been reduced from our own stocks, some were specially purchased, but all are interestingly priced.

There are accordion-pleated wool jersey capes, there are silk tricotees, knit wool and velour capes, in the popular Summer colors as well as black and white.

\$30, \$37.50 and up to \$47.50.

(First Floor, Central)

THE Salon de Beauté is an exceedingly comfortable and restful spot in which to have a shampoo or a facial or scalp treatment, to have one's nails put in order or hair dressed. So many women like it that it is advisable to make appointments before hand.

(Third Floor, Chestnut)

This Is a Good Time to Get Untrimmed Hats

For we are hurrying out scores of fine straw hats in all the desirable colors and shapes, at very small prices.

Prices start at \$1 and go to \$5—and they have been, as you'll know, much higher priced.

There are small hats and large hats, hats of many weaves and styles, and kinds for general or better wear.

(Second Floor, Chestnut)

Inexpensive White Waists

Batiste, with lattice beading, picot edging and short sleeves, \$3.50. With tucks and lattice beading and three-quarter sleeves, \$3.85. Striped dimities with long sleeves, roll collars and very narrow pleatings—\$3.85.

Voiles with square necks and hemstitching, \$5.50.

(Third Floor, Central)

Wanamaker Special Corsets

A particularly welcome shipment, because ordinarily we can get these corsets at such small prices only for our White Sales. There are eight models, including some with rubber tops and some with laced fronts, they are of pink and white coutil and broche, and are priced at \$2.50, \$3, \$3.50 and \$4.

(Third Floor, Chestnut)

Women's \$6 Low Shoes of Uncommon Value

Black and tan oxfords with military heels and imitation wing tips. Black glazed leather oxfords with Cuban heels. White canvas tongue pumps with covered Louis heels. Patent leather plain pumps with baby Louis leather heels. Rather remarkable shoes for \$6.

(First Floor, Market)

Women's Gay Little Crepe de Chine Handkerchiefs

They are in figured and flowered patterns, in many pretty colors, and there is a wide assortment from which to choose.

25c and 50c each.

(Main Floor, Central)

Neckfixings Special at \$1 to \$2

Sets of collars and cuffs and vests with collars, made of white and ecru laces and nets, and of white and colored organdie.

Prices \$1 to \$2.

(Main Floor, Central)

Women's Novelty Slip-ons From Switzerland

We have just received a beautiful and interesting collection of handmade woolen slip-ons and sweaters from Switzerland.

They are the kind of things that tourists buy in the smart shops of Paris and London under the impression that they are exclusive to those places, whereas nearly all these hand-knit novelties originate in Switzerland.

The colors in this lot are jade trimmed with white; champagne trimmed with white, navy, camel, dark brown, light and dark Copenhagen blue, Alice blue, sky blue, pink, light gray, turquoise trimmed with white, black, white, rose, purple, henna and buff.

Prices \$17.50, \$18.35 and \$32.

(First Floor, Market)



Women Will Like These Palm Beach Dusters at \$14

Well-cut, good-looking coats they are, of good Palm Beach cloth, in the natural color, a pretty brown shade and gray.

Two styles, one with raglan sleeves, the other with set-in sleeves.

They'll protect your frock or suit while you motor or travel, are light and comfortable to wear, shed the dust and do not rumple.

And \$14 is a moderate price for such coats.

(First Floor, Central)

Summer and Pongee Silks Seem to Go Together

And the Wanamaker Silk Salon is fortunate in having a good lot of the desirable pongees, at moderate prices, just when they are wanted.

These Chinese pongees are our own importation, they come to us direct from the Orient, and in consequence are more reasonably priced.

Use them for men's shirts, for women's suits, coats, skirts, dresses and blouses, for children's clothes and for many other uses.

(First Floor, Chestnut)

Just Got a Carload of Kennebec Canoes!

Good news for the many who have been waiting for them.

Four models—Kennebec, Kinco, Torpedo and Sponson—in four colors, green, blue, red and gray. Sizes 16, 17 and 18 ft.

Prices \$87.20 to \$122.40. Maine Coast rowboats, 12 and 14 ft., \$85 and \$90.50. Paddles, back rests, cushions, life preservers and other small boat supplies.

(The Gallery, Juniper)

ALL thrifty women please note that the Summer Sale of Cotton Remnants is in full swing and offers notable opportunities for economical buying—prices being at least a third less than regular.

(First Floor, Chestnut)

The Mattress Is an Important Thing

If one should choose furniture as one chooses friends, surely the choice of a mattress, pillow or bolster is something that demands exceptional care.

The Wanamaker August Sale of these goods embraces none but things of trustworthy quality, inside and out.

Besides mattresses, pillows and bolsters the Sale also embraces a large choice of standard bedsprings. Our entire stock of these goods is in the Sale.

All prices are reduced 10 per cent and some as much as 20 per cent.

Orders given tomorrow can be charged from Monday, August 2nd.

(Sixth Floor, Chestnut)

Official Automobile Blue Book Now Ready

VOLUME T—Transcontinental Blue Book. This volume covers the entire United States, but shows only the main heavy trunk lines of travel for use of long-distance tourists, particularly for transcontinental travel. The volume is absolutely limited to these main highways and no other roads or side routes are given.

Price \$3.

(Main Floor, Thirteenth)

Two Books of Interest

"Morale," The Supreme Standard of Life and Conduct, by G. Stanley Hall, LL. D., Ph. D.; price \$3. In this book Dr. Hall traces the history of morale as it has existed in the past, giving a detailed account of how it was built up during the Great War, and how it is the standard by which to measure all human institutions and human conduct.

"Our Economic and Other Problems," by Otto H. Kahn; price \$4. Full of illuminating discussions on the New York Stock Exchange, public opinion, poverty, under-production and many other things of present-day interest.

(Main Floor, Thirteenth)

Women's New Silk Scarfs

of entrancing color have just been received in the Neckwear Store. They are striped, plaid and otherwise combined, and as a rule they have the many-colored fringe so much asked for. Price \$22.

(Main Floor, Central)

Snowy Breakfast Coats

Of dotted swiss and cross-hatched muslin, scalloped in pink, blue and lavender. Nothing could be cooler or more inexpensive, the price being \$4.85.

(Third Floor, Central)

The Candy! Here It Is!

It won't take but a minute or two to get it, either, for these are fresh sweets, freshly packed and ready to take with you.

Chocolate-covered nougat, the good kind, full of nuts, 60c a pound package.

Chocolate-covered marshmallows, 60c a pound.

Assorted chocolates, 80c a pound.

The Wanamaker Special Package—a two-pound assortment of delicious goodies, \$2.

(Down Stairs Store, Chestnut)

The August Sale of Rugs Brings a Splendid Choice at Large Savings

Oriental and domestic rugs combine to make this a very notable sale, in which savings range from 10 to 30 per cent.

Several beautiful lots of Oriental rugs in carpet sizes, many of them lately unbled, are offered, chiefly Saruks, Kermanshahs, Serapis and Chinese—now marked at \$480 for a Kermanshah, 10.6x7.11 ft., up to \$1500 for a Serapi, 17.1x11.8 feet.

Some choice groups of smaller Oriental rugs are also offered at very attractive prices—Shirvans, Daghestans, Cabestans and Kazaks. Cabestans and Kazaks from \$90 to \$176.

The other rugs included are

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
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Selections made tomorrow may be charged from Monday next, August 2.

(Seventh Floor, Chestnut)

Every Piece of Office Furniture Reduced 10 to 33 1/3 Per Cent

Our whole stock, including an especially good assortment of desks, is comprised in the August Furniture Sale.

All our office furniture is of standard grade and the opportunity to choose anything in it at a saving of 10 to 33 1/3 per cent is one that should appeal to practical men of business.

All goods chosen tomorrow can be charged from Monday, August 2.

(Third Floor, Market)

A Good Many Men Must Now Have Fresh New Summer Suits

They will be glad to see what an admirable selection our Men's Clothing Store has to show them.

These are the regulation three-piece Summer suits, generally called fancy suits, and made of cool, wool chevots and worsteds, in a large variety of patterns.

Our stock of suits of this class has been kept constantly freshened by new arrivals.

The main thing is that they are Wanamaker standard suits in fabrics, fashionings, tailorings, everything.

Some very exceptional suits at \$35; others in a very good variety up to \$80.

(Third Floor, Market)



Men's Split Straw Hats Reduced to \$4

These are the fine, straight-brimmed split straw hats that were \$2 and \$3 more until today. Best liked, probably, of all the splits.

Also good choosing in the sennit straw hats (stiff brimmed) that have been reduced to \$3 and \$4, including the Lincoln-Bennett and Redleaf London hats.

(Main Floor, Market)

Men's Initial Handkerchiefs, 60c Apiece

Good handkerchiefs for this price, too.

Of sturdy Irish linen, with narrow hemstitched hems and an easily read letter in one corner.

(West Aisle)

The Men's Wear Sale and Vacation Time

fortunately come together, so that the man who needs an extra supply of fine shirts and neckties may stock up at a good saving.

Beautiful Silk Shirts at \$10

Pleated and plain negligé, some with separate collars to match and some all white.

Other Shirts, \$2.50, \$2.85 and \$3.85

At the first two prices are soft-cuff, plain negligé shirts of madras and percale in good designs and colors. At the last price are some fine silk-mixed and mercerized shirts.

Neckties, 65c and \$1.15

Four-in-hands and bows in great variety and of a good quality of

(Main Floor, Market)