

STORE CLOSED
ALL DAY TODAY

WANAMAKER'S

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WEATHER
Cloudy

Monday We Begin Sending Home the Goods From the August Furniture Sale

July Steps Down and Off Tonight

After all the wonderfulness of our effort to put a stop to rising prices by our "Patriotic Movement" of May and June, we had a more than normal July.

Now then for August—

**A Most Favorable Furniture Offering—
Actually Now on the Floors**

Be It Remembered

that not merely this and that, but every piece of our guaranteed good quality of furniture now on the floors and as much more besides in our warehouses, or on the rail coming along, is

Set for the August Sale and Lowered in Price

The larger reductions have come from negotiations with manufacturers, growing out of our May and June patriotic movement efforts.

So it is to be seen here that we have made some progress in reducing prices in certain directions.

It is fair to say also that the furniture artists and builders are trying to impress upon us that all of the best woods are scarcer and the best workmen are fewer.

(Signed) John Wanamaker

July 31, 1920.

Autumn Gowns of Charmeuse for Young Women

Gleaming navy blue or black charmeuse makes these attractive new frocks, which are here in early Autumn models. Quite a number are embroidered, some in color, and others in tinsel. Necks are round and collarless, usually; sleeves are sometimes short, skirts are plain and accordion pleated.

The lines are youthful and becoming, the dresses are very new and good looking, and they are in sizes 14 to 20 years. Young women who want dark frocks will find these useful to wear now and all through the Autumn.

\$52.50 to \$185.

(Second Floor, Chestnut)

Here's a Special Sale of Pretty Jewelry

Sparkling trinkets of sterling silver or gold plated, in the new Summer designs and styles, all at prices that are of particular interest.

Sterling silver bar pins, \$1.50 to \$5.50, are set with rhinestones alone, or rhinestones combined with colored stones. Sterling silver brooches, \$1.75 to \$3, are sparkling with rhinestones on many designs.

Rhinestone pendants on silver chains, \$1.75 and \$2, are unusually attractive.

Gold-filled cuff links, \$1 to \$1.50, are in styles men will like. Other gold-plated trinkets, \$1.50 to \$5.25, include imitation cameo brooches, bar pins, brooches, necklaces and other dainty pieces.

(Jewelry Store, Chestnut and Thirteenth)

2000 Summer Waists Specially Priced

300 Georgette waists at \$3.50. These are all frill trimmed and mostly in white and flesh colors; a very few in bisque and navy.

1000 white cotton waists at \$3.50. Nearly all of these are batistes and voiles, prettified with lace or hand embroidery. A few are of dotted Swiss, ruffled.

200 sample waists at \$2 to \$7.50. Batiste and voile lingerie waists, almost all in sample sizes—38 inches.

200 waists at \$2. One style of hand-embroidered voile, one of lace trimmed and one of tucked batiste.

300 waists at \$5 and \$6. 85 Porto Rican hand-made waists, one style having drawnwork only, and the other three having real fillet.

(East and West Aisles)

Women's Dainty Black Low Shoes, Special at \$9.75

Choose from pumps and oxfords of dull black calfskin.

Both in narrow toe, graceful shapes, with flexible turned soles. The oxfords have Cuban heels, and the pumps, which are plain, have baby Louis heels.

Beautiful shoes for the price.

(First Floor, Market)

Women's Silk Stockings Special at \$2.25

A new lot of about 2000 pair of full-fashioned silk stockings with mercerized tops and in black, white, navy, gray, Russian calf and cordovan.

Fine looking and serviceable hosiery.

(West Aisle)

Nine acres of the finest kind of cabinet work in the world—"Wanamaker Furniture for Futurity"—and back of this an immense warehouse full of goods of the same high quality, every suit and piece at an abatement of 10 to 50 per cent from the fair, regular price—that is the main strength and substance of the Wanamaker Famous August Furniture Sale, which speeds forward on its full career Monday.

Nine acres of "Wanamaker Furniture for Futurity"—are a rare sight, a magnificent sight, wonderfully instructive to walk through and a wonderfully advantageous sight to everybody interested in that grand and beautiful old institution—the home.

What, then, of the needs of your home?

Does it not call for replenishment or improvement in some part of it? Are the furnishings of it really worthy of it? Do they come up to your ideas of the kind of home to which you should like to welcome your friends?

If they do, well and good. If not, now is the time to secure the furniture which gives the home a new and finer atmosphere, and the people who live in it a new dignity:

You Must See the Goods

This Wanamaker August Sale is the great home-furnishing opportunity. It brings by far the largest selection at retail in America, of the finest kind of furniture at the lowest safe prices.

But there is only one way properly to appreciate just what it all means, and that is to come and see it.

(Fifth, Sixth and Seventh Floors)



Feather Turbans, Felt Hats and Other Signs of Autumn

There are quite a few signs of Autumn in the Millinery Salons these days, for new hats are coming in and there is much to see.

New felt sports hats are broad of brim, rather larger as to crown and new in shape. They are sometimes ribbon trimmed, sometimes have felt scarfs, wool embroidered, and come in such gay shades as

rose pink, dove gray and China blue.

To wear with early Autumn suits, there are smart little feather toques and turbans—also some new small hats entirely of glistening feathers. These, too, are in new shapes and in the fashionable colors. Velvet hats with feather facings and feather bands are also among the new hats for Fall.

\$10.50 to \$22.

(Second Floor, Chestnut)

The Fine Sterling Silverware for the Dining-Room Table Is Also Down in Price

A number of beautiful sets and pieces in sterling silverware, including tea sets, tea kettles, waiters, silver bowls, fruit dishes, compotes, cake dishes, pitchers, sandwich plates, baking dishes, vases, have had their prices reduced 25 to 33 1-3 per cent in connection with the famous Wanamaker August Sale of Furniture.

This ware is dependable and at the new low prices values are remarkable.

Tea sets, 5 pieces, \$260, \$270 and \$350.

Tea kettles, \$170, \$190 and \$200.

Waiters, \$390.

Candy jars, \$80, \$85 and \$235.

Silver bowls, \$85, \$105 and \$130.

Fruit dish, \$285.

Compote, \$100.

Cake dishes, \$75.

Pitchers, \$130.

Sandwich plates, \$22.

Baking dishes, \$200.

Vases, \$195 and \$230.

(Jewelry Store, Chestnut and Thirteenth)

Women's New Scarfs From England

In silk they are double, and come in a wonderful assortment of colors and stripes. Black and white stripes and gray, blue, sand, rose and corn, with contrasting colors, in wide and narrow stripes. Price \$16.50.

The woolen scarfs include one in light tan, with colored stripes, at \$4, and a style in many colors, with wide contrasting color stripes, at \$8.50.

Also a fine light-weight woolen slip-on in white, with colored stripes at the bottom and on cuffs and neck, at \$18.

(First Floor, Market)

Undergarments for Vacationers

Women who like things pretty, but not too good when they are going to be put through the mill of strange laundries, please take note—

Of lustrous white sateen petticoats, double panel, at \$3.25.

Pink dotted muslin chemises—envelope kind with a little narrow lace—\$2.75.

Other envelope chemises of pink batiste at \$1.

And fine pink crepe de chine nightgowns—either tailored or lace trimmed—at \$6.

(East Aisle)

Petticoat, Dress and Negligee Specials

700 silk petticoats at \$5 and \$5.50. Some all-messaline, some all-jersey, some of jersey with messaline flounces. All have elastic waist bands.

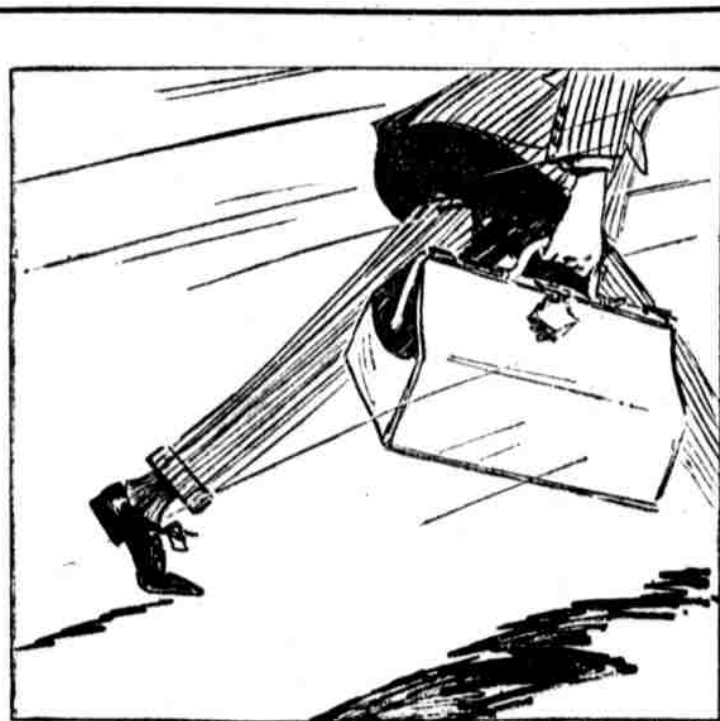
200 cotton house dresses at half. These are reduced out of stock and are chiefly plain and figured voiles. Prices are \$5 to \$9.

(East Aisle)

400 boudoir caps at \$1. Samples and only a few of each kind.

300 breakfast coats at \$3.25. Cotton crepe with embroidery on collars and cuffs. Pink, rose, lavender and blue.

(Third Floor, Central)



Here's Your Luggage! —If You Want to Save

A factory that turns out some of the most dependable luggage in this country is making its midsummer clearance. And we have the pleasure of passing the goods on to you at

Savings Averaging 40 Per Cent

Traveling bags, suitcases and bellows cases, some of the pieces fitted.

Mostly of prime oak-tanned cowhide, with a good selection of black enamel pieces for those who want them, and some very inexpensive fiber suitcases.

All perfect goods, well made and sure to give service.

You can get a 24-inch fiber suitcase, light in weight and with leather corners, handle and straps and cretonne lining, for as little as \$3.75.

Or a fine black enamel suitcase with sewed corners for \$8.50.

A large, handsome English-style oxford bag of oak-tanned cow-hide with sewed-in frame, sewed corners and leather lining is \$22.50.

These are only a few of a splendid lot of lower-priced luggage.

(Main Floor, Chestnut)

Fine Couch Hammocks Come Down in Price in the Furniture Sale

All of our floor samples of couch hammocks with stands and sunshades may be had now at a saving of one-third.

These hammocks included not only our popular \$12 and \$18 styles, but also specially designed couch hammocks.

Some of the hammocks have upholstered backs with three-piece cushions. Some are in davenport style.

Covers are duck, canvas and imported cretonnes in exclusive designs.

(Seventh Floor, Market)

Men's Panama Hats Reduced to \$5

Handsome finished Panama hats that have been selling in our regular stocks for a great deal more—some for twice as much.

Here is the opportunity for a man to get a good Panama hat for the usual price of an ordinary straw hat.

(Main Floor, Market)

Ready—Jackson's Philadelphia Year Book for 1920-21

The book contains, among hundreds of other matters of interest, the city's new charter.

Price \$2.

(Main Floor, Thirteenth)

Odds and Ends of Awning Goods at Half

Printed and painted stripes. All of the best standard materials.

In over-lengths of 2 to 15 yards.

All marked for a season-end clearance at 50c a yard, half price, in nearly every instance.

(Fifth Floor, Market)

FRESH lots are added to the Sale of Cotton Remnants for Monday and the variety is almost as good as at the beginning. Everything is at least a third less.

(First Floor, Chestnut)

Women's Undervests Underpriced

Fine ribbed lisle vests with hand-crocheted yokes, 65c and 75c each.

These yokes are made by the peasant women of Europe and brought over here, where they are attached to the domestic vests.

(First Floor, Market)

OTHER AUGUST SALES OF FURNISHINGS Oriental and Domestic Rugs in a Notable Disposal

Beautiful Saruks, Kermanshahs, Serapis and Chinese in carpet sizes, and in a delightful choice of colors and designs, are offered at 10 to 30 per cent less than standard prices.

Many smaller sizes Oriental weaves are also in the Sale at similar savings—Shirvans, Daghestans, Cabestans and Kazaks. Many of these are rugs that have lately come in, others being from our regular stocks.

Four splendid groups of standard domestic rugs are on sale at 10 to 30 per cent under regular prices, thus:

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., \$68.50

Heavy Japanese Rush Rugs
9 x 12 ft., \$19.75
8 x 10 ft., \$18.75

(Seventh Floor, Chestnut)

Royal Smyrna Rugs, Reversible—New and Very Exceptional

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

All Our Japanese Straw Rugs at Clearance 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., \$2.50
27 x 54 inches, 95c

Chinese Furniture, Too, Goes Into the Sale

All Chinese furniture remaining in the Oriental Store is being cleared away. It consists almost entirely of chairs—arm chairs, bedroom chairs, rockers, reclining and hour-glass chairs—of the grass and peel varieties, and all of them are priced during August at a third and a half less than regular.

(Fourth Floor, Chestnut)

The August Sale of Paintings and Mirrors

The paintings include such artists as Weber and English among water-colorists; and Merritt Post, E. W. Redfield, Guerrer, Gabrini, Frederick Ede and Matilda Brown among painters in oil. There are landscapes, sheep pictures, marines.

Among the mirrors are oval silver-finished mirrors, polychrome mantel mirrors, console mirrors, living and bedroom mirrors.

Both mirrors and pictures are 20 per cent less than regular.

(Fifth Floor, Market)

All Our Mattresses, Pillows and Bolsters and Springs in the August Sale

Prices are 10 to 20 per cent less than regular rates. Qualities of the regular standard grade we always sell; fully guaranteed for service.

The sale embraces hair, cotton and feathers and tickings in abundant supplies for making mattresses, pillows and bolsters to order.

Also a large assortment of springs of the best standard makes.

(Sixth Floor, Chestnut)

Everything in Office Furniture at a Saving of 10 to 33 1/3%

An actual saving of 10 to 33 1-3 per cent on office furniture. Standard quality is something that should make its own appeal to men of business.

It applies to every piece of office furniture in our stock during this August Sale, nothing excluded. The selection of desks is especially good.

Now is surely the time to look to the needs of your office, on the equipment of which so much depends.

(Third Floor, Market)