

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
Cloudy

Only One Way to Realize What a Marvelous Thing Is This August

Furniture Sale—Come in and See the Goods

THE best furniture sale from your point of view is the sale that has the furniture you want at the lowest prices that any one who values real quality and real economy is safe in paying.

This Is the Sale

This is the sale for people who want to feel certain about the quality of the furniture they buy and who want to feel equally certain about the genuineness of the economy they effect in the buying of it.

The Wanamaker Furniture Sale has always been essentially and pre-eminently the sale of real quality and real economy.

Today, more than ever, it lives up to that description:

The finest furniture made in America and some of the finest pieces made in Europe are here in an assortment without a rival either in America or Europe.

There is not a maker of fine furniture in the country who is not anxious to have his goods on these floors.

The stocks as you see them represent the pick and choice of the output of the best shops in the land, and undoubtedly they look it.

It is not only a pleasure to go through them but something of an education also.

The beauty of them, the fineness of the woodsmithing, the charm of the designs and the cleverness and skill of interior and exterior cabinet-craft are an impressive object lesson on the marvelous development that has taken place in the art of home furnishing in America within comparatively recent years.

The one factor above all others responsible for this ever-rising standard is the Wanamaker Furniture Sale.

It has spread the light regarding furniture qualities, furniture beauties and furniture values. And it must meet the new demand resulting from the newer knowledge of furniture and the furnishing arts as no other sale can meet them, because the people have made it the greatest sale of any kind in the world, and they must have good reason for doing so.

The Three Chief Divisions

The Fifth Floor, with all its lovely and luxurious pieces for living rooms, libraries, drawing rooms, reception halls, is like some great, brilliant museum:

The Sixth Floor contains a wonderful acreage of bedroom and dining-room suits, ranging all the way from the good-looking and excellent suits at \$478 up to a superb classic Adam reproduction—a dining-room suit in mahogany at \$3000.

A striking feature of the assemblage is the large number of dining-room suits in novel and exclusive styles, many of them charmingly decorated.

The wicker furniture is shown in fine amplitude on the Seventh Floor. All our furniture is in the Sale and prices 10 to 50 per cent less than regular.

(Fifth, Sixth and Seventh Floors)



A Man With Small Means May Take Heart

when he reads in the Sun and New York Herald that Number One Wall Street in New York,

"The 'Chimney' Building, as the structure at the southeast corner of Broadway and Wall Street is often called, has been leased to a syndicate for twenty-one years at a rental said to be in excess of \$3,000,000. The building, which for its size probably has the smallest base in New York, fronts 29.10 feet in Broadway and 39.19 feet in Wall Street."

On the other side of Broadway, a few squares north, at the corner of Barclay, stands the Woolworth Building, sixty stories high, on a small block of ground, 151 feet by 195 feet, in which are 3500 rooms (little houses), occupied by 10,605 tenants and employees.

Deeply rooted in the earth, each floor constructed skillfully to become foundations for the multiplication of stories upon stories up into the higher, healthful air, a town of 10,605 inhabitants living in the sweeter, clearer air above the city streets, helping to make the fame and name of New York City an honor the world around!

As it takes only a little plot of ground for such great and valuable buildings to grow upon, it is not to be wondered that small foundations, like two small boys, one a telegraph messenger and the other a mechanic, can sometimes grow into great and valuable lives, such as those of Andrew Carnegie and Thomas A. Edison.

Small, indeed, were the means and spaces when and where this honorable business enterprise began, and sometimes the climbing up was painful, but through all the years we have steadily mounted and are still keeping on the course upward and upward and bettering our facilities and methods to be of greater service to our patrons in two great cities.

(Signed) *John Wanamaker*

August 2, 1920.

100 Women's Summer Dresses Reduced—\$5 to \$15

Ginghams, voiles and organdies, which are mused or soiled or in broken sizes, and which must be cleared away at short notice. There is good picking among them and we shouldn't be surprised if some women bought two or three at a time.

(First Floor, Central)

A Clearance Sale of Pretty Summer Dresses for Young Women

Scores of dainty, pretty Summer frocks, for which you will have need for several weeks, are all marked at new and lower prices to hurry them out. Some are fresh and spotless because they have been here but a short while, others perhaps need a pressing. But all are in good styles and desirable.

At \$4, \$6 and \$9.50 are street and afternoon dresses of light and dark colored voiles in many good models.

At \$6 to \$10 are pretty checked and plaid gingham frocks in ever so many colors and combinations.

At \$15 are finer dresses of dotted Swiss and voiles—lovely dresses of white, usually, many with colored dots and trimming.

14 to 20 year sizes.

(Second Floor, Chestnut)

These Good Silk Gloves for \$1 a Pair

are a weight women like for Summer, and a quality that is good for the price.

Of firm silk with a lustrous finish; the gloves are in tricot weave and have Paris-point embroidery for finish.

There is all white, white with black embroidery, pongee color and gray.

2-clasp fastening.

(West Alala)

Women's Fine Fashion Pumps Specially Priced at \$12

These shoes are from the leading women's shoe factory in Philadelphia. Ordinarily they are a third to a half more.

Black and tan calfskin and black kidskin Louis heel pumps with turned soles—just the dainty, light weight shoes that women want for Summer.

Mostly in tongue effects, though there are also plain seamless pumps in the black leathers only.

(First Floor, Market)

Glistening Baronet Satin Skirts at \$13.50 each

This is a modest price for such pretty skirts!

They are all of the popular white Baronet satin, gleaming and of good quality.

Made with shirring at the waist, narrow belts and button-trimmed pockets.

Just such skirts as are wanted for shore and town wear.

And they come in regular and extra sizes.

(West Alala)

Camee's

One of the new Camee packages is a dainty round box which holds a pound and a quarter of sweets. Filled with the delicious Camee chocolates (and there are no letters in town!), ribbon tied and ready for an attractive gift—\$2.50 complete.

Camee chocolates in delectable variety, \$2 the pound—creams, nuts, jellies, fruits of unusual flavor, with the rich French chocolate coatings for which these sweets are famous.

(Main Floor, Chestnut)

SPECIALLY PRICED WAISTS

may still be had tomorrow, for instance—

Frill-trimmed Georgettes, mostly white and pink, at \$3.50.

Batiste and voile waists with lace and embroidery, \$3.50.

Porto Rican hand-made waists with drawwork or filet at \$5 or \$6.85.

(East and West Alala)

WOMEN'S TERRY BATH ROBES

just arrived are peculiarly liked because they have considerable warmth and weight and at the same time they can be laundered.

One style is \$5.75 and one \$7.85.

Both have collars, pockets and girdles and may be had in pink, blue and lavender.

(Third Floor, Central)

WOMEN'S SNOWY HANDKERCHIEFS \$4.75 A DOZEN

are a quality that any woman would like to use, for they are sheer and fine, with narrow hems, daintily stitched.

These handkerchiefs were made in Ireland, came to us direct, and are an unusual "find" at this price.

We'll mark them for you, with machine or hand embroidery, if you wish.

(West Alala)

An August Rug Sale of Real Helpfulness

Oriental rugs, standard domestic rugs, Japanese rush rugs, Japanese straw rugs, all are included in the notable August Sale now going on with prices 10 to 30 per cent less than regular markings.

Chinese Rugs

14.5 x 11.9 ft., \$920.
8 x 6 ft., \$168.
12 x 9.4 ft., \$615.
12 x 9 ft., \$480.
15.10 x 12.2 ft., \$995.
12 x 9.1 ft., \$445.
11.11 x 8 ft., \$505.

12.2 x 9.2 ft., \$435.
11.11 x 9 ft., \$490.
11 x 8.2 ft., \$559.
12 x 9 ft., \$465.
12.2 x 9 ft., \$500.
12 x 9.2 ft., \$470.
6 x 3 ft., \$60.

5.3 x 2.10 ft., \$88.

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.

Heavy Japanese Rush Rugs

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

(Seventh Floor, Chestnut)

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.

All Our Japanese Straw Rugs

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.

Now Is the Time to Buy Mattresses

—now when you can choose from our entire stock at an August Sale reduction of 10 to 20 per cent from regular prices.

The same applies to pillows, bolsters and bedsprings, all of which are included in the Sale.

All Wanamaker bedding is warranted to be of the highest grade, constructively and hygienically.

(Sixth Floor, Chestnut)

Good Cowhide Suitcases \$10.75 and \$11.75

Good looking serviceable cases of brown cowhide, with straps all around.

In standard and extra sizes, 24 and 26 inches.

At such low prices they afford a great opportunity to vacationists.

(Main Floor, Chestnut)

Automobile Tires and Tubes at 20 to 30 Per Cent Less

We have about 125 fabric tires of various makes in good sizes, all first grade and all fully guaranteed, that we can sell at 20 to 30 per cent below regular prices.

Sizes 30x3 1/2 to 38x5 1/2, at \$15 to \$80.

Also some special guaranteed red inner tubes in sizes 30x3 to 37x5, at \$2.72 to \$10.45.

Oils, greases, polishes, soaps, chairs, cushions, clocks, spark plugs, and sets and everything for the car.

(The Gallery, Jungles)

NEW FICTION

"The Flying Legion," by George Allan England. A gripping tale of the Great Arabian Desert. A "Flying Legion" composed of men who seek the lure of high adventure, reaches the Forbidden City after many perilous adventures. Price \$1.90.

"Atlantida," by Pierre Benoit. A story awarded the Grand Prix du Roman by the French Academy as the best novel of the year. A tale of the North African mountains with their fierce tribes. Price \$1.75.

(Main Floor, Thirteenth)

WITH GOOD SOAP AND A BATH SPRAY

you'll enjoy your bath or shower just that much more.

Queen Mary bath tablets give a creamy lather and are fragrantly scented—violet, rose, cold cream or verbena, 13c a cake, \$1.50 a dozen.

Bath sprays, \$1.50 to \$7 each—and from \$2.50 up the sprays will fit any faucet.

(Main Floor, Chestnut)

TISSUE GINGHAM AT 75c A YARD

Ordinarily it sells for more, but this arrived so late from the manufacturer that we shall dispose of it for 75c. It is nearly as heavy as zephyr gingham and the colors are woven in; also there are three styles of the checks, all on white grounds.

(First Floor, Chestnut)

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)



Just When Many Men Need New Summer Suits

to wear from now on into the crisp autumn days we have a very good selection to show them—chiefly chevots in the regular, cool summer weights and in a large variety of fancy designs—Wanamaker suits in every way, which means that they are up to the best standard in all-wool fabrics, tailoring and fashion.

Some very exceptional ones as low as \$35, the others ranging up to \$80.

(Third Floor, Market)

Men's Redleaf Underwear New From England

Light-weight sheer white lisle shirts and drawers, \$3.25 a garment. Shirts have short sleeves and drawers are in two lengths of legs.

Summer-weight gauze cotton shirts and drawers, \$2.50 a garment. Shirts have short or long sleeves and drawers are in regular and stout models.

(Main Floor, Market)

When a Man Can Get a Good Panama Hat for \$5

he is getting something that will not only give service this Summer but will be perfectly all right for wear next Summer.

We have reduced a lot of finished Panama hats to this one price—\$5. It is an opportunity of unusual merit.

(Main Floor, Market)