

Organ Programs at 9, 11, 4:50  
Best 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

# How Well This August Furniture Sale Stands the Test of Service to the Home

"If Every One  
Would Mend One  
All Would Be  
Mended"

is an adage almost as old as the hills.

Like unto it is this—

"If every one swept before  
his own door  
all the street would be clean."

Scissor this out and place it under the picture where you may see it often to teach us its homely lesson to help things along.

Seventy years ago it was not uncommon to see the housemaids sweeping half-way across the streets on which their homes fronted.

The little villages near the city were always kept clean by the residents sweeping before their own doors.

Philadelphia should not be dirtier than the little towns surrounding it.

Sweep up public opinion around the Mayor to do the self-imposed task of cleaning up the City as he has cleaned up before the doors of City Hall—"Hello there! Are you sure you hear me?"

[Signed]

*John Wanamaker*

August 4, 1920.



THE Wanamaker Furniture Sale has raised the furnishings and appointments of the American home to new and higher standards.

That is hardly too much to claim for a sale that has now perhaps ten thousand echoes all over America, but which is still as individual, unduplicable and unmistakable as it was on the day it was begun.

It is an event the influence and stimulus of which have been felt all the way from the forest to the fireside.

It has put whole furniture factories and organizations on their mettle. It has sent them back with a new zest for knowledge to the fine old sources of inspiration in modeling and design.

It has sent them forward with corresponding eagerness to the exploration of new spheres of improvement in construction and woodsmithing.

It has been directly responsible for many real and notable improvements in furniture-making, and of which we have specifically told in detail in former advertising.

It has proved and is proving itself to be the one inspirational and constructive sale of its kind in the world.

## The Sale That Stands the Test

It is based upon an upbuilding principle—the upbuilding and upholding of quality, beauty, likableness and serviceableness in furniture.

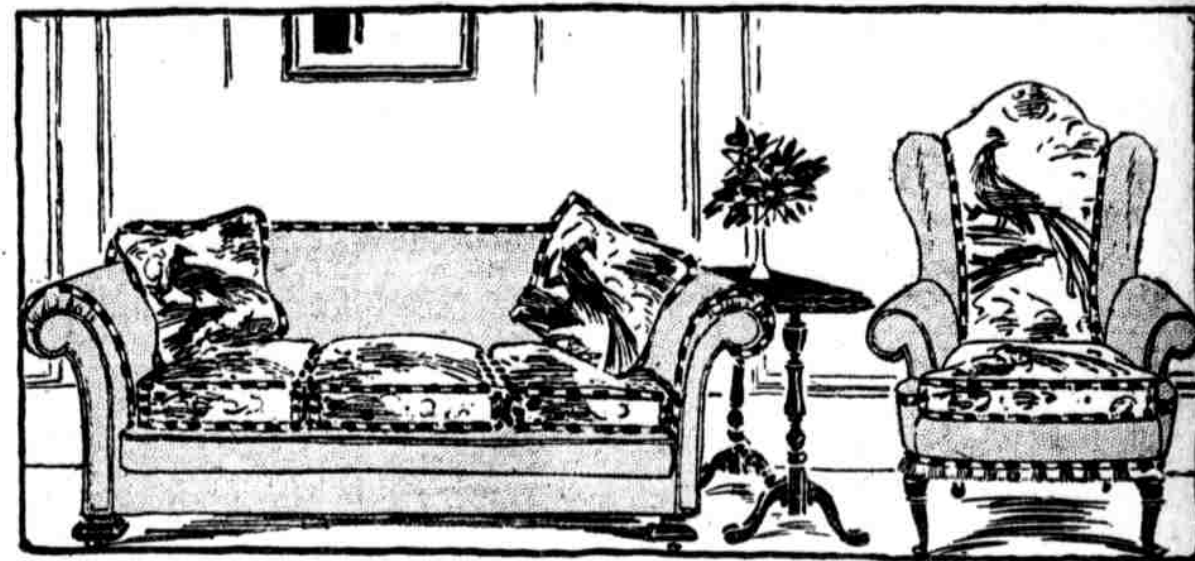
Above all else it stands the test—the test of service to the individual home.

It stands the test as only a sale can stand it that is backed with such a collection of merchandise.

It is easy to see that there is only one Wanamaker furniture sale in this vicinity at any rate because there is only one stock of furniture good enough, large enough, varied enough, fine enough, desirable enough to make a Wanamaker sale, and that stock is here.

Every piece of furniture in our possession is offered in this sale at 10 to 50 per cent less than regular prices.

(Fifth, Sixth and Seventh Floors)



## Women's Fresh Sports Coats and Capes

Made of camel's hair in the natural color, and all—whether coats or capes—lined throughout with soft taffeta and peau de cygne. There are various styles of collars, big pockets, set-in and raglan sleeves, and the garments vary from hip to three-quarter length. Also the prices are \$50 to \$90—so much below those of the earlier season that we have had to reduce whatever duplicates we had in stock.

(First Floor, Central)

## Lingerie Waists

Voile, with lots of lace, are \$5.  
Batiste, with wide lattice-work and frills, \$5.50.  
Voile, with square neck, embroidery and tucked cuffs and collars, 75c.

French voile with collar of Irish lace, \$13.75.  
A quite enchanting affair of French voile with Cluny lace, \$13.75.

(Third Floor, Central)

## Women's Pumps and Oxfords Special at \$6 a Pair

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.

(First Floor, Market)

## White Petticoats Both Silk and Cotton

White tub silks with sectional flounces are \$5.  
White silk jerseys with fancy messaline flounces are \$7.50.  
White Japanese silks, self-lined and hemstitched, are also \$7.50.  
And white cambrics with flounces of excellent embroidery and ruffled dust ruffles besides are \$3.25.

(Third Floor, Central)

## 100 Surf Satin Skirts Specials at \$4.50

But no matter how many of these good skirts come in a shipment, they never seem to be enough to go around.  
They are the pure white surf satin, of heavy quality and with the desired bright finish. The pockets are bias and button trimmed, and the belt.

(East Aisle)

## For Women Who Like Plain Sheer Handkerchiefs

And who find such handkerchiefs very hard to get in these days at a moderate price, we recommend the two following. They are both more than daily good values.  
One is a sheer Irish linen handkerchief with a ¼-inch hem at a dozen.  
The other is a sheer Irish linen handkerchief with a spoke hemmed hem at \$4.20 a dozen.

(West Aisle)

## Young Women's Tub Skirts, Specials, \$3.75

You can choose either white corduroy or tricotine and any one of four very pretty styles. They all have pockets, of course; some are button trimmed and others have trimmings of the material. Sizes 25 to 30 inch waist measure.

At such inexpensive prices every girl should be able to provide herself with enough white tub skirts for the rest of the Summer.

(Second Floor, Chestnut)

## New Tricolette Dresses for Women—\$55 to \$70

They are in navy, black, brown, pink and white—all the colors most liked for the next few weeks. The styles are of the straight-line type, some severely simple, some beaded and embroidered. The sleeves are usually three-quarters long. In a word, the dresses are extremely practical and attractive without being very expensive. A few large sizes are in the group. Prices \$55 to \$70.

(First Floor, Central)

**SILK squares for bathing caps are to be found at the handkerchief counter. They come in two shades of blue, two of brown and two of purple, besides black, for \$1.50.**

(Main Floor, Central)

## Ready Tomorrow—"Harriet and the Piper"

By Kathleen Norris  
"Shall a woman be bound by her past if she has outlived it?" is the theme of one of Kathleen Norris' most interesting novels. Price \$1.00.

(Main Floor, Thirteenth)

## Handkerchiefs That Will Save a Man Money

For they are actually marked at smaller prices than he could go out and buy them for today at wholesale. And they are far better values than one could hope for in the present time of linen scarcity.

Irish linen, tape bordered handkerchiefs, two styles, \$11 a dozen or \$1 each.  
Extra-size airplane linen handkerchiefs, \$8 a dozen or 75c each.

(Main Floor, Central)

## Good Toilet Soap at 50c a Dozen Cakes

And people laying in supplies for vacation needs or Summer cottages will be glad to know that this soap can be bought at such an inexpensive price, for it has only recently been reduced. In violet, witch hazel and peroxide odors, 5c a cake or, better still, 50c a dozen cakes.

(Main Floor, Chestnut)

**IT IS worth remembering when you are buying furniture in the August Sale, that all mirrors, all water-colors and oil paintings in the Picture Store are also marked at August prices—20 per cent less than regular.**

(Fifth Floor, Market)

## You Can Have Open Windows Without Draughts

It is only a question of a good-sized floor screen, which can be conveniently moved from one place to another.  
Some new burlap covered screens are particularly nice for Summer homes. They are sturdily built, with frames finished in ivory or white enamel or mahogany or weathered oak, and there is an inside frame that may be easily removed for re-covering.  
In green, rose brown or blue burlap, three or four fold, \$12.50 to \$21.50. And two sizes—50 or 58 inches.

(Fifth Floor, Market)

## Our Whole Stock of Men's Fancy Suits Reduced for a Clearing

Coming every season, this is a sale which needs no explanation. This year it brings a particularly fine choice, because our fancy suit stock has been kept freshened all along by new lots.

Every suit in the whole collection is now marked at a reduced price, the new markings being \$35, \$45, \$50, \$55 and \$65, with savings ranging from \$10 to \$35.

The suits are of good all-wool fabrics, very well tailored and in the best of fashion. Most of them are half lined, some quarter lined.

An ample choice of sizes, including suits for men of ample proportions.

(Third Floor, Market)

## An August Rug Sale Full of Opportunities

Think of the varieties spread out for your selection, varieties ranging all the way from a 27x54-inch Japanese straw mat up to a magnificent Persian Serapi at \$1500, with a choice of rugs of a dozen different kinds—domestic and Oriental—in between, every one 10 to 30 per cent less than regular price!

<b>Mahal Rugs</b>	13.0x10.2 .....	\$598
12.5x9.2 .....	10.4x8.6 .....	425
13.4x9.1 .....	10.8x8.10 .....	465
14.9x10.5 .....	10.3x8.4 .....	365
20.3x13.5 .....		1285
14.1x10.3 .....		1050
12.3x8.9 .....		504
24.7x10.6 .....		1400
18.8x12.7 .....		1428
14.10x11.5 .....		925
12.6x9.1 .....	4.0x5.0 to 4.6x6.6 ..	\$97.75 to \$176

The other rugs in the Sale include a very attractive lot of high-grade Wiltons, wool Wiltons, velvet rugs, heavy Japanese rugs, Royal Smyrna rugs and Japanese straw rugs, all at 10 to 30 per cent less.

(Seventh Floor, Chestnut)

## Men, Here Are Plenty of Polka Dot Ties at 50c

Polka dot neckties, one of the most popular of all designs for summer, are none too plentiful at any price, but we were fortunate in procuring some good four-in-hands and bow ties to sell at 50c.

**Good Shirt Specials, Too**  
Good madras and percale shirts at \$2.50 and \$2.85.  
Fine silk-mixed and mercerized shirts at \$3.85.  
Beautiful silk shirts, pleated and plain, at \$10.  
All much less than regular prices.

(Main Floor, Market)

## Men's Leghorn Hats Reduced to \$5

Men who want lightweight straw hats that are a little different like leghorns. They are in Alpine and telescope shapes and in a creamy color.  
These hats have been two to five dollars more, and are splendid values at \$5.

(Main Floor, Market)

## Office Furniture 10 to 33 1/3 Per Cent Less

Our entire stock is offered at the above reductions in the August Sale, bringing real savings of goods of standard quality in ample assortment.

Flat top desks, from \$31.50 to \$620.	Settees, \$52 to \$400.
Roll top desks, \$55 to \$420.	Revolving bookcases, \$22.50 to \$40.
Tables, \$7.75 to \$210.	Costumers, \$5.40 to \$12.75.
Chairs, \$3.75 to \$171.	Umbrella stands, \$9 to \$22.
Filing cabinets, wood or metal, \$9 to \$85.	Typewriter stands, \$12.50 to \$18.75.

(Third Floor, Market)

## Last Call for the Hosiery and Underwear Specials

We have taken all that remained of the women's and children's hosiery and underwear that was in the Summer sale and made a still further, and much larger, reduction in the prices.

As the savings were a fourth to a half before, you can form some idea of the wonderful opportunities now presented. Not all sizes in each group, but all sizes in the lot.

<b>Women's Stockings</b> 45c a pair for black, cordovan and navy mercerized stockings in first and second grades. 85c a pair for black and cordovan openwork silk stockings with mercerized tops. \$2.25 a pair for full-fashioned all-silk stockings in black and navy, colored silk with self clocks and plain black full-fashioned silk with mercerized tops and soles. \$2.75 a pair for full-fashioned	black silk stockings with openwork ankles. (West Aisle)	<b>Children's Stockings</b> 15c a pair for white and black ribbed-cotton stockings, first and second grades. 12½c a pair for white cotton socks, "seconds." 25c a pair for white ribbed-cotton three-quarter hose and fancy-top socks in lisle and artificial silk plated; first and second grades. 50c a pair for black mercerized ribbed golf hose with turnover tops. (First Floor, Market)	<b>Women's Underwear</b> 15c for ribbed cotton vests; first and second grades. 25c for white ribbed-cotton vests and knee-length pants. 35c, 3 for \$1, for white ribbed-cotton union suits. 50c for white ribbed-cotton union suits and pink and white voile vests. 75c for white ribbed lisle union suits. (West Aisle)	<b>Children's Underwear</b> 15c for odds and ends of cotton vests and pants. 50c for ribbed cotton union suits. (First Floor, Market)
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