

Organ Programs at 9, 11, 4:50  
 net selection at 11:55, with Chimes  
 and Stroke of the Hour at Noon

WANAMAKER'S

Store Open at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
 Fair

### A "Thank-You" Sometimes Brightens a Whole Day

Not a day passes that letters from a distance, and callers in person, do not give us cheer for our courageous performances in May and June.

At one of the political conventions, a delegate tells us, there was a large representation of colored delegates, who sat silent for two days waiting leadership.

A prominent white man said to a bright colored man:

"What are you waiting for?"

"I 'spose de major is waitin' fer der zoological moment," meaning the psychological moment.

That the dates of our patriotic movement were well chosen as the psychological moment has been generally accepted everywhere.

If the date had been submitted to the manufacturers and retailers, they would have kept up discussion upon it until 1921.

Somebody had to take the responsibility and act, and that's what we have tried to do for a lifetime.

The result is not unanimous, but it has been wholesome. You can now buy many things without advances that were planned, and you can buy shoes, clothing and many articles used by women at much lower prices than formerly.

Prices temporarily stabilized will make losses for those who defiantly refuse to let go.

The buying public is larger and stronger than the capitalists and mill-owners who insist on the old prices.

All our buyers in New York and Philadelphia are without permission to place orders for future delivery at any advance costs. Standing solidly together against advances will compel retractions of expensive wartime organizations.

This Store will buy for cash, at lower prices, and at favorable times, and every article bought for less than old rates will be marked a lower price to the people.

(Signed) *John Wanamaker*

August 5, 1920.

### A Clearing Out of Women's Summer Suits at \$25

Really beautiful suits they are, too—tricolettes in light and dark colors and several weaves, a few white wool jerseys, a few natural pongees, and a few black and navy taffetas. Some of them were twice as much earlier in the season and savings on all of them are very substantial. Nothing could be more charming or more useful for vacation and early Fall.

Please remember that while sizes are broken there is something for everybody in the lot; there are even a few large sizes.

(First Floor, Central)

### Charming New Hats Bring Out Fall Fashions

For example, there are piquant little turbans with turned-up brims, quaintly trimmed and with a tassel to hang down over the ear.

There are soft crushable duvetyne hats, becoming to almost every woman, and they come in the most adorable shapes and colors. Some have a glint of gold braid. And, for the woman who wants a black hat, there are three-cornered turbans of panne velvet or large brimmed black satin hats with burnt coque feathers under the brim.



Just such hats as these are the kind every woman needs from now on. The prices are very moderate, \$10 to \$16.

(Second Floor, Chestnut)

### Women's Utility Coats Reduced to \$35 and \$50

Broken sizes left over from Spring, but being conservative styles, they are perfectly good for Autumn wearing. They are chiefly of serge in navy and black, and of velour in black, tan and blue.

The sizes are mostly large, and the savings are \$15 to \$30.

(First Floor, Central)

### Bathing Corsets

At \$3. A slip-on model of double-faced rubber, with short skirt and front and side hose supporters. This model does not absorb water and dries easily.

At \$2. Bathing and sport girdle of pink batiste, very short, made with elastic in the back and clasp in front.

At \$3. Another model of pink batiste for bathing and sport use, with elastic on both sides and clasp in front; the skirt is short.

(White Floor, Chestnut)

### Airplane Linen Handkerchiefs Mean Economy and Wear

Many people buy them as good investments at regular prices, but now we have put special prices on these same handkerchiefs, and it is such an opportunity as few people can afford to let slip by.

There are airplane linen handkerchiefs for almost every member of the family and the saving in each case is large enough to warrant one in laying in a supply for some time to come.

Women's handkerchiefs, \$2.50 a dozen. Boys' handkerchiefs, \$4.25 a dozen. Men's handkerchiefs, \$5.75 a dozen.

And to keep them from being lost, why not have them marked? The cost is very slight. With ink, 36c a dozen. With machine embroidery, initials or first name, 75c a dozen. Autograph (full name), \$1.25 a dozen.

(West Aisle)

# The Wanamaker August Furniture Sale Is Built on the Largest and Finest Stock at Retail Anywhere

SOME things are good enough until people begin to apply superlatives to them and then they become ridiculous.

But when anything becomes so great that nothing else of the kind can compare with it, only superlatives seem strong enough properly to describe it.

The Wanamaker August Furniture Sale is a superlative thing in its way. It is one of those superlative things that are far above the need for exaggerated description.

It is a great thing in reality. The greatness of it is all as real as woods and workmanship can be.

It makes no promise to the eye which it will not keep to the experience.

For anybody wanting furniture of any kind from the reliable and presentable low-priced kind to the kind in which art and service are bound together in a bond of beauty it opens up a field of selection which is known to be unequalled anywhere, North, South, East or West.

### It Has Been Called a Business Wonder of the World

We can certainly say that all that is wonderful in it is based on the actual service and helpfulness it can give to the individual home.

On that principle, the principle of actual service and helpfulness to each individual home, it has become as wonderful as it is and we do not want it to develop on any other.

As an exhibition of the cabinet, woodworking and decorating arts it is a sight worth coming far to see.

It is backed by every resource at our command, specifically by every piece of furniture in our possession at 10 to 50 per cent less than regular prices.



(Fifth, Sixth and Seventh Floors)

### In the Little House

Just now and selling at 15 per cent less than regular during August there are some very interesting pieces of furniture.

One is a reproduction of a Venetian commode of the late 17th Century with painted decoration on old white ground, price \$1445.

Another is a copy of a 15th Century coffer of Verona, carved and gilded, and adapted to use as a chest, or even as a humble woodbox. This is \$510.

Besides furniture there are lamps, shades, book-ends, mantle paintings and other objects, all at August prices.

(Fifth Floor, Chestnut)

### Paris Sends Exquisite New Silk Stockings (To the London Shop)

These are very beautiful stockings, with real lace inserts. The quantity is not large, and any woman who wants a pair or two will do well to make selections early.

At \$22.50 a pair there are six pair in black and six in white.

At \$25 a pair there are twelve pair of black and seven pair of white in two different styles of lace.

At \$30 a pair there are ten pair of black and five pair of white in two different styles of lace.

(The Gallery, Chestnut)

### New Waists of Voile and Organdie

Crisp and novel waists of white, pink and blue organdie, and of white voile with the tiniest of lace edgings, or colored organdie collars and cuffs, all for \$2 apiece.

(East Aisle)

### Kimonos and Dressing Sacques

The kimonos are of wistaria-patterned crepe in light and dark blue, pink and rose; with large collars and a shirring which gives them an Empire effect. Price \$8.85.

The dressing sacques are of lawn in black and white effects with narrow lace, \$1.65.

(Third Floor, Central)

### First Velour Suitings to Come for Fall

Very fine and beautiful in texture and all wool, and they are in a good weight for tailored suits and wraps.

The shades, too, are such as promise to be most fashionable—beaver, mole, seal brown, tan, dark and light blue, hempa and black. All are 54 inches wide and \$6 a yard.

Many women prefer to choose their suiting material early in order to get the exact shade they want.

(First Floor, Chestnut)

### Something Has Happened to Bring Down Silk Prices

So we find ourselves in a position to buy silks for less than we have been paying, and we intend, as far as possible, to let our customers share the benefit of this reduction. In some cases it is silks now in stock, leveled to the price of incoming shipments. In other cases it is brand-new silks.

2000 yards plain handsome satin, the finest quality and in most desirable Fall shades—navy and light blue, brown, gray, yellow and flesh pink, \$4 a yard. A saving of \$1 a yard.

700 yards satin-striped broadcloth (washable), the best quality, \$3 a yard. This silk, white with colored stripes, sells for 50c a yard more.

New Japanese white habutai, first choice and very scarce. It is \$1.50, \$1.65, \$2, \$2.25, \$2.75 and \$3 a yard.

(First Floor, Chestnut)

### Women's Fine White Oxfords Special at \$7.60 a Pair

A new lot of shoes from the leading factory in the city.

Beautifully made and shapely blucher oxfords of fine white canvas with white soles.

(First Floor, Market)

has narrow, plain toe and covered Cuban heel, and the other has round tipped toe and low leather heel.

Both styles sell for a great deal more ordinarily.

### These Pretty New Frocks Are for School Girls

Some cool, fresh-looking lawns in plain colors, figured or flowered, are \$8. Regulation and middy dresses, which would do nicely for school wear later on, are \$3.75. Striped and dotted

dimities with white frills and ribbon trimmings are \$4.75. Or, if preferred, one may have ginghams in plain colors with white collar and cuffs or embroidery for \$3.25, \$4 or \$5. Sizes from 6 to 14 years.

(Second Floor, Chestnut)

**ALL the Chinese peel and grass furniture in the Oriental Store is being cleared out for a third less than regular. It consists chiefly of chairs—hour-glass, reclining and armchairs, and is the sort wanted for summer cottages or winter sun porches.**

### Cream-Covered Caramels

Everybody in the family likes these delicious sweets. They're among the most popular of all. Fresh every day and in a variety of flavors, 80c a pound.

Then, there's the Wanamaker Special Summer Package, a two pound box of the best caramels you ever ate, some cream wafers and soft-gum drops that just melt in the mouth, \$2 a package.

(Down Stairs Store, Chestnut)



### All Our Men's Fancy Summer Suits in a Reduction Sale

This may be a long-drawn-out Summer. It will be if indications are reliable.

The man whose regular Summer suit is not fresh-looking enough to carry through the season will be very much advantaged by the clearance sale of all regular fancy Summer suits which we are now holding.

We have marked them down to \$35, \$45, \$50, \$55 and \$65. The savings range from \$10 to \$35.

The suits are not sale suits, but standard suits, made of good all-wool fabrics, dependably tailored and in the best of fashion.

For the many warm weeks that must still be ahead of us they will be needed; and they can be worn into the Fall season, and will be good for next season.

(Third Floor, Market)

### These Men's Fine Shirts Are All Special

At \$10 are beautiful silk shirts in both pleated and plain negligé styles.

At \$3.85 are silk mixed and mercerized shirts in a fine range of colors and designs.

At \$2.50 and \$2.85 are madras and percale shirts in soft cuff, plain negligé style.

### Neckties for 50c

Remarkable ties for this low price and a good assortment of the popular polka dots.

(Main Floor, Market)

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

Among them are the fine Lincoln-Bennett and Redleaf London straw hats.

Sennit hats are the straight brim straw hats that most men prefer. These were all higher priced earlier in the season.

(Main Floor, Market)

### Think of a Good Cowhide Suitcase for \$10.75!

This is only a little more than half its regular price.

Made of sturdy oak tanned cowhide, in brown or tan, in standard size—24 inches. All have reinforced corners and some have short straps.

\$10.75 each, but only while a limited lot lasts. Other suitcases of higher grade specially priced at \$18, \$22.50 and \$25.

(Main Floor, Chestnut)

### In Office Furniture We Surely Have the Goods

The largest stock in our history and every piece reduced 10 to 33 1/3 per cent.

Men who have been around tell us that our assortment of desks is unequalled.

At least it is the largest we have ever shown.

All our office furniture is of standard grade, staple as wheat at the regular prices, a genuinely profitable investment at the reduced prices now prevailing.

(Third Floor, Market)

### Fine Rugs From Many Lands in This August Sale

It is an international lay-out, comprising beautiful Persian and Chinese rugs in large assortment, also groups of fine domestic rugs, together with a choice of rush rugs and straw rugs from Japan.

Prices all through are 10 to 30 per cent less, a remarkable thing considering the fine variety of desirable and excellent floor coverings one can choose from—

#### High-Grade Wilton Rugs

9 x 12 ft., \$135.

8 1/2 x 10 1/2 ft., \$143.50.

Wool Wilton Rugs

9 x 12 ft., \$98.50.

8 1/2 x 10 1/2 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.

#### Royal Smyrna Rugs, Reversible

9 x 15 ft., \$98.50.

10 1/2 x 13 1/2 ft., \$117.50.

10 1/2 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., \$4.75.

3 x 6 ft., \$1.75.

4 x 7 ft., \$3.50.

27 x 54 inches, 95c.

(Seventh Floor, Chestnut)

#### Persian Serapi Rugs

14 1/2 x 11 1/2 ft., \$134.5.

17 1/2 x 11 1/2 ft., \$1400.

17 1/2 x 11 1/2 ft., \$1500.

12 1/2 x 9 1/2 ft., \$1065.

12 1/2 x 10 1/2 ft., \$865.

12 1/2 x 10 1/2 ft., \$800.

14 1/2 x 11 1/2 ft., \$1262.

11 1/2 x 9 1/2 ft., \$905.

17 1/2 x 12 1/2 ft., \$1406.

15 1/2 x 11 1/2 ft., \$1396.

23 1/2 x 15 1/2 ft., \$1347.

12 1/2 x 9 1/2 ft., \$775.

13 1/2 x 9 1/2 ft., \$1020.

11 1/2 x 10 1/2 ft., \$776.

12 1/2 x 11 1/2 ft., \$948.