

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

Just How Far Have You Looked Into This Much-Talked-Of Question of Furniture and Furniture Sales?

Useful Biographies

For Young Men and Young Women

ZACHARIAH FOX, OF LIVERPOOL

Many years ago he was the principal merchant of Liverpool, the chief port of Great Britain, and of the world in Fox's time. He was asked how he contrived to realize the large fortune he possessed: His reply was, "Friend, by one article alone, in which thou mayest also prosper if thou pleasest,

'Civility'

What does civility comprehend? Worcester says, "the quality of being civil; urbanity, refinement, courtesy, politeness, attention, complaisance."

All people coming in contact with others, take notice:

Cut this out and paste in your scrapbook.

[Signed]

John Wanamaker

August 9, 1920.

Sports Suits and Young Women Are Good Friends

One might almost call sports suits necessities for traveling and for cool days later on.

A little collection of some particularly smart styles in wool jersey in light colors and also some tan burella cloths are now reduced to \$26.50. Sizes, 14 to 20 years.

(Second Floor, Chestnut)

A Little Miscellany of Women's Evening Gowns

is to be cleared out at \$50 and \$100—prices which are \$25 to \$50 less than first prices.

They include chiffons, crepes, laces and silks, in light colors chiefly, a few dark. Some of these dresses need a little freshening or a few stitches; but they are delightful things—many richly beaded—which will appeal to women desirous of replenishing their Autumn wardrobes satisfactorily at small expense.

Half a hundred, all told.

(First Floor, Central)

Young Women's Cotton Frocks at \$4, \$6 and \$9.50

Of course, they were ever so much more than this, and it is only because there are only a few of each kind left and the season is getting on that they have been so much reduced.

But for young women on their way to the mountains or seashore.

(Second Floor, Chestnut)

or who need a few pretty new dresses for week-end trips they will come in the nick of time.

Cotton voiles chiefly, flowered, figured or in plain colors, and there are a number of all white ones. Sizes 14 to 20 years.

(Second Floor, Chestnut)

Letitia Corsets

At \$6.50—A dainty topless corset of light coutil for a slight figure. It has a short skirt and few bones.

At \$8—A batiste model for average figure. It has a very low top and is lightly boned.

At \$11.50—A serviceable model

(Third Floor, Chestnut)

of pink broche, well-boned and with very low bust.

At \$9—Model with girldle top, long skirt, elastic gores in front; intended for full figures.

At \$9.75—A model of cool batiste, topless and with long skirt, boning not very heavy. This is for slender and average figures.

(Third Floor, Chestnut)

Overblouses and Vests

The overblouses are of silk jersey at \$15 and tricolette at \$15.75 and \$16. Also they are very charming indeed in color and design.

The vests are of tricolette and intended to wear with jacket suits. Some of them have little sashes and they are all priced at \$4.50.

(Third Floor, Central)

Practical Petticoats

Natural colored pongees at \$3.85.

White tub silks with double panels, \$5.

Messaline petticoats, \$5. Silk jersey petticoats, \$5.

Jersey tops with messaline flounces, \$5.50.

(Third Floor, Central)

Crepe de Chine Nightgowns

Charming pink ones—two styles at \$6, severely tailored or lace trimmed as you please; two styles at \$8.75, both very lacy and fluffy.

(Third Floor, Central)

Good Choosing in Kennebec Canoes and Rowboats

The selection in these fine craft is excellent just now.

In canoes we have the Kennebec, Klaco, Torpedo and Sponson models in four colors, sizes 16, 17 and 18 ft., \$87.20 to \$122.40.

Maine Coast rowboats in 12 and 14 ft. sizes, \$85 and \$90.50.

Paddles, back rests, cushions, life preservers and other small boat supplies.

(The Gallery, Juniper)

NOBODY who brings his or her reason to bear upon the question can fail to realize that in the making of furniture and also of furniture sales there are generally two actuating ideas. One of these might be called the idea of safety and the other the idea of present profit.

Now it stands to reason that in order to make furniture or a furniture sale safe enough for a business firm's reputation and safe enough for the people to depend upon, the first essential is good quality. On the other hand, if present profit is the chief motive, the shortest road to it is to cut the quality either as regards materials or process of making.

Putting In or Leaving Out

Thus there are two ways of making furniture and furniture sales.

One is the plus way, the other is the minus way. One way calls for putting in, the other for leaving out.

Our own belief and experience tell us that the idea of safety is the only one any man or any store worthy to be in business can adopt—safety for the customer, safety for the store, safety for all concerned with the merchandise involved.

Safety, as we have shown, implies quality, because apart from quality there is no safety, and where there is no safety there is neither satisfaction nor economy.

The basic thing about the Wanamaker Furniture Sale is that it is such a safe sale to buy in.

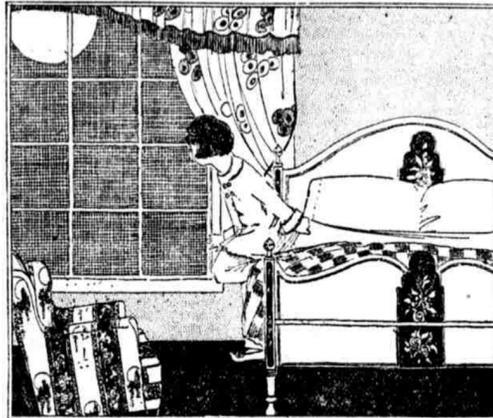
It is safe because the furniture it brings is made on the principle of plus treatment, the principle of putting in, not the minus one of leaving out.

Whether our prices LOOK lower than any others is a thing we never bother to think about, because we KNOW that for the same dependable, beautiful qualities of goods they

could not be lower with safety to the customer or to ourselves.

So you see that after all the building up of the largest sale in the world is a matter of clear common sense, backed by a sense of common fairness and a resolute fidelity to the principle of safety and dependability, come what may.

All our furniture and all our resources are back of this August Sale, and savings range from 10 to 50 per cent.



(Fifth, Sixth and Seventh Floors)

The Fashionable Fall Silks in Black or White

So far crepes de chine and crepes meteor are in the lead and of both of these silks you will find a good assortment here just now. The prices are \$3.50 and \$4 a yard.

There are also white and colored crepes de chine at \$2.50 a yard and colored crepes meteor at \$3.50 a yard.

N. B. New silk lengths are all the time being added to the collection on the special table and women are finding some remarkably good values among them.

(First Floor, Chestnut)

Accordion-Pleated Capes Reduced

Wool serge capes with taffeta collars, navy blue and black, are special at \$20.

Capes of jersey with a tricot weave, navy and black, have self collars and are reduced to \$30.

Only thirty in all.

(First Floor, Central)

Men's Beautiful New Silk House Gowns From London

Two new models in Redleaf dressing gowns, both in rich Persian patterns.

One style is as cool and light in weight as a summer necktie. This is \$50.

The other is a heavier silk, but without lining. This is \$65.

(Main Floor, Market)

75 Men's All-Silk Umbrellas, \$5 Each

If the silk they are covered with were perfect they would be a great deal more expensive. But it isn't, although the defects in it are not such as to affect the wear.

The sticks are of malacca and hardwood, with hook handles.

(Main Floor, Market)

A New Book

"Leerie," by Ruth Sawyer, price \$1.75. Sheila O'Leary is a fascinating nurse, almost too busy nursing shell-shocked Blue Devils to fall in love with the right man when he comes along.

(Main Floor, Thirteenth)

Odd Lots of Curtains Reduced

Scrim and lace curtains of all descriptions in one and two and three pair lots. They are sold only by the lot.

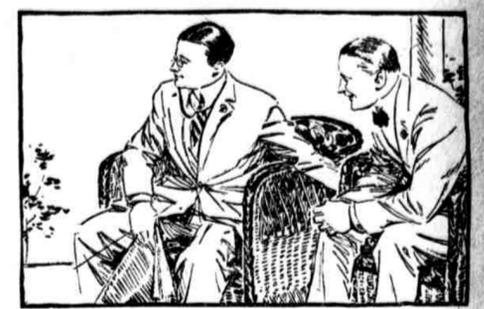
So many housekeepers find use for these curtains and are so glad of the economies they afford that we are glad to be able to tell them that there is an especially fine collection this year.

Some one-pair lots are reduced as much as one-half, others are about a third less.

(Fifth Floor, Market)

THE August sale of mirrors, oil paintings and water-colors at 20 per cent off continues, and is being taken advantage of by people who like to get their new pictures and mirrors at the same time that they get their furniture.

(Fifth Floor, Market)



All Our Men's Tropical Suits in a Reduction Sale

This is the regular clearing of our two-piece tropical suits at reduced prices.

It embraces all the suits of this description in our stock — palm beach, mohair, breeze weave, tropical worsted and silks.

The selection in silks is especially good.

The new low prices are \$20, \$25 and \$30 and savings range from one-fifth to almost one-half.

All sizes are included.

(Third Floor, Market)

A Traveling Bag That Will "Wear Like Iron"

That's a hackneyed phrase, never intended to be taken quite literally, but if there is anything that will wear like iron it is a good, stout piece of leather.

These bags are made of very heavy tan cowhide—solid cowhide. It is the kind of leather Uncle Sam uses in Army trappings.

The bags have sewed-in frames and heavy corners. They are a roomy oxford shape, with plaid fabric lining, and are to be had in Philadelphia at Wanamaker's only.

Special at \$27.50.

(Main Floor, Chestnut)

A Fireless Cooker You Can Take on a Picnic

The new Automaid Fireless Cooker is so compact that it can very easily be taken along in the automobile, cooking all the time.

It is cylindrical in shape, metal covered, and aluminum lined. It has one 6-quart vessel and one 3-quart vessel, a pie or cake rack and two soapstone radiators. A book of recipes goes with it. Its outside dimensions are 16 inches high and 14 inches in diameter and the price is \$15.

(Fourth Floor, Market)

\$200,000 Worth of Shoes for \$100,000

Men's Shoes and Women's Shoes High Shoes and Low Shoes

Thousands of pair at exactly half price, a comparatively small lot at a little more than half price and a large lot of women's shoes at much less than half price.

Over 17,000 pair altogether, and all good shoes.

In point of numbers there have been larger shoe sales—we have held them ourselves. But in point of values we don't believe this sale has been equaled anywhere.

There are still three months of low-shoe weather left for everybody, and many people nowadays wear low shoes all year 'round.

As for the high shoes, these are all in advanced Fall styles and all priced much less than the same styles will be later.

Altogether it is an opportunity no one can afford to miss. There are not all sizes in every style, but every one can be sure of finding something desirable in his or her size.

Women's Low Shoes at \$4.60, \$5.60, \$7.60, \$7.75 and \$9.75

Among them are oxfords and many styles of pumps in patent leather, black and tan calfskin, black and colored kidskin, black suede and white buckskin and canvas. High and baby Louis, Cuban and military heels. Not all styles at each price, of course.

Women's High Shoes at \$7.60, \$7.75, \$9 and \$9.75

Plain black and tan calfskin and gray or brown kidskin lace shoes and lace and button shoes of various fine leathers with fancy tops of leather or fabric. All styles of heels.

(First Floor, Market)

Men's Shoes at \$4.75, \$7.75 and \$9.75

Both high and low shoes in all groups except that at \$9.75, which is practically all high shoes from the leading men's shoe factory in America. A variety of fine shoes in the most desirable leathers and made on new lasts.

These men's shoes are all half price.

(Main Floor, Market)

An All-Inclusive Mattress and Pillow Sale

During this month you can have mattresses, pillows and bolsters made to order in any size or weight desired from your own choice of any material in our stock at a saving of 10 to 20 per cent.

You can choose any one of the several standard makes of bed-springs in our stock at the same savings from the regular price.

That is what the August Sale of mattresses and allied goods means. The varieties include a full choice of fine, clean materials for making hair, cotton and floss mattresses; also abundance of clean feathers for the pillows and bolsters.

Good materials, good work, real economy—that is what it comes to.

(Sixth Floor, Chestnut)