

Organ Programs at 9, 11, 4:50
Best selection at 11:35, with Chimes
and Stroke of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Thunder Showers

Such a Furniture Sale as This Could Only Come From Having the Right Goods at the Safest Low Prices

It Is Perfectly Fair and Natural for Customers

to ask the question, often spoken to our salesmen and their chiefs,

"Do you think Furniture will be any lower soon?"

There can be but one honest answer to this question and it is this — that our kind of furniture is scarcer and the good cabinetmakers are fewer than before the war; and, still further, the price of furniture-making timber "on the stump" is higher.

Going over the facts plainly

in our May and June campaign to knock down all prices, all our furniture was included at 20 per cent off usual prices.

That Notable Campaign Ended

and every piece of furniture went back to normal prices.

The August Sale Came On

As has been our usual custom, some of our regular stock of furniture was marked down 10 per cent for the August Sale, or more, in a few cases.

Then, again, our buyers went out to the factories and bought up good lots, up to our grade, at 20 per cent off and 25 and 30 off, which we priced according to costs and so marked the present figures upon which we are now selling our usual full quantities.

You see, we know the makers of our goods, and we can safely insure—

1. Quality of material.
2. Quality of workmanship.
3. Reasonableness of prices.

Therefore we believe

that we have the bottom prices on our goods, say for the next twelve months, save and except in cases of bankruptcy, when goods are thrown upon the market to settle an estate.

Please take notice we are not in a hurry

to sell our present collection of high-grade cabinetmakers' pieces, and while we feel we can guarantee the prices for the quality, we are sure we cannot now replace anything we sell at present prices.

We are freely recommending patrons and the public to not buy any furniture in a hurry, as there has been much stuff thrown on the market put together for urgent advertising of August sales.

We do not believe we have a piece of uncertain furniture on our three floors.

(Signed) John Wanamaker

August 10, 1920.

A Miscellaneous Group of Women's Summer Dresses Prices \$5 to \$50

Three racks are loaded down with odds and ends of the season—ginghams, voiles, novelty cottons and so on, mostly muscad, but all well worth looking over. In fact, some women buy them by twos and threes.

One rack is marked \$5.
One is marked \$10.
The third has dresses at \$18.75 to \$50.

(First Floor, Central)

Every White Cotton Skirt for Young Women Is \$3

You couldn't begin to find these pretty styles for anything like this price earlier in the season.

And the reductions come in good time for young women on their way to the shore or mountains, where sweaters are in order, and a plentiful supply of white tub skirts will be needed to go with them.

Mostly gabardines and tricotines, 26 to 30 inch waist measure.

(Second Floor, Chestnut)

School Days Are Near and Clothes Should Be Marked

Cash's woven names are so inexpensive and so easy to sew on that nearly everybody uses them. An order takes four weeks. Rush orders of ten days are charged 50c extra.

Names on black or white tape in colors, \$1 for three dozen. \$1.50 for six dozen and \$2.25 for twelve dozen.

Initials, two letters, 60c a gross. Three letters, \$1.50 a gross. Four letters, \$2 a gross, and 5 letters, \$2.25 a gross.

(Main Floor, Central)

"When it comes to furniture the Wanamaker Store surely has the goods." That is the way most people who know much about furniture and furniture sales express it.

This is no new thing as regards the Wanamaker Furniture Sale. It is the regular thing, only in this August, 1920, Sale it seems to stand out more clearly and unmistakably than ever.

The Wanamaker Furniture Sale is one of Philadelphia's greatneses, and it is the only Sale that has become something of a national institution. All of which is very well, and something one might reasonably be proud of, but in the building up of it our chief thought and purpose has never been to make something bigger and greater and more wonderful than anything else of the kind in the country, but to make a sale to which you and everybody else could come with confidence of finding in it the furniture you wished for at the safest low prices.

No matter what kind of furniture you are looking for, provided it is very good and worthy in design and construction, you cannot fail to find it in the Wanamaker Sale at the safest low price, no matter how many other places you might search in vain for it.

That is why so many people who have tried the thing out say that "when it comes to furniture the Wanamaker Store surely has the goods!"



For Women Who Wear All-Black

The Little Salon of Mourning Apparel has just received several styles of crepe de chine afternoon dresses entirely black, and priced at \$36 to \$75.

Black faille and moire silk hand bags are also here among the accessories of dresses and are priced at \$7.50 upward.

(Third Floor, Central)

35 Women's Silk Coats Down to \$75 Each

Coats, wraps and capes, to speak precisely—the graceful garments which meet so many different needs. They are of radium silk, of taffeta, of satin and tricolette, and the majority of them are black, a few being blue and taupe. A few have brushed wool collars.

The present price—\$75—means a substantial saving on the original prices.

(First Floor, Central)

Knife-Pleated Serge Skirts, All-Wool, Special at \$9.75

Really, it seems too good to be true, but the skirts are here to prove it!

The serge is a nice, sturdy quality that will stand lots of hard wear, and the knife pleating is deep enough to hang well, and it goes all around the skirt. There is a separate belt with button and buttonhole. They come in navy blue and black, and that means that they will look well with any kind of a Fall coat.

(East Aisle)

500 Lingerie Waists Going at \$2.25

Little surplus lots from various manufacturers — a few of this and few of the other. The materials are organdies, batistes and voiles; with long and short sleeves, roll and sailor collars or no collars at all; all of them, of course, are white.

(West Aisle)

Persian Patterned Kimonos

Cotton challis, made with coat fronts and kimono backs, and all of Persian patterned material, in pink, rose, blue and lavender effects. Price \$1.85.

(Third Floor, Central)

Women's Union Suits at 50c Are Half Price

2400 light-weight ribbed-cotton suits in low neck and sleeveless style with lace, shell or tight knees. Sizes 36 and 38.

All first quality. (West Aisle)

Before-the-War Prices on Thousands of Pairs of Shoes

Men's Shoes at Half Price and Women's Shoes at Average Half Price

Low shoes for wear now, or all year round, for that matter. High shoes for the coming Fall and Winter at prices which will be hard to duplicate later. Values so extraordinary that people are laying in supplies for far in advance.

Not all sizes in every style, but something desirable for every one.

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

Both high and low shoes in the first two groups and the latter containing all high shoes, from the leading men's shoe factory in the country. The variety throughout is large and the styles are all new.

(Main Floor, Market)

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

Oxfords and many styles of pumps in patent leather, black and tan calfskin, black and colored kidskin, black suede, white buckskin and white canvas. High and baby Louis, Cuban and military heels.

(First Floor, Market)

Women's High Shoes at \$7.60, \$7.75 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)

Specially Low Prices on Black Enamel Suit Cases

Newest development in the busy disposal of fine luggage is the lowering of prices on two excellent groups of black enamel suit cases.

One model, with leather corners, good catches, cretonne lining and shirred pocket in lid, size 24-inch, is \$6.75, which is remarkably low.

Another model, also with leather corners, but with tray, short straps and tan fabric lining, is in two sizes, 24 and 26 inch, at \$10.50 and \$11.50.

(Main Floor, Chestnut)

Exceptional Opportunity in Carpet-Size Oriental Rugs

We have a miscellaneous group of odd Oriental rugs in carpet sizes which we have marked at exceptionally attractive prices.

The choice of weaves, colors and patterns is very good and likely to just meet the requirements of quite a few people on the watch for an Eastern carpet at an advantageous price.

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|---------------------------------|---------------------------------|
| Anatolian, 12.3x9 ft., \$625 | Serapi, 12.4x10.6 ft., \$800 |
| Saruk, 12.7x8.7 ft., \$745 | Kermanshah, 13.5x9.6 ft., \$887 |
| Mahal, 12.3x8.9 ft., \$407 | Kermanshah, 13.6x9.6 ft., \$600 |
| Kermanshah, 13x9 ft., \$875 | Mahal, 18.9x13.5 ft., \$1185 |
| India, 12.5x9.2 ft., \$485 | |
| Mahal, 13.2x10.4 ft., \$735 | |
| Kashgar, 12x9.6 ft., \$975 | |
| Chinese, 12.2x9.2 ft., \$435 | |
| Anatolian, 12.6x9.1 ft., \$445 | |
| Anatolian, 13x10.2 ft., \$598 | |
| Laristan, 13.10x10.1 ft., \$765 | |
| Serapi, 12.7x10.3 ft., \$865 | |

(Seventh Floor, Chestnut)

All Our Men's Tropical Suits Lowered in Price Just When Needed Most

Speaking of things happening at what the man called "the zoological moment," could anything have come along more opportunely than the clearance sale of all our men's tropical suits?

Along comes a spell of intolerable weather almost at the same time.

It is a mighty good thing for a man to enjoy maximum of cool comfort on a sweltering day at a substantial saving—that is what he can do if he takes advantage of this clearance.

All our tropical suits are in it, marked down to \$20, \$25 and \$30, the savings ranging from one-fifth to almost one-half.

Palm Beach, breeze weave, mohairs, tropical worsteds and silks, all sizes.

(Third Floor, Market)

All the Men's Sennit Straw Hats at \$3

Beginning tomorrow we have marked every man's sennit (stiff brim) straw hat in our stocks at \$3. Former prices were a third more to twice as much.

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

(Main Floor, Market)

Now Is the Time to Get Office Furniture

Now when our entire stock is being offered in the August Sale at 10 to 33 1-3 per cent less than regular prices.

All our office furniture is of standard grade and our stock at the present time is exceptionally large, the choice of desks being, we are told, the best to be found anywhere. Standard goods in full choice at sure savings—that is what the opportunity amounts to.

(Third Floor, Market)



You Might as Well Camp in Comfort

"Roughing it" is all right if it is not too rough. If you are going camping you will enjoy it the more by having the proper equipment. The Sporting Goods Store can outfit you right.

- Wall tents, \$22.50 to \$40.
- Close-to-nature open-air houses, \$90 to \$110.
- Combination tent and bed for motorists, \$69.50 to \$150.
- Canoes, rowboats and small boat supplies.
- Camp furniture, compact cooking stoves and other cooking outfits.
- Firearms, fishing tackle, flashlights.
- Camp clothing, blankets, bathing suits.
- Automobile lunch sets, tires, tubes and other accessories.

(The Gallery, Juniper)

Cretonne Pillows and Scarfs Make a Porch Inviting

And the porch, be it remarked, is the place one lives these days.

Round cretonne covered pillows that can be used to sit on or as back rests are \$2.75 to \$4.50.

Pretty cretonne scarfs for the porch table are from \$1 to \$2.50 with many prices in between.

(Fifth Floor, Market)

"Honeycomb" Bath Towels for Extra Service, 75c Each

These are towels that are much favored for their fine service qualities and are woven to withstand wear.

Known as "honeycomb" towels because of their peculiar cellular construction, they are excellently bleached and finished with neat blue borders.

Of good absorbent cotton, size 22x45 inches, moderately priced at 75c.

(First Floor, Chestnut)

Good Practical Linen Towels 85c Each

Huckaback weaves, of pure Scotch linen, made to give plenty of good practical service, size 18x36 inches, finished with hemmed ends and very reasonably priced at 85c each.

(First Floor, Chestnut)

Mattresses, Pillows, Bolsters and Bedsprings at August Sale Prices

All our stocks of these goods are offered in the August Sale at reductions of 10 to 20 per cent from regular prices.

You can now have mattresses, pillows and bolsters made up in any style or size desired from your own choice of any materials in our entire stock at August reductions.

(Fifth Floor, Chestnut)