

Organ Programs at 9, 11, 4:50  
Brief selection at 11:55, with games  
and Strips of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Thunder Storm

# The Place to Find the Best Furniture at Safe Low Prices Is Where There Is Most of It—In the Wanamaker August Sale



## Copy of a Letter Doctor Benjamin Franklin Wrote to a Lady in Paris

"This is again Wednesday. I rec'd, my dear friend, two letters from you and I am spending this evening in writing to you.

"You love stories and you will excuse my telling you one of myself.

"When I was a child at seven years old my friends, on a holiday, filled my pockets with coppers.

"I went directly to a shop where they sold toys, and being charmed with the sound of A WHISTLE that I met by the way, in the hands of another boy, I volunteered all my money for one. I then came home and went whistling all over the house, much pleased with my whistle, but disturbing all the family, who told me I had given for it four times as much as it was worth.

"This impressed me so that it always continued in my mind, so that whenever I was tempted to buy anything I said to myself, 'Don't give too much for the whistle.'

"As I grew up and observed the activities of men, I met with many, very many, who gave too much for their whistles.

"When I saw an ambitious man courting favors and doing things to gain them I said to myself, 'This man gives too much for his whistle.'

"In short, I conceived that great part of the miseries of mankind were brought upon them by the false estimates they had made of the value of things.

"Adieu, my dearest friend, and believe me ever yours sincerely and

with unalterable affection

B. FRANKLIN."

Did you ever see the newspapers so full of schemes to sell and such urgent argument to hurry up buyers?

Isn't it worth while to stop and consider that it is the man who owns something who wants to get rid of it and that you may "pay too much for your whistle" if you don't look out?

[Signed] *John Wanamaker*

August 11, 1920.

## Women's Fine Summer Suits Cleared Out at \$18.75 to \$50

100 or more of the prettiest of our Summer suits sold down to broken sizes; and now to be hurried out while there is still time to wear them. They include tricorettes in one and two tones, and all delightful in color, taffetas, a few wool jerseys and some fine novelties of many materials. The tricorettes and jerseys are sold at the first price—\$18.75; and the other suits go all the way up to \$50.

(First Floor, Central)

## Fetching Blue Taffeta Frocks Come for Young Women

They are so pretty and the taffeta is such a soft fine quality that we wish all those who have been asking for blue taffeta dresses could see these new arrivals.

Imagine a short, straight waist with round neck and short sleeves finished with a pleating. A bit of ecru embroidered chemisette shows in front.

The skirt has bouffant draperies and panels at the side and they are hemstitched. There is a sash, tied in a bow at the back. Such a dress can be worn for many, many occasions from now on. At the special price of \$57.50 it is an excellent investment. Sizes 14 to 20.

(Second Floor, Chestnut)

## Women Want Wash Gloves in This Weather

And there has just arrived a brand new shipment of fine doe finished washable leather gloves in the various fashionable lengths. They are soft and fit well and they can be kept always fresh and dainty by means of soap and water.

1 clasp outseam sewn in natural, \$2 a pair.  
1 button, outseam sewn, natural or white, \$2.50 a pair.  
Strap wrist, outseam sewn, natural or white, \$4.25 a pair.  
8-button length outseam sewn in natural, \$3.75 a pair.  
8-button length, pique and outseam sewn, natural or white, \$4.50 a pair.  
12-button length, outseam sewn, in white, \$5.75 a pair.

(Main Floor, Central)

## Women's Handkerchiefs Special at 25c

Of sheer linen and made especially for us some time ago in Ireland. But, even with that, it is remarkable to find such a handkerchief at 25c today!

It is a good plan to buy several dozen for future emergencies and they would look well with the first name embroidered by machine in white, black, rose or blue for 75c a dozen.

(West Alisa)

## Children's Stockings Specially Priced

35c, three pair for \$1, for children's black, white and dove-dun-ribbed cotton stockings with fashioned feet, sizes 5½ to 10. "Seconds" of higher priced goods.

In order to get these stockings to sell for such a low price we were obliged to take all this mill's "seconds," or about 6000 pair.

(First Floor, Market)

THE furnishing of your home is your own particular problem, and the one thing that matters to you is to know just where you are surest of finding the kind of furniture that will best serve and satisfy you at as low prices as quality will permit.

Now just as surely as that two and two make four, you are surest of finding the furniture you want in the Sale that holds more furniture of the picked and chosen kind than any other two or even three sales combined.

The Wanamaker Sale is pre-eminently the sale of varieties and quantities—that is a fact which cannot be gainsaid.

It is essentially the sale of sound values because the savings which it affords are based on the sound foundation of quality in the goods.

It is pre-eminently the sale for you.

The stocks comprised in it are typical of the best and most beautiful furniture made in America.

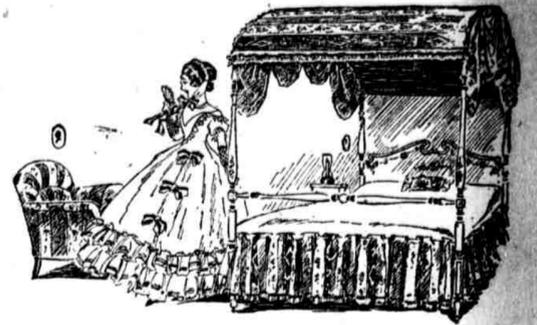
They are typical of all that is finest in the designs handed down by the greatest masters of cabinet work the world has ever known.

## Standard Furniture, Novel Furniture, Beautiful Furniture All

Apart from the wonderful showing of bedroom suits of fine standard types, such as Sheraton, Chippendale, Louis XVI, Queen Anne, Adam and such, the stocks this year are remarkably rich in suits of novel and charming lines, many of them decorated with admirable taste and cleverness.

The Fifth Floor exhibition of living-room, library, hall and drawing-room furniture is just as gracious and beautiful today as on the day the Sale began, and that is saying much.

(Fifth, Sixth and Seventh Floors)



## "Brilliant" Is the Word Describing Many-Fall Hats

Such sparkle and glitter as they show and such bewitching shapes! For the woman who wants something to brighten an otherwise too somber costume, they will supply exactly the right touch.

Picture a vivid flame-colored hatter's plush, softly draped to show the many lights and having both brim and crown embroidered in turquoise blue with tinsel thread.

Or if the long-pile French plush is the material, shiny celophane cloth is woven in with it to give the desired glitter. Sometimes, as in the case of a smart little close-fitting turban, celophane cloth, folded into many loops forms the brim while the soft top is of panne velvet.

Pricings are within the limits of \$18 to \$37.

(Second Floor, Chestnut)

## Extra Deep Suitcases at Extra Low Prices

We have a limited lot of fine tan cowhide suitcases in an extra deep shape that we are going to sell at close to half their original price.

They have heavy leather corners, heavy straps all around, solid brass trimmings and plaid fabric lining. Fine looking and splendidly durable.  
Price \$18.50.

(Main Floor, Chestnut)

## Summer Toilet Helps at Small Prices

Something for every woman in this list and there are many little needfuls for week-end trips. In some cases the prices are special.

Rose and almond cream, 27c a bottle.

Cocoa butter cream, 30c a bottle.

Benzoin, glycerine and rose-water, 25c a bottle.

Face powder, 25c a box.

Compressed powder, 20c and 35c a box.

Compressed compact rouge and powder, 50c a box.

Compressed rouge, 20c and 35c.

Nail polish cakes, 10c each.

Nail polish sticks, 10c each.

Transparent rose soap, 8c a cake; 90c a dozen.

Toilet soap, violet, peroxide and witch hazel, 5c a cake; 50c a dozen.

(Main Floor, Chestnut)

## Umbrellas at \$4 for 500 People

Both men and women. The umbrellas have paragon frames, covered with fine black cotton. The women's have handles of plain and carved mission wood with side straps or bakelite tops and the men's usually have hook handles. They are all excellent for \$4.

(Main Floor, Thirteenth)

## Women's Dusters at Special Prices

Some are reduced out of regular stocks; some are freshly bought at late-season prices.

Gray cotton crash dusters are \$5.

Belted dusters of natural Palm Beach cloth are \$14.

Natural linen capes, with arm slits and front belts, are \$14.

Natural pongee coats in three styles are \$30 each.

(First Floor, Central)

## Mr. Business Man—a Word

Your office equipment is an important part of your earning or productive facilities.

Is it up to date?

If not, our office furniture service will help you.

It can be of special helpfulness now.

All Our Office Furniture  
Is Reduced 10 to 33½  
Per Cent

in the August Sale.

We have a particularly large and well-picked stock, all goods being of standard type.

The assortment of desks is believed to be the best in Philadelphia. Why not select when selections are so good and prices low?

(Third Floor, Market)

## \$3 Now for Any Man's Sennit Straw Hat

We have lowered the prices of all our sennit (stiff brim) straw hats to \$3.

This includes the fine Lincoln-Bennett and Redleaf London straw hats, which men of discrimination say are the best straw hats that come to Philadelphia.

(Main Floor, Market)

## New Books

of a sort calculated to give much quiet pleasure are these:

"In Lower Florida Wilds," by Charles Torrey Simpson, price \$3.50.

"Cape Cod and the Old Colony," by Albert Perry Brigham, price \$3.50.

(Main Floor, Thirteenth)

## Hand-Drawn Scrim Curtains and Covers to Match

Such hand work takes a long time to do, and between the time we placed the order and the arrival now of this shipment prices have jumped about a half as much again. But we have disregarded that in marking these pieces.

Besides their extreme daintiness, which is so much appreciated by every woman, these hand-drawn curtains, bed covers, scarfs and so on are thoroughly practical for wear and laundering.

Bureau scarfs, \$4 each. Table scarfs, \$5 each. Curtains, \$13.50 a pair. Bed covers, \$27.50 each.

(Fifth Floor, Market)

## An Unusual Disposal of the Very Fine Suits and Golfing Wear in the Men's London Shop

The Men's London Shop will make a clearaway of all its beautiful Summer suits, golf suits and white flannel trousers at savings of 20 to 30 per cent.

The three-piece suits are of fine worsteds, chevots and tweeds and some extremely handsome imported fabrics, such as Shetlands, blackthorns and chadda cloths. All beautifully tailored and in the best fashions. The new prices are \$40 to \$85.

Tropical suits of pongee, crash and mohair are now \$15 to \$32.50.

Golf and sports suits of distinctive design are \$25 to \$65.

Golf knickerbockers are \$6.50 to \$13.50.

White flannel trousers are \$15 to \$20.

An opportunity for a man to get outfittings of the finest sort at the price of ordinary garments.

(The Gallery, Chestnut)

## All Our Men's Blue Serge and Flannel Suits Come Down

For general utility there is nothing quite like a serge suit.

And not everywhere else will you find serge suits equal to Wanamaker's.

Our stock of these suits is made of good, sound, all-wool, fast color blue serge, thoroughly dependable.

They are the standard of the world for their durability and their fashion.

Splendid suits for Fall—and you can wear them right up until January.

Now they all come down to two new low prices—

**\$50 and \$60**

—representing savings of from \$5 to \$20 on a suit.

All sizes, including some for stout men.

(Third Floor, Market)

## Why Not Buy Your Shoes When the Prices Are Low?

In this great Summer Sale at Wanamaker's you can get all the shoes you need for the remainder of this Summer and for next Fall and Winter—or for next Summer, for that matter—at an average half of regular prices.

If you are a man you can get these shoes at just half price.

If you are a woman you can choose from a lot that are exactly half price, from some that are a little more than half price, and from another group that are less than half price.

In all cases they are good style, desirable shoes, well made of excellent leather.

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

Both high and low shoes at the first two prices and all high shoes at \$9.75. The variety is large and the styles 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.

## 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. Many styles of heels.

(First Floor, Market)