

# Where Can You Be So Certain of Finding the Furniture You Want as in the Wanamaker Sale That Brings So Much of It?

## How the Flowers Love the Sunshine!

All the way along the turnpike to Cape May there seems to be, just now, an old-fashioned flower festival. There's old Grandmother Hollyhock, that your mother loved and talked about so much, and nearby is Grandfather Sunflower, tall and dignified, as if on guard. Gladioli, phlox, marigolds, bachelor buttons, zinnias, larkspur, coxcomb, heliotrope, foxglove, four-o'clocks and Rose of Sharon are abundantly spread before you to remind you of your old country home.

Take a day off and go back to the happy days when you and mother made garden together.

It might be the best way to get a new action started in your life.

Be at home when you like in this hospitable mansion of merchandise, where everybody feels at home.

[Signed]

*John Wanamaker*

August 18, 1920.

## Women's White and Pink Dresses Lowered in Price

75 tricolette and Georgette dresses may now be had for \$25 to \$50 apiece—a saving of \$10 to \$25 on the earlier prices. The dresses are the sort most wanted for the present moment, being in white and pink only, in various weaves and styles—chemise dresses, coat dresses, embroidered and beaded dresses, dresses with long and rather short sleeves.



All sizes in the lot.

(First Floor, Central)

## Velour and Other Capes Going Out at \$57.50

which would be a small price for such things if it were not that they are remainders of Spring stock. Certainly more than thirty women will want them for Fall wearing—they are so rich and generally attractive, besides being an excellent weight.

The velour capes are tan, a vivid blue-green and a sort of henna color; the tricotine capes are in navy only.

Price \$57.50.

(First Floor, Central)

## Letitia Corsets

Five good models are these:

At \$6.50, a light weight, topless model with short skirt and a few bones.

At \$6, a cool batiste girdle top corset, lightly boned in front, more heavily boned over the hips.

At \$6.50, a topless pink batiste corset with elastic insert, long skirt and eyelets and lacing below the front steel.

At \$6.50, a cool pink batiste corset with long skirt and low top and well boned.

At \$7.75, a heavily boned model of white coutil, with graduated front clasp, low, full bust and long in front.

(Third Floor, Chestnut)

## Women's Brogue Oxfords for Autumn

Made of tan Norwegian calf, with full wing tips, all the correct perforations and one-inch broad heels, price \$18 in the Exclusive Little Boot Shop.

(First Floor, Market)

## White Tub Skirts Low-Priced for Girls and Young Women

Some are a bit tumbled or slightly soiled, but these faults are easily remedied and the savings are so great that in most cases you can buy two of these skirts for the ordinary price of one. And there is plenty of time to wear them.

**Girls' Skirts, 75c to \$2.50** are of white jean, pleated and just the thing to wear with middie blouses. Some are on bodices, others on bands. Sizes 6 to 14 years.

## Young Women's Skirts at \$3

average half price. They are very pretty styles in gabardine and tricotine, 26 to 30 inch waist measure and 35 to 39 inches length.

(Second Floor, Chestnut)

## Please Notice the Stripes in New Fall Skirts

For stripes predominate and they are such stripes as you are not likely to have ever seen before in a skirt. One thing is certain, however, these skirts for Fall are the prettiest for many a day.

Just imagine a fine knife-pleated skirt made up of narrow Roman stripes in brilliant colors, yet somehow the whole seems subdued to exactly the right tone.

Or a skirt of wide black stripes, alternated with a stripe of narrow Roman colors. Or a skirt that has first a stripe of plain and then one of plaid material. Others seem to be embroidered with a gold thread in the form of a stripe.

All the materials are woven especially for these skirts;

(First Floor, Central)



they are fine all-wool gabardine mostly and one of the new features is the side fastening. Prices are \$22.50 to \$37.50.

(First Floor, Central)

## Colored Petticoats for Girls

It is always difficult to get enough of them in the 32 and 34 inch lengths.

Messalines and jersey tops with messaline flounces, black and changeable colors, \$5.75.

Colored cottons, including satcen, start at \$2.75.

(Third Floor, Chestnut)

## Women's New Wool Scarfs for Cool Sea Breezes

A new lot of brushed wool scarfs in gay stripes and colors. The variety of colors is very great and includes many of the new shades so much in favor this season.

For the most part these scarfs are plain color in the middle but have contrasting color stripes on the ends.

Prices \$3.60, \$4.60, \$4.80, \$5.20 and \$9.60.

(First Floor, Market)

## Pretty Colored Handkerchiefs for Women

And these particular ones are so popular that we can hardly keep them in stock. It is small wonder, seeing that they are sheer, Irish linen and only 35c each! Some are all of one color, others are white with colored hems.

There is also in a new shipment of sheer Irish linen handkerchiefs (white) with narrow hems at \$3 a dozen. These are splendid values also and only possible because we took advantage of the earlier and smaller prices.

(West Aisle)

## Beautiful Serapi Rugs at Much Less Than Normal Prices

The decorative appeal of these rugs is at once bold and individual.

In their coloring rich red and soft blue are set off by ecru and ivory shades. They are excellent pieces of substantial texture and serviceable weave and we have marked them at what are probably the lowest prices quoted anywhere in America today for rugs of the same grade.

11.1 x 10.5 ft., \$685	11.7 x 19.7 ft., \$725
12 x 9 ft., \$645	17 x 12.11 ft., \$1200
12.4 x 10.6 ft., \$695	15.10 x 11.8 ft., \$1185
12.7 x 10.3 ft., \$785	23 x 15 ft., \$1385

(Seventh Floor, Chestnut)

## One Woman Bought \$131 Worth of American Broadcloth Silk

She was much astonished to find the price only \$3 a yard because elsewhere she had seen the same silk marked \$1.50 a yard more.

There is no question but that everybody who knows the wearing qualities of American broadcloth silk and how well it washes, would be willing to give this price if it were necessary.

But the point is that we have made an opportune purchase of many thousands of yards of the finest quality American broadcloth, 32 inches wide, in plain white and also colored stripes and we are selling it for \$3 a yard.

(First Floor, Chestnut)

## New From Japan Blue Satin Habutai Silk

The one color that everybody has wanted.

In this new importation is almost every shade of blue that one could want for linings and foundations for Fall gowns. It is soft, light, cool and wears well, hence it is very much in demand. 36 inches wide and \$2 a yard.

We don't know anywhere else you can find this variety in shades of blue satin Habutai. Old China blue, sapphire, electric, national, bluebird, midnight, marine, Japan, Yale and several shades of navy.

(First Floor, Chestnut)

## Directors' Tables in the Office Furniture Sale

The office furniture sale is particularly notable this year, not only for the fine assortment of desks, but also for the splendid group of directors' tables in mahogany and quartered oak.

Many of these have been made up specially for ourselves and all are very fine pieces of business furniture.

(Third Floor, Market)

They include both square and oblong tables in six, seven, eight and ten foot lengths.

August Sale prices, \$112 to \$315.

Our entire stock of office furniture is included at reductions of 10 to 33 1-3 per cent in the August Sale.

(Third Floor, Market)

## What Shall Daddy Take Home to the Children?

If they are at the shore he isn't likely to go wrong with a sandpail, sand molds, shovel, a toy sail or motor boat, or a toy airplane.

If they are at home in the country, they will like bows and ar-

rows, games and any one of a thousand other things to be found in the block-long Toy Store.

As for motion-picture machines and ouija boards, they amuse the whole family.

(Seventh Floor, Market)

## The Sale of Mattresses and Related Goods

Our entire stock of mattresses, pillows, bolsters, and bedsprings is offered at reduced prices in the

August sale. It is advisable to make selections as early as possible.

(Sixth Floor, Chestnut)

It is the best and most satisfactory sale because no better furniture can go into any home.

It is the best and most satisfactory sale because it provides a choice of the world's finest cabinet work such as no other two or perhaps three stores combined can equal.

It is the best and most satisfactory sale because no other sale presents the same advantages to home furnishers—the same unrestricted choice of uniformly likable and desirable styles and grades and the same unquestionable qualities.

And certainly no sale affords savings that can by any chance be more real and genuine than the savings offered in the Wanamaker Sale, because above all other sales the Wanamaker Sale must live and grow by the genuineness of the furniture it brings and the economies it offers.

(Fifth, Sixth and Seventh Floors)



## All Our Men's Fancy Summer Suits Reduced One-Third or More

This is any man's opportunity to get a standard Summer-weight suit at a very unusual saving from the regular price.

He has a large and attractive variety of cool wools to pick from in shades and patterns as good and likable as any man can desire.

These are suits that can be worn right into the Fall and put away for next season.

Prices \$30, \$40, \$45 and \$55.

Hitherto they have been one-third or more higher.

(Third Floor, Market)

## Men's \$10 Silk Shirts That Are a Joy to See

Every now and then you hear of men paying \$20 or \$25 for ready-to-wear silk shirts. If they do they are throwing money away.

We have silk shirts here at \$10 that are as fine in fabric and as beautiful in color and design as any we have seen this Summer. Until a short time ago they were a half more in our own stock, and they are regular goods, not made up for a price.

Every man who likes silk shirts should see them.

(Main Floor, Market)

## Men's New Redleaf Caps From London

A little shipment of fine caps in homespun and plaids for motorists, golfers and other men who have learned the comfort of such headwear.

Price \$4.

(Main Floor, Market)

## Tapestry and Velvet Rugs Moderately Priced

Some excellent shipments of these two popular makes have just been received.

Seamless velvet rugs, 9x12 ft., \$58.50.

Tapestry Brussels rugs, 9x12 ft., \$41.50 and \$45.

(Seventh Floor, Chestnut)

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

These figures tell the scope and the importance of the great Summer Sale of Shoes now going on at Wanamaker's.

Thousands of pair of fine fashion high and low shoes for men and women going out at average half price.

### 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. A large variety and all new styles.

(Main Floor, Market)

### Women's Low Shoes, \$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.

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

Lace shoes of plain black and tan calfskin and gray and brown kidskin, and lace and button shoes of various fine leathers with fancy tops of leather or fabric.

(First Floor, Market)