

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

This August Furniture Sale Is the Greatest Merchandising Event

A Careful Analysis of This Place Brings Out

without disparagement of others, the following facts:

1. No other city in the United States has so large a retail store in any one building.
2. The spacious building is not a combination of old buildings put together, with floors not on a level and confusing staircases.
3. It is a structure specially built upon a simple plan of straight lines inside and out, that all people, young and old, may go anywhere in it with perfect safety.
4. Its fireproof construction leaves nothing but hardwood floors to burn. It has four twenty-foot-square brick fire towers from top to bottom, within one and a half minutes' reach from any part of any floor to the smokeproof stone staircase all the way down to the ground, so that people can shop safely on any upper floor and get out of the building quickly and safely, if need be.
5. Its situation on four city streets, gives abundant exits to out-of-doors, and its scientific plans afford perfect ventilation.
6. Its forty-eight elevators, all accessible to the public, are of hydraulic construction, automatically lifted and lowered by water.
7. The conveniences and comforts the building affords to the public are manifest in washrooms, check rooms, writing and rest rooms, telephone and telegraph and postoffice station, hospital with doctors on duty from morning until night, and dining rooms; and the whole store at stated times, by reason of the great St. Louis Exhibition Organ, improved and enlarged, in the Grand Court, becomes a vast music palace.
8. A delightful peculiarity of the building is that, on account of its arrangements and its fullness of things to see, everybody feels "at home."
9. People are free "to browse about" at will or, by calling at the Inquiry Office next to the Juniper Street entrance, can visit everywhere, taken by the Store guides.

Note—Cut this piece out and watch for tomorrow's contribution and put them both in your next letter to your home or friend.

(Signed) *John Wanamaker*

July 29, 1919.

For Girls and Young Women Who Would Be Cool and Comfortably Dressed

there are any number of thin frocks and tub clothes for the hot days. Wash dresses—and ever so many styles, too—\$8.50 to \$16.50. Tub skirts, \$4.50 to \$7.75. Pongee suits, in the natural color, \$35 to \$43.50. Lovely crepe Georgette gowns, in white or flesh, \$30 to \$48.50. And there are quantities of new Autumn frocks here in the satin that promises to be so smart, in tricolette and crepe, \$30 to \$75. 14 to 20 year sizes.

(Second Floor, Chestnut)

L. R. Topless Corsets

As good for the women who need hip confiners as for the women who are slight of figure.

At \$1.50. A pink batiste model with insert of elastic across the top, and short bones over the abdomen.

At \$2.50. A pink coutil model with touch of blue silk at top.

At \$3.50. A well-boned model of pink or white coutil, long over the hips and with insert of elastic at the bottom of the back.

Also graceful models of pink or white broche or batiste.

At \$4 and \$5. Dainty pink satin models with bands of elastic and skirts medium or long.

At \$4. A lace-front model of pink coutil, with elastic across top.

At \$6. A dainty pink broche with elastic top and long hips. This model may be lace laced in back or front.

At \$7.50. Pretty broche and tricot models.

(Third Floor, Chestnut)

Necklaces and Beads of Imitation Coral

This Summer the pretty pink coral is having quite a vogue, and that makes these attractive ornaments all the more interesting.

Some are of imitation coral beads alone, some are combined with jet, some with carved metal beads, and some are on silken cords with great fringed ends, and still others have flat coral lockets in the fashionable shapes and sizes.

\$1 to \$9.50.

(Jewelry Store, Chestnut and Thirtieth)

Simple White Waists

After all, when scorching weather is here, they are far more comfortable and less troublesome than fussier things.

A self-striped dimity with a high-low collar, \$2.25.

Striped dimity with low collar and yoke finished with cording, \$2.50.

Organdie with collar, cuffs and front pleat trimmed with lattice beading, \$5.

(Third Floor, Central)

Women's White Buckskin Oxfords With a Custom Air

The shape of these shoes reminds one of made-to-measure footwear. They have well-proportioned, but not very narrow toes and broad Cuban heels of leather.

The price—\$10—is very moderate.

(First Floor, Market)

Women's English Velour Hats for the Early Autumn

or immediate wear in the mountains, the country or at the shore, are in perfectly lovely colors and those simple sports styles which the English do so well.

Some are of soft velour, a few are of hatter's plush. They are a little larger than medium size and are usually charmingly trimmed with glistening satin bows and bands.

Soft gray shades, violets, any number of blues, rose and pink shades are in the group. Prices begin at \$18 and go to \$32.



(Second Floor, Chestnut)

New Goods and Reserves Enter the Hosiery and Underwear Sale

Some of these goods were delayed in transit and go into the sale for the first time tomorrow. Others are second shipments of the best sellers. All are marked at the same rate of savings that is maintained throughout the sale—an average half of regular prices.

Women's Stockings

75c for black and colored openworked artificial silk, "seconds."
\$1.50 for full-fashioned white thread silk, "seconds."
\$2.35 for full-fashioned all-silk in black, white, African brown and gray; "firsts."

Women's Underwear

25c for white lisle vests in regular sizes and fancy trimmed vests in regular and extra sizes; "seconds."
50c for white cotton combination suits, regular and extra sizes, "firsts."

(West Aisle)

Men's Underwear

45c for white and ecru short-sleeve balbriggan shirts and drawers, "seconds."
\$1.35 for white lisle union suits with short or long sleeves and ankle or three-quarter length legs, "seconds."

(Main Floor, Market)

Special Lot of Children's Underwear at Less Than Half Price

We should like to call particular attention to a disposal of children's underwear that is of interest to homes and other institutions, as well as to families.

From our own good stocks we have taken about 3000 odds and ends of white gauze cotton shirts, drawers and pantslets for children of 2 to 14 years and reduced them to 25c a garment, which is considerably less than half price. All sizes to start with, but better be early.

(First Floor, Market)

All Our Mattress, Pillow, Bolster and Bedspring Stocks Are in the August Sale

Altogether there are twenty-four grades of mattresses in the sale—twelve of hair and twelve of felted cotton.

Seven grades of upholstered box springs are in the sale, including kinds for heavy as well as light people. Also fourteen grades of woven steel springs at August sale prices.

There is a choice of no less than eight grades of feathers and down for pillows and bolsters. During this sale you may have us make up mattresses, pillows or bolsters in any one of the grades mentioned at reductions of 10 to 20 per cent from regular prices.

Choose tickings and upholsteries to your own taste. All our mattresses are made up under the most hygienic conditions and in the most careful way.

The bedsprings in the sale are of reliable construction, each being a standard type at its price.

Selections may be made tomorrow or Thursday, the two remaining days of Courtesy and Inspection, all transactions to date from August 1.

(Sixth Floor, Chestnut)

More Women's Summer Dresses Reduced—\$5, \$7.50 and \$10

We want to clear out all these washable frocks in a hurry because our interests are in Fall things; but there are six weeks yet of hot weather in which they will be useful to their purchasers.

Voiles Gingham Linens Nets Organdies

Some pure white dresses are in the lot, and there are sizes for everybody.

(First Floor, Central)

White Petticoats Some Double-Paneled

Muslin and cambric chiefly. Plain scalloped styles with panels, \$1.50 to \$2.85.

More fanciful sorts, being trimmed with lace, and paneled, \$3.50, \$3.85 and \$4.50.

Pique minus panels, \$1.85 to \$3.50; and heavy satcen, also minus panels, \$2.25 to \$3.75.

(Third Floor, Central)

For Your Coolness and Comfort—

A good bath spray—85c to \$3. Generous, thirsty sponges, 50c to \$10.

Queen Mary Bath soap—violet, cold cream, rose or verbena, \$1.50 a dozen.

Queen Mary talcum powder, 15c to 75c.

Queen Mary Bath crystals, violet, rose or verbena, 65c to \$1.25.

(Main Floor, Chestnut)

That Ever Grew Up Under the Good Judgment of the People

WE HAVE made some strong statements about this August Furniture Sale and these are the days when we are backing them up with the goods.

For some years past we have had reason to know that Philadelphians and many other customer-friends not Philadelphians, show a personal kind of pride in our Furniture Sales—they seem to regard them as one of the great business distinctions of Philadelphia and they are glad that Philadelphia, the city of homes, is the home of the world's greatest sale.

During the past two days of Inspection and Courtesy this feeling seems to have been more pronounced than ever. We can say there is good reason for it. Anybody can see that there is good reason for it.

A Sale That Stands Alone

It is impossible for any one of ordinary observation to go through these stocks and not recognize that in extent, quality, variety, beauty and desirableness they so far surpass any other collection as to stand entirely alone.

Somehow, we always seem to be able to do things better the oftener we do them. This is not said in conceit, but as an illustration of the increasing power and mastery that come from long experience and sound development along the proper lines.

The result is a Furniture Sale that answers every requirement within reason as no other sale possibly can. We don't think there is need to stress that point any further.

The people have eyes and they know how to use them.

They have heads, and they know how to use them.

Long before today they began to use their eyes and their heads in judging furniture sales. We may say we are perfectly satisfied with their decision.

The greatest thing that ever came from their judgment of the furniture situation is this August Sale.

Summer Rug Specials

Now that we are being forcibly reminded that Summer-rug weather has a long time to run.

Colonial Rag Rugs 8x10 ft., \$8.75.

6x9 ft., \$5.75. 9x12 ft., \$9.75 and \$15.

Oval Rush Rugs

9x12 ft., \$25. 8x10 ft., \$22.50.

Fine Fiber Rugs

9x12 ft., \$16.50 and \$18. 7.6x10.6 ft., \$15.

Brand-new Chinese matting in a good range of colors and of a splendid quality at \$25 for a roll of 40 yards.

(Seventh Floor, Chestnut)

Hot-Weather Suits for the Boys

For 7 to 18 year old boys we have a good assortment of Norfolk suits of Palm Beach cloth in gray, green and tan at \$10. They are very good looking and so cool!

Then for the smaller chaps of 3 to 10 years there are the Junior Norfoks, Middy and Oliver Twist suits in a large variety of tub fabrics and in many colors. Prices from \$3.25 to \$6.50.

(Second Floor, Central)

An Automatic Ice Cream Freezer Without a Crank

Outside of packing of salt and ice is an air cushion. The result is a positive freezing temperature in the cream chamber, and, though you might expect otherwise, it makes ice cream light and smooth.

Saves ice, saves space, saves labor and saves money.

Six-dish size, \$4.

Twelve-dish size, \$5.

(Fourth Floor, Market)



The size of it is the measure of their faith in our words, our goods and our service.

The character of it is our interpretation of what all worth-while people desire in furniture-quality, furniture-beauty and furniture-value.

Tomorrow Is the Third Day of Inspection and Courtesy

Thursday will be the fourth.

Furniture may be chosen on any one of these Courtesy days, but no deliveries will be made before August 1, and all transactions will go into effect from that date.

Locations

- Bedroom Furniture, Sixth Floor.
- Dining Room Furniture, Sixth Floor.
- Living Room, Library and Hall Furniture, Fifth Floor.
- Wicker Furniture, Seventh Floor.
- Office Furniture, Third Floor.

\$2.15 Shirts and 50c Ties Are All That's Left of the Men's Wear Sale

And the only reason they are left is because we had unusually large lots of both.

The shirts, which are soft-cuff, plain negligee style, are of excellent woven madras (and are all regular Wanamaker standard—no "job lots.") At \$2.15 they represent such good savings that they are worth buying by the dozen or half dozen. The neckties are bat-wings and four-in-hands of many good Summer silks.

(Main Floor, Market)

Men Like These Pongee Hats and Caps

for motoring, golf, tennis or any sports wear. They are so light in weight and cool.

And the pongee is a better quality than you might expect, as we bought the material specially and had the hats and caps made of it.

Caps, \$2 and \$2.50.

Hats, \$3.

(Main Floor, Market)

Women's Fine Suit Cases of Black Leather

Dull and enameled cowhide are used in these cases, which are excellently made with sewed edges, two locks and silk lining.

They are light in weight and come in 20, 22 and 24 inch sizes.

Prices \$16.50 to \$32.50.

(Main Floor, Chestnut)

Ampico Reproducing Pianos Are Radically Different

from any other reproducing or player-pianos made.

Where these other instruments record a note from the impression made by a punch on the roll, the Ampico records it through the vibration of the string.

In the former case the impression ends when pressure is removed from the piano key, no matter how long after that the sound of the actual note may still be in the air.

With the Ampico the note is recorded as long as it sings, as the wire vibrates as long as the faintest whisper of sound remains.

It must be plain to any one that the Ampico method is the most faithful in reproducing the human touch and all the expression of the hand-played performance.

maker's only.

Chickering Ampico uprights, \$1700.

Schomacker Ampico uprights, \$1600.

Haines Bros. Ampico uprights, \$1100.

The celebrated Knabe Ampico uprights, \$1650.

(Egyptian Hall, Second Floor)



NO Sale of Cotton Remnants ever was quite so important as this, for there never were so many people to whom economy meant so much. Fresh remnants going into the sale every day. Lengths run from those for a baby's dress to those for its mother's. Prices 12 1/2c to \$1 a yard.

(Fifth Floor, Chestnut)