

Great Organ Plays at 8.30, 9 and 4.50
Trinity Chimes at Noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy; showers

With a Rousing Start, the Wanamaker August Furniture Sale Holds Second Inspection Day Tomorrow

Philadelphia's Old-Time Dry Goods Stores

The first and most prominent store seventy years ago was that of Townsend Sharpless, a fine old Quaker, located on Second Street above Chestnut. His worthy son

Charles L. Sharpless

succeeded him and with his sons "carried on" splendidly at the Northwest Corner of Eighth and Chestnut for a number of years.

The Sharpless stores rarely advertised. The well-known character of the Sharpless family, father and sons, Harry, Charles and Townsend, and their manner of storekeeping were sufficient to fill their stores at all times with flocks of people.

The Best Speech of This Store Is the Store Itself

Its vast outside is a silent witness of solidity, safety and straightforwardness.

Its inside, built purposely for the convenience and comfort of its patrons, speaks for itself.

Its ever-changing displays of the more than a hundred classes of trustworthy merchandise is

A Panorama of Pleasure

to all beholders, telling the facts of the Store life far better than words.

Let the Store take its rank and place not alone from its fireproof building and safeties of ingress and egress, but from the uses we make of it.

For example, make a visit to the unequalled and unsurpassable Furniture Department and judge the entire store by its layout there of how the storekeepers here think and act for the benefit of our patrons.

Advertising words can be easily misleading, but the woods and workmanship of good Furniture are the real things.

The Trees of the Forests are known to have hearts and the woodworkers are known as White-Smiths (in contradistinction from workers in iron, designated as Black-Smiths). The White-Smiths are artists in shaping and putting together skillfully Mahogany, Oak, Cherry, Poplar, Maple and Pine woods into chairs, tables, bedsteads and the like, for heirlooms, plain, practical and uncostly, or for the higher decorations of the home, as may be desired.

There Is an Everyday Dividend

from the home things surrounding you if carefully thought out and wisely selected. It will be almost impossible, in the next twelve months, to collect another stock to equal what we have now on hand.

It is our kind of furniture.

Let it speak to you of the excellencies of the Store throughout.

[Signed] *John Wanamaker*

July 29, 1918.

Cool Envelope Chemises

Fortunate indeed is the woman today who can wear a one-piece undergarment. They are so easily laundered, so easily packed when traveling and so easily selected from among this fresh array.

There are dozens and dozens of styles. The materials are nainsook, satin and crepe de chine. The trimmings are hemstitching, ribbons and laces. Silk from \$3.75 to \$17.50. Cotton from \$1.25 to \$5.

(Third Floor, Central)

Here Are the First Autumn Top Coats for Young Women

YOUNG women going away to the mountains or traveling North find a heavier coat necessary, and they may be interested in these new arrivals—all new Fall fashions. The coats are of soft wool velvets, in two new styles, one with gathered skirt; both with belts and pockets. They are lined throughout with soft, rich silks and are in pretty brown and taupe shades.

\$39.75, \$42.50 and \$50—and 12 to 20 year sizes.

(Second Floor, Chestnut)

Young Women's Bathing Suits Change Prices

Wool jerseys and glistening mohair suits now \$3.75 and each.

The mohairs are in blue or black, while the jerseys are various colors and attractive combinations. 12 to 20 year sizes.

(Second Floor, Chestnut)

Children's Fancy Top Socks "Seconds" at 20c

2700 pair of mercerized and lisle socks with pretty tops. Full range of sizes from 4 1/2 to 9 1/2.

29 sizes and styles, \$12 to \$24.

THIS August Furniture Sale has back of it all the essentials necessary to make it the best sale for everybody to come to for good furniture. It certainly has back of it what we think are the three main essentials

—the largest stock of high-grade furniture to be found in any retail store in the world;

—the lowest prices, qualities considered;

—the best service.

These are not matters of argument, but matters of fact, not to speak of figures.

They are facts that we can prove to the satisfaction of anybody.

Of scarcely any standard article of furniture do we show less than two hundred different kinds.

The advantage to you is clear and reasonable. Such a wonderful variety means that this is the stock in which you are surest of finding the furniture

you want. This is the stock in which you cannot fail to find the furniture you want, provided you want good furniture.

Regarding the quality of the furniture, it can be said that it is as reliable as the varieties are great.

We are surely entitled to talk about quality in furniture, for we have worked hard to have quality put into furniture, and we have succeeded.

It is good to know that this is the greatest sale in quality as surely as it is the greatest in magnitude and variety.

It is also the greatest sale in economy because it provides the most dependable grades at price advantages which only magnitude can make possible.

All of these facts go to make it the greatest sale in real opportunity for you, for anybody looking for furniture of any worthy grade at a price-saving legitimate and aboveboard.

(Fifth, Sixth & Seventh Floors)



THE sale takes in all the furniture in our possession; that is, our entire regular stocks in addition to wonderful new purchases totaling roughly one million dollars.

Everything in the sale is marked 10 to 50 per cent less than our regular prices, the average saving being 33 1-3 per cent.

Tomorrow, Second Inspection Day, customers may select such pieces as they desire, all sales to go into effect from August 1.

We're Clearing Out Hundreds of Women's Wash Dresses \$5 to \$15 each

Many are perfectly fresh—others will need a hot iron to make them quite dainty and fresh again.

It is a miscellaneous collection of many Summer dresses, all in good, new styles, and every one much under the price it began the season with.

There are little frocks for porch and morning wear on the beach or in the country; there are pretty afternoon dresses; there are fluffier frocks suitable for informal evening wear.

And what with cotton rep, linen, striped and flowered voile, cotton nets, sheer dimities and dotted Swisses, calicoes, ginghams and organdies, it is plain to be seen there is certainly no lack of variety.

\$5, \$7.50, \$10, \$12.75 and \$15 is the present range of prices, and any woman who needs some more Summer dresses should not fail to see these.

(First Floor, Central)

L. R. Summer Corsets Which Lace in Front

THE foundation of good dressing is a good corset, and for many women the right foundation is an L. R. laced-in-front corset.

Here are some of the new models for this summer:

At \$3—a topless style of flesh-colored batiste, ventilated back, elastic band over hips in back.

At \$6.50—a model of strong coutil, heavily boned and with medium bust. The hips have elastic gores, and there are three pairs of hose supporters.

(Third Floor, Chestnut)

Nainsook Special at \$1.85 a Piece

There are 100 pieces, of 10 yards each, to be sold at this low price.

Nainsook is such satisfactory material for women's underwear, and is cool and dainty for children's dresses.

This is all in white and is 36 inches wide.

(First Floor, Chestnut)

Famous Puritan Refrigerators at a Quarter Less

Puritan refrigerators are notable throughout the country for their excellence, and they sell readily at regular prices as fast as the factory can get them out.

But we got a few hundred at a special price—for the first time in five years—and, while they last, they will be marked 25 per cent less than regular.

29 sizes and styles, \$12 to \$24.

ON THE AISLE TOMORROW

300 Fresh and Pretty Shirtwaists at \$1.65—Special

Most all are in white, but some few have a touch of color. They are of voile and batiste, in tailored and semi-tailored styles, and every one of the three hundred is fresh and dainty.

You save almost a dollar on each waist.

She Bought \$195 Worth of Beaded Bags for Christmas

FOUR handsome beaded handbags, all from Paris, were purchased by a customer the other day to put away for Christmas gifts. She said she was taking no chances on not being able to obtain such exquisite things later.

We have a truly remarkable showing of these bags. The selection between \$25 and \$60 is excellent, and between \$75 and \$100 are some that resemble antiques.

(Main Floor, Chestnut)

More Women's Handkerchiefs \$2 a Dozen

WE'VE had them before—and are glad to get more because they are just the kind a woman likes to see a snowy pile of when she opens her handkerchief boxes.

Good Irish linen, sheer and snowy; plain hemstitched; sold by the dozen or the half dozen.

And one needs plenty of handkerchiefs these days!

(West Aisle)

These Fine 9 x 12 Ft. Rugs Are All Specially Priced

You will find something here for every room in the house and for the porch as well.

Finest Wiltons made, \$82.50

Standard Wiltons, \$48.50

Wilton Velvets, \$41.50

Axminster, \$34.50

Tapstry Brussels, \$22.50

Fine Rush Rugs, \$26.50

Wool Fiber Rugs, \$9

Ree Rugs, \$2.75 & \$14.50

Sunburn Lotions Answer the S O S of Unprotected Complexions

THERE are always times during the summer, no matter what precautions we take, when Old Sol gets the best of our complexions. But there is little cause for worry with such an excellent collection of lotions to fall back on.

Honey and Almond Cream, 35c a jar.

Cucumber Cream, 50c a jar.

Youth and Beauty Cream, 50c a jar.

Witch Hazel Cream, 25c a jar.

Glycerine and Honey Jelly, 20c a tube.

(Main Floor, Chestnut)

Picked Up on the Fly

A SOLDIER'S drinking cup, which is extra large, is of khaki and rubber and is so soft that it can easily be jammed into any little nook in the kit. At 25c.

(Main Floor, Chestnut)

A SMALL BOY would be thrilled with a toy machine gun that shoots wooden cartridges—which are quite safe. At \$3.25.

(Seventh Floor, Market)

SOME ingenious person has invented a "hair- tonic comb." There is a bulb attached to the comb—for the tonic—then there are little holes in the teeth of the comb. At 50c.

(Main Floor, Chestnut)

A NOVEL hand-painted candy box has a glass top that you may the more easily see the good things in store for you. At \$1.85.

(Second Floor, Central)

Men's Clothing Reduction—250 Tropical Two-Piece Suits at \$13.50

These are featherweight worsted and mohair suits, two-piece style, thoroughly well tailored and wonderfully comfortable in hot weather.

Good patterns and every way desirable.

Every one should go very quickly, for there are certainly lots of men who need just such cool suits.

(Third Floor, Market)

Final Shipment of the Men's Low-Priced Outing Shoes

White canvas oxfords with composition soles and rubber heels, half price at \$1.90 a pair.

High white canvas shoes trimmed with tan leather and with red rubber soles and spring heels are \$1.60 a pair, and oxfords of the same style, with either tan or white leather trimming and red or white rubber soles and heels are \$1.40. These are a third less.

(Main Floor, Market)

of carrying one, and it's only 3 inches long. At 50c.

(Main Floor, Chestnut)

CAN you imagine anything more practical than a set of doilies made of oilcloth? They can just be wiped off and used again and again. A white set, with blue flowers, comes at \$1.75.

(Second Floor, Central)

A LITTLE book for telephone numbers for those of a nautical turn of mind has a little sailor on the back. At 50c.

(Second Floor, Central)

WHO hasn't a lot of odds and ends of lace? Did you know that beautiful pillows and mats of all kinds can be made with them? Come see those in the Art and Needlework Store on the

(Second Floor, Central)

THE little girl that loves to "dress up" would be delighted with a war nurse's outfit. It includes a complete costume and a number of "first aids." At \$1.95.

(Seventh Floor, Market)

HERE is a tooth brush that folds back into a little cover. It's such a sanitary way