

Great Organ at 8.30,
9 and 4.50
Peterborough Chimes at Noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

Weather
Partly cloudy

The Great August Furniture Sale Will Go Ahead Full-Blast Tomorrow

The Last of the Fine Old Franklin Institute Exhibitions

was held in this old freight station shed before we got possession of it. The pity of it that today we have no place in the city for such exhibitions!

A few weeks ago at the solicitation of many, we opened our big building partially for six evenings to the new settlers in our city as a compliment and convenience to them, seeing that the mechanics were employed all day.

By actual count 21,938 persons availed themselves of the opportunity of visiting a Store such as this. For the sake of the new home-makers and in their interest we did our August Sale preparations earlier and we brought forward the opening day of the August Sale that they might enjoy the advantages of dealing in this House that originated Furniture Sales.

We believed also that by an experience in choosing furniture the new customers would get a correct view of the way we conduct all of the departments of this Different Kind of Store.

Any careful observer can easily satisfy himself in these four particulars:

1. The preponderance of quantity to select from.
2. The superiority of the woods and finish and our guarantee.
3. The reasonableness of the prices.
4. The difference between tinsel and the real thing to last a lifetime.

It is not to be supposed that any one is ready to take our opinions or the opinions of any sellers as to the goods and lay down many good hard-earned dollars for articles that ought to last a lifetime, simply from reading advertisements, or special friendliness to any storekeeper.

Not for an instant do we presume to prejudice or prepossess the judgments of purchasers, but on the contrary, we earnestly suggest un-hurried purchases and not taking anything upon a sayso until after thorough examination as to every detail.

[Signed] *Joe Wanamaker*
July 31, 1918.

In the Young Women's Salons—An August Clearance Sale of Summer Clothes

All these are much reduced—

Wash Dresses, \$5 to \$10

Pretty Summer frocks in white and colors and of many fabrics from sheer organdie to sturdy gingham and chambrays, and ever so many good styles.

Silk Sports Suits, \$15

These are of crepe de chine in white and light colors.

Linen Suits, \$12.75

These, too, are in sports models and come in practical navy blue.

Silk Dresses, \$10 to \$16.50

Taffetas and crepe de chine in light and dark colors and a good choice of styles.

Wash Skirts, \$1.50 to \$3

Pique, linen and gabardine skirts—well cut and in several models.

All are in 14 to 20 year sizes.

(Second Floor, Chestnut)

EVERY woman would rather have her own bathing suit—

and she enjoys her dip so much the more if she knows that her suit is becoming, fits properly and is comfortable.

Plenty of attractive bathing suits here—suits of mohair, poplin, satins, taffetas and Jersey.

Plenty of black or dark blue, some in extra as well as regular sizes, and prices all the way from \$2.75 to \$18.75.

(First Floor, Chestnut)

For Tomorrow—A Sale of 1700 New and Pretty Shirtwaists

Brand new, pretty as can be and every one at an interesting price—

1000 Waists at \$3.85

are of crepe de chine and crepe georgette in white and flesh color. Some are tucked, some embroidered—there are many different models.

(East and West Aisles)

300 Sample Waists, \$3.85 to \$5 are of crepes georgette, crepe de chine and laces in delicate colors and attractive styles.

400 Lingerie Waists, \$1.50

are trimmed with laces and embroideries, and some have a gay touch of color.

SMART new autumn sports hats for women.

Women planning motor trips or going to the mountains will like to see—and wear—these charming new autumn hats.

There are soft, velvety velours in new shapes and autumn colors. Some have the new cool trimmings.

There are bow braid trimmed felt hats with novel stitching of chenille—rows and rows of this velvety, pretty stitching.

There are new colors and new shapes and new ideas as to trimming—but come see them for yourself! Prices begin at \$12.

(Second Floor, Chestnut)

A Disposal of 1550 Dainty Under-garments for Women

Three groups, all at specially attractive prices—

500 Envelope Chemises, \$1 to \$1.50

\$1 and \$1.50 for those of pink; \$1.25 for those of white nainsook. Lace trimmed.

250 Silk Camisoles, \$1

Pink or white, and daintily trimmed with lace and ribbon.

800 Silk Chemises, \$2.85

of flesh-colored satin or crepe de chine—many styles; lace and ribbon trimmed. All in envelope style.

(East Aisle)

A WONDERFUL new lot of Japanese kimono silks at \$1.50 a yard.

This is an importation direct from John Wanamaker, Yokohama, of Japanese striped satins, made with colored stripes and especially intended for the Japanese trade to be made into men's kimonos.

Our Japanese office bought them and sent them over because they seemed so desirable for women's shirtwaists, skirts and men's kimonos.

The silks are 36 inches wide, very fine and sheer, and there is a considerable variety of colored stripes.

(First Floor, Chestnut)

WOMEN'S sweaters a little above half price.

Loosely knitted woolen sweaters, with collar and sash, in black, white and colors, \$4.25.

Artificial silk plated, with collar and sash; collar and cuffs trimmed in white. Colors are white, green, rose, blue and gold. Price, \$4.25.

Artificial silk, with sailor collar and sash, in white, reseda, dark green, Copenhagen, gold and rose. Price, \$7.25.

(West Aisle)

EACH day the sale of cotton dress goods remnants

is refreshed by the addition of more remnants, so that the choosing is always good.

Every good and popular kind of dress goods is here; there are dark and light colors as well as white, and the lengths are suitable for blouses, children's clothes, women's frocks and separate skirts.

And the prices are so interesting we don't wonder that many women are buying them to put away for next year!

(First Floor, Chestnut)

NEW sweaters for the younger generation

There is a slip-on that comes in blue, brown and yellow, at \$6.

Another is an open-front sweater that comes in rose, brown or blue, at \$6.

A delightful little slip-on for the very young child comes in light blue or pink, at \$3.25.

(Third Floor, Chestnut)

WOMEN'S silk umbrellas at \$4

There are only 300 of them—all of exquisite silk. The colors are garnet, taupe, green, blue and black. The handles are all new, in pleasing styles.

(Main Floor, Market)

New Rugs Make a New Sale for August

Many people attending our furniture sales always take that opportunity to select new rugs to harmonize with their new furniture.

To make this great home furnishing event as helpful as possible we have provided an exceptional showing of domestic rugs at greatly lowered prices, some of the best of them lower than they have been at any time this summer. Among them are a large group of the finest Wilton rugs made.

High-Grade and Standard Wiltons
9x12 ft., \$47.50, \$68.50 and \$78.50

Splendid Axminsters
9x12 ft., \$32.50 and \$37.50.

Special Colonial Rdg Rugs
9x12 ft., \$11.50.

These are only a few. Other kinds and other sizes of these kinds are here at proportionate savings.

(Seventh Floor, Chestnut)

Thank Ben Franklin for These Summer Comforts

Somebody else might have discovered electricity, but as he did we will give him the credit.

Electric fans with 6-inch blades and adaptable to either direct or alternating current, \$7.75. 12-inch oscillating electric fans, for alternating currents, \$16.50.

Electric irons, 6-pound size, \$5.

Electric toasters for the table, \$5.50 and \$6.

Electric coffee percolators make fine coffee, \$9.25 to \$19.

Electric grills toast, fry, boil or broil, \$7 and \$8; with poacher, \$10.

Electric curling irons for vacationists, \$5.75.

Electric flashlights, 75c to \$3.

Electric washing machines, \$75 to \$150.

Electric ranges, \$58 to \$126.50.

Electric fountains, stoves, milk warmers, tea kettles, vibrators, hair dryers and vacuum cleaners.

(Fourth Floor, Central)

August Sale of Good Reliable Mattresses

Of felted cotton mattresses we offer ten different grades at reduced prices.

Cot size, 30x74 inches, \$10.80 to \$22.50.

Single bed size, 36x76 inches, \$12 to \$30.

Double bed size, 54x76 inches, \$16.50 to \$36.

Of hair mattresses we offer eleven different grades at reduced prices.

Cot size, 30x76 inches, \$11 to \$24.25.

Single bed size, 36x76 inches, \$13.75 to \$29.35.

Double bed size, 54x76 inches, \$22 to \$48.50.

Feather pillows and bolsters and several makes of woven steel wire and upholstered box springs are also in the sale at reduced prices.

(Sixth Floor, Chestnut)

NEW lot of women's envelope handbags.

Of black pin and long grain seal and auto leather.

In good, roomy shapes and daintily silk lined. And please observe their fine workmanship.

The prices of these books are \$3, \$3.75 and \$4, but we are expecting an increase in the wholesale costs almost any day, so even if you do not need one just now it will pay to buy for future use.

(Main Floor, Chestnut)

THE hands in chamois list gloves are cool—

which is, perhaps, one reason why so many women wear them. And another reason is that they are so easily washed and wear so well.

75c pair for white gloves, two clasp.

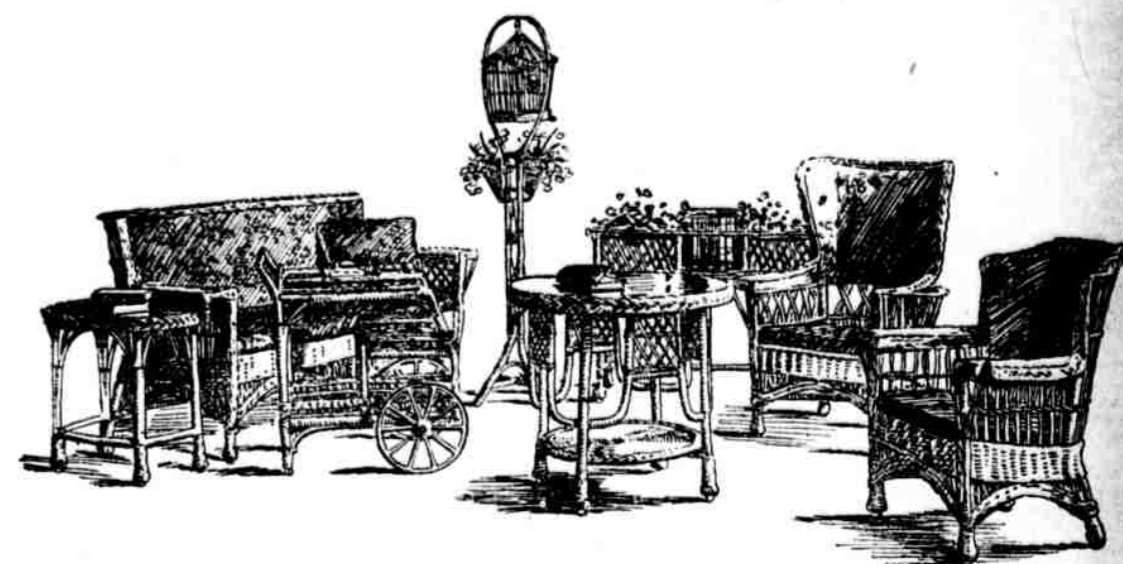
85c pair for white gloves, with black or gray, two clasp, and white, with strap wrist.

\$1 pair for natural or pearl gray, with two clasp or two pearl button fastening; or two clasp in pongee, tan, brown or fellee.

\$1.25 pair for strap-wrist in natural and \$1.50 pair for twelve-button length in natural.

(Main Floor, Central)

With All the Power That the Finest Stock of Furniture Can Give It



Sun Parlor or Porch Suit

Made of the finest selected willow for our sale exclusively. The design and colors of the willow and patterns of the cretonne it is covered with are so many that there are literally hundreds of styles of suits to choose from. The one shown is enameled in lilac with blue braid, and the cretonne is of gold color.

but one may have any combination of colors and coverings desired.

Arm chair, \$39.50
Sofa, 60 in., 67.50
Bird cage, 27.
Wing chair, 32.
Flower and aquarium box, \$32.
Table, 30-inch, round, 28.50
End table, 16.

THE August Furniture Sale, from which we begin to send home the goods tomorrow, is acknowledged to be a most remarkable event, but it is most remarkable of all in the two things that today matter most of all, whether in war or industry—in **magnitude and efficiency.**

We take no selfish delight in dwelling upon the magnitude of this Sale. If we do emphasize it, it is not because of what it means to us, but because of what it means to you.

Magnitude means power. As regards furniture, it means power in the market, the power to handle the greatest quantities at the least comparative expense. It means quantity - buying, it means quality - buying and it means low pricing.

It means a variety which makes choosing easy for you. It leaves nobody an excuse for buying the kind of furniture that carries with it a bunch of regrets.

It means safety, it means character, it means beauty, it means economy.

It makes for a higher standard of quality and of service, because it educates people in regard to both of these things.

It implies the elimination of the unworthy, the flimsy, the doubtful and the downright trashy.

It makes for efficiency and consequently for economy; because whatever prevents wastage of money or motion in buying and assembling furniture is bound to mean economy to the ultimate user of the furniture.

The August Furniture Sale, which gets into full swing tomorrow, is a real and true illustration of what is stated here.

In magnitude and efficiency and economy it is the first retail store event of the world.

More than fifteen thousand pieces of the finest furniture in the world are on the floors; two great warehouses are full and carloads are still to come.

All our stocks are in it, regular stock and new purchases, at reductions of 10 to 50 per cent!

All our energies are in it, and all our determination to make it the most genuinely helpful sale for everybody who appreciates genuine things.

(Fifth, Sixth and Seventh Floors)

The Government and the Fashions in Women's Shoes

The War Government of United States, looking to the conservation of man power, has, through the War Industries Board, made certain regulations in regard to the future fashions of shoes.

After the present stocks of leathers already cut by manufacturers are disposed of, the Government desires that women's shoe fashions shall be limited to black, various shades of tan and white in leather and fabrics used in the manufacture of shoes and overgaiters.

These are restrictions upon tanners and leather manufacturers and not upon retailers or the public.

As a matter of fact, the Government, for the release of capital tied up in stocks and in order that there may be no waste, is anxious that all stocks in the hands of manufacturers and wholesalers and retailers should be cleared out completely.

Under these circumstances women who like fashionably colored shoes and overgaiters may feel perfectly free and patriotic in buying goods of this sort so long as they last. Moreover, they will be helping the Government to put this restriction program the sooner into effect.

We have now on hand women's shoes of every fashionable kind, practically the largest variety in styles, colors, sizes of any store in the world. We shall keep them at moderate prices so long as they last, in spite of the fact that numbers of the fashions we have would no longer be obtainable at any price.

Our prices will not be raised in any instance upon the shoes we own, though to go to the wholesaler today and try to replace them from their scanty stock would make our buying price considerably higher than our present selling price.

(Women's Shoe Store, First Floor, Market)