

Store Closed All Day Today

WANAMAKER'S

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WEATHER
Thunder Showers

It Is Wonderful How a Furniture Sale Goes Ahead When People Believe in It

In Passing, if Not Too Much Trouble

please count the massive, four-square columns which hold up this building, which we grow more in love with every day, by living in it and testing its capabilities of safety, service and healthfulness.

When inside of the doors, please cast an eye on the large number of four-square columns for which we gave the valuable space on the floors to insure full protection for any weight likely to be imposed on them.

We like to see with our eyes the overpowering text of their business lesson calling to our mind to be like them

Four Square

and yet another great fact is apparent, that all these columns and these great granite walls must stand on firm foundations, and this was one of the reasons sufficient time was taken to get down to the rocks underneath the water.

Verily the store spirit is a voice calling to us in every direction to the firm foundations, and the four square object lessons of the building are to remind us always to stand upon the solid rocks of principles and act four square in all transactions being done within our walls.

[Signed] *John Wanamaker*

August 3, 1918.

Whispers of Autumn Fashions in the Millinery Salons

Not only the shapes, but trimmings are new, and the hats, all in new Autumn fashions, are interesting to women who wish to know what the new modes are like.

There are many small shapes and quite a few close-fitting hats. One rather elongated turban suggests that its designer had the submarine in mind when it was planned!

In addition to hats of deep, rich black velvet, there are royal purples, midnight blue and brown velvet hats.

Quite a few are trimmed with feathers—perky wings and flat wings, burnt ostrich and novelty feathers.

They are all new and interesting—and you will find them both becoming and smart as well.

Prices start at \$10.

(Second Floor, Chestnut)

Women's Cool Silk Gloves for Warm Days

So light and cool a woman is scarcely conscious that she is wearing gloves—but quite firm of weave and heavy enough for service.

\$1 a pair for black, white, gray and pongee.

\$1.25 a pair for black, white, pongee, mode, gray, brown and white with black stitching.

\$1.50 for white.

\$1.75 a pair for 12-button length mousquetaire silk in black or white.

\$2 a pair for 16-button length mousquetaire silk in black or white.

All double finger tipped for better service.

(Main Aisle, Central)

A Gala Array of Little Girls' Colored Dresses

Cool, thin ones for the warm days that are here and others more suitable for the cooler days to come.

There is no end of new designs, and the trimming includes smocking, embroidery and tiny ruffles. There are delightful little pockets on nearly all.

Voiles in blue, pink, yellow and rose, \$6.75 to \$8.

Chambrays in pink, yellow and green, \$3 to \$6.50.

Cotton crepes in green, blue and tan, \$3 to \$3.50.

(Third Floor, Chestnut)

500 Umbrellas for Men and Women at \$1 Each

It's pretty hard to get a good dollar umbrella these days. This lot is to be sold at less than the present wholesale price.

The material is cotton, the frames steel tempered and the handles of boxwood, mission wood and firze.

(Main Floor, Market)

Plain Cotton Voiles, 50c Yard

These cotton voiles are rather scarce and not easy to get, so we more than welcomed this new shipment, which makes the color assortment complete.

The voiles are of particularly good quality for 50c a yard, and are 44 inches wide. They are fine of weave, and in addition to black and white there are all the pretty and fashionable Summer colors, including soft gray shades, navy blue and the lighter blue shades.

They will make charming little Summer frocks and

(First Floor, Chestnut)

A CONSERVATORY OF BEAUTIFUL SILKS

We borrow the word from a customer who said: "Why, it's just like walking through a conservatory to come through here!"

It gave us a new viewpoint, and we could understand how it might impress her and others so. Seeing these beauties so often had dulled the keen edge of our own appreciation, though we can never fail to admire them.

If ever a stock of merchandise looked like a garden of flowers these new silks do. Color! Color! Color! And exquisite patterns.

Women are buying silks today as probably never before. They can do so with a clear conscience, as the Government has not needed silks, as yet. If it does—

But the most remarkable feature of this showing of fashion silks is the extent of it. Though Uncle Sam doesn't need silks, he does need the mills, and is taking them. The output of these rich fabrics is rapidly growing smaller.

In spite of all of which our prices are scarcely any higher than last year.

(First Floor, Chestnut)

Big Knitting Bags of Fine White Silk

Not so big as to be unwieldy, but with plenty of room for all the knitting a woman is likely to carry. Suitable for shopping bags, too.

Frames are of white or amber finish celluloid and linings are white or flower-sprigged silk.

We also have some plain black and navy bags of the same style, with black and tortoise shell finish frames. Prices \$8.50 and \$10.

(Main Floor, Chestnut)

Ruffle Flouncings Reduced to \$1.50 a Yard

There are billowy masses of them awaiting your selection. They are of organdie in white, blue, lavender and ecru, and white net.

Some short pieces of embroidered flouncing in organdie and batiste.

All to be sold at one-third to one-half less than their original prices.

(West Aisle)

New Ribbons Special at 40c a Yard

You will be charmed with the delightful color combinations of these warp-print ribbons, which are 6 inches wide.

The moire ribbons, which come in pink, blue, white, old rose and Alice blue, are 5 inches wide.

(Main Floor, Central)



Upholsteries at Today's Wholesale Cost

Curtains, cretonnes and tapestries do their part in the August home-furnishing sale

Handsome in its enlarged quarters, which permit a more helpful display of goods, the Upholstery Store has some special news for Monday. By reason of large purchases some time ago it is able to put on sale now a lot of fine merchandise at about present wholesale prices.

Curtains

Many kinds of lace curtains in both long and sash sizes, suitable for year-round use.

Prices range from \$1.25 a pair, for novelty net or scrim curtains, to \$42.50 a pair for Brussels lace. Savings are from a third to a half.

Cretonnes

Foreign and domestic cretonnes in an extensive range of beautiful patterns. There are innumerable uses for these, now and later. Prices 50c and 75c a yard.

Tapestries

Cotton and wool tapestry in a score or more of effective and richly colored designs. This is the time for reupholstering and recovering furniture, as well as buying new. Prices are \$1.75 to \$13.50 a yard.

Plain and figured velvets, \$2.50 to \$6 a yard. Reps, armures and antique damasks at low prices for draperies.

(Fifth Floor, Market)

VOLUMES might be written about furniture sales, but nothing more true than this, that at least nine hundred and ninety-nine out of every thousand will always buy their furniture where they feel they can buy it to the best advantage.

The sale which we are now holding claims attention on many grounds.

It is known to be a sale of unmatched magnitude.

It is wonderful in the diversity and beauty of the merchandise.

It is unique in the sterling quality of the merchandise.

It is pervaded by something very genuine.

All of these are fine things in their way.

The magnitude of the sale and the beauty of it, and the genuineness of it are regarded by thousands of our friends as something of a commercial distinction for Philadelphia.

And yet, from our standpoint, all of these points are of value only because they are the direct outcome of one supreme fact, the fact that people recognize this to be the sale in which they can buy furniture to their own greatest advantage.

In buying furniture as in all other business affairs, there is no getting away from the factor of self interest. That is the only workable basis upon which a sale like this can be built.

It has become what it is because so many people have found out that it is the one sale above all others to come to for the furniture they require. Depend upon it, the goods you want are here.

We don't believe there is a home of any account anywhere for which this sale does not provide the right furniture.

It is to your interest, it is to the interest of everybody who has a home or an apartment, and who has any care as to its furnishings to come in and see the opportunities which this sale presents. Not to do so is certainly not good business.

All our furniture is in the sale—new purchases amounting roughly to one million dollars and regular stocks as well.

Prices are 10 to 50 per cent less than regular, the savings averaging 25 to 33 1-3 per cent.

(Fifth, Sixth and Seventh Floors)

On Monday There Will Be a Hundred New and Lovely Crepe Dresses for Women—Specially Priced

Owing to the lateness of the season, the manufacturer who found himself with these hundred dresses on his hands let us have them at a special price, which is why we have such pretty frocks at \$22.50, \$25, \$27.50 and \$38.50 each.

They are of fine crepe de chine and crepe Georgette in delicate flesh-color pink or plain white. All are in new and delightful Summer styles—some planned on the straight lines which many women like, others belted in at the waistline.

There are frocks with frilly pleatings, frocks with tuffeta ribbon bands and bindings, dresses with filmy, creamy lace draperies and others with tucked and the new tier skirts. And all are fresh and lovely as posies.

(First Floor, Central)

White Wash Silk Petticoats Are Useful Indeed

They may be worn under thin Summer and silk frocks. They launder easily and well—and stand much wear. Good styles, with double panels, and all of good quality tub silk are \$5 each.

All have rubber bands at waist.

(Third Floor, Central)

Women's Autumn Skirts—Two New Models

Though they are in Autumn styles and in dark colorings, they may be worn at once—which will appeal to the women who like to know about and wear the new things.

One skirt, of a pretty checked silk, is in a full box-pleated model, with two slashed pockets. It has buttons for trimming, tiny straps and is finished with a narrow girdle. \$16.50.

The other model is of blue or black prunella cloth in a striped effect. This is made in pleated style, too, with the pleats so arranged that the stripes show when the pleats are open. It has a broad girdle and is very good looking. \$18.75. This comes in sizes up to 34-inch waistband.

(First Floor, Central)

ON THE AISLE MONDAY

300 White Shirtwaists \$1 Each

Cool, sheer white voile in a novelty plaid weave makes the waists, which have V necks and square collars edged with heavy lace.

They're specially good for \$1.

(West Aisle)

Don't Let Your Laundress Spoil Your Vacation

Unless you have plenty of underwear, your trunk packing must wait on the weekly wash, or you may go away with insufficient changes.

For that and other reasons it is the part of prudence to lay in a good supply of underclothing now.

Women's underwear at 18c for a cotton vest to \$15 for a silk combination suit.

Men's underwear at 50c a garment to \$13 for a suit.

(Main and First Floors, Market)

The Mattress, the Pillow and the Bolster

You know, every particular person knows, that the mattress is a very important piece of furniture; that it simply must be right and reliable.

Mattresses that are right and reliable are the one kind we sell. We make all our own hair mattresses under the most sanitary conditions and from the cleanest materials. We vouch for every mattress, whether of hair or cotton, that we sell, and for every pillow and every bolster.

All of these goods we now offer at reduced prices in the August Sale, together with a number of upholstered box springs and woven-wire springs.

It is one of the two greatest opportunities of the entire year in this class of merchandise, and this time it is especially helpful in view of the market difficulties arising out of the war.

We make hair mattresses to order in any size desired, covering them in ticking of the customer's own choosing.

(Sixth Floor, Chestnut)