

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
Fair

It Is Just Common Sense to Come to the Furniture Sale in Which You Are Surest of Getting the Furniture You Desire

THE more you look into the problem of selecting furniture, the more you will observe that it is largely a question of weighing and considering advantages.

And the more thoroughly you consider it in the light of provable facts and figures, the more readily will you see that the advantages are very much on the side of the Wanamaker Sale.

There is no denying that it presents the widest field of choice ever known in Philadelphia.

Napoleon is supposed to have said that no eloquence can equal constant repetition.

We would like to repeat that in this extraordinary variety the advantage for you is clear and real.

For there is surely a big advantage in the fact that you are so much more certain of finding your kind of furniture where all the good kinds are shown so plentifully than you can be of finding it where the variety is not nearly so large.

That is as simple as that two and two make four—and it is as true.

In fact, the furniture situation is no longer a matter of argument or opinion—if it ever was one.

Anybody with eyes can see that there is no stock of furniture in this vicinity that compares with this stock in extent, in diversity, in beauty and in charm. Anybody of judgment can see that there is no stock of furniture that compares with this in desirableness and dependableness and genuineness of character.

Character is a wonderful thing in holding a sale. This sale of ours is based upon the belief that people are looking for furniture of character, no matter how inexpensive the furniture may be.

All the economies in the sale have a background of character in the furniture. All the beauties of it are based on good quality in woods and workmanship.

All the helpfulness of it is real—and it is natural. For the fact is, we have the furniture that people want and they know it, and so the sale goes ahead as only a sale of that kind always does.

(Fifth, Sixth and Seventh Floors)

The Builders of Big Ships Along the Delaware

tell us that the big-linked anchor chains have to be tested by "power machines" to discover if any flaws or weak places are in the making before they are finally accepted for actual use.

It is a crowning fact of this business that its merchandise is tested to the utmost before accepted and presented to the public.

For nearly sixty years the people of Philadelphia have proven by actual tests the reliability of what we say and sell.

[Signed] *Joe Wanamaker*

August 5, 1918.

The Lustrous Pearl Is So Well Imitated

which is, perhaps, one reason why so many women enjoy wearing the imitation pearl bead necklaces. The lustrous sheen of the pearls and their soft, becoming glow have been well copied in these necklaces, all of which are quite moderately priced.

Pearl bead necklaces with graduated or uniform beads, but all with gold snaps (10 kt.) 75c to \$25 a string.

Extra length pearl bead necklaces, with gold snaps, \$1.25, \$2.25, \$2.75 and up to \$15 a string.

Seed pearl necklaces, dainty and pretty, \$6.

(Jewelry Store, Chestnut and 13th)

Paris Sends New and Unusual Trimmings for Summer Gowns

To adorn the thin summer frocks and pretty cotton dresses, Paris has designed special trimmings for the purpose, and some of them (many of which you will see nowhere else in Philadelphia) are here for your choosing.

They are in white and that deep, rich cream color of old lace. Quite often net is the foundation, and there are embroideries in cotton or hand-made flowers in delicate colorings and of fine cottons.

There are bands and ornaments, as well as garnitures and ornaments, that may be used separately with unusually good effect. They are quite handsome and unusual enough to please any woman who wishes to add to her Summer gowns a touch of distinction.

(Main Floor, Central)

Every Day Fall Arrivals Among the Women's Coats

An especially smart coat is of serge, half lined, with a wide belt, deep collar and self-covered buttons. It comes in black and navy blue, at \$30.

Another new one is of tricotine, fully lined, with a deep collar, double belt and self-covered buttons. It comes in black, navy blue and taupe, at \$47.50.

(First Floor, Central)

Filet Sets to Enhance the Dark Dress

Fortunately the ill wind of war has not blown filet laces away. They are such an addition to a dark suit or dress.

And are such charming trimmings for a waist or dress of sheer white material. Collars are rolled, shawl shape and sailors.

Sets are from \$8.50 to \$16.50.

Collars from \$4.50 to \$11.

(Main Floor, Central)

Women's New "Nighties" From the Philippines

What dainty, pretty needlework the Island workers do you may see for yourself on these snowy nightgowns that have just come over the Pacific.

They are of soft, fine whitestuffs, and hand made, from the good deep hems to the delicate, attractive embroidery.

There is one style at \$2, another with more elaborate embroidery at \$2.85 and three charming styles at \$3.50 each.

Women who like hand-made and hand-embroidered things will appreciate them.

(Third Floor, Central)

New Waists of Simplicity and Distinction

Of crepe de chine in white or flesh color, these smart little waists are tucked and buttoned, thus dispelling the idea that trimmings are necessary to beauty.

One model has a tucked vest effect with a collar that is square in the back with pointed ends in the front. Price \$5.75.

Another is made with side pleats, and the collar can be worn either high or low in the neck. Price \$6.

(Third Floor, Central)

Two Special Lots of Handkerchiefs for Women—

are inexpensive, good kinds that women will surely appreciate these days.

\$2 a dozen for one corner embroidered handkerchiefs, with dainty pink or blue edge in whip stitch effect.

\$2.20 a dozen or \$1.10 for six women's initial handkerchiefs—this is an incomplete lot of initials, and though there are not all letters, there is good choosing.

(West Aisle)

Tomorrow a Sale of 1200 Women's Suits and Dresses at Greatly Reduced Prices

Though for the women who wear these pretty Summer clothes the season is not half over, for us it is advancing, and we are anxious to have the space they take up for new Fall and Winter garments soon to come.

Down to one of a size or a style, assortments broken—these, too, are the reasons why prices are so substantially lowered. Most of the garments have been kept in dustproof cases and are perfectly fresh; others need a pressing or a stitch here or there.

200 Summer Suits, \$15 to \$45

Linen suits in Summer colors and sports and novelty styles.

Pongee suits in natural color and attractively made.

Blue and black taffeta suits; also fiber silks in blue or black, as well as gay colors.

Also wool jersey suits in light and dark colors.

There is a great variety of styles—many of the suits may be worn till quite late in the season.

200 Serge and Jersey Dresses, \$15 to \$50

Blue or black serge dresses; also a few tan serges; good styles; some with foulard girdles, others trimmed with braid or wool embroidery.

(First Floor, Central)

The jersey dresses are smart models in navy blue, black, tan, gray or Copenhagen blue. These are useful for traveling or motoring and are most practical dresses.

300 Silk Dresses, \$11.50 to \$30

These are dresses in flesh, white, salmon pink, maize, orchid shades, light blue, coral and darker colors. The styles are most attractive and the prices were very much higher.

500 Wash Dresses, \$3.75 to \$37.50

Voile, gingham, linene, net, chambray, calico, organdie, handkerchief and heavy linen, dotted Swiss and novelty cottons make the dresses in this collection.

The simpler frocks are \$3.75 to \$10; the finer dresses are from \$15 to \$37.50, and include some distinctive, handsome dresses.

There are all colors, as well as white dresses, and the assortment of styles in this group is most remarkable.

White Silk Handbags Reduced

We have assembled a lot of these bags in various shapes and sizes and reduced them to a little above half their former prices.

These are all fresh, clean, beautiful goods.

The new prices are \$3 to \$6.50.

(Main Floor, Chestnut)

There Are American Lady Corsets For All Figures—

and women of slender, average or medium figures will find a good choice of corsets between \$1.50 and \$5.

\$1.50—short model of coutil for slender figures, low bust.

\$2.50—American Lady, with girldle top, fancy flesh-colored broche, light weight.

\$3—model for full figures, low bust, broad clasp.

\$3—topless model, with elastic at waist; flesh or white coutil.

\$3—for tall figures; medium bust.

\$3—model with medium bust and long hip, elastic hip gore.

\$3.50—American Lady in flesh color, for tall figures; medium bust.

\$3.50—American Lady, of pink-striped material; very low bust.

\$5—model for full figures; low bust, long skirt; made of pink broche.

(Third Floor, Chestnut)

Japanese Crepe in Many Shades, 65c a Yard

Blue, pink, lavender and purple.

For dresses, garden smocks and draperies. An excellent, showing in the Japanese Goods Store, at 65c a yard; 80 inches wide.

(Fourth Floor, Chestnut)

ON THE AISLE TOMORROW.

Men's black silk half hose "seconds," at 85c

1440 pair, made of thread silk and full fashioned. If first grade, they would be a half more to twice as much.

(West Aisle)

A Whittall Rug Sale in August!

Surprising to those who know how rigidly prices are maintained on these finest of domestic rugs. But the explanation is that we have just received a delayed shipment of discontinued designs that were meant for last month.

The following prices are all much below regular:

9x12 ft., \$92.50
10.6x12 ft., \$125

Anglo-Persians
8.3x10.6 ft., \$83.50
10.6x13.6 ft., \$142.50

9x12 ft., \$78.50

Anglo-Indians
8.3x10.6 ft., \$72.50

9x12 ft., \$68.50

Royal Worcesters
9x15 ft., \$97.50

9x15 ft., \$80

Teprac Wiltons
11.3x15 ft., \$100

(Seventh Floor, Chestnut)

1675 Yards of Linen Tea Toweling Unequaled at 32c a Yard

This is part of a purchase of pure linen tea toweling from the most expert maker of this class of goods in the world.

He made these goods specially for this store. The yarn in them is cleaner than will be found in any toweling at the price.

The weave is wonderfully uniform and free from the irregularities and broken and "hubby" threads seen in so many crashes. In fact, these are the standard goods of the world for china and glass.

Today they could not be landed for the price at which we offer them—32c a yard.

The width is 17 inches and borders are in red and blue.

(First Floor, Chestnut)

Full Choice of All Our Mattresses at August Sale Prices

During this sale you can buy hair mattresses made to your own order in any desired size and covered in your own choice of ticking at reduced prices.

Felted cotton mattresses are also offered in full variety at similar reductions, and feather pillows, bolsters, as well as several grades of bedsprings, are also reduced.

Hair mattresses are now \$13.75 to \$29.35 in the single-bed size, 36x76, and \$22 to \$48.50 in the double-bed size, 54x76 inches.

Felted cotton mattresses are now \$12 to \$30 in the single-bed size, 36x76 inches, and \$16.50 to \$36 in the double-bed size, 54x76 inches.

Cot size—30x74 inches and 30x76 inches in proportion.

(Sixth Floor, Chestnut)

Incense

—five different kinds, 12c up to \$1 a box, according to kind. Mosquitoes regard it as a Hunnish gas attack—they can't stand it.

(Fourth Floor, Chestnut)

Summer Sheets and Pillow Cases

Of good quality and well made. Kinds that undoubtedly will cost more when we get others like them.

Sheets

54x90 inches, \$1.45
63x90 inches, 1.55
68x99 inches, 1.70
72x99 inches, 1.75
81x90 inches, 1.70

Pillow Cases

45x36 inches, 28c

(First Floor, Chestnut)

Men's Cool Summer Suits of a Different Sort (In the London Shop)

They are two-piece suits of a loosely woven, light-weight fabric that is best described as domestic homespun. There is no lining whatever, as the wiry cloth holds its shape without.

The feature of these suits is their workmanship. They are tailored as carefully as fine woolen suits. Prices \$15 and \$16.50.

We also have some handsome plain linen suits in natural color and white, at \$12 and \$15.

(The Gallery, Chestnut)

A Wagonload of Men's Soiled Straw Hats

was thrown away in this Hat Store today by men who had become ashamed of them and bought fresh, new hats at \$2.

These \$2 hats were all our higher-priced straw hats.

(Main Floor, Market)

Ever Try Bergougnan Tires?

We guarantee them for a minimum of 5000 miles, but customers report mileage in excess of 8000 or 9000 miles. Some of these customers are laying in a stock of Bergougnans against the time when all makes of tires will be high in price and hard to get.

	Plain	Non-skid		Plain	Non-skid		Plain	Non-skid
30x3	\$17.29	\$19	35x4	\$36.82	\$40.47	37x4 1/2	\$51.80	\$56.48
30x3 1/2	21.90	24.90	36x4	38.72	42.61	38x5	55.39	60.00
32x3 1/2	25.37	27.89	32x4 1/2	44.99	49.50	35x5	57.48	62.00
31x4	29.93	32.92	33x4 1/2	46.03	50.69	36x5	58.67	64.00
32x4	31.78	34.96	34x4 1/2	48.64	53.54	37x5	60.83	66.00
33x4	34.01	37.45	35x4 1/2	49.26	54.20	37x5 1/2	77.67	83.00
34x4	35.91	39.52	36x4 1/2	49.84	54.77	38x5 1/2	80.42	86.00

(The Gallery, Chestnut)