

Great Organ Plays at 8.30, 9.30 and 4.50
Whittington Chimes at noon

WANAMAKER'S

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WEATHER
Fair and Warmer

THE GREAT AUGUST FURNITURE SALE GOES WELL ON THE STRENGTH OF THE LARGEST STOCK IN THE WORLD EXCLUSIVELY CONFINED TO THINGS PEOPLE WANT

A Lady and Her Two Little Girls the Other Day Went for a Ride

In an automobile some twenty miles or so by the Grand View, where seven Western Pennsylvania Counties are in sight.

On the way, the two little happy girls, four and six years old, sang their little songs, among them "My Country, 'Tis of Thee," and the lady and gentleman asked and urged the eldest to sing the "Star Spangled Banner," that she often sang at home. After much persuasion she finally said:

"Why, I couldn't sing it, for if I did, the chauffeur sitting outside would have to stand up and then the automobile would stop."

Really, little children are cleverer and wiser in their thinking than we give them credit for.

If the old nations at war with America and our boys at the front could see on the streets and in our buildings all over the United States and every day in the year the people uncover their heads and stand in silence while the "Star Spangled Banner" is played or sung, they would know that America was never before so much alive with patriotism or so thoroughly determined to win out for the cause of freedom as now.

It is in the very life of this Store to do something more than sell the goods it provides so carefully and advertises so fairly.

[Signed] *John Wanamaker*

August 7, 1918.

ON THE AISLE TOMORROW

3600 pair of women's silk stockings at 65c a pair

Black, colored and fancy silk stockings, with cotton tops; first and second grades. A clearaway of incomplete lines.

(West Aisle)

A Little Sale of Women's Sweaters

1880 wool and artificial silk sweaters and wool sleeveless slip-ons. Kinds for every sweater occasion and at average half price.

\$2.25 for the wool slip-ons.

\$3.50 for wool sweaters and slip-ons and artificial silk-plated sweaters.

\$4.25 for wool and artificial silk sweaters.

(West Aisle)



Another Lot of Those Fine Wardrobe Trunks at Reduced Prices

\$25 for steamer-size wardrobe trunks holding 10 gowns or 5 suits.

\$32.50 for travel-size wardrobe trunks holding 18 gowns or 10 suits.

Each trunk is well equipped with bureau sections, the steamer size having 3 drawers and the travel size 5 drawers.

(Fourth Floor, Market)

The Wanamaker Store

will Close Tomorrow

Afternoon at 4 P. M.

the Hour of the Funeral of Mrs. Mary Wanamaker Fales

Women's Dresses and Suits Away 'way Down in Price

This continuation of our notable sale brings Summer frocks and sports suits in every tint of the rainbow for little prices.

They are our own goods, and many of them are as fresh as the day they went into our dustproof cases. Others need slight freshening.

500 summer dresses from \$2.50 to \$37.50.

Many of the dresses are copies of the chic little French designs, and the woman of particular taste will find many a welcome addition to her wardrobe for a mere song. The majority of these dresses are a half or less than half original price.

200 sports suits of Italian silk or jersey, \$10 to \$18.75.

Soft, light shades of silk make many of the warm-weather sports suits; some sleeveless. They are excellent models and just the thing for the late vacation.

The jersey suits, many of them sleeveless, come in the popular shades, and are cut on the smart, plain lines that are so universally becoming.

(First Floor, Central)

Young Women's Wash Dresses Near Half Price

Cool voiles, gingham, chambrays and organdies, in white and colors. Some with organdie collar and cuffs, some lace trimmed, others in tailored styles. Dresses suitable for morning and afternoon wear and practical for hot weather because of their tubbable qualities.

Sizes 14 to 20 years.

Because this is an outclearing, we have reduced prices to \$3.75, \$5 to \$7.75.

(Second Floor, Chestnut)

Just Three Shirtwaists

but so sheer and dainty that they will do valiant service in making the wearer both look and feel cool and fresh.

At \$3.50, white batiste with embroidered beading on collar and cuffs and down the front.

At \$5.50, white batiste with a vest effect of tucks and lattice beading. Collar and cuffs finished with beading and black moire ribbon.

At \$6, white batiste with collar, cuffs and front of pinch tucks. Collar and cuffs finished with imitation filet edge and black moire ribbon bows.

(Third Floor, Central)

Simple Dresses for the Sweetest Baby in the World!

As dainty and darling as the baby itself are these new little dresses of nainsook, all handmade, trimmed only with hemstitching, briairstitching, tiny tucks and a little lace.

Long dresses from \$2.75 to \$12.

Short dresses (6 months to 2 years) \$2.75 to \$12.

(Third Floor, Chestnut)

The Only All Linen Towels 20x38 We Know of at 50c Each

These are huckaback weaves bought to special advantage from a Scotch maker at a very opportune moment. We don't know of any other all-linen towels of the same size, weave, quality and finish that can be had at retail for the same price—50c each. All have hemmed ends.

(First Floor, Chestnut)

We have been studying furniture and working with furniture and perfecting furniture and furniture sales so long that it is no boast to say we are not amateurs in the business.

It has been our purpose to make a furniture sale in which it would be impossible for anybody wanting good furniture not to find it at a saving in price.

We feel we have accomplished that purpose, and we are proving it in the sale which we are now holding.

For everybody needing good furniture it brings the problem down to the simplest form; it leaves no room for doubt or mystery—it leaves nobody the shadow of an excuse for being puzzled as to whether one is getting as much for one's money as it is possible to get. This sale makes it wholly unnecessary for anybody to get less.

This is the sale in which the least you can get is the most to be had anywhere for the money.

In saying which we are not trying to coin a slogan or catch phrase, but merely stating a fact of which we have proof tangible and not to be gained. We have taken it for granted that the least you want for your money is the most you can obtain for it—in the solid constructive quality that means prolonged service and in the good looks and presentableness of which there is all too little in every home. We have seen to it that in this sale you can get the most in quality, in service, in good looks and desirableness.

It is for you to see that you do not get less.

We have in this sale a stock of furniture which, in size and variety, is four or five average stocks in one, and in character and uniform desirableness one stock in thousands.

It is four or five average stocks in one, but it is a carefully selected stock all the way through. It is the largest stock in the world exclusively confined to things people want.

Nothing else could make such a sale as this but a stock of such size and character.

(Fifth, Sixth and Seventh Floors)



Sale of Men's Clothing

Entire Stock of Fancy Summer Suits Reduced

All the fine 3-piece worsteds and cashmeres—all our Summer 3-piece suits except staple blacks and blues—in four price groups.

\$20—\$25—\$30—\$35

A saving of at least \$5 on every suit and on many as much as \$15.

This is an opportunity for the man who looks ahead to supply himself with good clothing. A good time to buy two suits, one for this Fall and one for next Spring.

(Third Floor, Market)



A Bag Umbrella Makes a Pleasant Traveling Companion

Easily put up and one shake in the right way collapses it again.

The handles are of fancy wood, silver and bakelite. All in water-proof cases.

Silk and cotton, \$3, \$4 and \$5.
Silk, \$6.50 and \$10.

(Main Floor, Market)

Frames to Guard Your Soldier's Photograph

When you want a picture frame these hurried days you want it quickly. We have them complete with glass and fittings, all ready to have that precious picture slipped in. They are in a variety of designs in French gilt and silver, and range from postcard size to 16x20 inches. 50c to \$12.

(Fifth Floor, Market)

There Never Was a Time When the Word Refrigerator Meant More Than It Does Right Now

Therefore, right now is the time to buy refrigerators.

We have another carload of famous White Mountain refrigerators.

100 lb. ice capacity, \$32
150 lb. ice capacity, \$43
165 lb. ice capacity, \$44
150 lb. ice capacity, \$57.50

There is no likelihood that refrigerators so good as these will be found again at prices so low.

(Fourth Floor, Market)



You May Never Get Shoes So Low Again

THIS WANAMAKER SUMMER SALE IS A RECORD-BREAKER

In the first place, it brings \$201,200 worth of men's, women's and boys' shoes to sell at \$124,465. Or 30,000 pair of low and high shoes at savings that range from \$2 to \$3.60 a pair.

We don't know when shoes of equal quality will be obtainable at these prices again.

In the second place, thousands of these shoes will not be obtainable later at any price.

They are the fashion shoes that the Government's War Industries Board has eliminated. Hereafter people buying footwear will be limited to black, white and two shades of tan.

In anticipation of this official edict we have brought forward our Summer Sale of Shoes, and included in it all the fancy styles we well liked. Thus we co-operate with the Government in the matter of style reduction.

The Sale includes low shoes in a great many different styles and advance Fall models of high shoes.

Men's low shoes at \$4.90, \$5.90 and \$6.90; high shoes at \$4.65 and \$5.90.

Boys' high and low shoes at \$2.

(Main Floor, Market)

Women's low shoes at \$2.90, \$3.90, \$4.90 and \$5.90; high shoes at \$2.50, \$2.90, \$4.40 and \$8.75.

(First Floor, Market)