

Great Organ Plays at 8.30 and 9.30
Whittington Chimes at noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes Today at 3 P. M.

WANAMAKER'S

WEATHER
Showers

The August Furniture Sale Is as Great in Comfort as It Is in Opportunity

A New Story of Abraham Lincoln's Characteristics

that same Lincoln, who, riding horseback along a country road, got off his horse to pick up out of the rut and carry home a little helpless bird, which had been attacked and hurt by a snake or a vicious bird.

A member of the New York Avenue Church, Washington, which Mr. Lincoln attended while living at the Capital, told me, two days ago, of a Sunday morning, when Mr. Lincoln was in his pew and there happened up the aisle slowly an oldish man, evidently a stranger, waiting for an usher to find a seat for him in the crowded church. He paused every two or three steps after getting well forward, and then turned to walk back. Just as he was passing Mr. Lincoln's pew (marked with his name), Mr. Lincoln stretched out that long arm of his and said to the stranger:

"Come in with me."

With the greatest war the nation ever had (up to that time) upon his hands and heart, he never lost sight of individual needs, and big and great as he was, he never failed to stretch out a helping hand to do even little things.

There is an imperishable influence in the lives of such as try every day to do good in ways either large or small.

Why wouldn't a great business establishment and its people be at their best if built upon good-humored, good-deed-doing, according to Lincoln's pattern?

[Signed]

John Wanamaker

August 8, 1918.

THE Furniture Store is one of the coolest places in all Philadelphia these August Sale days.

High ceilings, large air spaces—the best choice and the most comfortable place to choose in—that is the story, and it is no flight of fancy. Visitors to the Sale in the last few days know how true it is.

The Fifth Floor, where the living-room furniture is assembled, is probably the most remarkable place of its kind in the world.

The whole Chestnut Street end is dedicated to comfort and elegance and richness, but now, in particular, to opportunity.

For the Living Room

Picture to yourself a display in which, of davenports alone, there are no less than 330 different kinds

priced at \$14 to \$250, and at savings of 10 to 33 1-3 per cent.

Along with them there are arm chairs and arm table lounging chairs and winged chairs in hundreds of different styles at 10 to 50 per cent less than regular prices. And there are distinguished hall chairs, novelty pieces and other unique articles of home enrichment in a variety not to be found anywhere else, and at very attractive reductions.

Now the living room is a room the furnishing of which calls for good judgment. It is the most used room in the house by everybody in the house.

It must have things of character, good appearance and substantial quality. This sale brings you the opportunity to choose your living-room furniture from a stock

with which no other stock begins to compare in amplitude of choice and moral certainty that the thing chosen is going to prove satisfactory; for everything in this wonderful collection is a thing of character and substantial worth and good appearance.

The Great Bedroom and Dining-Room Stocks

Similarly, if you want furniture for the bed chamber or the dining room, the assortments of these goods shown on the Sixth Floor is such as Philadelphia has never before had the opportunity to select from, being much larger than any we ourselves have had, which means many times larger than any other assortment, and reliable in quality beyond the shadow of a doubt.



The Best Clothing Sale of All for Men

The Whole Wanamaker Stock of 2-Piece Summer Suits Reduced

This means breeze weave, Palm Beach, mohairs, tropical worsteds. All 2-piece suits now considerably reduced for clearaway.

Your choice at \$10.50, \$13.50 and \$16.50. At one or the other of these prices you can pick anything you want from the stock—and from the experience of the past few days it looks as if men would have good reason to wear them.

Remember that our two-piece suits are the very best in the city; not the skimpy, shabbily made kind, but decidedly well-tailored suits of durable and excellent fabrics.

This is the time for men to get their comfort.

(Third Floor, Market)

Men's Panama Hats for \$3—A Rousing Reduction

The least you save on these hats is \$2, and you can save as much as \$9, if you get in early. You can see what a sweeping clearaway it is.

All good Panama hats in a variety of shapes—natural, Alpine and telescope.

\$3 for any one.

(Main Floor, Market)

Men's Silk and Mercerized Half Hose for 25c

2400 pair of black and colored socks that represent a clearing of goods regularly a half again to twice as much.

A good time for a man to stock up on stockings.

(West Aisle)

THE WANAMAKER STORE WILL CLOSE AT 3 O'CLOCK THIS AFTERNOON PRECEDING THE FUNERAL OF MRS. MARY WANAMAKER FALES.

JEW and charming waists

At \$3.50—An especially nice use of white batiste with two rows of tucks on the front and tiny tucks on the collar and cuffs, which are finished with an embroidered edge and black moire ribbons.

At \$5.50—White voile, the coolest of all materials, is generously trimmed with imitation Valenciennes and filet lace and embroidered organdy panels.

At \$10.50—For the woman who wants an exclusive waist there is a fine white voile with small cross-barred tucks forming a vest effect, and finishing the collar and cuffs. Yoke in the back.

(Third Floor, Central)

NEW veils at special prices

White, black, brown, taupe and plenty in the popular navy blue.

There are drapery veils of shadow and scroll mesh with a ribbon border. \$1.50.

Others with chiffon borders have a dotted, plain or hexagon mesh. \$1.50 to \$2.

Another model with Chantilly, dotted or scroll mesh has a deep chiffon border that comes to the chin. \$3.

(Main Floor, Central)

NEW flowered ribbons

Flowered with a satin stripe or a moire edge, 6 inches wide, at 50c a yard.

With a satin stripe in lighter shades, 5 inches wide, at 38c a yard.

(Main Floor, Central)

Women's Straw Sports Hats at Half Price

Now is the time to buy a sports hat for next Summer. Styles hardly change at all—once a sports hat, always a smart hat.

The prices are remarkably low, many at less than half.

\$1 to \$3.50.

(Second Floor, Chestnut)

Out With Them!

All The Young Women's White Dresses and Skirts

And to make sure of a complete and speedy clearaway, we have reduced prices to half what they were originally.

White Dresses, \$8.75, \$10 and \$12.75

Net, organdie, batiste and voile are the materials. Some are trimmed with filet lace, others have touches of handwork, and still others—the organdie frocks—are plain, with deep hem and surplice effect.

Charming little frocks and the net dresses are fluffly affairs that are suitable for winter evening gowns as well as for wear now.

White Skirts, \$1, \$2.50 and \$3.75

Piques, gabardines and waffle cloths in good, new styles, and all washable.

Both dresses and skirts are in 14 to 20 year sizes.

(Second Floor, Chestnut)

VELOUR curtains less than wholesale price

About 60 pair that represent one, two and three pair lots taken from regular stock and reduced. Some slightly mussed but not in the least damaged.

We are expecting some of the same kind for Fall selling, but because these are oddments we shall sell them for \$19.75 a pair.

(Fifth Floor, Market)

HONFLEUR specials fresh, new and pure

Violet and L'Empire toilet water, 45c and 85c bottle.

Violet, rose and L'Empire extract, 35c and 60c.

Violet, rose and L'Empire sachet, 25c.

Violet, rose and L'Empire talcum powder, 10c.

Skin cream—35c.

Cleansing cream—35c.

Youth and Beauty Cream—35c.

Suzanne toilet water, 25c.

Hair tonic, \$1.

Bay rum, 50c and 75c.

(West Aisle)

FELTED cotton mattresses in the August Sale

Ten grades of mattresses of this particular kind are offered at reduced prices. How long it will be before the same variety will be available at similar reductions no one can tell.

All our mattresses are in the August sale—hair and felted cotton.

These are the different price ranges of the felted cotton mattresses:

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

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

Cot size (30x74 inches), \$10.50 to \$22.50.

The hair mattresses range from \$11 in the cot size to the finest grade in the double bed size (54x76 inches), at \$48.50.

(Sixth Floor, Chestnut)

500 Electric Fans Special at \$7.75

These wonderful little fans operate on either alternating or direct current and can be fastened to the wall or placed on a desk. Handsomely finished in gilt.

These fans are made by the Western Electric Company, which is a guarantee for reliability, but there are only 500 in the lot.

(Electrical Section, Fourth Floor, Central)

New Wash Trousers and Blouses for Boys

The new trousers are made of Palm Beach cloth in tan and gray. At \$2.50 a pair they are mighty good these times. Sizes for chaps of 8 to 18 years. Fine for wear with separate blouses. Plenty of the other washable trousers in crash, white cotton duck and khaki at \$1.35 and \$1.50.

Wash blouses—madras, soisette and silk, white and colors, some of madras and soisette with collars, others without. These are priced at \$1 and \$1.25.

The silk blouses are \$4 and have separate soft collar to match. Sizes 8 to 15 years.

Some excellent new washable Norfolk suits have come in also to sell for \$6.50. Gray crashes, striped linens, plain blue cotton goods and khaki. Sizes 8 to 18 years.

(Second Floor, Central)

WHATEVER SHOES YOU WANT, IN THE GREAT WANAMAKER SUMMER SALE YOU CAN SAVE AT LEAST \$2 A PAIR

Everybody must have new shoes. High and low shoes in the Summer sale. High and low shoes for men, women and boys. We started out with more than 30,000 pair, including abundant variety for everybody.

Better equip everybody in the family that you possibly can at this moment with shoes for the balance of the Summer and for the Fall.

We certainly do not know when good leather can ever be bought so cheap again.

(Women's Shoes, First Floor, Market)

Men's fine low shoes at \$4.90, \$5.90 and \$6.90.

Men's fine high shoes at \$4.65 and \$5.90.

Boys' high and low shoes at \$2, a varied collection.

Women's low shoes at \$2.90, \$3.90, \$4.90 and \$5.90.

Women's high shoes at \$2.50, \$2.90, \$4.40 and \$8.75.

(Boys' and Men's Shoes, Main Floor, Market)