

Great Organ Plays at 10 and 4.25
Peterborough Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair and Warmer

Have You Thought of the Needs of Your Home in Relation to the Resources of This August Furniture Sale?

Today This Store

wheels into its proper place in voluntarily releasing many of its utilities to the Government at this critical moment of its needs.

We are cheerfully contributing additional manpower and full resources by confining our business hours to six and one-half hours, from 10 to 4.30, all daylight hours, and all of us on duty continuously at our posts every day, excepting Saturday Summer holidays, when we do not use a pound of coal or any man-power except watchmen and cleaners.

[Signed] *J. H. Wanamaker*

August 12, 1918.

Advance Fall Styles in Young Women's Dresses

After such constant wearing of tub frocks, these beautiful new silk dresses are a welcome change.

Satin, charmeuse, Georgette crepe, crepe meteor and satin combinations are the materials, and if there is anything to choose among them, satin is to have the greatest vogue.

In trimmings, fringes are most used, though there are also a great many beads.

Straight lines are still the dominant note, and skirts are longer and narrower in many cases.

Sizes 14 to 20 years.
Prices, \$25 to \$55.

(Second Floor, Chestnut)

Three Dainty Georgette Crepe Waists Just In

At \$10.75—White Georgette crepe, trimmed with hand-embroidered dots, tiny tucks and hemstitching and imitation filet edge. The smart high collar turns over a black ribbon band.

Another at \$13.50 is of white or flesh Georgette crepe, its collar widely spread over the shoulders and tucks, hemstitching and hand embroidery combining in a novel trimming.

For \$18 there is a flesh or white Georgette crepe with a corded yoke. Hand embroidery and hemstitching are delightfully used as trimming.

(Third Floor, Central)

Moderately Priced Summer Millinery Greatly Reduced

Our entire stock of moderately priced trimmed hats, many of them quite fresh enough to begin next season with, and all of them going at a mere song.

(Second Floor, Chestnut)

American Lady Corsets for Hot-Weather Wear

\$1.50—Short model in plain material for slender figures; fancy flesh material, \$2.
\$1.50—American Girl short model for slight figures.
\$3.50—American Lady model for tall figures, medium bust and long hips. Also a topless model with elastic inserts.
\$3.50—Model of pink-striped material with very low bust.
\$5.50—Very low bust model, heavily boned, for average figures.
\$3.50 and \$5.50—Front-lace models, medium and low bust.

(Third Floor, Chestnut)

Have You Enough Handkerchiefs?

So many people who thought they had enough found they hadn't, when the torrid spell used them up so fast. It is a great comfort to be able to pull out a fresh handkerchief when another is soaking wet.

In spite of the great scarcity of linens of all kinds, the Handkerchief Store was never better equipped than it is now to take care of an abnormal demand.

All manner of plain and fancy handkerchiefs for men and women, with a wonderful showing of Irish linen goods.
Women's handkerchiefs range from 10c each to \$24 a dozen.
Men's handkerchiefs are 25c to \$3 each.

(Main Floor, Central)

200 Wash Skirts at \$5

Annual sale of the manufacturer's original samples. There are just a few of a kind. They are a half and less than half their normal price, and are many of them of imported materials that cannot be bought today at any price. They are characterized by hand-tailored buttonholes, deep girdles, large novelty pocket and generous hems.

The materials are gabardine, Russian cord pique, wide wale pique, Ottoman cloth, tricoine and Irish linen.

(First Floor, Central)

Children's Cool White Lawn Dresses, Special at \$1.75 to \$3

This lot of midsummer dresses have just been taken from the cases. They are simple and dainty, round neck and square neck, and two styles have a touch of color. Sizes 2 to 6 years.

(Third Floor, Chestnut)

New Filipino Nightgowns Lovelier Than Ever

Fine soft materials and the dearest little embroidered flowers and leaves, lattice work and dainty scallops make these gowns an unusually charming lot. \$2 to \$5.75.

(Third Floor, Central)

At this very moment how much new furniture does your home require? In all probability you cannot answer that question off-hand. It may be that you have a vague idea that it needs at least some new pieces. Your mind may hold a faint, but disagreeable, impression that your dining-room suit is not just the thing; that it lowers the status of your house, considering your house as a home; that it belongs to other days and other ways.

Apply this test to every other room and see how well your home is up with the times—or how much it is behind them.

It is almost certain that somewhere in the house there is need of at least some newer furniture.

The time of all times to look into this question is now, when the Wanamaker August Furniture Sale, the greatest sale in the world, is in mid-career, with such a selection of good furniture as no sale has ever presented—and that is the main thing, the furniture itself, and it is the furniture itself that we meant to talk about. We have told in general about the million dollars of new purchases brought in specially for this. Now we would like to draw particular attention to one lot—

\$60,000 Worth of Fine Bedroom Furniture From a Famous Maker at One-Third Less

These goods came from one of the highest grade

Included in the great August Sale are some of the finest bedroom suits made. Notable among the purchases were the following suits priced one-third less than the price of six months ago.

5-piece walnut Colonial bedroom suit; bureau, chiffonier, toilet table, bed and night stand, \$260.
6-piece walnut Queen Anne bedroom suit, including 2 beds, single size; bureau, chiffonier, toilet table and night stand, \$345.

5-piece mahogany Colonial bedroom suit; bed, bureau, chiffonier, toilet table and night stand, \$293.
5-piece mahogany Colonial bedroom suit; bed, bureau, chiffonier, toilet table and night stand, \$260.

5-piece Sheraton mahogany suit; 2 single beds, bureau, chiffonier, toilet table. This suit is handsomely inlaid, \$315.
5-piece Adam mahogany suit; 2 single beds, bureau, chiffonier, toilet table, \$300.

7-piece Louis XVI enamel suit; 2 single beds, bureau, chiffonier, toilet table, chair and toilet table chair, \$310.
5-piece Louis XVI enamel suit; bed, bureau, chiffonier, toilet table, somnoe, \$625.
5-piece Louis XVI enamel suit; bed, bureau, chiffonier, toilet table, somnoe, \$380.

4-piece Adam enamel suit; bed, bureau, chiffonier and toilet table, \$245.
6-piece Louis XVI enamel suit; 2 single beds, chiffonier, toilet table and somnoe, \$445.

Included also are the following suits, averaging from 10 to 25% reduction.
5-piece Louis XVI enamel suit; tops of bureau, chiffonier and vanity toilet table inlaid with white marble. Other pieces include bed and rocker, \$360.

7-piece Colonial enamel suit; bed, bureau, chiffonier, toilet table, somnoe, chair and bench, \$245.
5-piece Louis XVI enamel suit; 2 single beds, bureau, toilet table and chiffonier, \$310.

(Fifth and Sixth Floors)



factories in America, a factory which confines itself exclusively to the making of the finest types of furniture.

The purchase is made up mostly of complete suits in mahogany, enamels and walnut, but there are plenty of individual pieces that can be matched up.

A Few of Many Fine Dining-Room Suits

7-piece Adam French gray enamel suit; bed, bureau, chiffonier, toilet table, night stand, bench and chair, \$470.
9-piece mahogany suit; bed, bureau, chiffonier, toilet table, somnoe, mirror, chair, rocker and bench, \$610.

5-piece Louis XVI gray enamel suit; bed, bureau, chiffonier, toilet table and bench, \$350.
9-piece Chippendale mahogany suit; 2 beds, bureau, chiffonier, toilet table, desk, somnoe, chair and bench, \$720.

8-piece quaint Colonial blue enamel decorated suit; 2 beds, bureau and separate mirror, chiffonier, somnoe and 2 chairs, \$465.
7-piece Louis XVI walnut suit; bed, bureau, chiffonier, toilet table, somnoe, 2 chairs and bench, \$248.

4-piece Louis XVI mahogany suit; bed, bureau, chiffonier, toilet table, \$214.
4-piece Queen Anne mahogany suit; bed, bureau, chiffonier, toilet table, \$335.

Upholstered Living Room Furniture

Overstuffed davenport, upholstered in fine quality tapestry, with a rich black background, \$144. Chair to match, \$77; rocker, \$65; fire-side chair, \$63.
Other good davenports, \$85 to \$162.
Chairs, \$45 to \$83.
Rockers, \$45 to \$59.
Fireside chairs, \$34 to \$45.

ON THE AISLE TOMORROW

Fine-Fashion Summer Silks Special at \$1 a Yard

A collection of plain-color taffetas and printed silks that have been higher priced—many twice this price. (West Aisle)

The Very Luggage You're Looking For

Good-looking, well-made, serviceable bags and cases at prices that are in every instance fair and in many instances lower than you can get similar grades for elsewhere.

Through having such good luggage we sell lots of it. Through selling lots of it we are able to keep prices lower than most.

Fitted and unfitted pieces in all the fine leathers and some excellent imitations. We are especially well provided with the large luggage so much in demand this season.

You can get an imitation leather traveling bag for as little as \$2.75, or you can pay \$100 for a superb fitted suitcase.

(Main Floor, Market)

Think of These Prices on the Finest Rugs Made in America!

9x12 ft., \$92.50 | 8.3x10.6 ft., \$83.50
10.6x12 ft., \$125 | 10.6x13.6 ft., \$142.50

These are M. J. Whittall's Anglo-Persian Wiltons, admitted to be the aristocrats of all domestic rugs. To be sure, they are discontinued designs, but that does not mean that they are any the less desirable, for designs are discontinued for various questions of expediency and not necessarily for lack of beauty.

The above prices represent a saving of about a third on the regular prices. The same holds good on the following: Anglo-Indians—9x12 ft., \$78.50; 8.3x10.6 ft., \$72.50. Royal Worcester—9x12 ft., \$68.50; 9x15 ft., \$97.50. Teprac Wiltons—9x15 ft., \$80; 11.3x15 ft., \$100.

(Seventh Floor, Chestnut)

Gloves for the Worker

Hands well protected can do a double share of work and do it more efficiently. These gloves have been carefully planned to meet the needs of the many workers that are helping win the war.

Knit wrist cotton gloves, 15c.
Knit wrist cotton gloves with re-enforced leather palms, 35c.
Heavy cotton gauntlets with re-enforced leather palms, 50c.
Leather mittens with horsehide palms, \$1.25.
Leather gloves with horsehide palms, \$1.65.
Leather gauntlets with re-enforced palms and thumbs, \$2.
Heavy hand leathers to slip over the glove, 50c each.

(Main Floor, Central and Market)

Nice Doggie!

David Harum notwithstanding, fleas are not good for a dog. Liquid flea soap will send them hopping to other pastures. 30c and 60c.

If you have a toy dog and want to make his coat soft and silky, try some of this shampoo soap, at 25c a cake.

And after you've washed him, comb him. For that matter, comb him every day, and see how fine his coat gets. Combs, including an aluminum flea comb, 15c, 25c and 40c.

Willow baskets, for Buster to sleep in or be carried in, \$4.50 to \$9.

Harness, collars and chains, 75c to \$3.50.



(Fourth Floor, Central)

Good Fortune for Every Foot in the Family

(In the Summer Sale of Shoes)

Father and Mother and all the children can get good shoes at splendid savings. The Wanamaker Summer Shoe Sale is a great event at any time, but this year it is doubly important. It includes fancy fashion shoes, the manufacture of which has been stopped by the Government.

There are high and low shoes in the Sale, some suitable for this Summer and next; others for wear this Fall and Winter. Savings throughout range from a fourth to a half.

The styles for men and women are too numerous to mention in detail. Among children's shoes, best selection is in play shoes, though there are plenty of the others, if you take time to look for the right size.

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

Men's high shoes, \$4.65 and \$5.90.

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

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

Girls' and children's high and low shoes \$2.

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

HAVE you seen the "Save a slice a day" bread board? It has a device on it to regulate the thickness of the slice, and is priced at 35c. A good bread knife to go with it is only 25c. (Fourth Floor, Market)

A SMALL boy said, "The best way to keep cool is to freeze yourself inside." And you can almost do it with the ice cream made in a Wanamaker Freezer. \$2.50 to \$11.75. (Fourth Floor, Central)

DO you dread preserving and canning in this sweltering weather? Why not buy a fruit and vegetable evaporator for \$3. (Fourth Floor, Central)

MEN'S cotton crepe bathrobes cut like a kimono will roll into the littlest bundle and be a blessing to the man who travels light. They come in dark blue, lavender, gray or pink. Price, \$3.50. (Main Floor, Market)

BOY SCOUT "shorts" have been as scarce as hen's teeth for the past six months. We have a full line now, 13 to 18 years. Price, \$1.25. (Second Floor, Central)

SPANISH combs like those loved by ones worn by the Donnas of old Castile give milady of today a touch of Old World charm. In imitation tortoise shell. \$5.25 to \$12. (Main Floor, Chestnut)

ARE you tired of hearing those same old tunes "tinkle, tinkle" and would your ear prick up at a new one? Then try George M. Cohan's "When You Come Back." Price, 10c. (Second Floor, Market)

A BATHING cap wreathed in big white-petaled flowers will almost make the very mermaids crawl out on the beach in envy. Blue, lavender and green. \$1. Scarfs to match, \$2.65. (Main Floor, Central)

JAPANESE bath sandals, to be stepped into when one steps out of the bath. Wonderfully useful and handy things for 35c a pair. (Fourth Floor, Chestnut)

We Insist on Quality in Mattresses and Bedding

It is one of the things in which we are unyielding. Before yielding in the matter of quality in these goods we should discontinue selling them. The mattress and bedding sale that we are holding is exclusively a sale of our own kind of goods. We offer mattresses, pillows and bolsters in the fullest choice that we can show and at special abatements in price.

Hair mattresses, our own make, each with a "clean bill of health," are in the sale

in eleven different grades, sized and priced thus:

Cot size, \$11 to \$24.25; single-bed size, \$13.75 to \$29.35, and double-bed size at \$22 to \$48.50 each.

Felted cotton mattresses are now \$10.80 to \$22.50 in the cot size, \$12 to \$30 in the single-bed size and \$16.50 to \$36 in the double-bed size.

Clean feather pillows and bolsters and a group of good bed springs also at August reductions.

(Sixth Floor, Chestnut)