

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
Probably Rain

Tomorrow Comes the August Sale of Gloves

As a Matter of Fact It May Be of Interest to All Who Read or Heard of the "Broadside" we published last Friday, changing Store hours and Store regulations, to know that it was written nearly a month ago, prior to July 17, and without consultation with any one outside of the eight persons who read it first and who can make an affidavit of the facts, and without suggestion from any of the commissions—

This is an exact copy of the first writing, which was as follows:

A Broadsword Blow for Our Country's Sake

Cutting Down Coal Consumption and Making a Real Saving of Man-Power by Setting

New Hours of Business—From 10 to 4.30

With victory in war and the salvation of human liberties awaiting upon the patriotism of the American people to save food and especially to save fuel, a time has come when

Some One Must Take the Lead With a Full Stroke

The cutting down of elevator trips, the darkening of display windows, the putting out of electric lamps where possible—all these and other economies required by the government's officers are good and in the right direction.

But they are not enough, or, if enough, only barely enough.

There Is a Greater Way

and, setting our faces toward the light of a dawning national spirit, we step forward on that way, and follow it—alone, if need be, but confident that the patriotism and confidence of our customers will support and uphold us in

Our New Movement for Daylight Business Hours Only

Therefore, with a full sense of all possible consequences and responsibilities, this notice is given:

The Wanamaker Store

Will, Beginning July 22 and Forward,

Be Open 10 to 4.30 Daily

(Saturdays, excepted in Summer, when the Store is closed all day).

The United States Government has set the daylight-saving hours with great wisdom, and they have been of untold help in many ways, and it is to be hoped they will be continued.

In these six and a half hours we shall work full-powered and alert to serve every need, and quickly, with the best of new merchandise to be found, carrying on our business of store-keeping with a better spirit of service than ever, but, above all,

Saving the Coal

which is the great need of the moment in the national interest.

Please note well. The Store's business and working hours, beginning next Monday, July 22, will be

10 A. M. Until 4.30 P. M.

and at all other times our lights will be turned out, our machinery stopped and our power-house fires banked down.

The hours fixed for business are all full daylight hours, when little electric current will be necessary for lighting in any part of this great daylight building.

For our country's sake alone, be the consequences what they may!

It is proper to say that the writer had with him this same initial sketch at Bedford Springs on July 20, and brought it back with him last Thursday and published it with its additions the next morning.

But for his absence on vacation it would have been published nearly four weeks ago.

[Signed] *John Wanamaker*

August 13, 1918.

Postscript—Every storekeeper, little or big, man or woman, who can save a bucket or a ton of coal will be doing his or her part just the same as the larger concerns, of which there are many all over all our cities.

"Let Every Tub Stand On Its Own Bottom"



New Georgette Waists

One of the loveliest collection of blouses that we have ever had, and it comes when we are all a bit tired of seeing the same things every day.

Those priced at \$6.75 are an exceptionally nice collection and are worth a half hour of your time, just to see what charming models there are at this little price.

Small tucks are used to great advantage on some; on others hemstitching and lace are combined in a design that has all the earmarks of Paris, and still others have a simplicity that is, as a rule, found only in the very high-priced models.

They are priced from \$6.75 to \$18.

(Third Floor, Central)

Last Call for Women's Summer Coats

Every duster that we have in stock has been greatly reduced. They are excellent styles and come in Palm Beach cloth, linen mohair, all-silk mohair, and French covert cloths of a quality that may not be procurable next summer, and you can still get a world of wear out of them. \$5 to \$25.

All the blue serge capes—those jaunty, swinging ones that have so much style about them—are priced at \$10 and \$20. The serge in them could not be bought today for their present price.

Most special of all is a little lot of fine novelty coats. Some long, some short, some for sports and others just the thing for almost any event. They are in fancy silk weaves, fine light jersey or soft warm wool, and their colors are charming. They are priced from \$5 to \$25.

(First Floor, Central)

Young Women's Taffeta Dresses Reduced to \$15

A most attractive group of dresses taken directly from our own regular stock and considerably reduced in price. In tunic, jacket and surplice models, with organdie vests and collars.

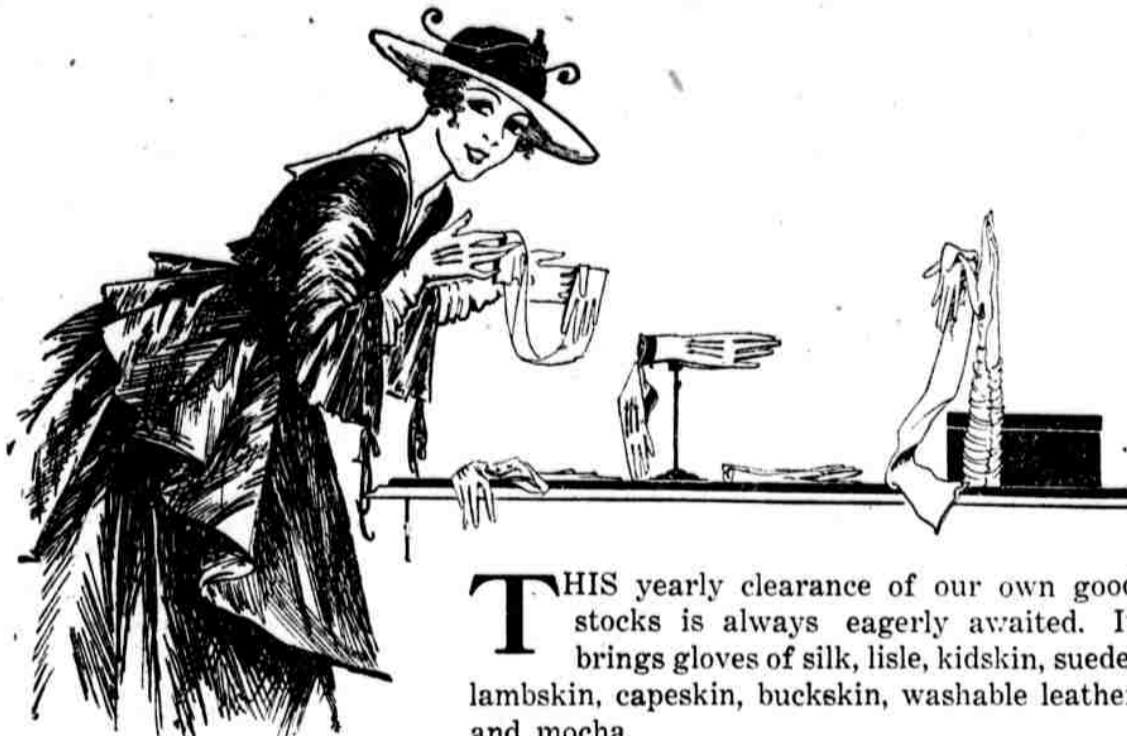
Mostly in navy blue, a good popular shade. Sizes 14 to 20 years—an excellent opportunity for girls and young women who wear these sizes.

(Second Floor, Chestnut)

Thousands of Pair of All Kinds of Gloves

for Men, Women and Children at

Average Half Price



THIS yearly clearance of our own good stocks is always eagerly awaited. It brings gloves of silk, lisle, kidskin, suede, lambskin, capeskin, buckskin, washable leather and mocha.

Some of these gloves are soiled and a very few have been repaired, but there is nothing to affect the wearing qualities of any of them.

There are not all sizes in any one style, but there are all sizes in the lot, and the selection for early comers is splendid.

Women's Gloves

- \$1.65 for fine long kidskin and suede.
- 35c for silk or chamois lisle.
- 50c for lisle, silk and a few skin gloves.
- 75c for long and short silk and short skin gloves.
- \$1 for long silk and better quality skin gloves.
- \$1.35 for long and short fine kidskin and suede and short mocha.

(West Alle)

Men's Gloves

- 50c, 75c, \$1 and \$1.25 for small lots of silk gloves for dress and street wear.

Children's Gloves

- 35c, 50c and 75c for a small lot of fabric and skin gloves.

Oddments of Lace and Scrim Curtains

Scrim, filet net, Irish point, muslin and odd panels.

One and two pair lots that are marked a third to a half less for immediate departure.

(Fifth Floor, Market)

Crepe De Chine Envelope Chemises

Little tucks, lace medallions, hemstitching, embroidery, sometimes colored, and ribbons all do their part in making these garments as lovely as heart could wish for. They are priced from \$3.75 to \$7.50.

(Third Floor, Central)

Children's Cool Nightgowns That are Irresistible

The sizes are from 6 to 16 years. The materials are of the whitest, softest nainsook and batiste.

Some have shirred yokes, while others are empire finished, with a ribbon run through. The trimmings are of lace and colored embroidery.

Prices, \$1.50 to \$2.

(Third Floor, Chestnut)

Women's Silk Umbrellas at \$5

This new lot of beautiful silk and the latest in handle designs spell practicability and smartness to the wise woman.

They come in navy, purple, green, black and red.

(Main Floor, Market)

Plenty of Tents

From size 5x7 ft., at \$10, to 12x14 ft., at \$42.50.

Also cots, chairs, tables, camping and hunting clothing, guns, rifles and fishing tackle.

All the equipment for life in the open.

(The Gallery, Juniper)

Hot-Weather Corset Special

150 L. R. Corsets at \$1.25

These are cool, open-mesh corsets, medium bust, long hips, extremely comfortable for warm weather wear.

Sizes 19 to 36. (Third Floor, Chestnut)

Men's Clothing Sale

700 Fine Fancy Suits Come Down To Bed-Rock

Choose from the whole remaining stock of fine fancy worsteds and cashmeres, 3-piece suits at these four prices:

\$18.50, \$21.50, \$24.50, \$30.50

These suits average \$10 less than they were selling for a little while ago.

They are Wanamaker standard of the world, fine all-wool suits in Summer weight.

We don't know when such suits can ever be bought at such prices again.

Prudent men, who are looking far ahead, will buy two of them, one to finish out this season and one for next Summer.

Next season's clothing can hardly, under any circumstances, be purchased at prices so low.

This is our best word to the men of Philadelphia.

(Third Floor, Market)

A RUBBER soap dish can slip and slide to its heart's content, because it knows there is no danger of breaking. 20c. (Fourth Floor, Market.)

WOODEN knives and forks are the most sanitary for a picnic—especially when they come in sealed envelopes. (Fourth Floor, Market.)

CONVENIENT garden baskets are fitted out with shears, scissors, trowel and fork at \$5.50. (Fourth Floor, Market.)

ROYAL Doulton ware is always beautiful, but this new lot of vases, mugs and candlesticks are especially so, mainly because of the color combinations. (Fourth Floor, Chestnut.)

PAPER furniture sets for paper dolls; what fun setting them up. 30c a set. (Book Store, Main Floor.)

DON'T let the hedge grow shabby just because you can't get labor; cut it yourself; shears are \$3.25. (Fourth Floor, Market.)

EVERY good dog deserves a collar, and needs one to put his license on these days. All sizes and prices on the Fourth Floor, Central.

OFTEN it's not really so hot as it seems; have a thermometer and make sure it really is hot before you begin to fret. Inside thermometers are 75c and outside ones \$1. (Fourth Floor, Central.)

New Kinks for the Kitchen

A scoop that makes small or large potato balls is 25c.

A vegetable cutter will slice cabbage or potatoes any thickness you desire—25c.

For 10c you can get a can opener that won't slip.

Rubber guards on this knife sharpener protect it from breakage—50c.

Set of Christy knives, for bread, cake and paring. \$1.

Household steel hatchet, 50c. (Fourth Floor, Market and Central)

Only One Store Could Hold an August Furniture Sale So Full of Comfort and Opportunity

YOU can't put a gallon of water into a quart measure, but there is nothing in particular to prevent any simple individual from trying.

The surest thing about the experience is that there is going to be a spill-over. This whole store had to grow a great deal to enable us to hold such an August Furniture Sale as we are now holding.

One sure thing is that this is the only store big enough in every sense to hold such a big sale—without anything like a spill-over or a mix-up.

For it is certainly a full-powered sale—the fullest-powered sale in the world—and it belongs only in a full-powered store.

It is the most comfortable sale in the world, as you will understand when you remember that its home is in the heart of this wonderful, cool, high-ceilinged air-swept granite building, with its scores of open windows—north, south, east and west—and the great cool air-space of the Grand Court in the center.

Undeniably it is the first Furniture Sale in the world in comforts, as it is undoubtedly the first in safeties, in beauties, in economies, in qualities—in all that makes a Furniture Sale worth people's while to come to.

(Fifth, Sixth and Seventh Floors)



Men Still Can Get a Fine Panama Hat for \$3

This is the disposal of our own good Panamas at much less than regular prices.

The assortment is especially good in sizes 7 1/4 and larger.

Natural, telescope and Alpine shapes.

(Main Floor, Market)

Good Scotch Linen Napkins \$7.75 a Dozen—

Linen applied to them means all-linen. They are part of the surplus stock of a good reliable maker. The fabric is a full-bleached, heavy damask, woven from clean, line yarns and will launder well. Six good patterns.

For napkins of the same size (22x22 inches) and the same sturdy, dependable quality the price is rather exceptional.

(First Floor, Chestnut)

Summer Dimity Bedspreads \$2.50 Each

We have a last-lot of about 200 of these crinkle, dimity bedspreads in our possession—80x90 inches—and no likelihood of our being able to get more.

(Sixth Floor, Central)

60 Summer Dinner Dresses Reduced to \$7.50 and \$10

Border and floral spray patterns. American semi-porcelain sets of 58 pieces specially suited for Summer use.

A saving of five dollars on each set.

(Fourth Floor, Chestnut)

350 of the Finer Small Wilton Rugs in a Sale

Such beautiful and durable weaves as Whittall's Anglo-Persians, Develon's Kashans and Brecllin's Empress and Arklon.

In the Wanamaker August Sale the prices are—

27x54 in., \$5 to \$9.50

36x63 in., \$9 to \$14.50

Also good selections in the larger sizes.

(Seventh Floor, Chestnut)

Hair Mattresses of a Specially Good Kind

In this August sale of mattresses and bedding we are making hair mattresses to order at reduced prices, size and style of ticking desired.

One of the particularly good grades is of fine, long hair, with a very small percentage of short, all thoroughly clean and hygienic, very resilient and not likely to pack down, with little usage. Prices are 20 percent less than regular.

Double-bed size, 54x76 inches, \$34.

Three-quarter size, 48x76 inches, \$29.75.

Large single-bed size, 42x76 inches, \$25.50.

Small single-bed size, 36x76 inches, \$21.25.

Cot size, 30x76 inches, \$17.

(Sixth Floor, Chestnut)

If Ever There Was a Time to Buy Shoes That Time Is Now

There are both low shoes and high shoes in this Summer sale—to wear now and later this Summer, next Fall and Winter, next Summer—and the savings are a fourth to a half.

Please bear in mind that we cannot be sure of selling such fine shoes for so little for a long time to come. And we don't know when you can get any

more fancy fashion shoes after these are gone.

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 \$6.90.

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

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

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