

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
Partly Cloudy

Now Is the Time When the Full Scope and Greatness of the August Furniture Sale Begin to Stand Out—

A Customer Stopped the Writer on the Floor of the Store and Said:

"I like to come into this place. Somehow it freshens me up, instructs me, and in a strange way enlarges me, and I go away and something inside of me says, 'If I ever keep a store, I shall try to keep it as much like your store as I can.'"

The kindly person referred to above was not the same person who said, "This is the only cool place in town these days."

We will be ready at 10 o'clock for you, and, if you will dismiss us, the bugle will sound exactly at 4.30.

[Signed] *Joe Wanamaker*

August 15, 1918.

Smart New Serge Dresses For Young Women

There is always need of a good-looking navy blue serge dress, and soon such a garment will be indispensable to every girl.

Here are some new styles in great variety. Some of all serge, others combined with silk and crepe Georgette. Plain and fancy tailored in long, loose lines, high-waisted and jacket effects. With tunics, accordion pleats and overskirts and having all the new touches on collars, sleeves and girdles. Braided, embroidery and button trimmed.

Sizes 14 to 20 years.
Prices \$30 to \$55.

(Second Floor, Chestnut)

Lower Prices on Some of the Better Dresses for Women

The women who wait till the end of the season to pick up a fine frock for a little money are now taking advantage of our reductions.

We have lowered prices on a little group of our better dresses, some of them to half price. They are not all quite fresh, but a little pressing or a stitch here and there will make them like new.

Materials are crepe, handkerchief linen beautifully lace trimmed, and organdie daintily beruffled. Some of these dresses are heavily embroidered, while others are embellished with hemstitching. They are in all the colors of the flowers.

New prices are \$10 to \$55.

(First Floor, Central)

The Famous Letitia Corsets in Cool Batiste for Summer Wear

At \$3.50—A pretty pink or white batiste model for young girls or slender women.

Also another model for average figures, pink batiste, extremely low bust, long hips.

At \$4—A pink batiste for tall, slender figures, low bust and long skirt.

At \$4.50—A medium length with low bust for short, full figures.

At \$5—Medium high bust, well boned, long skirt model for tall figures.

(Third Floor, Chestnut)

At \$5.50—A pretty pink-figured batiste, very low bust, elastic inserts at bottom of steel, long hips.

At \$6.50—A dainty figured pink topless model for slender figures, elastic band at bust, cleared hips.

At \$7.50—A beautiful figured batiste in pink, extremely low bust, long hips. Daintily trimmed with pink satin ribbon and lace.

At \$8.50—A dainty dotted pink batiste model, medium bust, cleared hips, designed for average figures.

(First Floor, Market)

Some Lovely New September Waists

One, brand new in fashion, is of batiste with rather low sailor collar and vertical tucks and beading. The turned-back cuff is fastened with a smart black bow. It is \$5.50.

Another new waist is \$3.85. It is a voile, with yoke and beading, and made with very pretty vertical tucks.

Also at \$3.85 is a waist of batiste with wide gypsy collar, made with pin tucks and finished with beading. Turned-back cuffs with black bow.

Very pretty at \$3.50 is a plain batiste waist with collar and cuffs trimmed with beading and with knife-pleated ruffles.

At \$2.85 are new voile and batiste waists, with deep round collars and just enough trimming to keep them from being severely plain.

(Third Floor, Central)

100 Pieces of Nainsook, Special at \$2.25

These are 10-yard pieces, of 36-inch nainsook, regularly sold at 50c more the piece.

A good quality, suitable for undergarments and children's dresses.

(First Floor, Chestnut)

Women's Woolen Sweaters, \$3.50

Average Less Than Half

(First Floor, Market)

The Summer Shoe Sale Was Never So Important

It is true that the ratio of savings is no greater than it has been before, but there are other things to consider. No one knows how much higher shoe prices will go and no one knows when it will be possible to get some of the shoes we are selling at any price, after they 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, \$3.90, \$4.90 and \$5.90.
Women's high shoes, \$2.50, \$2.90, \$4.40 and \$3.75. At \$2.90 are high white canvas lace shoes \$2.

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

Fluffy Lacy New Petticoats So Dear to Young Girls

A new lot that we have been looking out rather anxiously for, and that we are unusually glad to get.

They are exquisitely dainty things to wear under thin dresses—petticoats mostly with deep trimmings of lace flounces and Swiss insets. They are of fine, sheer nainsook and exquisitely made.

Lengths are 32 to 36 inches, and prices are \$6 to \$11.

(Third Floor, Chestnut)

Names and Intials to Sew on Clothing

Single-line names are 85c for three dozen to \$3.50 for 24 dozen. Double-line names range from \$1.75 for six dozen to \$6.50 for a gross, and are on two widths of tape.

Initials—from two to five—are 30c for six dozen to \$2 for a gross.

(Main Floor, Central)

Her Gloves Are White Whatever Her Gown Is

as a rule, in summertime; above all in this Summer.

White chamois - finish lisle gloves wash so easily, you see. Most as little trouble as a handkerchief. Prices 75c, 85c and \$1.

White Milanese silk gloves, double tipped, \$1 and \$1.25 for short length; \$1.75 and \$2 for the long.

(Main Floor, Central)

Advance Fall Styles in Suede Handbags

Soft, velvety suede in beautiful tan and gray shades makes some delightful new handbags. They are in a generous size, with harmonizing moire silk lining, purse and mirror and tassels.

At \$3.50 these bags are very unusual.

(Main Floor, Chestnut)

Women's Tub Dresses Reduced—\$1.85 to \$6.50

These dresses are from our own stocks, but in broken sizes. We have marked them \$1.85 to \$6.50, which means a straight reduction of about one-third from their former prices.

Mostly gingham and voiles, in several styles, but not all sizes in all styles.

They are a little bit mussed, but a little pressing will make them spick-and-span.

(Third Floor, Central)

Men's Handkerchiefs Said to Be Best in America At \$5.50 a Dozen

We believe any unbiased person of good judgment will recognize that these are as good a lot of all-line handkerchiefs as have been offered at \$5.50 a dozen in years. They are one of the groups of merchandise which, owing to timely buying, have escaped several advances in prices since the war. In fact, they are as low-priced as they were in peacetime.

Perfect goods, of pure Irish linen, full sizes and with quarter and half inch hems.

(West Aisle)

Special Vacation Sale of Toilet Goods

Hundreds of people want just these things to put into the trunk. And here they are at lowered prices, including some

Honfleur Specials

Toilet water, violet and rose, 45c and 85c.

Extracts, violet, rose and l'Empire, 35c and 60c.

Talcum powder, violet and rose, 10c.

Skin cream, 35c.

Youth and Beauty cream, 35c.

Cleansing cream, 35c.

Bay Rum, 50c and 75c.

Hair tonic, \$1.

Suzanne toilet water, 25c.

(West Aisle)

The Unkind Remark was once made about a somewhat determined lady that "She'd fight a rattlesnake and give it the first two bites."

THE GREAT WANAMAKER SALE OF PIANOS STARTING NEXT MONDAY

is perhaps too serious and dignified an affair to be treated in the same advertisement with persiflage of that sort; but, anyway, the comparison is there in a way.

This Piano Sale

will challenge and meet any other piano sale in the world, and give it the first two weeks—and will win out.

For the simple reason that the Wanamaker Piano Sale brings the best for your money.

Starting next Monday, with a large number of new pianos and player-pianos reduced, as well as a good collection of taken-in-exchange pianos that will be marked at prices most remarkably low.

ON THE AISLE TOMORROW

Men's silk half hose, special at 50c

4200 pair of first-grade goods reduced from stock.

Black, white, Palm Beach, green, purple, Burgundy, gray and suede.

(West Aisle)

"A Daughter of the Land," a New Gene Stratton-Porter Book, Ready Tomorrow—\$1.40

This time the author of "The Harvest" has written a graphic tale of American country life. Perhaps the finest thing she has done. Her many admirers will want the new book at once.

(Book Store, Main Floor)

New Linoleum Surely Brightens a Room

Be it kitchen, pantry or bathroom, this crisp, clean floor covering works a wonderful change in appearance. Specially priced in the August Sale are—

Imported and domestic inlaid linoleum, \$1.25, \$1.50 to \$2.85 a square yard.

Printed linoleum, 85c, 95c, \$1 and \$1.35 a square yard.

(Seventh Floor, Chestnut)

Young Women's Light Weight Suits Reduced

Well tailored suits in light and dark colors. Just what so many girls need for going away.

Being only one of a kind we have lowered prices a third to a half.

Sizes 14 to 20 years.

Prices \$12.75 to \$18.75.

(Second Floor, Chestnut)

The Strong Point of the Mattress Sale Is Quality

Mattresses of quality are the only mattresses on which a saying is worth the name. This is not original, but it is true. Most people know it, but some forget it. Our mattress and bedding stocks are confined exclusively to goods of clean, reliable quality—and so is our sale. All our mattresses, pillows, bolsters and several makes of bedsprings are being offered at reduced prices.

We make all the hair mattresses we sell. You can take your choice of ten different grades, have yours made in one or two parts and covered in ticking of your own selection.

One of the particularly good grades of hair mattresses in the sale can be had in either the best sateen or the best old-fashioned blue-and-white ticking at these prices.

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

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

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

Medium single-bed size, 39x76 inches, \$23.25.

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

Cot size, 30x76 inches, \$17.

Crib size, \$12.75.

(Sixth Floor, Chestnut)

Furniture Sale Begin to Stand Out—

Now When an Ordinary Sale Begins To Weaken

By this time most people of intelligence—especially those who go around and see things for themselves—know that this is no ordinary sale, that it is not to be confused with furniture sales in general, because in the extent of it, in the resources of it, in the beauties of it, in the reliabilities of it, it is the only event of its kind.

Surely that is no secret, for everybody with eyes to see can come in here any day until the end of the sale, and see a stock of furniture unapproached in extent and fineness and desirableness at the prices.

That is a simple matter of fact.

It is a fact, also, that we have this unapproached stock of furniture to sell in the airiest, coolest, safest and most comfortable furniture store in this vicinity, at any rate.

The finest stock to choose from, the most comfortable place to choose—one of these statements is as true as the other, and we don't think either can be successfully challenged.

We have the right goods as surely as we have the greatest comforts, and that is surely enough.

Some Exceptionally Good Things in the Living-Room Furniture

\$67.75 for a 3-piece living-room set, upholstered in tapestry. The backs, sides and bottom bracings are all of mahogany. If sold separately, the settee, which is 5 feet long, is \$39.75, the high-back arm rocker \$15 and the low-back arm rocker \$13.

\$73 for a 3-piece mahogany and cane set. The seats are upholstered in black and gold damask and are built on the boxed and steel construction. If sold separately, the settee is \$37, the high-back arm chair \$18 and the arm rocker \$18.

\$81 for a 3-piece tapestry and cane living-room suit. The seats are boxed with steel construction. The style shows William and Mary influence. The wood work is finished in soft brown English tones. If sold separately, the settee, which is 6 feet long, is \$43, the high-back arm rocker is \$20 and the arm chair \$18.

\$140 for a 3-piece mahogany suit, upholstered in blue and gold damask. The ends and backs are cane. One of the chairs has a high back, with wings. The style is Queen Anne.

\$97 for a 3-piece set upholstered in striped blue, black and gold velour. The backs are of close-woven brown cane and the influence is of Louis XVI period. \$20.50 for a chaise longue. The seated portion is of cane and the back rest is of cane, with a beautifully shaped medallion in the center.

\$27 for a mahogany chaise longue, typical example of Queen Anne style, with a shell medallion in the center of the cane back.

\$38 for an all-upholstered chaise longue in cretonne, with double-coiled tempered springs in seat and back, heavy upholstered arms with square tapered Colonial legs.

\$50 for a chaise longue with upholstered cretonne seat and separate sunburst pillow. The back is gracefully curved and has one short and one long arm or side rest, which has an insert of closely woven brown cane. This one shows Louis XVI influence.

\$84 for an all-upholstered, very luxurious chaise longue. This longue was made in our own factory and contains the best of filling, and is of the highest type of workmanship. It is an exact reproduction of a London-made piece which even years ago sold by us for about double.

\$17.50 for an all-upholstered wing bedroom chair in cretonne.

\$25 for a high-back fireside chair with heavy rolled arms, square tapered mahogany legs.

\$27 for an English fireside chair with a heavy ball and claw foot, upholstered in cretonne.

\$26.50 for a low-back wing rocker in cretonne, made up especially for bedrooms.

\$45 for a high-back living-room or lounging chair with side headrests and heavy rolled arms, separate down-filled cushions, spring edge construction with a Chippendale front.

(Fifth Floor)

