

Great Organ Plays at 10 and 4.25
Trinity Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

The Greatest August Furniture Sale Must Have Back of It the Finest Furniture

In Unmatched Variety at the Lowest Prices

More Than Once It Was Told in London

that an English nobleman who had risen from humble life was taunted by narrow and jealous acquaintances that he had been born a maker of candles, as his father was a tallow chandler, and that he replied:

"It is true, sir, and if you had been born a maker of candles, you would still be a maker of candles."

A surly, snarling man or woman, never getting on far, rarely wants to see others getting on. The fact is they are often shunned by people who would care to know them if it were not for their fault-finding and back-biting.

"Keep sweet, now," John Ellinger, a snarling, growling dog of a man, used to say to himself after he turned his life around the right way, and it was not long until everybody saw the change and loved him.

Keep sweet, and when we cannot encourage the other fellow, still we can keep sweet and keep still.

The Store has the Autumn smile on today.

[Signed] *John Ellinger*

August 20, 1918.

ON THE AISLE TOMORROW

1800 Women's Bodices and Vests at 12½c Each

Low neck, sleeveless bodice and regular top, ribbed cotton vests. They were about a half more.

(West Aisle)

In Rich Autumnal Colorings Come the New Ribbons

all so pretty they fairly ask you to make them into bags! One ribbon with the gold and crimson and brown that suggests the woods in October is 9 inches wide and has a feather design on one side and another design on the other side. It is \$2.75 a yard.

Quite pretty and in rich blue and rose and gold and sapphire tones is another ribbon, not so wide—being 5¼ inches—and \$1.50 a yard.

(Main Floor, Central)

Hall Clocks of Dignity

When all the world was dignified and young and old alike were stately, our grandfathers designed these "Grandfather" clocks, and although these are the days of greater abandon, we still love them.

They are of mahogany with Waltham movements and Westminster chimes on tubular bells every quarter hour. \$385 to \$555.

With Westminster, Whittington and St. Michael chimes, \$460 to \$610.

(Main Floor, Chestnut)

Nobody acquainted with the furniture situation in Philadelphia will need to be told which Furniture Sale lives up to these requirements—which Furniture Sale has back of it the finest furniture in unmatched assortment at the lowest prices. As a matter of fact, nobody with eyes to see can fail to recognize the Sale that has all these things behind it.

However, we are not specially desirous of making comparisons, even when they happen to be very much in our own favor.

Our purpose now is, not to brag about the size and resources of this Sale, but to point out particularly that these are just the days that prove them.

For these are the days when an August Furniture Sale cannot help showing its strength, if it is a strong Sale, or its weakness, if it is a weak one.

These are the days when this Sale proves beyond yea or nay its right to be called the greatest August Furniture Sale in the country. For this you do not have to depend upon anybody's say-so. The proof is here in reserve stocks of practically unlimited extent of assured fineness at prices that cannot be improved upon. There is no shortage of opportunity, but time is passing; it is passing even as you read this. There are just eight short business days of August left. Come in right away and see how much better, finer and more appealing this unique Sale can make that home of yours.



30 Fine Wraps and Coats in a Clearaway at \$20 to \$100

Odds and ends of the finest Spring and Summer wraps of the season, with \$10 to \$50 taken from their prices. There are no two alike—one may choose a white tricot or a white jersey, or a beautifully embroidered beige jersey; there are one or two rich black satin wraps; a couple of reversible silk wraps from London; and a few coats with fine fur trimmings.

New prices are \$20 to \$100.

(First Floor, Central)

300 Women's Wash Dresses to Hurry Out—Now \$2.50 to \$15

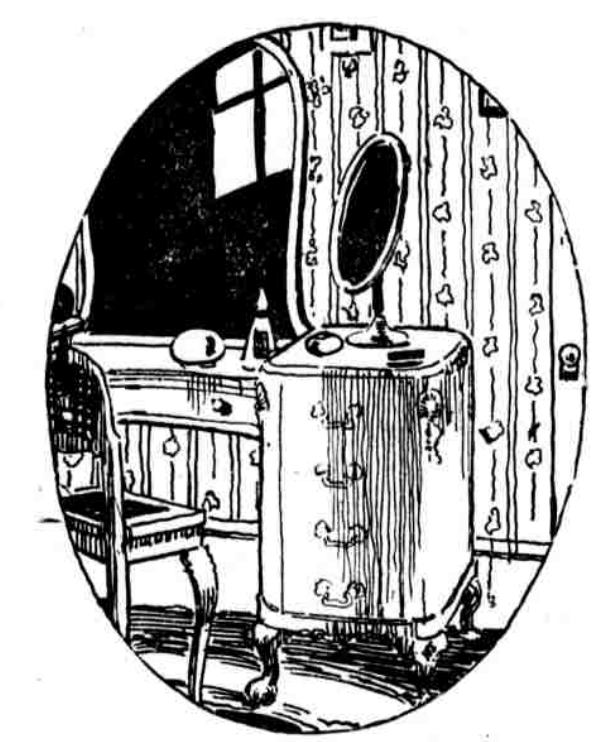
And you may be very sure that at these prices they will be bought by twos and threes—or even half dozens—by women with a thrifty streak in their make-ups.

Expect to find—

- Chambrays, plain and trimmed.
- Ginghams, dark and light.
- Organdies, white and colored.
- White nets, many self-trimmed.
- Voiles with tiny checks.
- And also a few linens.

These are the last of our wash dresses, and we can't say good-by to them too soon.

(First Floor, Central)



Girls' Fine White Dresses Are Much Reduced

Now \$8.75, \$10 and \$12.75—they were of course much more expensive when they were newer and fresher.

There are quite a number of styles, and frocks of many kinds from the simple, rather tailorish linens to the lovely party frocks of batiste and dimity and voile.

Short and long waisted dresses, dresses with laces and embroideries and pretty ribbon sashes and girdles are all in the collection.

6 to 14 year sizes.

(Second Floor, Chestnut)

Yes, a Genius

can wring melody from any old thing with strings, keys and pedals.

But are you sure you have a musical genius in your house?

If so, you can't hurry along quick enough to

THE AUGUST SALE OF PIANOS

which is of more moment to you than to the average mother of an uninspired child.

While on the other hand, many a child—and adult performer, too—might prove inspired if given an inspiring instrument.

Ancestry Will Tell

in pianos as it will in human beings, dogs and horses, when it comes to the test.

No piano is "good enough" unless it is good enough for a finished musician.

Notice the names of the pianos owned by those of your friends who are real musicians. You will find that they are all well-known makes.

People who are not musical experts will do well to follow the lead of those who are.

In the Wanamaker Piano Store you have the best and most famous pianos in America to choose from—including the

CHICKERING MARSHALL & WENDELL
SCHOMACKER LINDEMAN & SONS
EMERSON J. C. CAMPBELL
HAINES BROTHERS KNABE

The allowances made upon instruments taken in exchange, and the plan of easy payment, are the fairest in the market.

(Egyptian Hall, Second Floor)

Stop the Traffic—Baby Carriages Coming!

The Government has curtailed the output of baby vehicles, but there is no sign of a curtailment of variety in our stock in which you will find a whole fleet of baby carriages, go-carts, strollers and sulkies and many walkers, all from the best makers at fair prices. Baby carriages, from the kind with close-woven, split reed body at \$20 to the finest round reed variety at \$68. In this collection are many designs to be found here only.

Baby cribs in white enamel with wire springs and rubber-tired wheels, \$4.25, \$5 and \$6.50.

Baby walkers, \$3, \$3.50 and \$4.50.

(Seventh Floor, Market)

For Large Women—Nightgowns and Petticoats

Everybody who buys these two articles at our counter of extra sizes knows that she can count on the first being cut large enough in necks and arm-holes, and the second being large enough around the hips.

The petticoats are long, of cambric, with lace and embroidery and priced \$2.50 to \$5.

Nightgowns are low-necked and mostly of nainsook; prices \$2.50 to \$4.75.

(Third Floor, Central)

Children's Sweaters for Cool Days

In these difficult days between summer and autumn we grasp with relief the ever-ready sweater in answer to the question of what shall the child wear for a wrap?

This new lot includes both slip-on and coat styles.

They come in old rose, maize, green, tans, blues and brown.

Sizes are 28 to 36.

Prices \$5.50 to \$7.50.

(Third Floor, Chestnut)

Refreshingly Fragrant Are Queen Mary Colognes

They are known and liked by hundreds of people. We prepare them in our own laboratories with the greatest care.

Eau de cologne, 75c, \$1.50, \$2.75 and \$5 bottle.

Friction cologne—a most generous sized bottle—\$2.25.

(Main Floor, Chestnut)

Camee

Charming little compotes, in gay summer colors, hand-painted, which may be used to hold bon-bons (or the powder and puff for a dressing table), are the last novelty to arrive in the Camee shop. They are \$2.50 each and most attractive.

Summer vacationists tell us they find no caramels so good as the Camee caramels on their travels! 80c pound.

(Main Floor, Chestnut)

Chiffon Waists at \$5.50 Are Scarce

Consequently a new Fall model at that price is uncommonly welcome. It is made over flesh-colored chiffon and has a pleated front and square lace collar, and may be had in navy, brown and green, \$5.50.

Another Fall style is of Georgette crepe, with a shawl collar and a self vest of tucking; and it comes in navy, brown and taupe, \$7.50.

(Third Floor, Central)

A Delayed Shipment of French Parasols

It's a little late in the season for parasols, we know, but if they are lucky enough to be born in France, they are assured of being up-to-the-minute in style all their lives. They will be just as smart next season and the next and so on until there is not a shred left.

They are of crepes, chiffons, voiles and velvets.

Prices are \$25 to \$35.

(Main Floor, Market)

500 Men's Fancy Suits at Notable Savings

Savings, in fact, on the whole remaining stock of men's fancy suits, both worsteds and chevots.

All three-piece, all-wool suits, the best goods of the summer.

Prices now are \$14.50, \$16.50, \$20.50, \$22.50 and \$25.50.

Savings are \$5.50 to \$14.50, and the opportunity is an excellent one for the man with foresight against the probable high prices of next season.

(Third Floor, Market)

\$220 for a 4-piece mahogany dining-room suit, Georgian influence. If sold separately, the buffet is \$72, the china closet \$54, the extension table, which has a 54-inch top, is \$54; the serving table is \$40. The latter has cupboard doors instead of drawers, and the doors are decorated with very refined carving, as are also the doors of the buffet.

\$310 for a 10-piece American walnut dining-room suit, which includes an oval server, an oblong extension table with rounded corners, a 6-foot buffet, a double-panel door china closet, two arm and four side chairs upholstered in tapestry.

\$508 for a 4-piece Heppelwhite dining-room suit, side chairs and one arm chair to match, can be had for \$99. This suit is an excellent copy, showing both the fluting and the wheat ear which were characteristic of Heppelwhite between 1775 and 1800.

\$1507 for a 12-piece inlaid and figured American walnut dining-room suit, comprising a 7-foot buffet, a fine serving table with three drawers and two cupboards, a double-panel door china closet and one long drawer, an oblong extension table, eight high-back chairs, six side and two arm chairs. The seats and backs are all upholstered.

\$400 for an 8-piece enamel bedroom suit. This shows the Chinese influence, and the enamel is of the Oriental ivory gray, with decoration in relief, consisting of cherry twigs and blossoms in their natural colorings.

\$215 for a 4-piece bedroom suit in ivory enamel, Louis XVI influence. This consists of a large bureau, a chest of drawers, a full-sized bed with octagonal-shaped footboard and a triplicate mirror vanity case with four large storage drawers.

\$284.25 for a 6-piece bird's-eye maple bedroom suit consisting of bureau, dressing table, a full-sized bed, desk, stool and candle stand. This suit is decorated around the edges, bringing out

(Fifth, Sixth and Seventh Floors)

very prominently the bird's eye in the wood.

\$465 for an 8-piece blue and decorated bedroom suit of a juvenile type, but including twin beds in the regular width and length. The bureau is 42 inches wide, with two deep drawers and a separate hanging mirror. The chiffonade has three large drawers, a cupboard compartment with three sliding trays and an adjustable mirror, which, when not in use, slides in under the top. The candle stand has a deck-rail shelf and a drawer. Both the regular and the low-back chairs have cane seats and backs.

Some Notable Individual Pieces

\$22 for a beautifully figured mahogany library table, Colonial design with oval top.

\$35 for a William and Mary mahogany library table, with stretcher base and large drawers.

\$42 for an Adam library table, with large drawer and substantially braced base.

\$93 for a Louis XV escritoire, wrought in American walnut and showing the beautiful natural grain of quarter sawed logs. The top doors are of solid panels of figured wood rather than glass.

\$85 for a solid mahogany desk with a serpentine front, with solid brass drop handles and ball and claw feet. It is 30 inches wide and is a copy of a very popular design, known as the John Hancock. The 36 inch sells for \$90 and the 42-inch size for \$99.

\$117 for a solid mahogany William and Mary spinet, with two drawers, a large number of pigeon holes and other compartments in the stationary rack. A large extension writing bed, well supported and heavily braced base.

\$20 for a solid mahogany tea wagon with separate glass tray and drawer for silverware. The two large side wheels, as well as the two end wheels, are rubber tired and move easily and noiselessly.

A Good Sale of the Oriental Rugs Which Many Are Looking For

Scarce and sought-after weaves and sizes feature the Oriental Rug Sale at prices surprisingly low, lower in fact than many wholesale dealers are asking for such supplies of these pieces as they possess. Three remarkable lots include

Mosuls, \$27.50 to \$45—sizes 3x5 feet to 3x6 feet.

Dozarts (large Irans), \$65 to \$95; 4.6x6.6 feet.

Beluchistans, \$29 to \$40; 2.6x5 feet.

In addition to these rugs we are also offering a group of Chinese carpets priced specially under value at \$125 to \$485, in sizes 9x7 to 13.6x10.1 feet; also some small Chinese pieces at \$22.50, \$25 and \$35.

Mahal carpets are in the sale at \$150 to \$387, in sizes 8.8x7.1 feet to 11.5x8.2 feet.

(Seventh Floor, Chestnut)

Wardrobe Trunks Just Received

Wanamaker specials, famous and reliable.

\$25 for steamer size.

\$32.50 for travel size.

(Fourth Floor, Central)

Scotch Table Cloths and Napkins

Table Cloths

68x68 inches, \$6 and \$6.75 each.

71x72 inches, \$7 each.

68x86 inches, \$7.50 and \$8.75 each.

71x90 inches, \$9.50 each.

Matching Napkins

68x102 inches, \$9 and \$10.50 each.

71x108 inches, \$11.50 each.

19x19 inches, \$5.75 a dozen.

22x22 inches, \$7.50 and \$9 a dozen.

(First Floor, Chestnut)

When Can People Buy Shoes So Low Again?

Some one very truthfully said the other day: "Before-the-war times will never come again in this country." It is to be hoped that shoes, like other merchandise, will some day be lower in price than now, but whether they will ever be so low as they were two or three years ago is doubtful.

In our judgment, the Wanamaker Summer Sale of Shoes is the very best occasion likely to occur during the next three or four years at least for men, women and children to get good, sound, reliable shoes; shoes about which there is no doubt of their quality, at low prices.

On every pair of men's, women's and boys' shoes in this sale the saving is at least \$2.

Besides Summer shoes the sale includes several thousand pair of high shoes that will be good for Winter wear. We have just largely re-enforced the \$5.90 group of high shoes for men.

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