

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

# You Are Always Bound to Get the Furniture You Want

## In the Sale That Brings Most of It But the Days Are Passing and You Had Better Choose at Once

A glance at the top of this newspaper page will tell anybody what date of the month this is. Everybody can tell how many days of August there are left—also how many days there are left of the August Furniture Sale.

Now, as surely as the time for buying good furniture in this sale at reduced prices is running short, so surely are supplies of good furniture in the market running short also, because all things rightly give way before the needs of the Government, and many shops are now doing Government work.

You can understand what a curtailment of output nearly always means. Invariably it means a further advance in prices.

Apart altogether from any further curtailment of output, productive costs are rising and rising.

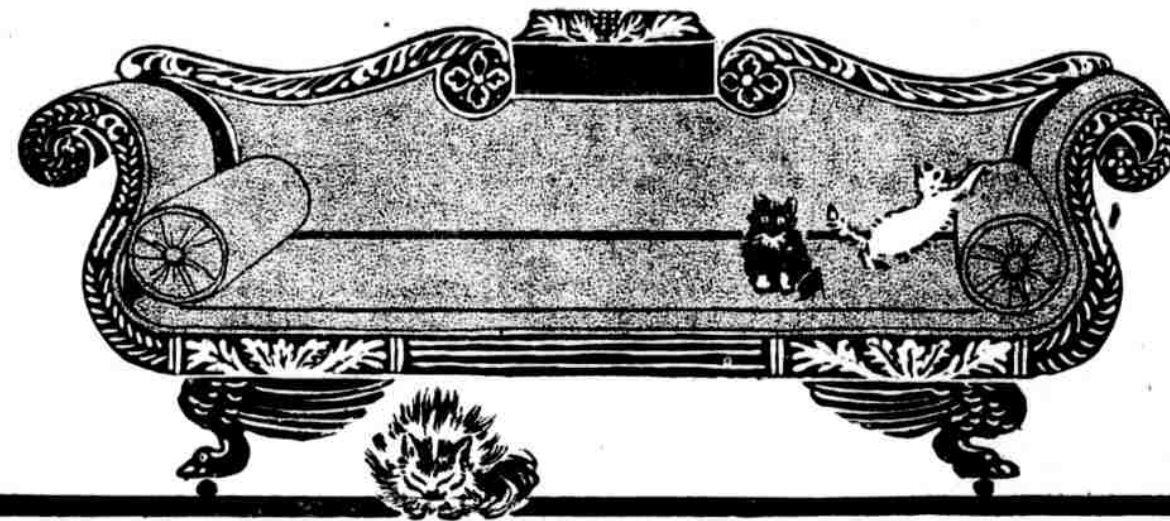
This, then, is a time when a store must be very frank and make things as clear as possible. We tell you frankly that if you are likely to need any article of furniture for many months to come, you would be wise in buying it now—in this sale which still holds a stock of furniture equal to any three or even four ordinarily large stocks put together.

You will be wise in buying now, because once this sale is over there is no telling when you will again have such a vast assortment to select from at the same good reductions. These are facts which there is no denying. They are true not because we have such a splendid lot of furniture to sell at less

than its true value. They would hold true if we were out of the furniture business tomorrow. They are not printed here because we have our selling record to break and we want to exchange as much of our furniture for your money within the next few days as possible.

After all that is not business. We have taken care of our records. The furniture business we have done already has been phenomenal. But our uppermost thought at this moment is not volume of selling—we know so well how that takes care of itself. We just want to ring out this reminder far and wide that this sale has one limitation, a limit in time, that the time is passing, and that all who want to secure some of the finest furniture in the country at August reductions must wake up at once and take advantage of the good things which are here in the finest abundance.

(Fifth, Sixth and Seventh Floors)



### "Redleaf" Hosiery and Underwear—A Little Shipment

Please remember that word "little"—Redleaf hosiery is precious these days!

Children's merino stockings in white, starting at \$1 for the small sizes and going to \$1.20 for the larger.

Boys' and girls' woolen golf hose, sizes 7½ to 9½, \$3.50 a pair.

Men's India gauze cotton shirts and drawers are \$1.75 for the shirts and \$2 for the drawers, with an additional charge of 25c for shirts above size 46 and drawers above 44.

(Main Floor, Market)

### 500 Cotton Waists Special at \$1.50

Samples and little surplus lots—of organdie, batiste and voile; all fresh and new, and worth a good deal more than tomorrow's price.

(West Aisle)

### Good Caramels Made Fresh Every Day—60c Pound

We have to make them that often to keep up with the demand! There are many kinds and different flavors; some with nuts and nougat centers, and there are cream-covered caramels, too.

The 80c chocolates are delicious—have you tried the big chocolate balls or the molasses yellow jack, with nut centers and chocolate covering? These are just two of the many good varieties.

(Down Stairs Store, Chestnut)

## Again and Again We Say Buy Shoes Now While the Summer Sale Is On

We will sell better shoes for lower prices right straight along than can be found elsewhere.

We do not know when we can ever sell such good shoes again at so low prices as they are in this Summer sale.

Thousands of pair of shoes for women, men and boys at reductions of at least \$2 a pair. This includes both high and low shoes.

Also shoes for girls and little children at substantial reductions.

Buy your whole Winter and next Spring's supply now if you would be safe from higher prices.

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 \$5.75.  
Girls' and children's high and low shoes, \$2.

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

### ON THE AISLE

400 Traveling Bags for Men and Women at \$2.75 Each

Of black, long-grain imitation leather. Sizes 18 and 16 inch. Handles made of leather.

(West Aisle, Main Floor)

### There Is Still Opportunity for You in the Piano Sale

If you want a new upright piano  
If you want a new grand piano  
If you want a new player-piano  
Or  
If you want a good, used piano

You can get it at a really amazingly low price now during the Wanamaker August Sale of Pianos.

You can get a better piano than you can get elsewhere in Philadelphia.

You can get more for your money than you can get elsewhere in Philadelphia.

You can get a piano with a famous name at as low a price as you would pay for a doubtful instrument elsewhere.

If you have a piano that doesn't fulfill your need, we will take it in part payment and you can pay the rest in convenient installments.

It takes only a small sum at the time of purchase to cause your piano to be sent home at once.

(Egyptian Hall, Second Floor, Market)

### New War Books—And Others

"The Principles of War," by General Foch, is for people who desire to understand the theories by which the present war is governed. \$2.50.

"Back From Belgium," by Father deVille, Cardinal Mercier's personal delegate to America. \$1.50.

"The Emma Gees," by Capt. Herbert W. McBride, a Hoosier machine gunner in Flanders and France. \$1.50.

"The Little Girl Who Couldn't Get Over-It," by Alfred Scott Barry, is a bit of romance. \$1.50.

"The Three Armies," by Arthur Stanley Riggs. \$1.50.

"A Royal Prisoner," by Pierre Souvestre and Marcel Allain, is a new Fantomas detective tale. \$1.40.

"Beaumarais and the War of American Independence," by Elizabeth S. Kite, 2 vols. \$5.

(Main Floor, Central)

### Notes of the Day

It was too hot even to think about a hair-cut last week. If one may judge by the way mothers are rushing their babies into the Little Hair-cutting Salon now that it's cool. (Third Floor, Chestnut)

Nursery screens and chests for the West One's clothes are covered with cretonne which has quaint little bonneted ladies and children and rabbits scattered all over it. (Third Floor, Chestnut)

"Sabrina fair" when she has finished "sitting under the glassy, cool, translucent wave" finds that her locks are in serious need of a shampoo to take the salt out. If she is wise she has a scalp treatment or so after the shampoo in the Salon de Beauté. (Third Floor, Chestnut)

Women lucky enough to possess fine sable furs are having them made into the newest type of two-skin boa. Now that the fur fashions are settled we can attend to any number of repairs and alterations. (Third Floor, Central)

A woman passing one of our Chestnut Street windows saw the charming little mules of painted leather which we are getting from Japan, and instantly telephoned for a pair. The price is \$14, in the Exclusive Little Boot Shop. (First Floor, Market)

A new sweater model is of artificial knitting silk with leather belt and a vest of fall silk. Made to order the price is \$30. (First Floor, Market)

### Those Hand-Embroidered Kimonos From Japan

We simply can't get enough of them—the colors of the cotton crepe are so good and the hand-embroidered flowers and birds so delightful in a simple fashion. Prices \$2.85, \$3.85 and \$4.50.

Other crepe kimonos with tiny flower patterns are in rose, navy and pink and boast thin silk linings. \$8.50.

(Third Floor, Central)

### Specially Priced Toilet Articles

Fortunate indeed is the person who "happens in" on this sale! The prices are remarkably low, the variety good and the values received a miracle for these times.

Hair brushes, 35c to \$1.75.  
Peroxide soap, 11c; \$1.25 a dozen.  
Romanza soap, 10c; \$1 a dozen.  
Castile soap, 10c.  
Liquid soap, 50c.  
Utility cases, 75c.  
Wash cloth and case, 10c.  
Tooth brushes, 15c and 25c.  
Mirrors with wooden frames, 15c.  
Compressed rouge, 20c.  
Chalk and orris, 25c.  
Peroxide, 18c and 32c.

(West Aisle)

### Of High-Grade Rugs at Special Prices The Choice Is Just Fine

For anybody needing a rug of known and acknowledged quality this is an opportunity to buy it at a saving that is legitimate and above board. The selection is varied and should appeal to homekeepers with Autumn floor-covering problems to attend to.

Let them bear in mind that buying now means a real saving.

Beautiful Hartford Saxony rug special 9x12 ft., \$87.50.  
8.3x10.6 ft., \$82.50.

This is the newest group of rugs on the floor—and one of the finest groups to be found anywhere. The prices are remarkable, too, for goods of such superior quality.

Besides these we present three other attractive lots at special prices.

(Seventh Floor, Chestnut)

High-Grade Wilton Rugs, 9x12 ft., \$68.50 and \$78.50.

Standard Wilton Rugs, 9x12 ft., \$47.50.

8.3x10.6 ft., \$45.50.  
Axminster Rugs, 9x12 ft., \$34.50 and \$37.50.

8.3x10.6 ft., \$32.50.

(Fourth Floor, Central)

### A Few More of the Wanamaker Famous Wardrobe Trunks at Reduced Prices

Steamer Size, \$25; Travel Size, \$32.50

\$25 each for steamer-size wardrobe trunks, holding 10 gowns or 5 suits. Bureau section has a large drawer suitable for men's or women's use, and 2 lower drawers.

\$32.50 each for wardrobe trunks, holding 18 gowns or 10 suits. Bureau section has 5 drawers.

(Fourth Floor, Central)

### "He Is a Kind of a Sage Bush of a Man"

came out in the conversation about a man, and in explanation of what he meant, the speaker said that nobody could tell what such a man was made for.

Whoever has traveled to California through the desolate, gritty, sanded sage bush regions will understand the descriptions of the sage bush, so often appearing in Zane Grey's books, "Rainbow Trail," "Heritage of the Desert" and "Riders of the Purple Sage."

Applied to a man the opposite of Joseph H. Choate, Morris K. Jessup, Ex-Governor Edwin S. Stuart, a "sage bush" man is a man that does not fit in anywhere; a man that there's nothing to be got out of because there is nothing in him. He never learned anything and does not want to be bothered to learn anything. He lies around as perfectly satisfied with himself as an unflowering cactus, giving no value for the room he occupies.

The pity of it is it is the outcome of laziness, first and last, self-neglect and indifference, to be an unwanted man, and nobody to blame but himself.

Would anybody choose a rotten rope to go down a well?

[Signed] *John Wanamaker*

August 21, 1918.

### Practical Autumn Dresses For Afternoon, \$15 to \$25

When you say practical you have as good as said that their colors are navy blue, black and taupe—for there really isn't anything else that can be worn day in and day out with so much satisfaction. Also these dresses are given to dark instead of the white and flesh-colored fronts we have seen so long.

There are three hundred of them—brand new and made of crepe de chine, soft satin and taffeta, alone or combined with Georgette crepe. Also a few of the scarce and much-wanted serge.

Lots of styles.

(First Floor, Central)

### Every Summer Tub Frock for Young Women Is Reduced—Now \$6.50 to \$12.75

This includes every wash dress now on the racks and in our stocks.

There are cool voiles and clear, pretty chambrays, as well as novelty cottons and plaid gingham. And in addition to plenty of colors there are also some white dresses.

Plenty of good styles and dresses useful for morning and afternoon wear.

And their present prices are usually a half and sometimes a third of the first markings.

14 to 20 year sizes.

(Second Floor, Chestnut)

### White Corduroy Coats and Hats for the Littlest Ones

The main attraction of these garments is the fact that they wash so beautifully!

The coats are unlined, but can easily be worn over an underlining when cooler days come. \$3.75 and \$7.50.

The hats are in all the new shapes—among them some mushroom and Scotch models. They are trimmed with rosettes and bands of white gros-grain ribbon. Some—made with an eye for colder days—have ear bobs. \$2.25 and \$2.75.

(Third Floor, Chestnut)

### Some New Autumn Gloves Are Here!

We are interested in your appearance! So we offer these very smart gloves to complete the charm of your costume.

They are chamois-finished lisle thread; two clasps; in gray, drab, tan, mode and brown, with self-stitching; or in gray and mode with heavy black embroidery. Price \$1 a pair.

(Main Floor, Central)

### There Is Satisfaction in the L. R. Corset Which Laces in the Front

Women realize more and more every day that it is impossible to have a good figure without a good corset and impossible to have a becoming costume without a good figure.

These are a few of the models which we offer as an aid to comfort and beauty.

A topless model of flesh-colored batiste, ventilated back, elastic band around the top. \$3.

A topless model of pink-striped material, for slender figures, elastic insert at waist, three hooks below clasps, elastic band at back. \$3.50.

A model of strong coutil, with low bust, elastic insert and heavy hip boning. \$4.

Another of coutil, heavily boned and with medium bust. The hips have elastic gores, and there are three pairs of hose supporters. \$6.50.

(Third Floor, Chestnut)

### All-Silk Black Taffetas Extra Good at \$1.50 a Yard

Bought at the old low price and selling at a very favorable one that should appeal to the many women desiring a good, popular fabric.

The width—35 inches.

(First Floor, Chestnut)

### The New Sports Millinery Is Most Interesting

No matter how many hats she possesses, the average woman finds it practically impossible to get along without one or more sports hats.

For tramping in the country, for motoring, for golf, for wear with the simple costumes that she uses for war work, for business, for shopping, the sports hat is always suitable.

The new sports hats are of soft velours in dark tones, of velour and velvet.

In shape they are inclined to be small—but there are many in the comfortable and becoming medium size.

A new velour in helmet shape has a stitched velvet brim and is in an effective two-color combination.

And there is a new diamond-shaped crown which marks another velour and velvet combination.

There are new small velours with gros-grain ribbon bands in new styles.

Wool crowns with velvet brims are still another combination—these in attractive colors.

"Foke" backs, stitched brims, ribbon trimmings—these are other features you will notice.

\$7.50 to \$15.

(Second Floor, Chestnut)

### The New Dark Tan Russia Pumps

which women are going to wear with the fashionable frocks of navy-colored soft satins may be seen in the Exclusive Little Boot Shop. With high French heels, price \$11 a pair.

Bronze buckles to put on them, \$3.50 up.

(First Floor, Market)

