

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
Probably Showers

For All Who Need Furniture the Choice Is Clear—

To Buy at Reduced Prices During These Last Four Days of the Great August Sale or Wait and Pay a Great Deal More Later On

The Mariner's Compass in Its Little House

at the bow on the upper deck is the most important spot on the vessel, though sometimes it is known that some people regard the kitchen as their favorite place.

"Be sure to make friends with the Purser and the Cook" has often been spliced in with the last good-by of outgoing steamer passengers. At times even little boats ply freely in shallow waters when there is a bright full moon and the stars to guide, but the little box with the compass under an electric light from the engine room is also necessary.

Would it interest you to know that a 15-year-old robust schoolboy would be capable to handle a good-sized ship if he mastered navigation as taught by the mariner's compass.

How little most of us know and how much more we could know if we were to put our time in at the right place! We are all learners at this Store and making records of idleness and wasted time, or favorable progress.

[Signed] *John Wanamaker*

August 26, 1918

"War Verse"

Edited by Frank Foxcroft

A notable collection of poems inspired by the great war, many of them not having appeared before in book form. They are all very interesting and some possess immortal beauty.

Price, bound in cloth, \$1.25, in red leather, boxed, \$2.

(Main Floor, Thirteenth)

New Pin Cubes—From England

It used to be that pins from England came so frequently it was scarcely necessary to mention them—now ship-masters are not so frequent and consequently doubly welcome.

Pin cubes of jet pins, 144 pins, 50c; 200 pins, 60c, assorted sizes.

(Main Floor, Central)

Women's Lace-Edged Handkerchiefs \$2 Dozen

All the handkerchief is in snowy white, of course, and of sturdy Irish linen of good quality. Just the edge is in color—blue or pink or violet or green lace.

Six for \$1, or \$2 a dozen, whichever way you wish to buy them.

(West Aisle)

Two New Dresses for Very Little Girls

Of the very serviceable Japanese cotton crepe, that wears long and washes beautifully, in lovely shades of rose, green and blue.

One model has collar and cuffs of white lawn, a broad band of smocking in the front, and is finished with a generous slash of the lawn.

The other has a little fichu effect of the white lawn and a bit of hand embroidery on the front, the fichu ending in a large bow in the back.

Sizes 4, 5 and 6 years; prices, \$1 and \$1.50.

(Third Floor, Chestnut)

Envelope Chemises of Silk

Literally dozens of styles—some trimmed with lace and ribbons; others plain with a little hemstitching and embroidery.

Crepe de chine, \$3.75 to \$16.50. Wash satin, \$5 and \$5.50.

Nearly always the silk is flesh colored.

(Third Floor, Central)

Four Days to Buy Good Mattresses and Bedding at August Sale Prices

So the motto for everybody who would like to own good, clean, hygienic bedding at prices not to be quoted again in a good while is "the sooner the better."

This sale is as good now as it was at the beginning. It will be exactly as good a sale on the last day as it was on the first day.

It will comprise the same variety of merchandise at the same reduced prices.

While it lasts, we will make up hair mattresses in any style desired, covering them in the customer's choice of ticking at special August prices.

At the same time you can choose any felted cotton mattress in our stock at a reduced price, or any one of a group of bed springs.

We will also make clean leather pillows and bolsters during the Sale at August reductions, but not afterward. The sale ends next Friday; after that date prices on all our bedding will go higher. If you do not want to pay more later, you will need to buy immediately.

(Sixth Floor, Chestnut)

Probably the Most Important Shoe Sale We Have Ever Told You About

We are selling many hundreds of pairs of shoes every day to men, women and children, but we still have some thousands of pairs to sell at reduced prices.

There is at least \$2 reduction on every pair of shoes in the sale for men, women and boys.

Men's Low Shoes, \$4.90, \$5.90.

Men's High Shoes, \$4.65, \$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.

Also a considerable lot of children's white canvas, white leather and tan high and low shoes at \$2 a pair.

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

The Deep-Bordered Veils Are the Vogue

They are so becoming, too! These new ones have very deep borders of chiffon or Georgette crepe. Of hexagon mesh with elaborate scroll designs. They come in black, taupe, brown and the most popular shade of all, which is navy blue.

\$2.50 and \$3.
(Main Floor, Central)



Autumn Fashions in New Dresses for Young Women

All these dresses are of the popular wool Jersey cloth, and both the style and the colors are new.

They are most attractive little dresses for street now and quite practical to wear all winter under warm coats.

Lines are straight and youthful, there are sashes and girdles of many kinds, buttons, Jersey covered, trim many; wool fringes decorate others, and quite a few are richly braided or embroidered.

Brown and tan shades, dark and lighter blues and taupe are some of the colors.

Prices start at \$27.50, go up to \$49.50, and sizes are from 14 to 20 years.

(Second Floor, Chestnut)

To buy, or not to buy—surely it should be easy to decide in the face of the extraordinary opportunities which this Sale presents; in the face, too, of the extraordinary and unprecedented situation in the furniture market.

The output of the furniture factories is being diminished.

The tendency of furniture costs and furniture prices is upward. There is no telling when the prices obtained in this sale will be again quoted on the same fine selection of goods.

It may be years before the opportunities presented in this Sale will again present themselves. This would be true, even if we had no furniture at all to sell. The truth of it means all the more, considering the fine selection of furniture you will see here at reduced prices.

From the viewpoint of the average home, of every home in which economy is a consideration, the buying of furniture now is wise. Let us emphasize the word *NOW*.

Now means immediately—if possible, today. For the great Sale has only tomorrow and three more days to continue.

During these closing days we are disposing of several hundred odd pieces at half price.

These include some very fine examples of cabinetmaking. They also include a good selection of practical pieces for all rooms. There are some wonderfully fine davenport, day beds and chaises longues at half price, as well as several hundred bedroom, dining-room and living-room chairs, rockers and settees, all at 50 per cent less than regular prices.

Your choice is to buy now and pay less or wait and pay more. The best way to decide is to come to the sale at once and see the opportunities which it brings.

New Afternoon Gowns for the Woman Taking a Late Vacation

Or for any other women who want something fresh and pretty, but of moderate price.

They are nearly all of satin; some are heavily braided; some have beaded ornamentation; some are trimmed with fringe or corded tucks or crochet buttons, and a great many have white vests to relieve their darkness and plainness.

Colors are taupe, navy and black.
Prices are \$17.50, \$18.75, \$23.50, \$25, \$32.50 and \$33.50.
(First Floor, Central)

Queen Mary Talcum Powders Are Carefully Prepared

They are sifted through silk cloth, making them absolutely free from grit and lighter and fluffier than the average powder. They are cool comforts for warm weather.

Queen Mary in all the popular scents, 15c, 35c and 50c.

Double Violet, 25c and 50c.

Rose Speciale, 50c.

Charme d'Amour, 75c.

Violette Naturelle, 25c.
(Main Floor, Chestnut)

New Millinery Reveals Autumn Secrets

While some are of lustrous, fine quality velvets, others are of the pretty hatter's plush which promises to be so fashionable this Fall.

One small hat of hatter's plush with a narrow, curling brim has a soft crown and trimming of brown wheat and china blue dahlias.

Another small hat of hatter's plush has a wreath of bright-colored flowers round the turned-up brim.

And a stunning all-black hat, rather Napoleonic in its lines, is simply trimmed with two flat, black ornaments.

Other hats are quite large and of black and colored velvet in new shapes and with new ideas as to trimmings.

Prices begin at \$20.
(Second Floor, Chestnut)

Exceptional Pocketbooks for Women at \$3.50 and \$4

A limited number only!

Of seal skin in long grain, bright and dull leather.

Also shiny auto leather.

Conservative styles that are ever useful.

Back and top straps.

Facts all that prove to the knowing woman a good thing!
(Main Floor, Chestnut)

Past the Submarines

comes a little shipment of women's fine wool golf or tennis hose from England. They are in brown only, with gold-colored clocks, and the price is \$3.
(First Floor, Market)

We Have 5000 Pair of Fine Lace Curtains at Interesting Prices

Bought a year ago, they are marked at just about the prices we'd have to pay wholesale for them today.

It is an unusually fine collection, including, as it does, muslin, scrim, novelty, Irish point, Arabian, Cluny and Brussels laces in many attractive designs.

There are from six to twelve pairs of a kind, so that it is possible to just get them to match.

Prices start at \$1 for the scrim and go on up to \$50 a pair for the Brussels curtains.
(Fifth Floor, Market)

The Boys' New Fall Suits Are Real Wanamaker Suits

These are suits of the kind that appeal to the kind of mother who has a gift or happy knack of putting something on her boy that makes him look better dressed and smarter than so many other mothers' boys.

The secret is largely in the modeling, style and fit of the garments, and on these essentials Wanamaker's boys' suits have always been unequalled. The new lot of Fall suits now on show are Wanamaker suits all over—in fit, fashion, finish and fabric.

Of course, they are in the popular Norfolk style, in fancy mixed gray and brown wools at \$15, \$16.50, \$18 to \$25 and in blue serges at \$12 to \$25. Sizes in both groups for boys of 8 to 18 years.
(Second Floor, Central)

The Finest Wardrobe Trunks

not only have places for shoes, hats, evening gowns and wet bathing suits, but places to carry an electric iron. A treasure of this kind is \$110. Others are less.
(Fourth Floor, Central)

A Splendid Group of Player Pianos at \$465

This is the last lot we can get to sell at this price. The instrument is known as the WHITE PLAYER-PIANO. It is manufactured by Wilcox & White, makers of the famous Angelus, the first and greatest of all player-pianos.

The White player-piano retains many of the features of the Angelus and is complete with expression devices.

It plays any standard 88-note music roll and is a fine, durable, reliable player.

There will be no more of this high type for sale at this low price, and you had better come in and choose your player-piano at once. If you have a silent piano in your home we will take it in exchange as part payment.
(Egyptian Hall, Second Floor, Market)

Good Rugs of Several Kinds at Special Low Prices

The Carpet and Rug Store calls special attention to three very unusual groups of good, practical rugs now marked at prices that should interest many homekeepers during this closing week of a great homefurnishing month.

Wool and Fiber Rugs

8 1/2 x 10 1/2 ft., \$8.50.

7 1/2 x 9 ft., \$7.

6 x 9 ft., \$5.50.

Grass Rugs From Japan

9 x 12 ft., \$8 and \$10.50.

8 x 10 ft., \$7.

6 x 9 ft., \$5.50.

Colonial Rag Rugs

3 x 6 ft., \$1.95.

4 x 7 ft., \$3.25.

6 x 9 ft., \$5 to \$7.25.

7 1/2 x 10 1/2 ft., \$9.

9 x 12 ft., \$11.50 and \$14.50.

Also a limited assortment of high-grade rugs at special prices.
(Seventh Floor, Chestnut)

In the Half-Price Clearaway

you will find such groups of odd pieces as these:

Chiffoniers, \$15.50 to \$57.50.

Toilet Tables, \$7.25 to \$94.

Wood Beds, \$10.50 to \$150.

Chevals, \$17.50 to \$41.

Night Stands, \$4.50 to \$24.

China Closets, \$13 to \$52.

Serving Tables, \$6.50 to \$26.

Chaises Longues and Day Beds, \$27 to \$54.

Settees and Davenport, \$9.50 to \$170.

Odd Bedroom Chairs, \$3.25 to \$14.

Odd Dining-Room Chairs, \$2.50 to \$8.

Arm Chairs and Rockers, \$9 to \$127.50.

Wicker Chairs and Rockers and Settees, \$2 to \$21.25.

The number of pieces in each of these groups ranges from 25 to 150, all being odd, or individual pieces, and no two of a kind.

These are one interesting feature of the closing days of the sale. Back of them are our whole regular stocks at August reductions, presenting an unrivaled field of choice; but, remember, only tomorrow and three more days to take advantage of the good things that are going.
(Fifth, Sixth and Seventh Floors)



6000 Pair of Men's Merino Half Hose "Seconds" for 50c

All the indications are that there will be very little wool hosiery and very little wool underwear for civilians this year—everything of a woolen kind is needed for our soldiers.

These 6000 pairs are the half hose rejected by Uncle Sam as not good enough for his boys, but the slight flaws in them are not of a kind to interfere with their wearing qualities. They are, as "merino" signifies, part wool and part cotton, and will mean everything this winter to the man exposed to the weather—the motorist, the shipworker, the workers on farms, as well as the few golfers. Some people will buy them to give to their men in the service to supplement those already supplied by the Government.

50c a pair—and only 6000 pair.
(Main Floor, Market)

Big Men's Best Chance in This Summer Sale of Clothing

We have a few hundred suits, worsteds and chevots, all wool, hand tailored, standard of the world, in sizes 39 to 50, which are to be sold out at \$20.50 to \$25.50.

These prices represent reductions of \$9.50 to \$14.50.

Considering the scarcity of textiles, you will know this is a good time to lay in an extra suit—or two of them—to wear all this Fall and start in next Spring with.

(Third Floor, Market)

Standard British Fabrics for Men's Custom Suits

The London Tailoring Shop has received some fine Scotch and north of England wools to be made up into men's suits.

The collection is exceedingly varied, including the famous Harris Island and Highland tweeds.

There are also light, medium and heavy weight overcoatings.

Suits as well as overcoats will be made up with all possible dispatch.
(London Tailoring Shop, The Gallery, Chestnut)

This Remarkably "Big and Busy Bee" Knows No Shortage



In times of plenty he stores up full supplies for times of scarcity.

In a few days now we shall start a great sale particularly characteristic of this big and buzzy, busy Bee.

Let everybody take lessons from this wise and thrifty creature. Let everybody be ready to take advantage of this great Wanamaker Sale we shall tell you more about in a day or two.