

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 Sooner the Quicker" For All Who Want to Buy Good Furniture at Reduced Prices

Only Tomorrow and Two More Days of the Great August Sale Hundreds of Odd Pieces Are at Half Price

Twenty-one Clean Brindle Cows, All Without Horns

pass under the bridge every morning a few minutes after seven herded by "Bert," a colored man, born "befo' de wah" in Virginia, whose face shines with his motherliness for his "chillens," as he calls them.

"How does it come, Bert, that none of your cows has horns?"

"Oh," he says, "horns is not fashionable no more. All but two of dis yere herd were borned with horns and we took 'em off without hurting them when they was leetle, and all dem horns is gone to buttons for de little chillen's clothes."

The big moon of a black face glowing with kindness and his tones of voice in speaking of his cow children gilded his face and uncovered bald head until it seemed to be a huge yellow Baldwin Pippin Apple in the Pinellas County Annual Fruit Exhibition of Florida.

That cow tender, whose life is mostly in a cow stable, taught us a lesson, as we saw him every day, that a man could be more polite than a dry goods clerk behind a counter or a ticket seller or telegraph operator behind his little window. Possibly there is fault sometimes on both sides.

[Signed] *John Wanamaker*

August 27, 1918.

Prices Are Way Down on Summer Garments for Girls and Young Women

\$5 to \$10 each for the last of the Summer dresses for young women. Chambrays and sheer voiles, chiefly in pretty colors and attractive styles. And every dress was marked twice as much and more at the beginning of the season; 14 to 20 year sizes.

\$15 each for cloth suits in good styles but broken sizes—these also for young women.

\$6 to \$10 for girls' wash dresses—the finer linen, chambray and novelty cotton dresses in 6 to 14 year sizes. These include smocked dresses, straight line dresses, little shirtwaist dresses and other styles useful for school and better wear, not only now, but all the year round.

(Second Floor, Chestnut)

The New Autumn Millinery Fashions

and the Gray Salons have much to show you. New velour and felt sports hats. New small velvet hats. New velvet shapes in large sizes—and some are quite large, too! New feather turbans to wear with the Autumn tailored suits. There are black and colored hats, a fascinating variety, and the styles are as accurate as they are interesting.

(Second Floor, Chestnut)

A Clearaway of Children's Hats and Coats

The styles of small children's garments change so little that these will be as smart next season as they were this. We have no room to carry them over, but it will pay you to do it, as we feel that the chances are small of having the same things at the price next year.

The coats are in plain colors and mixtures. Some silk and some chinchilla. Sizes 2 to 6 years.

(Third Floor, Chestnut)

100 Women's Spotless White Wash Skirts, Special at \$5

Five of our best styles of white wash skirts; made of Russian cord pique and cotton gabardine, and beautifully made, with hand-wrought buttonholes and hand-turned pockets, not to mention the best of buttons.

There are all sizes up to 39 inches, and the price is \$5, only because the skirts are a manufacturer's little clear-up.

(First Floor, Central)

A New Shipment of L. R. Corsets

This enables us to fill in the sizes of a great many different Summer models between \$1.50 and \$15—models of coutil and batiste and some finer materials. Nearly all have the low bust.

Women who habitually wear L. R. corsets and wish to replenish their supply please take notice.

(Third Floor, Chestnut)

Irish Linen Napkins, Spick and Span, at \$8.25 a Dozen

We thought so much of them we took all the manufacturer had. They are heavy, full-bleached Irish napkins, all pure flax in a good substantial weight. The size is 23x23 inches. \$8.25 a dozen.

(First Floor, Chestnut)

It is just as we anticipated—the August Furniture Sale is having a record wind-up.

For two reasons it looks as if the sale were just starting and starting with a rush.

One reason is because the goods are here, another is because the people are coming for them.

The goods are here in a choice unprecedented at this time, notwithstanding all that we have sold—and we certainly have sold a great quantity since the sale began.

The people are coming for the goods because they seem to realize the unexampled situation in the furniture market, and they are eager to grasp opportunities which in all human probability cannot again present themselves for a long time.

A Few Straight Facts Put to Your Own Judgment

We have never tried to snatch from our customers the prerogative of settling their own business for themselves—only a weak and foolish store with a weak and futile sale tries to do anything of the kind.

We never forget that it is because the people are such good judges of their own business that this has become the greatest sale in the world.

Whether your furniture is good enough to do you for an indefinite period of time or whether you have all the furniture you should have are questions which it is your right to decide.

But the fact remains that we are living in abnormal times and that is a thing you must not lose sight of when you begin to consider the need of your home for newer equipments. We can tell you that unless your home is furnished to the limit you cannot pass by the opportunities that are offered during the last days of this sale.

It may be years before the same magnificent assortment of dependable furniture for all rooms will be offered at the same reductions.

(Fifth, Sixth and Seventh Floors)



These are the plain facts of the situation. Can you afford to ignore them, considering the diminishing output of furniture from the better factories, the higher cost of all that goes to make good furniture and the likelihood of considering increased prices at retail?

You have just tomorrow and Thursday and Friday to provide against these unprecedented conditions by taking advantage of the opportunities presented in this sale:

1. The opportunity to choose from the whole range of these beautiful stocks at August reductions averaging about 30 per cent.

2. The opportunity to choose from hundreds of odd pieces for all rooms at half price.

All these things considered, it will certainly be good business on your part to come in and see the goods.

For the Last Hot Days Cool Net and Voile Dresses ---Special

Very special, in fact, being \$5, \$7.50 and \$10—because it's late in the season.

The nets are \$7.50 and \$10 and very cool and airy, with lace trimming and tiny ribbon girdles. The voiles are \$5 and \$7.50, some of the prettiest being self-trimmed and the others edged with lace.

Some women will take advantage of these late-season prices and lay the dresses away till next year.

(First Floor, Central)

End-of-the-Season White Petticoats

Apparently no feminine person ever had enough petticoats—at any rate, a great many women seem to be buying them to finish up the Summer season.

These five new cambric styles include—Two with double panel fronts and eyelet embroidery or tucked lawn flounces at \$1.65 each.

Three with blind or eyelet embroidery at \$2.25, \$2.85 and \$3.50 each.

(Third Floor, Central)

Taffeta Seam Binding 10c Piece

It comes in black or white, in a good width; and there are 8 yards to the piece.

Dressmakers and women who do their own sewing will find it useful—and unusual for this price.

(Main Floor, Central)

Smart Veiling Special—50c a Yard

All new designs. And just the sort of thing to top that Labor Day costume.

Of hexagon and fancy meshes. With chenille dots and scroll designs. In black, brown, taupe, purple and magpie.

(Main Floor, Central)

Phytalia Hair Tonic

We are sure of its purity, because it is especially prepared in our own laboratories.

It has a faint suggestion of orange perfume which is delightfully refreshing.

It is entirely free from grease and is a wonderful cleanser.

60c, \$1, \$1.85 and \$3.75 a bottle.

(Main Floor, Chestnut)

Camee

When your soldier or sailor boy comes home on furlough and you plan a little dinner party in honor of the event, just remember that the Camee Shop has the most attractive and unusual little figures for favors—50c to \$1 each. Camee chocolates, delicious and ever so many flavors, \$1.25 pound. French chocolates in novelty boxes, 30c to 75c—children love these, too.

500 Umbrellas at \$1 Each

It doesn't seem right, does it? But it is, and the little price is no more surprising than the good quality!

The material is cotton. The frames are steel tempered. Handles are of natural woods, some in mission style.

For both men and women.

(Main Floor, Market)

Flags of the Nations in Every Size

Made in cotton, wool or silk. American flags, 10c to \$147. Service flags, one, two or three stars, 85c, \$1 and \$1.50.

Foreign flags, 10c to \$53. Special sizes made to order for organizations.

(Seventh Floor, Market)



This Big Bee is the mark of the Biggest Best

Sales of

Housewares Glassware and China

ever held in Philadelphia.

They are the sales for people who like to buy good merchandise at low prices.

These great sales start

Next Monday, Sept. 2nd

On the AISLE

250 Waists at \$3.85

Crepe de chine in white and flesh color, and soft taffeta in blue. Both are tailored styles. Very simple and desirable.

(West Aisle)

For the Fisherman

who wants a real basket, here is one made of oak splints and capable of holding thirty-five fish, for only 85c.

(Fourth Floor, Central)

Vegetable Baskets

to hold potatoes, etc., are of Chinese bamboo, strongly braced and very cheap, 45c.

(Fourth Floor, Central)

For Marketing

A very slightly market basket is made by Southern colored women out of hickory splints. It has no corners, and altogether excites the envy of the marketing woman who hasn't got one. \$2.50.

(Fourth Floor, Central)

Chinese Baskets

are among the few things not risen in price. They will serve as sewing, knitting, mending baskets, also as sandwich trays.

(Fourth Floor, Central)

Knife Trays

of wicker used to come from Germany. Now we make them better in the Middle West.

(Fourth Floor, Central)

Surprising

to see how good a leather strap four feet long and with a buckle can be bought for a quarter! And a strap can be put to many uses.

(Fourth Floor, Central)

Specially Priced Trays

with stained wood edges, and glass over imitation mahogany bottoms are only \$1. Size 11x16 inches.

(Fourth Floor, Central)

Three More Days and the Mattress Sale Ends

Three more days to buy mattresses and bedding of the cleanest and most sanitary and best-made kind at August Sale prices!

The Sale ends with August, and so far as business is concerned, August ends the two days after tomorrow.

Until then we will make hair mattresses at reduced prices from your own choice of materials—making them in one or two parts, as desired!

Until then you can choose any felted cotton or felted linter mattress in our stock at August Sale prices!

Until then we will make pillows and bolsters from clean, hygienic feathers at August reductions!

Until then you can choose from a number of good bed springs at good savings!

Until then, but not afterward!

(Sixth Floor, Chestnut)

Making a Clearaway of Panama Hats at \$2

We have remaining several hundred of our medium-priced Panama hats for men and boys, chiefly small and large sizes, and some of them show the effect of handling.

All of this lot will be cleared away at once at \$2.

The only exception to this clearaway at \$2 will be our fine Peruvian hats, the high-priced fellows usually. These are also reduced, now being \$10 to \$25.

This is a splendidly good opportunity for the man wanting a good Panama hat.

(Main Floor, Market)



This Irish Table Damask at \$1.75 a Yard Came Unexpectedly

It is a wind-up shipment of an old order which we had scarcely expected to be delivered in full.

Irish goods, cream or silver bleached, of pure flax, and in a good assortment of patterns. The width is 70 inches; price \$1.75 a yard.

(First Floor, Chestnut)

The Shoe Sale Is Going Very Fast, But—

there is still good choice of women's high and low shoes, all at savings of \$2 a pair or more, and likewise of men's good high shoes at savings of \$2 a pair or more, and all children's high and low shoes at substantial reductions. Plenty of shoes suitable for Winter in this sale.

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