

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

Only Two More Days of the August Furniture Sale

It Takes More Than a Name as a Label

to build and hold business success. The holding of the A. T. Stewart business remains was not enough for any of the three firms that succeeded to it to succeed.

In early days Philadelphia had two great clothing stores, Tower Hall and Rockhills. Both were popular in their day and left large businesses that have vanished.

There were at the same time three much advertised concerns of once famous medical preparations that were largely used, but are now practically out of sight, though all of them built upon splendid and most honorable names.

Times change, and what suited the times of Stewart would not suit at all today.

Progress must keep pace with each new year. Mere old labels do not count.

This Store is as unlike what it was 58 years ago as a fresh 1918 peach is from a peach canned and well labeled a year ago.

[Signed] J. Wanamaker

August 28, 1918.

400 Waists Special at \$1.35

Tailored waists of cross-barred and dotted muslin, with collars that can be worn high or low.

Also white batiste waists—with collars, cuffs and ties of voile in heliotrope, black, blue and apricot stripes.

(East Aisle)

New Winter Coats for Young Women

So attractive are they you will not want to wait till the cold weather really comes to wear them!

Of soft, thick velours, or the pretty silvertones, of duvetynes and bolivas and sturdy mixed tweeds, the new coats are practical, good-looking winter wraps.

They have ever so many features that are enough different from other seasons to interest you—great wide belts, novel pleated effects, new cuffs and collars. They are richly lined, and many have great furry collars.

Brown shades, blues, mixed effects are some of the many colors.

\$27.50 to \$85—14 to 20 year sizes.

(Second Floor, Chestnut)

Georgette and Net Robe Patterns at Special Prices

There are three to three and a half yards in each of these beautiful robes and the same amount of banding to match. The colors are rich and the embroidery elaborate. These along with many other lovely things are becoming harder and harder to get.

\$12.50 to \$16.50.

(West Aisle)

Diamond Jewelry of Exquisite Perfection

Still anniversaries come and are celebrated as in the "piping days of peace." Why not make a gift that will be an investment for the favored one? Diamonds answer the question, in all their radiant loveliness!

Single stone diamond rings, \$53 to \$3000.

Three-stone diamond ring, \$170 to \$1925.

Diamond bar pin, \$85 to \$3200.

Brooches, \$85 to \$1050.

Bracelets, \$200 to \$1275.

Necklaces, \$900 to \$5500.

La Vallieres, \$45 to \$1000.

Circle pins, \$85 to \$5000.

Watches, \$300 to \$525.

(Main Floor, Chestnut)

Patent Leather Slippers—Opera Cut

Slippers with extremely pointed toes and the slenderest of high French heels. They can be correctly worn with street costumes or with afternoon gowns. Price \$11 a pair.

Find them in The Exclusive Little Boot Shop.

(First Floor, Market)

Here Comes a Novelty—White Silk Raincoats

We have had a great many requests for them, but hitherto the rubberizing has been too unsatisfactory for us to put them in stock. Now at last we have some that promise to be all that they should be in the matter of wear, and refreshing to look at besides.

They are of white peau de soie, with cemented seams, big pockets and straight ribbed backs. Price \$37.50.

(First Floor, Central)

The Graceful Comfort of American Lady Corsets

is well known by women who desire these qualities. They have been designed for every figure, of a good selection of materials with the thought of satisfying our customers ever in mind.

At \$2.50—Light weight, low bust, medium hip. Dainty pink figured material.

At \$3—Laced-in-front model of white coutil; topless, elastic gores under bust, well boned. Suitable for average or slender figures.

At \$3.50—Of white batiste with fancy pink satin stripe, trimmed with satin ribbon and lace. For average figures.

At \$3.50—Of pink coutil, medium high bust, long hip, with wide insert of elastic at bottom.

(Third Floor, Chestnut)

Bathing Suits at Reduced Prices

For those who are planning to spend Labor Day and a few days thereafter at the Shore, we have the following special offerings in bathing suits:

Women's Pacific Coast bathing suits, from \$2.50 to \$7.

Men's and boys' fancy bathing suits, \$1.50 and \$2.50.

(Galleries, Central)

Leather Brief Cases With a Business-like Air

The American business men are live wires, and it is important that any accessory made for them should be up-to-the-minute in style, durability and quality. These cases are! If you don't need one right now, have an eye for the future—leather is becoming scarce!

In black or tan cowhide; 10 by 15 inch.

1 pocket \$5

2 pockets \$6.50

3 pockets \$7.50

11 by 16 inch

2 pockets \$7.50

3 pockets \$8.50

In pigskin, from \$15 to \$20.

(Main Floor, Chestnut)

10c to 50c Each for Player-Piano Rolls

We are clearing away several thousand of these rolls, including every class of music, all 88-note, suitable for use on any modern player-piano. At 10c to 50c each. They are fractional in price.

(Egyptian Hall, Second Floor)

New One-Piece Pajamas—Women's

Flesh-colored crepe de chine pajamas of refined and simple fashion are \$7.50 and \$10.50.

Pink crepe de chine with a lot of white lace—these are sleeveless—are \$12.50.

Pink wash satin, \$10.50 and \$13.50.

(Third Floor, Central)

Uniforms for Officers of the Army and Navy—Ten-Day Service

We have received a number of letters from Europe complimenting us on the excellence of the uniforms made here and now being worn by American officers in the battle zone.

Our stocks of materials are unsurpassed and our tailoring is of the best. Uniforms will be finished in ten days if required.

(London Tailoring Shop, Galleries, Chestnut)

Last of the Summer Dresses

Only a few left and those to be cleared out at \$2.50 to \$15. There are voiles, crepes, nets, gingham, linens and organdies—mostly in need of a pressing and sometimes of a tubbing, but a good investment nevertheless for women who like to snatch an advantage when they can.

(First Floor, Central)

Another Reminder

that on next Monday, September 2, the Wanamaker Store will present the half-yearly sales of

Housewares Glassware China



We are pleased to inform our good customers that, in spite of all scarcities and all war conditions, our preparations have been up to and above normal.

Like the industrious bee, who knows no shortage; whose wisdom is always foresight wisdom; who "carries on" in the golden present, making sufficient preparation to meet all necessities—like the busy bee, we have been busy in the best markets of the world for the past six months with a special view to having these sales better and more plentiful than ever before.

And we have succeeded. We shall invite your inspection of more than 100,000 of the best modern household utensils at reductions ranging from 10 to 50 per cent; re-

(Fourth Floor)

frigerators, sewing machines, fire-place furnishings, enamel cooking utensils, aluminum ware, wooden ware, bathroom fixtures, vacuum cleaners, tinware, brushes, chamois, clusters, mops, serving trays, casseroles, almost beyond counting, everything a first-grade article and of the highest quality and at distinct and remarkable savings.

Besides which there will be many hundreds of fine china and porcelain dinner sets and pieces of cut glass by thousands at notable reductions.

These great Sales open next Monday, September 2.

We Can Bring Your Old Furniture Up to Match the New

Look over your old furniture and let us know, and we will send for it and reupholster it.

We are prepared to do this work just now at comparatively low prices, since we have on hand an excellent stock of woolen and cotton tapestries in excellent patterns and colorings, which we can sell at \$1.75 to \$13.50 a yard, these being about the usual wholesale prices.

(Fifth Floor, Market)

Upholstery Remnants

Various odd lengths of all kinds of cretonnes and chintzes and tapestries at fractional prices.

Every clever housewife can find something among these pieces to make use of.

(West Aisle)

Your Boy's New Fall Suit Is Here

The first new Fall suits for boys are fine, especially fine in modeling, fit and detail.

We have often been told that "there is something about our boys' clothing" that is different from and finer than any other boys' clothing to be had. That "something" is in these new Fall suits, and no mistake.

They are of good woolens, well tailored and proportioned to insure the kind of fit that gives a boy the smart appearance that only a well-proportioned suit can give him.

Norfolk styles in brown, gray and greenish fancy mixed fabrics and in blue serge.

Fancy suits, \$13.50, \$15, \$16.50, \$18 to \$25.

Blue serge suits, \$12 to \$25.

Sizes in both groups 8 to 18 years.

(Second Floor, Central)

was mixed in his Latin, but we know what he meant.

In the August Furniture Sale the goods are here, the opportunities are golden, but time is flying—and time never returns.

The time being so short, our statements should be very clear.

For everybody with a home or an apartment in which good furniture is needed, or likely to be needed in the future, time was never more valuable than it is at this moment.

Every minute between now and store-close Friday evening is of value, every minute is golden.

The opportunities to be offered between now and the close of the August Furniture Sale are such as in all likelihood cannot again present themselves in a very long period, perhaps years.

Tomorrow and Friday you can choose from an unlimited variety of the highest grade furniture made in America at August Sale prices averaging about 30 per cent less than regular markings.

You can choose from hundreds of odd pieces at half price—and these include some of the best examples of furniture making to be found anywhere.

You will understand us when we say we have no half-price furniture to get rid of, but we have a very attractive collection of odd pieces of Wanamaker furniture to sell at half price.

Not one piece in the entire half-price collection can now be bought at the factory for the price we have marked on it.

No matter how much furniture you may have, you cannot say you have all you should have until you see the furniture

Two Days to Choose Anything in the Sale at Savings and Hundreds of Things at Half-Price

The Man Who Said "Tempus Is Fugit"



you can buy at half price in this final clearaway.

But you will need to see it at once, for Friday evening ends the sale, and your choice is only between now and then or wait and pay 10 to 100 per cent more afterward.

Some of the Hundreds of Odd Pieces at Half-Price for the Dining Room

\$20 for a white enamel Colonial china closet.

\$37.50 for a mahogany and ivory china closet.

\$24 for a William and Mary brown oak china closet.

\$29.50 for a Jacobean brown oak china closet.

\$24 for a Queen Anne cathedral oak china closet.

\$27.50 for a Sheraton inlaid mahogany china closet.

\$13 for a Sheraton mahogany china closet.

\$31 for a Jacobean American walnut china closet.

\$5 for a Scotch gray Sheraton design serving table.

\$14 for a mahogany Adam design serving table.

\$11.25 for a mahogany Adam design serving table.

\$21 for a mahogany William and Mary design serving table.

\$12 for a mahogany claw-foot serving table.

\$11.50 for a mahogany Sheraton design serving table.

\$9 for a Jacobean brown oak serving table.

\$15 for a Jacobean figured walnut serving table.

For the Bedroom

\$4.50 for a golden oak Colonial design night stand.

\$7 for a mahogany Sheraton night stand.

\$17.50 for a mahogany carved column night stand.

\$12.50 for a mahogany inlaid Sheraton night stand.

\$7.50 for an American walnut claw-foot night stand.

\$5.50 for a mahogany turned-leg night stand.

\$14 for a mahogany inlaid night stand.

\$24 for a mahogany Adam design night stand.

\$37 for an Adam mahogany tripartite mirror toilet table.

\$30 for a William and Mary mahogany toilet table.

\$18.50 for an American walnut tripartite mirror toilet table.

\$29 for a Queen Anne American walnut toilet table.

\$20 for a figured walnut Colonial design toilet table.

\$26 for a mahogany tripartite mirror toilet table.

\$94 for a mahogany French Chippendale toilet table.

\$32.50 for a mahogany Colonial design cheval.

\$33.50 for a mahogany Colonial design cheval.

\$26 for a walnut Empire design cheval.

\$24 for a walnut Colonial design cheval.

\$20.50 for a gray enamel Louis XVI design cheval.

\$20 for an ivory enamel Sheraton design cheval.

\$41 for a gray enamel and decorated cheval.

\$41 for an antique ivory cheval.

\$57.50 for a single size enamel decorated and cane bed.

\$65 for a pair of mahogany gold and cane beds.

\$29 for a walnut brown finish Louis XVI bed.

\$40 for a pair of mahogany Sheraton beds.

\$16 for a mahogany full size slatted bed.

\$33 for a full size mahogany bed.

\$105 for a pair of inlaid Sheraton croch mahogany beds.

\$22.50 for an American walnut William and Mary chiffoier.

\$40 for a mahogany Queen Anne chiffoier.

\$37.50 for an enamel and decorated chiffoier.

\$32.50 for a mahogany Adam design chiffoier.

\$45 for a mahogany Queen Anne chiffoier.

\$32.50 for an ivory enamel Adam design chiffoier.

\$39.50 for a white enamel, secret drawer, Louis XVI chiffoier.

\$57.50 for a single size enamel decorated, separate toilet, chiffoier.

(Sixth Floor)

27 Pianos to Make Your Choice From

Herewith is a list of pianos and player-pianos of exceptional merit that should all be sold at once because of their much reduced prices in the August Sale of Pianos.

We particularly recommend the fine reproducing instruments that are mentioned at savings of \$125 to \$400. Many people have never heard the Art-Trio and Ampico, which is the most wonderful musical production of modern science.

We shall be very glad to demonstrate these fine instruments. Any instrument in the list can be bought on convenient terms.

New Upright Pianos

Lindeman (new).....\$300 \$275 \$25 Marshall & Wendell (new).....325 280 45 Haines Brok (new).....315 295 80 Schomacker (new).....475 415 60 Chickering (new).....625 525 100

Lindeman Art-Trio (new) 650 500 150 Knabe Art-Trio (new) 1300 975 325 Chickering Ampico (used).....1350 1050 300 Knabe Ampico (used).....1350 1225 125 Schomacker Art-Trio (Grand new).....2050 1725 325 Chickering Ampico Grand (used).....2500 1900 400

Player-Pianos Lindeman Angelus (new) 550 515 35 Chickering Angelus (new).....1000 875 125 Chickering Grand Player-Piano (new).....1250 975 275 Knabe Angelus (used).....1650 1200 450

Reproducing Instruments (Electric Control) Schomacker (new) 475 275 Haines Ampico (used) 575 425 160

(Egyptian Hall, Second Floor)

Used Upright Pianos

Wing.....\$75 New England.....95 Swift.....110 Pease.....115 Webster.....120 Newby & Evans.....125 Krakauer.....135 Decker.....135 Chickering.....150 Schomacker.....185

Last Call for Men's Straw Hats—50c

A varied remaining collection, mostly small sizes, none over size 7.

Also a clearaway lot of men's and boys' caps and children's straw hats, almost at 50c.

(Main Floor, Market)

IT'S called a trench lighter, but it will light anywhere and anything, no matter how perverse the elements.

MAKE it a habit! Send the man in camp some candy regularly; they can't get our candy everywhere, you know. A box that is especially packed for sailors and soldiers is 11.75.

Now that officers of all branches of the army are to wear U. S. on their collars, there has been a big rush for the bronze insignia; they are scarce and hard to get, but we at all times anxious to do our bit for the military man, have made the effort and succeeded in getting a lot of these U. S. collar devices in a beautiful bronze at \$1 a pair.

Do you know the corner where our postal cards are? They are many, and an unlimited assortment is there. Send them often to the man over there; they smuck so at the good old U. S. A. that it will do his heart good.

Anxious to Show Men's Exceedingly Fine New Silk Shirts From Japan

Whether the "man about town" needs new silk shirts just now or not, we would be glad to have him come in and see these we have just received in order that he may better understand how finely silk shirts may be made in Japan when the American merchant goes about it the right way.

The ordinary or garden variety of "export trade silk shirts" from Japan is well known in this country. It is a fairly good shirt, and that is about all.

But these shirts were made from exceedingly fine white Habutais, selected by us in Japan, and were made by the most careful manufacturer we could locate, after he had agreed to cut them over our patterns and to accept our specifications without deviation.

The man evidently put his pride into the work, for these shirts are among the most beautifully made we have ever seen. Please note the neat and tailorlike manner in which the seams are finished.

Please note also that in the pleated shirts the pleats "face out" instead of facing in, as is usual in ready-made shirts.

All in the shipment are white, and the prices are \$6 for the plain and \$6.50 for the pleated shirts.

(Main Floor, Market)

Tomorrow and Next Day of the Mattress Sale

On the first business day of September all our mattresses, pillows, bolsters and springs will go back to the regular prices, some, in fact, will be a little higher than they were before the sale began, owing to a market advance in the meantime.

If you want to take advantage of the low prices obtaining in this sale you will have to be here tomorrow or next day at latest, because the sale positively ends Friday evening.

You have tomorrow and Friday to choose hair mattresses, cotton mattresses, pillows, bolsters and bed springs at notable reductions in price and a long time afterward to wait for the same opportunity. We leave it to your own good sense to decide what to do.

(Sixth Floor, Chestnut)

Wagons and Wheelbarrows for the Youngsters

So useful for the many things that Young America has been called upon to do.

Made in Maine, where the wood is sturdiest, so they will stand any amount of hard usage.

Roller-bearing coaster wagon, with or without detachable body, hubs of pressed steel, heavy steel tires, jointed handle for coasting, strong steel axles. In five sizes, \$3.25, \$5, \$5.50, \$6, \$6.75.

Express wagons, 75c, \$2 and \$3.50.