

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
Showers and Warmer

There Will Never Be Another August 30, 1918—and Not Another Day of This Furniture Sale

Six Hours and a Half Tomorrow to Get Your Full Share of All Its Advantages

The shorter the time the more explicit should be our statements.

The great August Furniture Sale is now a matter of hours.

Tomorrow evening it comes to a close.

To prevent disappointment we want everybody to know that this is the last opportunity anybody will have in a long time of choosing from our entire furniture stock at a reduced price.

It is the last opportunity that any one will have of choosing from hundreds of odd pieces of our own good furniture at half price, otherwise at less than the cost of making.

Once this sale ends, every piece of furniture in it will go to a price 10 to 100 per cent higher than the price now marked on it.

Please Do Not Forget Tomorrow Is the Last Day

and there is no telling when there will be such another day in furniture.

Certainly there was never so much good furniture at reduced prices on the last business day of August in any one store as there is here today—and this despite a record period of selling.

We have been telling you all along that we provided for this sale in an unprecedented way; that we secured more furniture for it than any retail store ever had in its possession, and that it could not help being a great sale—a sale of abundance—up to the very last.

If you are here tomorrow—and anybody with a care for the home and for saving money on the things that make a home will try to be here—you will see that for all practical needs this is as great and as helpful a sale as it was in the day it began.



In some respects it is a better sale, because now there are so many hundreds of things marked for a final clearaway at less than any good factory in the country could make them for.

So far as opportunity is concerned, it is probably true to say that tomorrow will be the greatest day of the entire sale.

It will bring out opportunities that will not again present themselves perhaps in years.

Have you all the furniture you will need for years to come?

If so, well and good.

If not, you should on no account fail to be here tomorrow, the last day of the greatest furniture sale the world over.

(Fifth, Sixth and Seventh Floors)

A Clearaway Price of \$12.50 on All Remaining Spring and Summer Suits for Youths and Young Men

This price represents savings of \$7.50 to \$10, and the suits, being standard, all-wool, hand-tailored and in good fashion, offer an excellent opportunity to the young man who is foresighted enough to buy a suit now to wear the remainder of this season and next Spring.

Suits are in sizes 34 to 38 inch chest. Mostly in cassimeres of moderate weight, suitable for Fall as well as Spring wear.

(Third Floor, Market)

We Have Some High-Grade Rugs at Factory Cost

They are the fine Bigelow-Hartford Saxony rugs, specially purchased for August selling and now offered in four sizes at prices that are at least one-third less than regular. In fact, rugs of the same grade are costing as much at the mills.

9x12 ft., \$87.50. 6x9 ft., \$55.
8.3x10.6 ft., \$82.50. 4.6x7.6 ft., \$31.50.

(Seventh Floor, Chestnut)

Ready With All Tennis Requisites

With the return of cooler weather comes the desire of all enthusiasts to again get on the court.

We have a full line of everything necessary for a good game of tennis.

Rackets, \$1.50 to \$12.50 each.
Best tennis balls, \$5.50 a dozen.

(Gallery, Central)

Take Advantage at Once of the Summer Sale of Shoes

There is still ample variety of high and low shoes for women and high shoes for men, all at reductions of at least \$2 pair, but the lots are constantly decreasing, and if you want to take advantage and get shoes for the Fall, Winter and next Spring, you had better come in at once.

\$2.90 and \$4.90 for women's high shoes in broken sizes.
\$3.90 and \$4.90 for women's low shoes in broken sizes.
\$8.75 for women's white kidskin and two-tone gray shoes.

\$9.75 for women's fine gray kid oxfords.
\$4.65 and \$5.75 for men's good, stout service shoes.
\$5.90 for men's shoes of considerable variety. Plenty of kinds for dress, comfort and service.

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

Ready Next Monday With the Great September Sales

Housewares
Glassware
China
Lamps and Shades

In reality, one great September Sale, covering our Fourth Floor from end to end, offering the greatest variety of opportunities for the home.

In the Housewares Sale alone there are more than 100,000 items, from a cleaning cloth to a refrigerator.

In the China Sale there are hundreds of French china dinner sets and English and American porcelain sets at prices very low, considering import conditions.

In the Glassware Sale there are thousands of pieces of rich cut glass, as well as utility glassware, at substantial reductions.

In the Lamp Sale are many floor and table lamps, as well as hundreds of shades, desirable for every home.

All of these will be ready next Monday morning, September 2.

(Fourth Floor)

Last Day of the Mattress and Bedding Sale

Tomorrow will be the last day for you to have us make hair mattresses from materials of your own selection and in any size desired at August Sale prices.

Last day for you to buy felted cotton and felted linter mattresses at August Sale prices.

Last day for you to have us make up clean feather pillows and bolsters at August Sale prices.

Last day for you to choose bed springs at August Sale prices.

All of these goods will be higher priced once this sale is over, and in some cases they will have to be higher than the old regular prices that were marked on them before the sale began.

(Sixth Floor, Chestnut)

A New Knitting Silk "Kimm"

is shown in the Art Needlework Store. It is a pure Chinese silk, washable and as soft and beautiful in color as it is in quality.

The price is 90c a skein, and it takes approximately—
7 skeins for a sleeveless sweater.
3 to 4 skeins for a pair of socks.
4 to 6 skeins for a scarf.

Colors include turquoise, tan, black, white, beige, gold, Copenhagen, purple and a lovely grayish tan, this last for the socks.

(Second Floor, Central)

A Saving on White Nainsook!

Just 100 pieces—of 10 yards each—to be sold at \$2.25 a piece. And this white, soft, dainty material is so very useful for so very many things.

(First Floor, Chestnut)

ON THE AISLE

Cotton Remnants
15c and 25c a Yard

All the pieces remaining from our Summer Remnant Sale are included in this lot. Most of them are worth several times as much. All lengths up to a dress pattern and many fabrics give an opportunity for good pickings.

(West Aisle)

Women's 25c Colored Handkerchiefs Are So Pretty—

it is small wonder they go out 'most as fast as they come in!

Here is a new lot, just unpacked, all crisp and new and dainty. They are of white linen with colored designs and borders—blues, greens, tans, pinks and violets.

They'll match your summer frocks and blouses.

(West Aisle)

Pearl Bead Necklaces Are as Much in Fashion as Ever

They are too pretty, too becoming and too much liked by women to lose any of their popularity.

And they look particularly well with summery frocks and low-necked dresses.

Pearl bead necklaces, uniform or graduated beads, with gold snaps, \$1.50 to \$25 string.

Extra length pearl necklaces, \$1.25 to \$10.

Seed pearl necklaces, \$6.

And all the pearls, of course, are imitation.

(Jewelry Store, Chestnut and 13th)

Children's Frocks Ready to Embroider

The new designs are stamped ready for the worker on fetching little frocks of striped pique, nainsook and voile—some of them being pink and gray instead of the usual white.

Come in and see them.

(Second Floor, Central)

A New Book on Flying for Boys

The "Aviation Book" is a lot of thrilling tales as told by an army aviator to his nephews who are Boy Scouts. Beautifully illustrated and printed in large, readable type on heavy paper. The price is \$1.50.

(Toy Store, Seventh Floor, Market)

Scalloped and Fringed Silk Petticoats

are among the very prettiest and newest things that are going to complete the new Autumn suits. Some are made of soft, soiree silk with corded and scalloped flounces, and some are of messaline with scalloped and fringed flounces.

The colors are lovely—colors of Autumn—rich greens and browns among them.

Price \$5.50.

(Third Floor, Central)

New War Books and Fiction

"The Ghost Garden," by Amelie Rivers. A story of lovers and a haunted garden in beautiful Old Virginia—a new version of the eternal triangle with one of its points in the spiritual world. \$1.50.

"Sylvia Scarlett," by Compton Mackenzie. Sylvia is a French and English girl with a dash of the vagabond, and her love of adventure leads her into many strange and startling situations. \$1.60.

"The Lure of the North," by Harold Bindloss. A story of lost treasure in the trackless forests of the North. \$1.40.

"A Girl Named Mary," by Juliet Wilbur Tompkins. The story of a lost child who is found at last. \$1.50.

"What Every American Should Know About the War" is a volume of addresses delivered at the National Conference of American Lecturers. Price \$2.

"The Submarine in War and Peace," by Simon Lake. A book of intense interest. Price \$3.

(Main Floor, Thirteenth)

Both Serviceable and Dainty Sweaters for Very Little Folk

There are a lot that are especially good for the small boy who is just starting to school—and just as nice for the girl, too, as dark colors are so serviceable for everyday wear.

In brown, oxford, garnet and khaki. Sizes 6 to 12 years.

\$4 and \$5.

A little sweater coat is in rose shades and Copenhagen blue. Sizes 1 to 4 years. At \$5.50.

Dear little slip-ons are in pale pink and blue and white for the littlest one. Sizes 1 to 3 years. At \$3.25.

(Third Floor, Chestnut)

Women's Fine High Shoes

Of tan Russia calf with light tan tops of buckskin and Cuban military heels. Price, \$13.

Find them in the Exclusive Little Boot Shop.

(First Floor, Market)

The Good Breeding of Ourselves Is the Best Protection From Bad Manners

It is not our duty to reprove ill-bred people. Not noticing gruffness and disagreeable manners of thoughtless or uneducated people has been found to be the most mannerly and useful thing to do in such cases.

Each of us can be an athlete by preparation and practice in the fibers of the mind as well as the muscles of the body.

We can be a roofless sample of a man or we can, by silent study of others and by much patience, make ourselves, without deception or trickery, pleasing to every one with whom we come in contact so that he cannot but have a kindly memory of us.

The human system needs a good deal of daily oiling-up to be in perfect order for "the day's run."

Realize that this Store is intended to be the headquarters of civility as well as of properly priced merchandise of largest assortment.

[Signed] *John Wanamaker*

August 29, 1918.

Store Open Next Monday, Labor Day, as Usual

Women's Serge and Jersey Dresses—\$18.50 to \$28.50

Navy and brown and black—though only a few of the brown. In some of the serges the girdles, underskirt and sleeves are of charmeuse and the serge tunic is heavily embroidered.

One—a straight-coat effect—has a waistcoat, and the whole is bound with braid.

A short tunic style with bands of braiding is particularly good and simple, among the jersey dresses.

A great many are of the new severe collarless sort. Prices \$18.50 to \$28.50.

(First Floor, Central)

Special Sale of Toilet Articles

Here is another lot of the Honfleur preparations so well known and liked by our customers:

Toilet Water—L'Empire, Violet, 45c and 85c.

Extracts—L'Empire, Violet or Rose, 35c and 60c.

Talcum Powder—L'Empire, Violet or Rose, 10c.

Cleansing Cream, Skin Cream and Youth and Beauty Cream, 35c.

Suzanne Toilet Water, 25c.

Hair Tonic, \$1.

Day Rm., 50c and 75c.

Face Powder—Violet, Rose or L'Empire, 25c.

Then there are lots of other things which one always needs, if not now, eventually—and the prices are wonderfully small.

Witch Hazel, pint 35c, quart 65c.

Violet Ammonia, pint 30c, quart 35c.

Hair Tonic, 60c.

Liquid Soap, 50c a quart.

Lilac and Wistaria Vegetal, 65c.

Peroxide Eucalyptol Soap, 11c cake, \$1.25 a doz.

Romanza Soap, 10c cake, \$1 a doz.

Castle Soap, 10c cake, \$1 a doz.

Tooth Brushes, 15c and 25c.

Peroxide, quart size, 35c.

Mirrors, 15c.

Chalk and Orrie, 25c.

Epom Salts, 15c.

Boric Acid, 25c.

Bicarbonate of Soda, 15c.

Compressed Rouge, 25c.

(West Aisle)

The Story of New Fall Dresses for Young Women—Told in Blue Serge

It's a pleasing story—as the dresses will prove!

As every girl will tell you, nothing quite takes the place of a blue serge frock in her wardrobe, so that at least one blue serge dress is an essential.

The new dresses are of firm, all-wool serge and povel as can be, from their youthful round necks to their fringe-edged tunics. Some are braided; quite a few are embroidered; some have white and others colored silk collars; a few have the new jacket effect; others are high, and still others long waisted; every last one is interesting for some reason or other.

Prices begin at \$30, go on up to \$72.50, and the sizes are from 14 to 20 years, inclusive.

(Second Floor, Chestnut)

LOOK AT THE "TOMATO-COLORED" window on Chestnut Street and note the curious background for the autumn hats. The strange tall plants, with their picturesque pear-shaped fruit, are actually tomato plants, but of a kind not often seen.

Concerning Shirtwaists in New Fall Styles—

we wish to tell you of two new models that are just out of their wrappings.

One is of a soft, lustrous silk like a messaline, with a plaid and a gold stripe that suggests Roman stripes. It is quite pretty, simply made, has a collar that can be worn high or low, and the right sleeves for the new fashions. \$5.50.

Another blouse is of a soft taffeta in navy blue or black and is made with small tucks and covered silk buttons down the front. This, too, is \$5.50.

(Third Floor, Central)

New Autumn Hats for School Girls

Always the hats are quite as simple as mothers would like them to be for girls of school-going ages. They are of good quality velvets in straight and floppy brimmed styles that are both youthful and becoming.

There are black hats and colored hats, velvet hats of various shapes and sizes, and most often trimmed with grosgrain or other ribbon bows and bands.

And the prices are always moderate.

(Second Floor, Chestnut)