

Store Closed All Day
Tomorrow

WANAMAKER'S

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WEATHER
Fair

“HURRY AND FIX UP THE HOUSE!” SAYS SEPTEMBER—

Sales of Housefurnishings, China and Glass Start Next Monday at Wanamaker's

IT IS to be noted that—A war-time calendar is not different from any other calendar at Wanamaker's. The 1918 calendar, when it comes to September, brings around, the same as any other calendar, the great sales to which the people look forward and for which they plan.

The two big events for September in this Store—and the big events for thousands of kitchens and dining rooms in and around this city—**ARE GOING TO TAKE PLACE** in the usual time in the usual way.

The annual September Sale of high-grade housefurnishings will open next Monday, September 2.

The annual September Sale of fine China and Glass will open on the same date.

There will also be a sale of Lamp Shades.

THIS announcement is in answer to not a few anxious inquiries from housekeepers who have grown to depend on these great, well-stocked, trustworthy sales, for the necessary refurbishing of their homes in connection with Fall house-cleaning—

And for saving money on the job in a way and in a place where “savings” mean something definite and satisfying.

“Incomprehensibility! That's what I say!” complacently declared Humpty Dumpty in Wonderland, to the bewilderment of Alice and the rest of us.

As well say “incomprehensibility,” or any other high-sounding word, as “savings,” if the savings mean only somersaults of figures written on price-tags, and written there for some purposes.

Some day everybody will understand this as well as we and the average purchaser do!

Savings in these two great Wanamaker Sales, as in all other Wanamaker Sales, mean that the person saving is the customer; and that the way he saves is by getting these new, fresh, fine goods of standard market value at prices much less than the standard market prices for which they are selling regularly all the year round.

Is that clear enough?

The reductions on the China and Glassware average one-fourth.

The reductions on the Housefurnishings average one-third.

The stocks are so splendid, so plentiful and so varied that when we try to mention just a few of useful articles of the many groups, as we have done in Columns Two and Three, we are reminded of the lady who,

when handed a single peach, refused it, saying, earnestly:

“One peach is only an aggravation.”

* * *

EVERYTHING that a housekeeper can think of needing for either dining-room or kitchen, and hun-

dreds of new ideas and improvements which anticipate her needs, have been assembled in this Sale.

Quality is present in the goods—not reserved only for gold-encrusted dinner sets, or elaborately equipped kitchen cabinets, but present also in a 5c glass tumbler or a 22c cooking spoon—each of which represents the highest value obtainable for its price.

* * *

WE COULD stop here to pull a long face and relate a long tale of what this triumphant achievement signifies in work and endeavor; of the difficulties in these war-times, with both labor and material so scarce and high, which had to be surmounted in getting ready these splendid sales on an even bigger and better scale than in previous Septembers—

But why should we?

For one thing, *you* would stop here, too, and read no further—and small blame to you!

These are unusual and stirring days to live in and work in, and we who are not at the battlefront personally fighting for the unity and freedom of this nation should “sing small,” indeed, about our petty problems.

Especially when we've so successfully climbed over them!

We all have so much that when a stay-at-home grumbles it recalls the story Augustine Birrell tells about the rich man whom John Wesley once visited. Coming down to a well-laid breakfast in a sumptuous room, they found the chimney smoking, and the opulent one said, with the utmost pomposity:

“You perceive, Mr. Wesley, that I have my trials to meet.”

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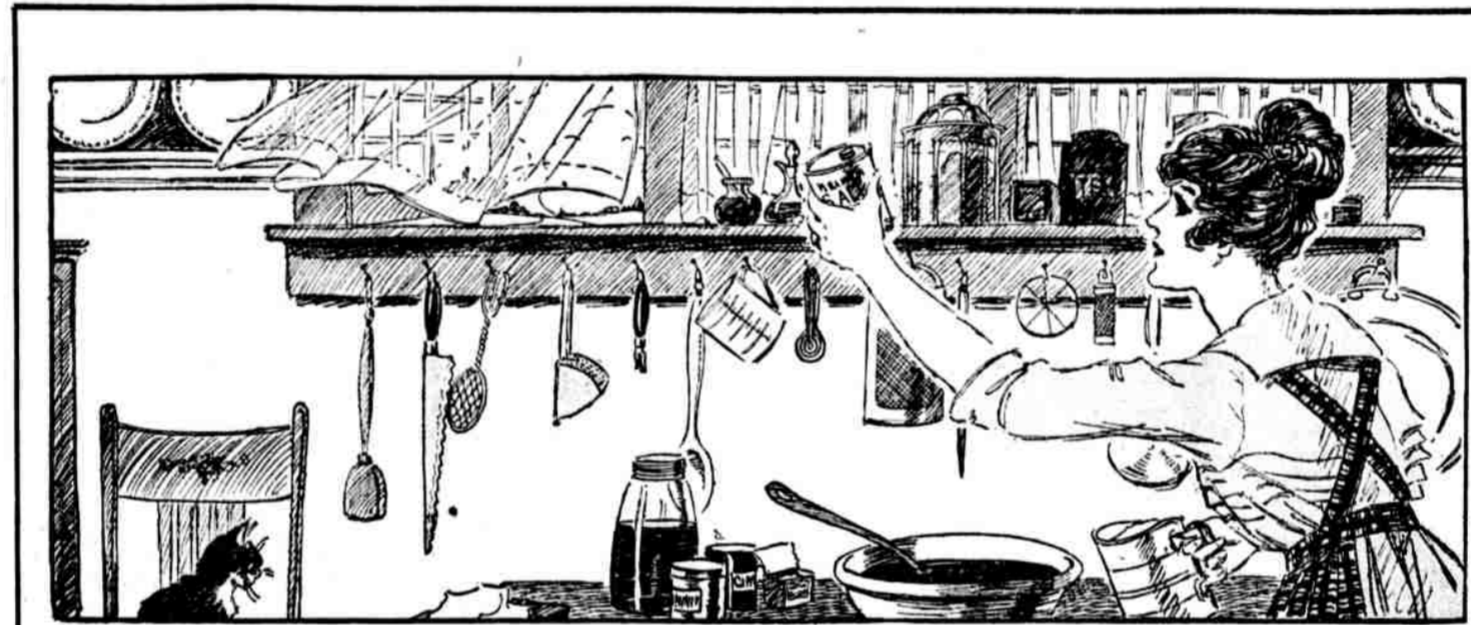
NOTHING could be more splendidly ready for furnishing the homes of our splendid American people than is each one of these September sales—and that is the thing that counts.

They are sales for the month of September. But we recommend an early visit and selection.

It is only because of our exceptional facilities for ordering on a large scale that we are able to offer such quantity and quality of goods at such savings.

This means, for many of the articles representing the greatest value, “No more when this is gone—”

Not, at all events, at September Sale prices!



Sales on the Horizon—

Starting September Second

High-Quality Glass and China

2000 Dinner Sets in 200 Different Styles. 106, 107 and 108 Pieces
Priced \$13.50 to \$250
Savings 15 Per Cent to 50 Per Cent

The decorations consist variously of dainty flowered sprays, flower or conventional borders “all-over” patterns and encrusted gold.

Thousands of Dozens of Cups and Saucers, Plates, Teapots, Sugars and Creams, Breakfast Sets and Other Side or Fancy Dishes

Will be sold at half price.

Glassware That Sparkles While It Serves

Cut Glass

of the usual Wanamaker standard, but priced at reductions from 25 per cent to 50 per cent below regular, includes, among other items:

Jugs, Vases, Bowls, Nappies, Compotes, Tumblers, Celery Trays, Baskets, Sugars and Creams

Other Glass—Plain, Needle-Etched and Light-Cut

and priced 25 per cent below its year-round selling figures, includes, among many other items:

Tumblers, Goblets, Sherbets, Jugs

(Fourth Floor, Chestnut)

100,000 Fine and Fit Household Utensils

Savings Average One-third

Enamelware:
Steel Bodies, Covered With Pure Enamel

Aluminum Ware of the Trustworthy Kind

Bathroom Fittings Made of Porceloid and Guaranteed Against Chipping

Woodenware—Well Seasoned and Properly Made

White Mountain Refrigerators—the World's Best for Their Price

Brushes Filled With Real Bristles or With Live Horsehair

Feather Dusters That Are Really Feathery

Kitchen Cabinets That Save Millions of Steps

Cutlery of the Best American Makes

Cleaning Cloths That Stay on the Job, Including Chamois That Doesn't Stiffen Up

Pantry-ware of Baked-on White Enamel

(Fourth Floor, Market)