

Store Closed All Day Tomorrow (Independence Day) and Saturday

A Summer Rug Clearaway AT WANAMAKER'S

Thousands of Fine Rag Rugs and Japanese Rush Rugs at Reduced Prices That Mean Saving One-Fourth to One-Half

Two Fourths of July Seem to Be Linked Together

this year—that of 1776 and another in the same week of 1919—with the President of the United States celebrating the advent of the new peace, ordained in the documents signed, sealed and delivered, which he bears from the countries "over there" to this great country "over here," thus uniting almost all the world in a universal Peace Jubilee on the same Fourth of July the world around!

The nations of the earth seem to be under an all-compelling destiny.

How wonderful it all is, is it not?

Could Miles Standish, John Alden, Mary Chilton, William Bradford, John Carver and Isaac Allerton, coming ashore from the Mayflower, have had any conception of what was ahead of them to result from their pioneering and privations?

Isn't it true that straightforwardness in right doing begets straightforwardness?

(Signed) *Joe Wanamaker*

July 3, 1919.

THIS is our usual half-yearly disposal of rugs, by which the Summer purchaser benefits.

You see, in a great Store like this the attitude toward the stocks suggests the answer of the Intelligent Native to the Inquiring Briton. The latter, accustomed to much pomp and state surrounding Courts and Royalty, could not grasp the informal and business-like attitude of the American toward his ruling powers. So he hazarded the criticism:

"See here, you Americans don't seem to think much of your Presidents!"

"Ya-as, we do," drawled the native, "we think a lot of 'em, but the time's short between 'em, and we're usually thinking hard about the next one."

WE think a lot of these fine, fresh, handsome Summer rugs, each of them the work of a first-rank manufacturer, and not a jaded or store-soiled rug in the lot.

But although the Summer has no more than fairly started, with many of the Summer homes not yet opened, nor all of the rugs we sold so fast last month laid down, we are doing some hard thinking, connected with plans for the season ahead, and the space we shall soon need for the new rug stocks that will be flowing in.

These attractive Japanese rush and Colonial rag rugs are not left-overs and it is our intention that they shall not be left-overs.

They have therefore been priced far below regular values. Many are fully half price. With them, as stated in detail, have been included some excellent plain Klearflax rugs, of odd sizes, priced at distinct reductions.

Any one of these floor coverings is a good investment, as there's no present indication of regular prices coming down for a considerable time.

But especially the Colonial rag rugs represent opportunity with an extra-size O. because their service is not limited to the Summer-time only.

RARE is the home in which some rag rug or rugs, large or small, are not used all the year 'round.

For a dainty girl's bedroom, and above all for the room in which a healthy boy gives the traditional wear and tear to floor-coverings; often for a dining room, and always for a kitchen, they give admirable service—

Especially these Wanamaker Colonial rugs.

NOT all rag rugs are alike, except with your eyes half-shut, and even then, an observant finger might detect differences in the fineness of the weave and the finish; and above all, a year's wear would tell you something.

When you go to buy a pretty cotton dress you pick and choose for quality and color. You don't take "just anything."

When manufacturers with high standards go to make rag rugs, above all, to make them for Wanamaker's, they select carefully from clean, fresh strips of new cotton material such smooth, strong and flexible textures as will weave into fine, strong, smooth and durable rugs, and such colors as will blend harmoniously into attractive and dainty patterns and effects.

On the Street Floor of the Wanamaker Store

close by the Juniper Street Carriage Entrance, is the recently established Special Personal Service Room, or General Office of Shopping Assistants.

It has a hospitable staff of friendly women, well informed on fashions, and with good judgment of merchandise, who are able and glad to render (free of charge, of course), efficient and intelligent service which enables shoppers to save time and labor in making selections.

A personal call, 'phone call, or note will reach Mrs. Harding, in charge of the Office, who, with her assistants, is always ready to shop for, or to assist, any one in any way desired.

Although we have in the Sale hundreds of rugs of the good old "hit-or-miss" patterns, they are mostly made according to the good new idea of hitting it rather than missing it.

These have the true Colonial spirit, together with the modern conception that a thing intended to furnish a home must be pretty, even if inexpensive.

So these rag rugs, big and little, include hundreds of other mixed and blended effects that are not hit-or-miss, but studied, with a view to suiting any room in general, but maybe a blue or pink or a gray room in particular.

Plain-color border stripes at the ends give just the color accent and attractive contrast needed.

There are plenty of the cool-looking, clean-looking black-and-white combinations, relieved by the color-stripes at the ends, which are a bit unusual and therefore the more appreciated.

Those particular rugs are small ones, 27x54 inches, \$1.65.

HOW the vogue of these "Colonial" rag rugs has spread over the land! The factories can hardly turn them out quickly enough.

Yet many of us can remember a time when the opportunity for an inexpensive, attractive floor covering, through the adoption of these wonderful, sensible, durable, washable old-time rag weaves, was very imperfectly grasped.

Woven only at home, and woven very little at all, "rag carpets," grandmother-style, were at that time still used in kitchens, but it was regarded as proof of poverty to use them elsewhere!

There were beautiful rag rugs on the floors in Washington's home at Mount Vernon, woven in soft, lovely harmonies of color and pattern, probably under the direction of that capable housewife, Madam Washington, herself.

In the famous Betsy Ross House on Arch Street near Second, Philadelphia, tourists saw another handsome rag rug which we do not know positively to have been woven by the skillful hands that sewed the first stars on the first American flag, but why should it not have been?

On Monday Next

and on the four days following we shall be glad to meet and greet you in the Store.

Tomorrow and Saturday the Store will be closed, and will be closed on all Saturdays during July and August.



That was the beginning.

Rapidly the industry developed, and the weaver in question soon had to make the rugs by machinery, thus reducing their cost, and Wanamaker's was the first store to take his product and create the popularity and the popular price of the Colonial rag rug.

Now they are seen and sold in every store of consequence and every town of consequence.

But it is to this great Store, naturally, that the best and the finest rugs are brought, and where they can be selected in the largest quantity and variety, and at the lowest cost for their values.

All the good managers did not pass away with Madam Washington!

We expect to meet aplenty of them next Monday, taking advantage of this clearaway of Summer rugs!

Where a Price Means Advice

BY CERTAIN knowledge we may say that if we ourselves, with all our power in the market as great purchasers, went out today, or at any time within the next seven weeks, to purchase from the same manufacturers rugs equal in quality and appearance to these, we would have to pay twice as much for some, one-third to one-fourth as much more for others, as we are asking for them in this Sale.

"If we were to go for them eight or more weeks later?"—

Well, while such things can't be forecast with absolute reckoning, it is much more than probable that their prices would be higher still!

We congratulate those who have already purchased such rag rugs as will fill their house-needs for a year ahead. For those who have not, we have arranged this Sale at the following prices, significant of savings to all who are well-informed.

Colonial Rag Rugs

9x12 ft., \$10.75.	27x54 in., \$1.65 and
8x10 ft., \$8.75.	\$2.75.
6x9 ft., \$5.75.	
36x72 in., \$2.10 and	24x48 in., \$1.35.
\$2.75.	25x50 in., \$1.10.
30x60 in., \$2 and	24x36 in., 85c.
\$2.25.	18x36 in., 55c.

Japanese Rush Rugs

Oval, 9x12 ft., \$25; 8x10 ft., \$22.50.
Natural color block design, 9x12 ft., \$39; 7.6x10.6 ft., \$35. Block design with natural color combined with other colors, 9x12 ft., \$24; 7.6x10.6 ft., \$21.25.

Log Cabin Rag Rugs

12x15 ft., \$17.50.

Klearflax Linen Rugs

9x9.6 ft., \$18.50.	8x7 ft., \$12.50.
9x8 ft., \$16.	6x6 ft., \$8.
9x6 ft., \$12.	6x7 ft., \$9.50.
8x9 ft., \$16.	6x7.6 ft., \$10.
8x8 ft., \$14.	6x13.6 ft., \$18.

These Klearflax rugs are in all respects perfect, but are out-of-the-common sizes, which offers a special opportunity for the owner of a room that's "difficult" to fit in the ordinary low-priced rug.

Besides the sizes and prices mentioned above, there are numbers of other good Klearflax rugs, reduced in price because there are only one or two of a size. Nearly a hundred Klearflax rugs altogether, in the good, wanted plain colors, close to half price.

Chenille (or "Picture") Rugs

in bright, mixed colors, 27x54 inches, \$2.75. These ordinarily sell for almost one-third more.

Seventh Floor, Chestnut