

Organ Plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

All Things Combine to Make This August Furniture Sale a

Great Investment Occasion

WANAMAKER furniture has always been a good investment. But it was never such a good investment as it is today.

At the risk of repetition we desire to point out that the value of almost all the furniture in this August sale has gone up since we bought it, and it will certainly be a long time before it will come down.

To anybody who needs furniture or who is likely to need furniture in a good while the advantage of buying it now should be clear.

We do not say this because we have furniture to sell.

We have no furniture that we are not glad to have. We have never had such a quantity of furniture in any sale, and our one regret is that we have not more of the same kind at the prices.

In the face of the opportunities which this sale presents and of the outlook in the market, had you not better look to the needs of your home?

When you get down to that question, your common sense will tell you that if you are to make sure of getting the best return for your investment you simply cannot afford to ignore the greatest furniture sale in the world.

This is a sale which nobody who needs good furniture can afford to stay away from.

Everybody who needs good furniture will naturally be benefited by seeing the largest collection to be found under one roof at retail.

Everybody who needs good furniture should realize the advantage of coming to the Sale which the good quality of the furniture has made the greatest in the world.

Everybody who needs good furniture and means to have it can see that the opportunity to buy the finest furniture in America at reduced prices on a rising market is too substantially good to let pass.

The time is now, and the goods are here.



From Yokohama to You—

Thousands of Yards of Japanese Silk at Wholesalers' Prices—

and some even less!

Selected in Yokohama, these Japanese silks come to us direct, which means that we can offer you the very best silks and not the ordinary qualities, that you can buy them at prices as low as or lower than are being asked by wholesalers today, and that you may choose from a greater variety of such silks than you will find elsewhere in the country.

Furthermore, Habutai silks, such as these, are becoming more popular every day, because of their durability and practicability for lingerie, dresses, blouses, skirts, shirts for men, and many other purposes, which makes this sale all the more important.

\$1.75 and \$2 a yard for 36-inch satin Habutai, 9½ and 10 "mummy" weights.

\$2 and \$2.25 a yard for "broadcloth" Habutai, extraordinarily heavy and durable, a magnificent fabric in two weights, 14½ and 15 "mummy," 36 inches wide.

\$2 a yard for a "broadcloth" Habutai, 15 "mummy" weight, 33 inches wide.

85c, \$1.35, \$1.65 and \$2.25 a yard for 36-inch Japanese Habutai for a hundred purposes in four weights, 6, 8½, 9½ and 13 "mummy."

There is not a large quantity of the last named silks.

(First Floor, Chestnut)

Parisienne Corsets Exclusive

Here are some of the topless models expressly for slender and average figures.

At \$9. A pink coutil, with cleared hip and elastic band partly around top.

At \$9. Another pink coutil model with girle top and elastic inserts at bottom of skirt.

At \$13.50. A pink broche with long cleared hip, suitable for average figures.

At \$16.50. Pink figured broche with very long skirt and good boning.

At \$20. An extremely long corset of pink broche, very long top and elastic over abdomen.

(Third Floor, Chestnut)

Certain \$5 Waists of Voile

One style with Valenciennes comes in white and flesh color; the three other styles are all-white with laces and embroideries and necks with shallow and V-shaped openings.

(Third Floor, Central)

The Outlook From a West Window at Bedford Is a Mountain

of the Alleghenies, forty miles away, but seeming only ten miles distant. It is known as the Wills Range. To see it is to instantly awaken a desire to climb it.

Underneath the north windows is the park of oaks, lindens, tulips and maples, all tall and old, overtopping the roof of at least one of the old buildings said to have been built a hundred years ago.

A few hollyhocks and scarlet geraniums and bachelor's buttons fringe the paths.

Honey bees and humming birds flit drowsily from bush and flower and reposefulness begets dreams that yet do not shut out the sight of the far-off mountains and their invitation for a climbing expedition.

So it must be always to some of us to live up to opportunity and climb every mountain top, however difficult, that will enable us to see farther and do our work better.

(Signed) *John Wanamaker*

August 4, 1919.

Women's Afternoon Dresses—\$17.50 to \$25

Crepe de chine, taffeta or foulard with Georgette and Georgette alone; a dozen styles or so. Some are very simple, with self-tucks or soutache braid; some are beaded. Colors are mostly taupe, navy and black, with a few pinks and whites.

Prices \$17.50 to \$25.

(First Floor, Central)

Jet Jewelry and Ornaments in New Designs

Women who wear these pretty black trinkets like to have them in new and smart design—and here are some of fashionable interest.

Jet chains and necklaces—quite long, they are, too—and of dull and bright jet, sometimes combined, \$2.50 to \$26.

Jet combs, in many styles from the small, close-fitting one to the richly carved jet comb in Spanish style, \$4.50 to \$19.50.

Small and large brooches, circle brooches, collar pins, bar pins, fancy pins of jet—75c to \$10.

(Jewelry Store, Chestnut and Thirteenth)

Women's New Oxfords With Long Graceful Lines

Built to give that slender effect which all women like in a shoe. Long vamps, long narrow toes, indicated wing tips and military heels.

In black or mahogany calfskin at \$12 a pair.

(First Floor, Market)

150 Specially Priced Summer Skirts at \$6.75

One hundred of the skirts are of natural-colored pongee—good, firm silk, too, made with full-gathered waistline and two sports pockets. They are in a style many women like and find very practical for Summer wear.

The other fifty skirts are of cool, white cotton voile in a pretty model with many tucks running horizontally. The girle is hemstitched and finished in novel fashion with hanging pockets.

Both skirts are button trimmed, and there are plenty of sizes in both styles.

(First Floor, Central)

For Young Women With an Interest in New Cloth Frocks

Already many quite delightful wool dresses are here, so that young women going to the mountains or the country or simply in search of something new and different will have no difficulty in finding something to suit their needs.

Sergo quite naturally is the first choice of many girls, and tricotine is a close second. Frocks of both fabrics are here in dark blue.

Some are much braided, others are embroidered, a few show the use of another, brighter color for trimming. Shallow, round necks seem to predominate, lines are long and straight, vestees are used occasionally (and most effectively) and girles are quite as fashionable as ever.

\$32.50 to \$75—and 14 to 20 year sizes.

(Second Floor, Chestnut)



Remnants From the Upholstery Store

Odd lengths and remnants of pretty cretonnes and other fabrics are marked at small prices and for convenience may be found on the Main Floor, on the

(East Aisle)

MEN'S CLOTHING REDUCTION

Making a Clearaway Sale of All Our Tropical Suits

There are two full months ahead for the wearing of tropical suits, and every man in the climate of Philadelphia should surely have at least one of them for use on sweltering days.

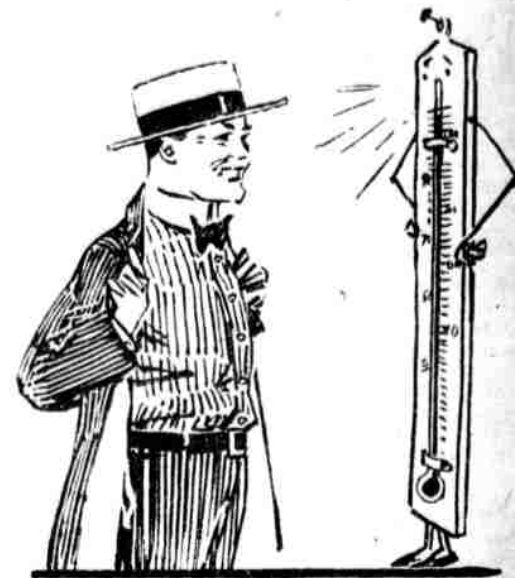
There have been as yet no reductions on these suits.

This is the first of the season.

The stock is a comparatively small one—less than 1000 suits.

They ought all to go at once.

Reductions are from \$3 to \$10 on a suit.



New Low Prices as Follows:

All the Palm Beach suits, \$15 each.

One lot of mohair suits, \$18 each.

One lot of mohair suits, \$20 each.

One lot of mohair suits, \$25 each.

One lot of tropical worsted suits, \$25 each.

They are two-piece suits, a few ounces in weight, good and durable and well made, but the wind goes right through.

They will sell out quickly, and then there will be no more.

(Third Floor, Market)

Men's Plain Hemstitched Handkerchiefs

We recommend these at \$4.25 a dozen, because they are such good value in the face of today's linen market. Good weight, pure flax and that perfectly plain hemstitched style which is always practical.

(West Aisle)

A Chapeaulet in Place of Another Straw Hat

Some men who usually buy clean, new straw hats about this time each year will get chapeaulets this year instead.

Chapeaulet is a fine, soft felt hat, very light in weight, that is sold at Wanamaker's only in Philadelphia. The new shipment brings a new color—battleship gray. Other colors are six pastel shades—light pearl grays, light buffs and light greenish grays. Price \$5.

(Main Floor, Market)

A Tempting Box of Camee Caramels—\$1.50

It's a dainty, round, gold-and-white Camee box filled with assorted caramels—raspberry, chocolate, vanilla and mocha. There is a generous quantity, and the box is attractively tied with ribbon. \$1.50 complete.

French clear drops have the real fruit flavors—that's one reason why they are so good. In pretty bottles of good size, ribbon tied. \$1.25 complete.

(Main Floor, Chestnut)

Printed Cotton Voiles 65c, 75c and 85c a Yard

The sort which can be made into frocks which are at once cool and graceful and which aren't incessantly crying out for the wash tub.

They have navy, gray, black, white and Copenhagen grounds with dainty designs like those of Georgette crepe, and they are 38 and 40 inches wide.

Prices 65c, 75c and 85c.

(First Floor, Chestnut)

A New Book by Anthony Hope

"The Secret of the Tower" is a romantic mystery novel with its scene laid in post-war England—a story which has the same charm which gave "The Prisoner of Zenda" such wide popularity. It is the first novel which Anthony Hope has written since 1914.

Price \$1.60.

(Main Floor, Thirteenth)

A Pocketbook-Handbag of Some Distinction

As large as a medium-sized handbag yet designed like a pocketbook with large flap and inner compartment. On the back is a generous handkerchief pocket.

Fine seal leather in black, brown or gray makes this bag, which is lined with silk in a harmonizing color. The front of the bag has pleats on either side of a center strap.

Price \$6.

(Main Floor, Chestnut)

Practical All-Linen Scarfs

Made from a good quality of plain linen with neat all-over dots. All are neatly hemstitched and all corners mitered. Very practical scarfs and will give good service.

Three matching sizes, 18x36 inches, 18x45 and 18x54 inches, \$1.75, \$2 and \$2.50 each.

(First Floor, Chestnut)

Embroidered Flouncings \$1 a Yard

Some are all in cool, snowy white, others have white embroidery in pretty colors.

They are 36 inches wide, are good value for their price and will make attractive afternoon and Summer frocks.

(First Floor, Chestnut)

The New Kermanshah and Saruk Carpets Are Beautiful and Remarkably Priced

These two types of Persian rugs are proverbial for their fineness of texture and beautiful colorings. Like many other things they have become scarcer and scarcer.

We are usually able to secure the pick of whatever lots find their way into the market. This latest shipment comes to us to sell at a distinct advantage in price.

Kermanshah carpets, 9.3x7.8 feet at \$350 to 18x16 feet at \$3175.

Saruk carpets, 12.7x9 feet at \$375 to 12.8x10 feet at \$735.

We also have a most attractive lot of small Saruks in sizes 3x5 feet to 4.6x6 feet at \$145 to \$345.

(Seventh Floor, Chestnut)

Velour Door Curtains Reduced

Because they are chiefly one of a kind and are somewhat mused from handling, we will sell these curtains for \$22.50 a pair.

Also about thirty-five pair of fresh, new curtains, made of odds and ends of various materials, are marked \$35 a pair—a saving of \$15 to \$30.

(Fifth Floor, Market)

Rag Rug Makers Tell Us Good Materials Are Hard to Get

The result is that there are larger quantities of inferior rag rugs on the market than usual.

We are fortunate in having a splendid assortment of fine rag rugs in all sizes and styles.

Colonial Rag Rugs

9x12 ft., \$12, \$15 and \$21.	45x84 in., \$3.85
8x10 ft., \$8.75 and \$15.50.	36x72 in., \$2.10 and \$2.50
7.6x10.6 ft., \$13	30x60 in., \$1.75, \$1.85 and \$2.50
6x9 ft., \$5.75, \$7.50 and \$11	27x54 in., \$1.65 to \$2.15
4x7 ft., \$5	24x36 in., 85c and 95c

(Seventh Floor, Chestnut)

Of Course, Soap and Water Are All Right—

but the fastidious woman finds them not quite enough if her skin is to be in the pink of condition.

For perfect cleanliness a cream is absolutely necessary. Queen Mary's cleansing cream is pure and smooth and pleasant to use—50c jar.

Cold cream, 25c and 50c a jar.
Skin cream, 50c and \$1.

Delicate skin cream is the kind to use if you have a very sensitive, tender skin. It is made from olive oil—75c jar.
Youth and Beauty cream, 50c and \$1 a jar—this is greaseless.
Peroxide cream, also greaseless, 50c a jar.

(Main Floor, Chestnut)

Sleeveless Nightgowns

Some women like them the year round, others must have them through the hot weather. There are several styles just now, lately in, which are made of nainsook and lace-and-ribbon trimmed. Prices are \$3.25 to \$4.

(Third Floor, Central)

The Mattress and Bedding Sale Is Going Ahead Remarkably

This is a sale confined exclusively to the good safe kinds of bedding for many reasons, one being that we have no other kind.

But we have all the good kinds that people want. The sale brings you the opportunity to select from thirty-seven different grades of mattresses, including hair, cotton, flax and fiber at reduced prices, ranging from \$6.30 to \$85.

Feathers and down for making pillows and bolsters are also down in price during the sale and so are bedsprings, the latter including eight grades of upholstered boxsprings at \$21 to \$42.50 in the double-bed size and fifteen grades of steel wire and coil springs at \$6.75 to \$13.50.

(Sixth Floor, Chestnut)