

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
Rain

Doing Many Things Besides Holding the World's Greatest Furniture Sale

The Muddy Mountain Streams Disappoint Fishermen

whose picturesque camps are pitched along the beautiful Juniata, as the fish in these streams only travel when the water is clear.

After the successive showers of a few days ago all the streams, like Shorer's Creek, were overflowing their banks and at least two feet higher, and still worse, were of the color of the dusty, country roads.

It was interesting and useful to notice a crystal stream pouring out of the rocks, which kept its purity for a long time, as it leaped from rock to rock, but lost it entirely in sixty seconds when it joined itself to be company with the swollen and soiled creek, reaching up to it and sweeping on to the river.

To be born pure and sweet amid the beauties of nature and to run along for a time without a stain and then suddenly plunge into a giddy, noisy company of even an old neighbor and become a part of a tainted life and lose identity entirely seems an awful downfall.

The shifting currents of life must be watched closely and guarded carefully, lest they engulf us and endanger all our future days.

A business life can be as highly honorable as any other, if we keep clear of entangling alliances.

[Signed] *Joe Wanamaker*

August 5, 1919.

Clearaway of Women's Summer Dresses

Now \$5 to \$25

Ginghams, voiles, organdies and batistes, besides a few linens and a few nets. Colors are the rule, but there are a few

white frocks in the collection. Some are badly mussed, but the prices are reduced to very little and all sizes in the lot.

(First Floor, Central)

There Is a Furore in Paris Over Fringe for Dress Trimmings

It is used to adorn skirts, tunics, bodices and sometimes whole gowns are draped with fringe.

The very wide fringe, used for this last purpose is here,

in black or deep blue, of silk, 35 inches wide, and is \$14 a yard. And there are plenty of other fringes in the fashionable widths and colors, at various prices.

(Main Floor, Central)

Philippine Lingerie

A great many women are buying it now to save their finest French lingerie while they are away from home. But always it is extremely attractive and refined in itself.

Envelope chemises, \$3.25 to \$4.75.
Nightgowns, \$3.25 to \$5.50.
Straight chemises, \$2.75 to \$5.50.

(East Aisle)
(Third Floor, Chestnut)

Cool White Waists

Half the waists chosen by women at this time of year are the simpler cottons. For instance, here are—voile with round neck finished with pleated ruffle; price \$2.50.

A corded organdie with scalloped collar and cuffs at \$5.
A novelty voile with shawl collar, knife pleated, \$3.
Voile with square neck and hand-embroidered collar, \$3.50.

(Third Floor, Central)

Here Are the First Autumn Skirt Fashions

They come a bit earlier this year—but the many women interested in new fashions will be glad to see them now.

Snakeskin silk combined with brushed wool is the new fashion—the skirt proper of silk with a deep band around the bottom of brushed wool, hanging pockets and a girde, wool trimmed. In black or the new brown shades, \$28.75.

Other snakeskin silk skirts in new plaid designs are in rich browns, greens and other shades and are \$28.75 and \$32.50.

It promises to be a great year for wool plaids—large plaids and small plaids, plain and pleated skirts. The wools are of beautiful quality and the skirts gathered and pleated, \$25.

(First Floor, Central)

Women's Silk Stockings "Seconds" at \$1.50

960 pair of full-fashioned black and white ingrain thread-silk stockings with mercerized cotton tops and soles.

(West Aisle)

Women Who Want Pumps With Very Low Heels

will like this group. They have tipped toes and little leather bows and are the sort of ones that will appeal to young women of fashion.

In black and mahogany calfskin and patent leather at \$8.50 a pair. In white buckskin at \$10 a pair.

(First Floor, Market)



Early Autumn Fashions for Junior Girls—

those "between-age" girls who like more grown-up fashions than those for children and yet do not want "old" clothes—are arriving daily in the Girls' Store.

Dark blue serges combined with rich plaid silks are among the smart little dresses, the plaids beautifully harmonizing with the dark wools.

Picture a vivid, glowing orange duvetyne collar, in round, Bertha style, on a dark blue wool frock, and you've some idea how attractive the frock is. Or you may have the same dress with an American Beauty collar.

Heavy dark blue taffeta with a ruffled skirt, each ruffle fringed, is another feature.

And there are other dresses of dark wool poplin, of heavy silks and of serges in many new fashions.

12, 15 and 17 year sizes—and \$35 to \$53.50.
(Second Floor, Chestnut)

Among the New Fall Dresses for Young Women—

that we noted in a walk through the Salon are these, that we'd like you to know about—

A rich brown velvet dress, with a round neck, just a bit of real lace for a distinctive touch, a row of buttons down the side and a wide satin girde. \$58.50.

Quite stunning is a frock of serge and satin—the black satin for foundation with a long pleated tunic of blue serge, a new satin girde and a smart little cockade of emerald green at each side. \$57.50.

A black lace dinner dress is made over black satin, has jet for trimming, airy tulle sleeves in flowing style, shallow, round neck and jet rope girde. \$87.50.

Another dinner frock is of China blue crepe, with a new skirt with many side ruffles, a rosette of silk here and there, and new draped sleeves of tulle. \$58.50.

14 to 20 year sizes.
(Second Floor, Chestnut)

New Autumn Silks, Too—Tricolette, \$6 a Yard

Many fashion rumors whisper that tricolettes are to be used for gowns, alone and combined with silk and cloth.

These new tricolettes are in the smart brown shades, in taupes and sand color, as well as dark blues and black.

\$6 the yard.
(First Floor, Chestnut)

Striped Silk Handbags Agreeably Different

A fine grade of black and navy moire silk, with quarter-inch satin stripes running around it, makes these bags. The black bags have black, taupe, or purple stripes, and the navy bags have navy stripes.

In the fashionable shallow, roundish shape with one-piece frames of tortoise shell finish celluloid.

Price \$7.50.
(Main Floor, Chestnut)

THE Sale of Cotton Remnants is going on merrily—with a great variety of ginghams, voiles, percales and various cotton tissues, besides a few linens and a few silk-and-cotton mixtures. Prices are 12½c to \$1 a yard.

(First Floor, Chestnut)

House Dresses Now \$1.85 and \$2.65

A little group of gingham and percale dresses in many styles and different colors—all exceptional value for their new prices.

Broken sizes and odd lots—but good choosing nevertheless.

(Third Floor, Central)

THE Graflex is the last word in camera perfection—being built to do the impossible things in photography. The Camera Store has an excellent stock of Graflex instruments at \$77.85 to \$252.80.

(Main Floor, Chestnut)

New White Petticoats

Double-panel kinds with plain scallops, \$1.25 to \$2.85; of thinner materials for lacy frocks, \$3.50 and \$3.85.

Heavy white cotton petticoats without panels, made of pique, \$1.85 and \$3.50; of sateen, \$2.25.

(Third Floor, Central)

Play Aprons for Little Folk

Some are of sturdy striped cottons with two pockets in figured designs. Others are of crash bound in pretty colors, and still others are of colored chambrays bound with white.

Ever so many kinds—\$1.25 and \$1.50—and no two-to-six-year-old would mind wearing such aprons!

(Third Floor, Chestnut)

THE TRADITIONS OF THE MASTERS IN FURNITURE-MAKING

With Special Reference To the August Sale

PICTURES of things are great teachers.

If you have ever seen a picture of a piece of the woodwork in the choir stall of some Middle-Age cathedral, you must have realized, not without a certain feeling of disappointment, how little, after all, has been done in recent centuries to make furniture and things more beautiful.

Perhaps these medieval men of the Guilds attained to a height of beauty in their work that is extremely difficult to equal and which it is hardly possible to surpass, but at least it is not impossible to aspire after their standards and to seek after the source of their inspiration.

In those olden days

the botch was unknown, or known only to be excluded from the ranks of craftsmen who worked in the highest spirit of which men are capable.

A man had to be a master to belong to the Guild, whether he was a builder, a cabinet-maker or a goldsmith.

The pity of it is that today any man with skill enough to slap a few pieces of wood together and assurance enough to call himself an artisan will find some kind of cabinet shop to employ him. A revival of the Guilds as they existed is hardly possible now. It would hardly be practicable, because the world cannot "have it both ways." Standards of beauty and art in wood-working may have declined within the last few hundred years, but stand-

ards of convenience and comfort have risen wonderfully.

There is no denying that the homes of the people—of all the people—are today better, more conveniently and more comfortably furnished than those of their ancestors; and yet such a sacrifice of beauty was a high price to pay for a universally higher standard of comfort.

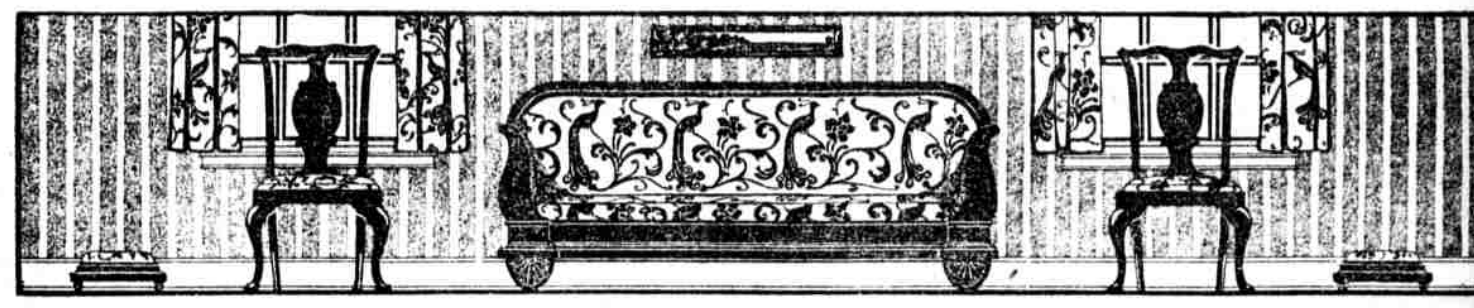
It would seem as if great art and ideal social conditions do not go together; and still it would be a pity to give up trying to reconcile them.

In selecting furniture for our Sale we have a bias in favor of those shops in which only skilled men are permitted to work. We are glad to say that there are such shops and we are

glad to say that there are still men who take pride in the work they do and who would rather smash a piece of furniture to bits than let it go unworthily from their hands. There will always be enough men of that kind in the world and enough shops to employ them to insure that fine furniture-making will not become a lost art.

We have more furniture of the kind that these men make than we have ever had.

Amongst modern furniture there is none more true to the fine traditions of the past in its beauty of design and none more worthy of all that modern mechanical skill can do to give beautifully designed furniture the one thing that makes it worth while—the quality of endurance.



Kermanshah and Saruk Rugs Are Part of Persia's Glory

There is something exquisitely fine about Kermanshahs that gives them an unending charm; and to rich loveliness of color Saruks add a substantial quality which entitles them to foremost rank amongst the rugs of the East.

The story is old, but like many another old story, it is always worth recalling.

The recent bales that came in are excellent specimens and priced 25 percent below prevailing rates.

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

Saruk carpets, 12.7x9 feet at \$575 to 12.8 feet at \$735.

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

(Seventh Floor, Chestnut)

Men's New Handkerchiefs Special at \$6 a Dozen

When we bought these handkerchiefs, back in 1917, we knew they'd be good values when they reached us—but we didn't think that we'd be able to sell them at less than the present wholesale price—as we're doing.

Firm, snowy Irish flax, perfectly plain, with ¼-inch hem-stitched hems.

(East and West Aisles)

Men's Solid-Color Shirts of Woven Madras

Solid-color shirts are comparatively few, and they usually go out as fast as they come in.

These are soft-cuff, plain negligee style and are in good shades of blue, gray, pink and tan.

The material is a fine woven madras.

Price \$2.65.
(Main Floor, Market)

Plain-Color Carpets in Uncommon Variety

Some of the best effects in furnishings are achieved with plain-color floor coverings, but usually these are not easy to get. We have just now a splendid assortment of plain-color carpets, in various makes, at \$3.35, \$4, \$4.50 and \$4.75 a yard, according to kind. Wilton velvet runners, 3 ft. wide, \$5 a yard; 4 ft. 6 in. wide, \$7.75 a yard.

In Figured Carpets
We also have a large variety at moderate prices. Velvet carpet, \$2.75 and \$3.25 a yard. Tapestry Brussels, \$1.50, \$1.75, \$1.85 and \$2.40 a yard. Heavy chenille Axminster, 9, 12 and 15 ft. wide, \$10.50, \$11.50 and \$13.50 a square yard.

(Seventh Floor, Chestnut)

Only Good Bedding Is Good Enough

This half-yearly sale is exclusively confined to good bedding; by which we mean hair mattresses, cotton mattresses, felt, floss and fibre mattresses, bedspreads and feathers for making pillows and bolsters.

Good bedding has never been in such demand. This sale is the best proof of that. It brings the best and safest bedding at price reductions of not less than 10 per cent. This applies to all our stocks, bedclothing, of course, not included.

Good bedding is a most important part of good home furnishing—a fact which particular people seem to appreciate these days, for they are keeping us busy supplying it and we are surely ready with the goods.

(Sixth Floor, Chestnut)

500 Umbrellas at \$2 Men's and Women's

Such things as \$2 umbrellas are fast getting to be things of other days.

Covers of strong black cotton with selvedge edges, paragon frames, handles plain and polished wood, mission style.

(Main Floor, Market)

New Autumn Cretonnes—75c a Yard

The first cretonnes to arrive for the new season, and they are in delightful new colorings and designs.

Of firm, good quality, they are in light and dark colorings and any number of pleasing patterns and designs.

(Fifth Floor, Market)

Have You Seen the Wanamaker Special Wardrobe Trunk at \$35?

The body is veneered basswood covered with waterproof duck and bound with hard fibre; the trunk is cloth lined and riveted, not nailed. The equipment consists of five drawers and hangers suitable for men's or women's garments.

Another Wanamaker Special Wardrobe Trunk at \$60

is covered and lined with fibre.

For easy selection there are fifty styles of wardrobe trunks, ranging in price to \$175.

(Fourth Floor, Central)