

Organ Plays at 9, 11, 11:55 and 4:50
China St. Noon

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

WEATHER
Fair

There Is a Golden Maxim in Furniture Buying and This Is Surely the Sale in Which to Apply It

The Little Pieces in This Corner Are Something More

than a few introductory remarks to the advertising page. They bear to you, at your breakfast table, a courteous Good Morning from headquarters and the chiefs of the management, your servers. By virtue of the friendliness and unity of interest that have grown up between the Store and its patrons and the visiting public, during the long period of over half a century, they convey to you now and then ideas and experiences gathered from many sources while doing "day's work" in establishing this different kind of Store which may be of use to others.

To be exact, it is fifty-eight and one-half years since the hand that writes this unlocked the doors for the first time on Market Street, in this city, and on Market Street the same people (at the head) have been ever since, as they are yet to this day, all of which we set down here with hearty thankfulness and only as simple facts.

We long ago highly resolved that right here in Philadelphia this first new kind of Store should be the Store of America and a fitting representation to the world of the American system of storekeeping.

(Signed) *John Wanamaker*

August 11, 1919.

60 Women's Coats in a Clearaway

They are odds and ends—capes, wrap-coats and wraps; of poplin, serge and gabardine; in navy and black chiefly, only a few tans and grays being included. Some have yoke and some full linings; some are lined throughout with fancy foulard.

Prices are close to half—\$15 to \$25.
(First Floor, Central)

Women's Louis-Heel Oxfords of Black Satin

Long vamps, long, narrow toes, worked eyelets, turned soles and high Louis heels. And hand sewed throughout.

As dainty as can be and right to wear now for dress or later with black satin spats.
Price \$11.
(First Floor, Market)

100 Women's Georgette Dresses Special at \$30 and \$35

Brand-new from the manufacturers and in many different styles, but all white and pink. Some have all-over braid-embroidered tunics, some depend upon tucks of varying sizes or gay little pleatings for their sole ornamentation; some are combined with taffeta or coin-dotted foulard. Almost invariably they have long sleeves of an interesting sort.

Women who would like their money to go as far as possible should surely see them.

Prices are \$30 and \$35.
(First Floor, Central)



100 Fine Tub Skirts at \$6.75—

which means that a woman saves dollars on every skirt. They are fine white gabardine and white pique skirts, in fine attractive Summer styles—so attractive that we've reordered them many times. Some yoke effects, some buttoning down the center; all button trimmed.

All fresh and in good condition.
Sizes 32 to 40 inch waistband.
(First Floor, Central)

Women's Silk Stockings "Seconds" at \$1.85

1200 pair of black and white full-fashioned thread silk, a kind we have difficulty in getting enough of.
We advise you to buy a liberal supply while you can get them at this price.
(West Aisle)

300 Waists Specially Priced at \$2.85

Samples and small surplus lots, of voile and batiste sorts, each waist very much less than the regular price.
They are all white and white with a little color, and are half-tailored and lingette styles.
(West Aisle)

THE words of William Morris are worthy repeating, at this time of furniture buying. "Have nothing," he wrote, "in your homes that you do not know to be useful and believe to be beautiful."

Here surely is the essence of a golden rule in homefurnishing.

In fact, with the addition of a provision regarding economy, or investment value, his words sum up the whole philosophy of furniture choosing. We can tell you that you have never had such a field in which to put these finest principles of furniture buying into practice as that which is provided by the stocks in this August Sale.

Fall Fashions Just Arrived in the Young Women's Store

Every day brings something new—here are a few that are just out of their wrappings—

An unusual blue serge frock, in straight, one-piece style, with large designs embroidered in soft gray wool. \$55.

A perfectly stunning new silk tricotette dress in dark blue, with deep fringe which covers the skirt, a real lace collar that is almost a Bertha, and tiny lace cuffs. \$80.

New suits are here too! Extremely smart is one of brown herringbone cloth in a tailored style, with braid for trimming and the new longer coat for correct fashion. \$90.

Another suit, of dark blue tricotette, is handsomely braided, has the new military collar and is lined with gay figured silk. \$120.

Quite different from anything you've seen is another blue tricotette suit, with scalloped panels at the sides of its quite long coat, a champagne colored broadcloth vest which shows just enough to make it charming, and a new muffer collar by way of finish. \$137.

Picture an airy, fluffy tulle gown in the loveliest apple green shade and you'll have some idea of the newest evening gown, which has a simply draped, sleeveless bodice, a quite full skirt, and ostrich tips in peacock



colorings for its only adorning. \$80.
14 to 20 year sizes.
(Second Floor, Chestnut)

Lovely New Neckwear Sets in Exclusive Designs

Nowhere in Philadelphia will you find just such collar and cuff sets, for they were made to our own order, from exclusive designs. Quite an innovation are the wide cuffs to wear with the fashionable sleeves.

At \$1.50 are crisp and snowy organdie collar and cuff sets, with hemstitched and hand-embroidered dots. The collar is in a new pointed-back style and the cuffs are wide.

At \$2 are other organdie sets, all in snowy white, with just enough hemstitching for daintiness. And there are collar, cuffs and modesty piece in this set.

For \$2.25 there are charming little sets of transparent organdie, with hemstitched blocks of color, cleverly inset—one may choose orchid, pink, blue or all white. The collars are sailor back, the cuffs are quite wide to fit the sleeves and there is a modesty piece also.
(Main Floor, Central)

Philippine Nightgowns Again

Daintily hand-embroidered and hand-made, with short sleeves—mostly of the kimono order—and low necks.

The prices—\$3.50, \$3.75, \$3.85 to \$6.50—seem very small indeed for so much prettiness.
(Third Floor, Central)

Bungalow Aprons \$1.25 and \$1.50

Kinds that usually cost more. They are of checked percales in blue and pink effects, and are bound with white and trimmed with buttons.
(Third Floor, Central)

People Re-furnishing

their houses may be glad to be reminded that during August all the mirrors in the Picture Store are priced at 10 to 25 per cent. less than usual.

This means—
Colonial mirrors, little and big—the larger ones being in gilt, mahogany and silvered frames.

Oval buffet mirrors framed in silver.

French mirrors framed in gilt, silver and wood.

And mirrors designed to use above console tables.
(Fifth Floor, Market)

New Silver Pins and Rings Set With Rhinestones

Lacy and lovely are the bar pins, for they are all of sterling silver, in fascinating designs and thickly set with rhinestones. All have gallery backs and safety catches, and the prices, which start at \$3, go up to \$15.

Dinner rings, of sterling silver, in new and unusual designs, set with rhinestones, are \$1 to \$14.
(Jewelry Store, Chestnut and Thirteenth)

One-Piece Wool Bathing Suits for the Kiddies

are the kinds they like best because they are so comfortable.

Here's a new shipment of a style worn by little girls and little boys, too.

At \$3.25 are sleeveless wool suits, starting at 4 years and going up to 8 years.

At \$3.75 are 3 to 8 year sizes, in suits with sleeves.

And both styles come in cardinal, blue or oxford gray.
(Third Floor, Chestnut)

For if ever there was a stock of furniture that came as close as furniture can well come to the Morris ideal, we believe that this is the stock.

For our part we have put nothing into this Sale that we did not know to be useful and believe to be as beautiful as it is practicable for it to be.

Nor is there anything in all the thousands of pieces which does not represent sound economy and real investment value at its price.

This is furniture that stands for usefulness, for beauty and for economy in the truest and most beneficial sense of the words, and we might talk about it forever without saying anything better than that about it or anything truer.
(Fifth, Sixth and Seventh Floors)



We have just reached the stage in the Sale when we can realize how fortunate it was for us—and for people needing our kind of furniture—that we provided stocks on a scale of magnitude beyond anything we have ever had the pleasure of placing before our friends.

MEN Men's Extraordinary Shirts of Silk-and-Cotton

Extraordinary in their beauty, their durability and their variety of design.

The last feature is the first thing you notice when you see them. There are narrow stripes and wide stripes and checks; white grounds and colored grounds, with an unusual percentage of the latter. We can't recall when we have seen such a wide range of patterns.

Price \$6—and a great \$6 worth as shirts go now.
(Main Floor, Market)

Men's Handkerchiefs \$6 a Dozen

Perfectly plain hemstitched, of sturdy Irish linen, snowy and good quality, and of generous size, too.

And we'll mark them for you, if you wish, for a moderate sum.
(West Aisle)

Lowest-Priced Good Hat Boxes in Town

Women looking for Black enamel hat boxes will be delighted with these we have at \$7.50 and \$8.

They are well made and lined with pretty cretonne.

18 and 20 inch sizes, with room enough in them for a couple of hats and some lingerie or other light garments.
(Main Floor, Chestnut)

Pheasant China Special

Housewives familiar with the regular prices of these pretty blue-and-white cups and saucers from Japan will be glad to know that they may be had tomorrow for \$3 a dozen. Ordinarily they cost \$1.50 more.
(Fourth Floor, Chestnut)

Queen Mary Talcum in New Packages—25c

Pure, fragrant velvety talcum, in fleur-de-lis, La Fere and Rose Speciale odors—all delicious scents.

They are put up in convenient size, and an attractive package, and like all the Queen Mary toilet preparations are from our own laboratories.
(Main Floor, Chestnut)

An Exceptional Choice of Mahal and Chinese Carpets

They present an exceptional opportunity for anybody looking for an Oriental carpet at a considerable saving from prevailing market prices.

These rugs are recent arrivals, having been placed on sale this week for the first time.

Along with them are a small number of carpets at reduced prices from our regular stocks.

Together with the recent delivery of Kermanshah and Saruk carpets, they make a very good collection at this particular time of scarcity and high prices.

The Mahals are priced at \$197 to \$1375 for sizes 10.11x7.1 feet to 19x11.3 feet.

The Chinese from \$45 to \$2175 for sizes 5.10x3 feet to 20x15 feet.

In an interesting collection of small rugs there are Mosuls, Cabestans, Daghestans, Shirvans, Beluchistans, Dozarts, Kermanshahs and Saruk mats and Af-Shiraz at \$23.75 to \$85, according to type.
(Seventh Floor, Chestnut)

New Books

"Studies in the Elizabethan Drama," by Arthur Symonds, price \$3.50. In this volume are gathered a dozen or more acute and illuminating essays on Shakespeare and contemporary plays and playwrights, all couched in the distinguished and beautiful English of which Mr. Symonds is the acknowledged master.

"The Passionate Pilgrim," by Samuel Merwin, \$1.75. An entertaining story of a demonstration of the psychology of genius; also it possesses certain broadly human qualities which make a universal appeal.

"John McCormack, His Own Story," \$3, translated by Pierre V. R. Key.
(Main Floor, Thirteenth)

Extra Eye Glasses

Lots of annoyance could be saved by the wearers of glasses if they always provided themselves with a duplicate pair to allow for loss and breakage.

The Optical Goods Store has a good work-shop and fills prescriptions with great care.
(Main Floor, Chestnut)

People Were Waiting for These Whittall Anglo-Persian Rugs

and are buying them up at a great rate. Some of them doubtless know that prices will go still higher.

Anglo-Persian rugs are conceded to be about as fine examples of rug making as America can show. To get a substantial shipment of these pieces in the new Fall designs at this time is great good fortune.

9x12 ft., \$125.	9x15 ft., \$168.
8.3x10.6 ft., \$112.	10.5x12 ft., \$168.
6.8x9 ft., \$75.	10.6x13.6 ft., \$189.
4.6x7.6 ft., \$42.	11.3x15 ft., \$210.
36x63 in., \$29.	

(Seventh Floor, Chestnut)

Chocolate Butterflies in French Boxes Are New—

and have just come over the seas from France. The boxes are French, but the chocolate butterflies were made here, and are perfectly delicious—smooth, rich velvety chocolates that will not hurt the children and that grown-ups, too, will enjoy. \$1.25 box.

Other plain French chocolates, in fancy shapes and equally delicious, \$1.50 a pound.

Chevy nut candies, of a sorted nuts, are one of the Camee Shop specialties—\$1 a pound.
(Camee Shop, Main Floor, Chestnut)

Worthy Bed Muslins

At the present moment we have an excellent stock of light weight bed-muslins made of a smooth, even muslin, and very economically priced, as the list shows:

Pillow Cases	Sheets
42x36 inches, 38c each.	65x90 inches, \$1.10.
42x36 inches, 50c each.	65x90 inches, \$1.20.
42x36 inches, 50c each.	72x90 inches, \$1.30.
42x36 inches, 50c each.	81x90 inches, \$1.55.
42x36 inches, 90c each.	81x90 inches, \$1.45.

(First Floor, Chestnut)

A Sale of Safe and Sound Bedding

Whether you take six, seven, eight or nine hours of sleep, you spend enough time in bed to make it important for you to know whether or not the mattress, pillow, bolster and spring you sleep on are as good as they should be.

If you have any doubts in this matter, and if you find that you should have some fresh, new bedding, just come in and see for yourself what this half-yearly Sale means in the way of providing clean, sound, comfortable mattresses, pillows, bolsters and bedsprings at reductions from our regular prices.

All our stocks of these goods are now at your service at August Sale prices.
(Sixth Floor, Chestnut)

