

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

The Growing Desire of the People for Better Quality in Furniture Has Made Wanamaker Furniture Sales the World's Greatest—and This One the Greatest Ever

Today Is a Little Seed, and in It Is Some Tomorrow

It is possible that there will be from it a field ready for harvesters.

But life is not all a Summer day. There are four seasons in the year, and every month of the year is somewhat of a planting time, and at a subsequent time the crop awaits the coming of the reapers.

Every part of the world thus is particularized in different ways according to its own calendar and so verified by centuries of proofs.

Having visited Egypt and sailed on the Nile River, an old story comes back to me of its shallow waters and an Egyptian rice planter, with a half starved family of smallish children pleading and bawling when they were so poor that at the first rising of the water around their hut in the swampy region their father uncoiled a bag and scattered its contents over the water in every direction. A few short weeks later it was easy to be seen that, "there is that scattereth and yet increaseth."

Contrast this grown-up large building with the old one-story sheds of the Pennsylvania Freight Station we moved into here in 1876.

(Signed) *John Wanamaker*

August 12, 1919.



When the Young Woman Returns Wanting New Fall Clothes

Her first thought is for a smart blue serge frock, and her next is a good-looking tailored suit. Both will be needed within a month.

New dark blue serge and tricotine street frocks have been coming in so rapidly that there is an excellent selection here at this moment. The styles are really beautiful, and the prices quite moderate, owing to our buying so early.

Among the new fashion features of dresses are—
Effective embroideries to emphasize the long skirt panels. Also embroideries in wedge shapes to give certain desirable lines.
Fringe trimming and the novel fringe insertion.

Satin used in connection with serge for the sleeves and underdress. Long chains of black beads and much braid for trimming.
Prices for dresses start as low as \$35 and go to \$85. 14 to 20 year sizes.

The new Fall suits incline to mannish worsteds, but there are plenty of serges, tricotines and velours in plain colors and checks.
They introduce pleated skirts and long side panels, and they are braided or embroidered with charming effect.

Many have smart little vests of tricotee.
Prices range from \$40 to \$120 in 14 to 20 year sizes.
(Second Floor, Chestnut)

New Fine White Silks When White Is at Its Height

And, as every woman knows, there never has been such a season for white silks as this.

These newcomers are very beautiful and very fashionable for seashore skirts, frocks or blouses and many women will be glad to know they are here.

Novelty white silk crepes de chine with black, bar or plaid design of white satin, 40 inches wide, \$7 and \$8 a yard.

White jersey weave silk, 32 inches wide, \$3.50 a yard.

White silk broadcloth, satin striped, 32 inches wide, \$4.25 a yard.

White sports silk with shadow stripes, 40 inches wide, \$6 a yard.
(First Floor, Chestnut)

Women's Umbrellas for Fall

We ordered the new umbrellas early this year, because of the scarcity of materials.

Many foresighted people are buying umbrellas not only for their own use, but for gifts as well.

All silk umbrellas, black, colored and flowered, from \$5 to \$15. Some have plain wood handles; others, corded loops, rings or leather straps. There is great variety and many new styles.
(Main Floor, Market)

SEA BATHING and outdoor sports are delightful things, but indulged in overmuch they are often hard upon hair and complexion. The Salon de Beauté gives excellent shampoos and facial treatments to do away with such ill effects; appointments are best made for the morning hours.
(Third Floor, Chestnut)

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

Full-fashioned black, white and colored silk stockings with cotton tops.
Worth buying in quantities at this price.
(East Aisle)

TOMORROW THE ANNUAL GLOVE SALE Over 8,000 Pairs for Women, Men and Children— at an Average Half-Price

Every one of the thousands of pairs is a Wanamaker glove and comes from our own regular stock. This is the time of year when we clear out all the broken sizes, odd pairs, mused and tumbled and repaired gloves, and all gloves are marked about half the price at which they would ordinarily sell.



The collection includes practically every kind of hand covering — the gloves are all of first quality—and the prices are such that wise folk will buy for some time to come.

There are silk, lisle, duplex, kid, lambskin, suede, cape, buck, washable leathers and mocha and quite a few one and two handed golf gloves.

For Women

35c a pair, silk chamois lisle and duplex.

65c a pair, long and short silk and a few skin gloves.

\$1 a pair, kid, lambskin, doe and washable leather gloves.

\$1.50 a pair, better-quality kid, suede and washable leather gloves.

\$1.85 a pair, long and short fine kid and short mocha gloves.

For Children

35c and 75c a pair, a small quantity of fabric and skin gloves.

For Men

35c, 50c, \$1, \$1.50 and \$2 a pair, silk gloves and street and dress gloves and golf gloves.

Though the choice is wide, early choosing is but the part of wisdom!

(West Aisle)

Every Good Player-Piano Has a Score of Imitators

Good player-pianos are few. Inferior player-pianos are legion. A good player-piano is worth all it costs—and more. There is no way of measuring the value of a really fine instrument to any one who loves music.

An inferior player-piano is almost never worth its price, which is only a little less than that of an honorable player-piano.

Player-pianos are pianos equipped with player mechanisms. To get a good one you must first have a good piano, and to make a good player-piano even out of a good piano you must have a good player mechanism.

We do not intend to make comparisons between our player-pianos and others. We would rather you get your information from disinterested persons who know how the standards of musical instruments vary. But we do advise you not to buy a player-piano without full investigation of the makes you have to choose from.

Chickering
Schomacker
Emerson
Lindeman

These are the eight famous pianos we sell and we are the sole distributors for them in Philadelphia. Their names are known all over the musical world and any one who knows anything at all about pianos knows that they are dependable.

The player-pianos in which these instruments are incorporated are the finest player mechanisms made. The majority are Ampico reproducing, or Angelus player-pianos.

Prices range from \$585 for a J. C. Campbell player-piano to \$3350 for a Knabe Ampico grand reproducing piano. Any instrument may be bought on convenient terms.

(Egyptian Hall, Second Floor)

Knabe
Haines Bros.
Marshall and Wendell
J. C. Campbell

50 Women's Fine Coats and Wraps Reduced

Their new prices are \$35 to \$75—prices at which they ought to disappear pretty rapidly. They include serges, tricotines, duvetynes, and bolivias, in rich colors; and the linings are rich and beautiful also.

Women looking for fine things will find them distinctly interesting.
(First Floor, Central)

500 Pairs of Children's Low Shoes Reduced—Now \$2.75 to \$5.25 a Pair

This is a quite substantial reduction upon shoes which are as good as they ever were except for the fact that they are in broken sizes.

They are all low kinds, in white canvas and buckskin, and black and tan leather.

Parents with children and growing girls please take notice.
(First Floor, Market)

Heavy White Petticoats

The sort which are so much in demand to wear under white skirts. One style newly arrived is of strong muslin, scalloped and finished with double panel, price \$1.85. The other is of still heavier satin, with scallops, but without the double panel, price \$4.75.
(Third Floor, Central)

Women's Rever Handkerchiefs Special at 50c

We bought them two years ago when linen was much more plentiful.
They are of sheer Irish linen, double rever, hemstitched and just the kind of handkerchief very particular women like.
(West Aisle)

All Teakwood and Lacquered Furniture Reduced

All the old pieces in the Oriental Store are 10 per cent less than usual during the August furniture sale.

This includes—
Consoles, tables and chairs of Chinese lacquer.

Settees, chairs, tables and tabourets of teakwood.
(Fourth Floor, Chestnut)

Collapsible Overnight Bags Special at \$12.50

There is only a limited number of these bags, and if you expect to get one at this low price we would advise you not to delay.

They are made of black long-grain cowhide, in a high shape with collapsible bottom. When empty they are not much over an inch thick, but when extended they will hold a generous amount of clothing.

Good looking, well made and splendidly durable.
In three sizes, 14, 15 and 16 inch.
(East Aisle)

Cream-Bleached Table Linen \$2.75 a Yard

Cream bleached means partly bleached and it is sometimes known as silver bleached.

One good thing about it is that it takes practically nothing out of the substantial wearing quality of the goods—they retain their original weight and "heftiness."

This is an especially good, heavy damask, 70 inches wide, of pure flax, free from dressing and comes in three good patterns to sell at a moderate price nowadays —\$2.75 a yard.
(First Floor, Chestnut)

Showers and Cooler

Building a shower bathroom in your home is an expensive proposition, especially at this time.

But just the same, you can have a shower bath, perfectly effective and delightful, without expense.

One style of shower, complete with curtains and hose to be attached to the wall over the bath tub—you can do it yourself in fifteen minutes—is in three sizes, \$9, \$11 and \$13.

Some hand showers to connect on the faucet in the bath tub, 75c, \$1, \$1.25, \$2, \$2.50 and \$4.
(Fourth Floor, Market)

ONLY Wanamaker furniture can make a Wanamaker Sale—no other kind will do.

We are writing in earnest—not trying to say something smart.

We have been working hard and learning patiently for years to make as good a sale as this one, and probably it is still not perfect; in fact, we have never known a perfect sale.

But it is an astonishing sale in extent and assortments, in the excellence of the furniture and the soundness of the economies.

In all that the word *successful* implies, it is a conspicuously successful sale, the largest we have ever had in point of business and the most satisfactory in regard to service.

We don't mention this for personal glory—we would have no right to do so, because all the credit for the unprecedented volume of this sale belongs to the goods.

There is only one way to have as large and satisfactory a sale and that is to have the merchandise that nearly everybody wants, to have it in a choice that nobody else can equal and at prices that cannot be beaten, quality and desirability considered.

Nearly everybody understands that the Wanamaker Furniture Sale must have quality for a foundation because nothing less would keep it up.

It is also clear that nearly everybody understands the folly of buying furniture of which they cannot be sure.

It is the ever-growing desire for better quality that has made Wanamaker Furniture Sales the largest events in retail business.

Today the desire is stronger than ever, but this August Sale of ours is stronger than ever to satisfy it.



(Fifth, Sixth and Seventh Floors)

Clearaway of Young Men's Fine Fancy Suits at \$25

More than any other house of business in Philadelphia the Wanamaker Men's Clothing Store has a reputation for the service of young men.

It has a large, growing, enthusiastic business—typifying the young man of college age—in the smart clothes longest in the period of youthful vigor.

Now we have 300 of these young men's suits to clear away at \$25. They have been \$3 to \$15 higher in price.

These are all three-piece suits in medium light-weight woollens with various skeleton half-linings, and they are excellent to wear now and up to the middle of Fall.

Fine to put away for next Spring. Our reduction of these suits gives the young man a chance to get his first long-trouser suit in time to start his college course.
(Third Floor, Market)

A Good Season to Lay Linoleum

And a good and fairly priced assortment of linoleum to choose from. Designs for kitchens, laundries, pantries and bathrooms.

Inlaid linoleum, \$1.50, \$1.75, \$1.85, \$2.50, \$2.85 and \$3 a square yard.

Printed linoleum, \$1.10 and \$1.25 a square yard.
(Seventh Floor, Chestnut)

Men's Finest Bangkok and Balibuntal Hats at \$6 (Exactly Half Price)

Very fine and lightweight Summer hats from the Philippines. Men who have admired them but hesitated at the regular price now have an opportunity to get one for half.

Sailor, telescope and natural shapes.
(Main Floor, Market)

China and Persia Join Hands in the Spread-Out of Oriental Rugs

IN colors and patterns, Chinese rugs are simple and unmistakable to a degree that is rather charming. Grounds of deep or pale blue decorated with flowers or queer figures in ceru or pink; grounds of ceru, fawn or golden tan with patterns in blue and other shades—these, with borders of varying brilliance, give them a character all their own.

Chinese carpets are a notable

feature of the recently arrived shipments, which we are now showing at prices much below prevailing values. These are priced at \$45 to \$2175 for sizes 5x10.5 feet up to 20x15 feet.

New bales of Persian Mahal carpets came in at the same time to sell at very attractive prices.

These are very desirable weaves, of sound quality and good for practical service. Persian red, blue and ceru, all in
(Seventh Floor, Chestnut)

well-blended combinations, give them a warmth and softness peculiar to themselves.

They are marked \$197 to \$1375 for sizes 10.11x7.1 feet to 19x11.3 feet.

Many desirable small rugs are shown at less than market prices, such as Mosuis, Cabestans, Daghestans, Shirvans, Beluchians, Dozarts, Af-Shiraz pieces and Kermanshah and Saruk mats.

The Art of Sleeping

The first principle is to choose the proper bedding. The rest is largely a gift—but it can be cultivated, and right bedding is a big help. Above all other merchandise, bedding simply should be unquestionable.

At any rate our bedding is, and we are offering it in this August sale at reduced prices.

This applies to mattresses of all the kinds and grades we sell; also to feather pillows and bolsters and to bedsprings.

Our stocks of these goods must always be unexcelled, and they surely are now.
(Sixth Floor, Chestnut)