

STORE CLOSED ALL DAY TODAY

WANAMAKER'S

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WEATHER Fair

The August Furniture Sale Is So Backed Up With Goods That It Cannot Weaken

Altogether Different From a Hothouse Growth,

Just a slow, steady growth, is this business venture in the heart of the city, located fortunately, by the vacation of a large block of ground, the removal of a freight depot, and because of the passenger stations of the Pennsylvania, coming from West Philadelphia and Kensington, consolidated at Broad street.

Also—

The vision of a clearly defined standard of business ethics with policies specific and permanent, broadly conceived, to conserve the interests of the people as well as the workers.

Somehow it seems to be ordained that creative plans promote progress. There is nothing of the noisy fring-squad type of mind in the organized army of enlisted men and women doing daily duty at the four corners next to City Hall.

There is something more than, and far away and above, a full page of advertisement back of this enterprise.

We firmly believe that a business career of the kind we have always had in view comprehends and requires the very same preparation as any of the learned professions. Whatever doctors, lawyers, engineers and scientists acquire for their life work and its necessary investigations of malarial, epidemics, surgical operations, is likewise necessary to the merchant, who not only puts in his brain, but risks all the money he has and can command in securing the entire world of art, invention, productive power and most skillful manufacturing, to assemble it coherently for purposes of education as well as profit.

To do this well and wisely the merchant lives his life among his people, gives them his best endeavor healthward and with happy labor surroundings, affords them self-respecting and self-supporting labor, which educates and elevates their station of life.

A merchant's schools reach scores, hundreds and sometimes thousands and tens of thousands of individuals every one of the six weekdays. A merchant's opportunity is in many instances broader and farther reaching than the average professional, and some day it will be so recognized. Any one can be a shopkeeper, but a merchant is as much different as a mouse is from a Rocky Mountain eagle.

Respectfully submitted.

[Signed] *Joe Wanamaker*

August 16, 1919.

Charming New Hats With a Distinctly Paris Look

AS A matter of fact, we had some very new French models copied for us and these are the copies which have just arrived.

Picture a saucy little turban with a gathered crown of vivid orange velvet and a turned-up brim of dark blue velvet petals. Or a large rose pink velvet straight-brim hat with the velvet laid in folds and black monkey fur falling over the folds.

There is a demure dark green velvet hat, quite small, turned up and faced with lighter green duvetyne in which a design is embroidered in orange and gold.



These are only a few—the prices range from \$15 to \$36. (Second Floor, Chestnut)

Concerning Raincoats for Women

There may have been a few women who felt scornful of raincoats, but this Summer's Swithning has converted most of them to the belief that a little raincoat member of the outfit is a very handy thing.

The Women's Coat Store is showing—

Coats and capes of rubberized canton cloth—a silk and cotton mixture—and of mohair, both single texture, at \$7.50 to \$17.50.

Coats and capes of the slippery oil-silk which is so cheering to behold on a dark day—green, blue and red; price \$22.50 and \$25.

Coats of cravenetted gabardine—black, navy and tan, at \$25 to \$35.

Coats of rubberized tweeds, plain and plaid, and all single textured, at \$20.

(First Floor, Central)

Young Women's Summer Frocks Reduced, \$5 to \$18.75

ONLY a few, but such pretty things as many girls could easily find a place for in their wardrobes at these little prices. They are just half, or nearly half, what they were. A few colored linens, linen and voile, plain and checked voiles, English prints with organdie trimmings. Also some white organdies and nets that could be worn the year round.

All are in good condition and the sizes include from 14 to 20 years.

(Second Floor, Chestnut)

Women's Stockings at 50c "Seconds" of Silk and Artificial Silk Mixed

When we had a full assortment of these stockings we sold them as a special for 25c more.

Now that the blacks and whites are all gone we have taken the remaining 6000 pair, which are colors, and marked them 50c a pair.

(West Alle)

NEWEST AND PRETTIEST AFTERNOON FROCKS TO DELIGHT YOUNG WOMEN

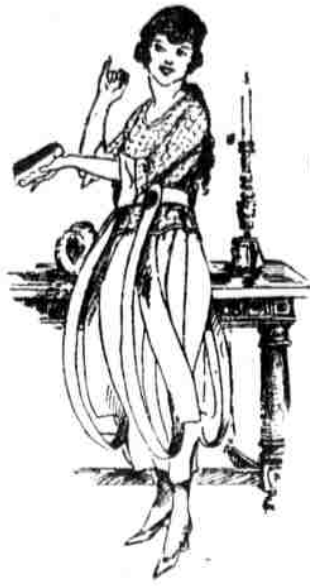
FASHIONS have changed so much since Spring that every young woman will certainly want to see these new dresses for herself, and as soon as possible.

The lines are as different as can be. Draperies are coming in, often one-sided draperies; skirts are still narrow, but the graceful overtunic takes away the narrow look.

Sleeves, in many of the newest styles for afternoon, are elbow length and they widen toward the wrist. There is everything of the unusual; nothing commonplace about these new Autumn frocks.

A new dark blue Georgette crepe has a deep skirt part of satin put on in bias fashion and the crepe is beaded in squares, with motives of gold embroidery in the center. It is \$68.50.

Very novel is a blue tricotine, with long panels at the sides, trimmed with three rows of in-



(Second Floor, Chestnut)

sertion, fringe and having an underskirt of black satin. The round neck in front has a band of brightly colored embroidery ending in red tassels over the shoulders. This is \$80.

There is also a charming fancy silk tricolette dress combined with the same color blue tricotine. Two straps start from the waistline in the front and back and are looped back to the full overskirt of the same material. It is one of the prettiest and oddest of the new models and is \$87.50.

Many other new Fall dresses in serge, tricotine and satin, some less expensive, some more so. All in sizes 14 to 20.

New Top Coats

We have just received a few of these in a beautiful silver-tone velour, tailored in mannish style, but the severity is relieved by large collars of squirrel or other furs. Sizes 14 to 20.

"Tales of Fishes" By Zane Grey

is a book which will warm the cockles of every true fisherman's heart, for the writer is a famous angler as well as successful novelist. These stories are told out of his own experience in many waters.

Price \$2.50. (Main Floor, Thirteenth)

50 Wicker Lamps Reduced—\$7.50 to \$50

Table and floor lamps, with one and two electric lights, their standards and shades being of wicker in various finishes—greens, browns, natural color and gray, and linings mostly of gay cretonne. Their prices were 25 per cent higher.

(Fourth Floor, Central)

Gold-Mounted Wallets

Men who like fine card cases, hip books and wallets will admire this new lot. Only selected seal leather is used in the pieces and they are embellished with 14-kt. gold corners.

Both two and three fold styles and prices range from \$6 to \$13.50.

Seal is so scarce this year that it wouldn't be a bad idea to put one or two of these books by for gifts.

(Main Floor, Chestnut)

Women's Fine Autumn Suits Are Coming In

THE materials are rich velours, tricotines, silvertones and broadcloths; some severely plain, others embroidered or braided or fur trimmed in novel fashions. For instance, a deep red costume has enormous pockets as well as collar and cuffs of gray squirrel.

Colors are paprika, browns, navy, oxford and black. The skirts are moderately narrow; the coats usually knee length and belted; the entire silhouette very straight and slim. Prices run from \$45 to \$350.

(First Floor, Central)

New Over-Blouses

Approved by common sense as well as Fashion, because when worn with a skirt and coat the effect is much more finished and artistic than the ordinary short blouse can give.

Each of these three new styles comes in bisque or navy; the first has wool embroidery in many colors and costs \$32.50; the second has the same in a very striking design and costs \$27.50; and the third is richly beaded and is altogether quite charming. The price is \$45.

(Third Floor, Central)

New Novelty Georgette Crepes Shown for Autumn Gowns

And so that women can see just how lovely they are we have draped some of these crepes over colored satins. There are marvelous possibilities in them, as every woman can see for herself.

The darker colored and black grounds, some with Autumn leaves, others with conventional designs, are used for afternoon dresses.

The white or light colored ones, such as pale gray with vivid red roses, orchid with climbing yellow roses, turquoise blue with a touch of pink and so on, would be charming for evening gowns.

All are 40 inches wide and \$4 a yard.

(First Floor, Chestnut)

Chamois-Finish Lisle Gloves Women Like for Fall

They are somewhat heavier than a silk glove and they wash very well indeed.

2 clasp in white or colors, \$1 a pair.

Slip-on style in white only, \$1.25 a pair.

(Main Floor, Central)

Women's New Oxfords of Nut Brown Calfskin

A pleasing and rather light shade of tan that is much favored by smart young women.

These shoes have long vamps, long, slender toes with wing tips, military heels and many perforations.

They can be worn now or with spats later.

Price \$13.

(First Floor, Market)

Jersey Cloth Just Arrived—\$3.50 a Yard

An excellent weight for Autumn dresses, and 54 inches in width.

Colors are kangaroo, navy, k, taupe and dark brown. \$3.50.

(2d Floor, Chestnut)

High-Necked Nightgowns

Crinkly crepes with hemstitched ruffles, the sleeves long, \$2.50.

Nainsooks with embroidery edges and short sleeves, \$2.25.

(Third Floor, Central)

200 House Dresses at \$3.85

Originally they were nearly double this price, but being light-colored voiles we want to clear them out while there is appropriate weather in which to wear them.

(Third Floor, Central)



Player-Pianos Have Taught the Multitude Music

DID you ever stop to think how many people you know who are really connoisseurs in music? Not only appreciate good music, but know why they like it and know who wrote it?

The player-piano did that. Not so many years ago people who were musically educated were comparatively few. They rolled the names of great composers and masterpieces over their tongues with unction and made the rest of us feel very small and ignorant indeed.

But the whole country is musically educated now, and the player-piano did it.

Any one can play a player-piano and get music from it that very, very few can equal playing by hand.

But please bear in mind that there is a great difference in player-pianos. They are good, bad and indifferent, and in the case of a musical instrument you may as well have a bad one as an indifferent one. The only kind worth while is the good kind.

Chickering

Schomacker

Emerson

Lindeman

Knabe

Haines Bros.

Marshall and Wendell

J. C. Campbell

These are the famous makes of pianos sold at Wanamaker's and we have them in the best forms of player and reproducing pianos.

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

(Egyptian Hall, Second Floor)

There is one sure way of telling the size of a thing and that is to measure it. This is a simple fact that many people forget in talking about the magnitude of things. The scope of this furniture sale is a matter of fact and not of opinion.

It is measurable and it can be expressed in exact terms. The same is true of the varieties comprised in it.

Bedroom suits at medium prices are an illustration. Of these we print today a list of twenty-three, at prices ranging from \$216 up to \$454. We could easily print a list of four times as many within this price range. Please note that back of these we have a stock, so that you are at perfect liberty to choose a complete suit or any single piece comprised in it. Most of them, too, can be had with either twin or full size beds.

All of these suits are reduced in price and all of them are of excellent quality, in true period designs, well finished and with interiors of either maple or sycamore. These and the duplicates back of them are one group in the largest collection of bedroom suits ever assembled in Philadelphia—and the best and most desirable for the money.

It takes such goods to make the greatest sale in the world.



Some of the Bedroom Suits at \$216 to \$454

\$216 for a 4-piece post Colonial suit of mahogany—bed, bureau, chiffonier and dressing table.

\$216 for a 4-piece Colonial suit of mahogany—bed, bureau, chiffonier and dressing table.

\$255 for a 4-piece Adam suit of mahogany—bed, bureau, chiffonier and dressing table.

\$255 for a 4-piece Adam suit in antique ivory enamel—bed, bureau, chiffonier and dressing table.

\$286 for a 4-piece antique ivory and decorated suit—bed, bureau, wardrobe and dressing table.

\$293 for a 4-piece William and Mary mahogany suit—bed, bureau, wardrobe and dressing table.

\$300 for a 5-piece Colonial suit in American walnut—twin beds, bureau, chiffonier and dressing table.

\$305 for a 4-piece William and Mary suit of American walnut—bed, bureau, chiffonier and dressing table.

\$310 for a 5-piece Adam suit in antique ivory enamel—twin beds, bureau, chiffonier and dressing table.

\$310 for a 4-piece Adam suit in antique ivory enamel—bed, bureau, chiffonier and dressing table.

\$318 for a 4-piece William and Mary suit of American walnut—bed, bureau, chiffonier and dressing table.

\$324 for a 4-piece Adam suit of mahogany—bed, bureau, chiffonier and dressing table.

\$332 for a 5-piece Colonial suit of mahogany—twin beds, bureau, chiffonier and dressing table.

\$338 for a 4-piece post Colonial suit of mahogany—bed, bureau, chiffonier and dressing table.

\$352.50 for a 5-piece gray and blue enameled hand decorated suit—twin beds, bureau, chiffonier and dressing table.

\$360 for a 4-piece Louis XVI suit in walnut—bed, bureau, wardrobe and dressing table.

\$361 for a 4-piece Colonial suit of mahogany—bed, bureau, chiffonier and dressing table.

\$383 for a 5-piece William and Mary suit of mahogany—twin beds, bureau, chiffonier and dressing table.

\$395 for a 5-piece Adam suit in antique ivory enamel—twin beds, bureau, chiffonier and dressing table.

\$395 for a 5-piece Queen Anne suit of mahogany—twin beds, bureau, chiffonier and dressing table.

\$420 for a 4-piece Louis XVI suit in antique ivory enamel—bed, bureau, wardrobe and dressing table.

\$421 for a 5-piece Louis XVI suit of American walnut—twin beds, bureau, chiffonier and dressing table.

\$454 for a 4-piece post Colonial suit of mahogany—bed, bureau, chiffonier and dressing table.

The Finest Wilton Rugs Are Selling Fastest

IN SPITE of the fact that they are higher priced than other domestic rugs, the demand for the best is decided.

Most-asked-for are the Whittall Anglo-Persian Wilton Rugs, of which the new fall patterns are superb. These are their prices:

9x12 ft., \$123	9x15 ft., \$168
8.3x10.6 ft., \$112	10.6x12 ft., \$168
6x9 ft., \$76	11.3x15 ft., \$210

(Seventh Floor, Chestnut)

100 Pair Velour Curtains Special at \$35 a Pair

There is a good selection of the most desirable colors among them, and some pairs are worth from one-third to nearly double this price.

A few are slightly mused, and these we have marked at \$22.50 a pair.

It is a chance for people who will need new curtains for their town houses, for such qualities will be far above these prices in the Fall.

(Fifth Floor, Market)

Children's Straw Hats Reduced, 75c to \$5

Tailored hats chiefly that would do to put on now and wear until well into the Fall or that can be put away for next Spring.

There are colored and white hats in sizes from 2 to 6 years. All have been much higher priced.

(Third Floor, Chestnut)

273 Pairs of White Blankets Reduced a Fifth to a Third

THIS is a shelf-clearing disposal of small groups to make way for new goods now coming in.

It is a very opportune and helpful occasion in view of the uncertain condition of the market, because these blankets are bound to be pretty good investments at their reduced prices, no matter what developments may take place. All are from

our own regular stock and are grades that we cannot now duplicate to sell at the same prices.

Some all-wool, others with a varying percentage, none less than 20 per cent wool.

Four grades of single-bed blankets—

30 pair at \$7 a pair.

25 pair at \$10 a pair.

42 pair (two grades), \$12 a pair.

(Sixth Floor, Central)

Three grades of double-bed blankets—

55 pair at \$7.50 a pair.

72 pair at \$12 a pair.

14 pair at \$12 a pair.

Some are all white, but most of them have colored borders—pink, blue, yellow and lavender.

Also 25 sample blankets, slightly soiled; single and double bed sizes; no two alike. All reduced one-third.