

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  
Showers

# The August Furniture Sale Proves That the People Want the Best Class of Furniture and Know Where to Look for It

## A Quaint Old Irishman Has Just Spoken

saying, "fashions change, but feet do not; it is my feet that I want fitted, whatever the fashion may be."

Fashions are fitful and ever changing and sometimes hideously unfit for universal acceptance.

The chief idea and intent of this establishment is to be a faithful servant of the people who come to us and to suit these people with what they ought to have rather than just make sales as quickly as possible, which was the old fashion.

[Signed]

*John Wanamaker*

August 18 1919.

## Seven New Books

"Going West," by Basil King, price 60c. A book with a special attraction for people interested in all which that beautiful title implies.

"Heritage," by V. Sackville West. \$1.50. A first book with a quality which suggests—strangely enough—both Conrad and Emily Bronte.

"Mr. Standfast," by John Buchan. \$1.60. The hero of "The Thirty-nine Steps" appears again in this new romance of love and war.

"The Lady of the Crossing," by Frederick Niven. \$1.50. An "Up West" tale in which the author portrays life in a raw western community.

"Mummary," by Gilbert Cannan. \$1.50. A story of the stage, full of richness and substance.

"Spriggles," by E. Lawrence Dudley. \$1.60. The charming tale of a little ragamuffin—a thing full of tenderness and humor.

"Janet of Kootenay," by Evah McKowan. \$1.50.

(Main Floor, Thirteenth)

## Rich Duvetyne

A few pieces of this beautiful fabric just received in the Dress Goods Salon are in fine shades of Havana brown, midnight blue, tobacco brown, navy, black and chevreul.

The width is 43 inches; price \$12 a yard.

(First Floor, Chestnut)

## Class of Furniture and Know Where to Look for It

IT IS very interesting to observe how the growth of Wanamaker Furniture Sales has been marked by a betterment of the construction features in the goods and a gradual, but real tendency toward truer and finer standards of design. In this respect they have been inspirational. Really, if there is a single furniture maker in America who doesn't feel it worth while to improve the quality of his goods, the Wanamaker Sale is the one thing calculated to convince him of his folly.

For it is the greatest individual merchandise event we have ever known to grow from the principle and the practice of insisting upon quality first, last and all the way through.

The fine bedroom suits in this Sale are a beautiful object lesson on the wonderful advancement which America has made in the art of cabinet-making.

The list of suits here printed comprises only a small percentage of our whole assortment. They are typical of the finest groups in the stock, and one of the striking things about them is that they present such a delightful diversity of choice combined with a uniform excellence and beauty in contour and craftsmanship.

For anybody needing a high-grade suit, not to come and look at these would be like shutting one's eyes deliberately in the face of opportunity.

## Plenty of Pink and White Georgette Dresses

of the moderately priced sort are just now to be seen in the Women's Fashion Salons—beaded dresses and dresses with self buttons and self tucks, and dresses with braiding or embroidery. Almost always the sleeves are long and the necks square.

Prices are \$18.75 to \$35.

(First Floor, Central)

## The New Fall Fashions Have Arrived for School Girls

There is just three times as much space now given up to these garments as there used to be, and that is because we expect to have the best and the largest stock of dresses, skirts and coats for girls of 6 to 14 years that we have ever had.

Tomorrow these new Gray Salons will be brim full of new things. Everything is practical and well made, there is just enough and not too much trimming, and there is the touch of individuality and refinement that every mother, to say nothing of the girl herself, appreciates.

Wash dresses, \$2.75 to \$32.50—this includes all from the simplest little cotton school frock to fine linens with a bit of hand embroidery and the prettiest of white dotted swisses trimmed with real "baby" Irish lace.

Serge dresses, \$22.50 to \$50. All-wool serge and very reasonably priced as today's prices go. They are beautifully tailored little frocks, mostly with hand embroidery, dangling hand-crocheted ornaments and velvet ribbon belts to match the embroidery.

Silk dresses, \$11.50 to \$45. Plain and checked taffetas, crepes de chine in dark colors for afternoon. Also some of the prettiest pink and light blue silk evening frocks at \$37.50.

Velvet dresses, \$32 to \$62.50—these will be much worn this Fall and Winter. They are really lovely, with hand buttonholing done with wool thread, some are combined with pussy willow taffeta and have a bit of real lace at the neck.

Plaid skirts, \$6 to \$33.50—all-wool, and in kilted effects, Scotch plaids and others with brighter colors. Some are accented pleated.

(Second Floor, Chestnut)



## New Sports Hats Are Gay With Wool Embroidery

With clover blossoms of different colors on a saucy sage green velour tam o'shanter.

Or you may have a lovely soft velour in lilac shade with bunches of wool grapes in pastel blues, pinks and greens.

And there are other exceedingly smart sports hats of silky zibeline, a peacock blue, for example, with a black satin crown. This is one of the few exceptions where hand embroidery is not used.

These are almost the first hats women will need with their Fall suits. Prices go from \$15 to \$28.

(Second Floor, Chestnut)

## Organdie Waists

White ones, very simple and in good taste. One style has a shallow neck with collar and cuffs edged with tiny self-pleatings, and the other has wide beading and tiny black ribbons for its only ornamentation.

The first sells at \$3.50; the second at \$5.

(Third Floor, Central)



Connoisseurs of candy say that there is no candy in Philadelphia to equal that from the Camee Shop at Wanamaker's.

As a tribute to The Girl, an appreciation to a hostess or an evidence of a husband's thoughtfulness, a box of Camee candy is one of the nicest of things.

Camee caramels, \$1 a pound. Camee chocolates, \$1.50 a pound.

(Main Floor, Chestnut)

## Fruit Jars for the Preserving Season

All the standard types of fruit jars are here at prices as low as they can be bought for anywhere.

Every housewife in Philadelphia and in many other places knows the "Banner" glass-top fruit jar, which we specially recommend.

This is sold for \$1.30, \$1.50 and \$2 for pint, quart and half-gallon sizes, respectively.

We also have the regular Mason jars and the wide-mouth Mason jars in all standard sizes.

(Fourth Floor, Chestnut)

## Now Men, Here They Are! Straw Hats for \$3

This is a reduction of all our finer stiff straw hats and some mackinaws.

Among the former are Lincoln-Bennett and Redleaf London straw hats and fine splits.

Until now these hats have been selling for \$1 to \$4 more than the price marked on them for tomorrow.

Not a great many in the sale, and, as a number of men have been waiting for this news, it is advisable to come in early.

(Main Floor, Market)

## More Men's Sports Suits of Donegal Homespun (In the London Shop)

We have just received another shipment of these smart and desirable suits, in various shades of tan.

They are two-piece style with Norfolk coats that can be worn separately with flannel trousers, if desired, or for golf. They have the outside bellows pleats that give ample freedom.

Splendid motoring and vacation suits and fine for college. Price \$47.50.

(The Gallery, Chestnut)

## Men's Handkerchief Specials, \$6 and \$7 a Dozen

At \$6 a dozen—Really wonderful quality linen handkerchiefs, plain hemstitched and in regular size. These were bought over two years ago.

At \$7 a dozen—More of those extra-size linen handkerchiefs that are so scarce now and that so many men like. Plain hemstitched and good quality.

(West Aisle)

## These \$10 Cordovan Oxfords for Men

are about the most popular of our men's fashionable shoes this season.

They are in a good shade of mahogany and are made over a straight English last, with wide shanks and low, broad heels.

\$10 is not much for them.

(Main Floor, Market)

## Persian Mahal Carpets at Reduced Prices Added to the Oriental Rug Disposal

Softness, warmth and vigor are combined in the color tones of these rugs. For everyday service they are in many respects the most practical and adaptable of weaves.

The group now added to the Oriental Rug disposal has been taken straight from our own stocks and reduced 20 per cent.

They are good, dependable rugs in the characteristic red, ecru and blue shades of Mahal pieces.

Anybody with the least understanding of conditions in the Oriental rug market will recognize at once how unusual these are at their prices.

### Persian Mahal Rugs

13.5x8.8 feet, \$275.	11.7x8.5 feet, \$279.
11.1x8.8 feet, \$229.	11.9x8.6 feet, \$269.
11.5x8 feet, \$257.	11.9x8.9 feet, \$247.
10.11x7.1 feet, \$197.	13x8.6 feet, \$355.
12.11x7 feet, \$365.	12.4x8.3 feet, \$325.
11.5x8.2 feet, \$387.	11.3x7.7 feet, \$261.
11.8x9.6 feet, \$325.	10.11x7.9 feet, \$229.

### Beluchistan Rugs Reduced

Average size, 2.6x5 feet, \$27.

### Hamadan Mats Reduced

\$25.

(Seventh Floor, Chestnut)

## Good Blankets at Reduced Prices Are Bound to Sell These Times

The 263 odd pair that we advertised at reductions of 20 to 33 1-3 per cent brought quite a response.

For that reason we cannot print a list of groups today, but we can still promise an interesting choice in various grades at \$7, \$7.50, \$10 and \$12 a pair.

Included are all-wool blankets and others varying from 20 per cent wool upward. Single and double bed sizes.

(Sixth Floor, Chestnut)

A TROUSER presser soon saves its cost and can be used in traveling—it fits a suit case. Price \$1. (Fourth Floor, Central.)

CORN on the cob implies a corn-slicer. Nickel plated, 25c each; \$2.85 a dozen. (Fourth Floor, Market.)

THE Wanamaker Special Electric Iron is a treasure to housewives as much as to apartment dwellers. Complete with cord and plug. \$5 for the six pound size. (Fourth Floor, Central.)

THE electric washer saves time, labor and money, besides washing the clothes thoroughly. Seven kinds of washers here. \$75 to \$150. (Fourth Floor, Central.)



## A Few of the Superb Bedroom Suits

\$481 for a 6-piece post-Colonial suit of mahogany—twin beds, bureau, chiffonier, dressing table and night table.

\$486 for a 7-piece Chippendale suit of mahogany—twin beds, bureau, chiffonier, dressing table, bench and chair.

\$508 for a 7-piece Sheraton suit of antique ivory enamel—bed, bureau, wardrobe, vanity dresser, nightstand, chair and bench.

\$522 for a 10-piece hand-decorated suit of mahogany—twin beds, bureau, chiffonier, mirror, vanity dresser, desk, night stand, chair and bench.

\$527 for a 6-piece Adam suit of antique ivory enamel—twin beds, bureau, chiffonier, vanity dresser and mirror.

\$537 for a 6-piece William and Mary suit of walnut—twin beds, bureau, wardrobe, vanity dresser and bench.

\$645 for a 6-piece Chippendale suit of American walnut—bed, bureau, chiffonier, dressing table, chair and rocker.

\$665 for a 5-piece Louis XVI walnut gold decorated suit—bed, bureau, wardrobe, dressing table and rocker.

\$684 for an 8-piece Louis XV suit of antique finished mahogany—twin beds, bureau, chiffonier, dressing table, night table, bench and chair.

\$743 for a 7-piece gray and white enameled hand-decorated suit—bed, bureau, chiffonier, dressing table, chair, bench and lamp.

\$745 for a 9-piece Louis XV suit of American walnut—twin beds, bureau, chiffonier, dressing table, desk, chair, rocker and bench.

\$765 for a 7-piece Louis XV suit of mahogany—bed, bureau, wardrobe, dressing table, night table, chair and bench.

\$767 for a 7-piece American walnut gold decorated suit—bed, bureau, wardrobe, dressing table, desk, night stand, chair, rocker and bench.

\$1125 for a 7-piece Louis XVI antique ivory enameled suit—bed, bureau, wardrobe, vanity dresser, bench, chair and night table.

\$1246 for a 7-piece Louis XVI suit of mahogany—bed, bureau, wardrobe, dressing table, bench, chair and night table.

\$1260 for a 7-piece Louis XVI suit in gray and white enamel—bed, bureau, chiffonier, dressing table, bench, chair and night table.

\$1620 for an 8-piece Louis XVI suit of antique ivory enamel—twin beds, bureau, chiffonier, dressing table, night table, chair and bench.

## White Wash Skirts

Reduced to \$1, \$2.50 and \$5

100 skirts at \$1 are of linen, made quite full, gathered backs, plain front and button-trimmed pockets.

100 skirts at \$2.50 are fine gabardines which have been from half as much again to twice this price. Odds and ends chiefly.

100 skirts at \$5 are fine gabardines, piques and triclotines that have been very close to double. They are all beautiful styles, and about half are in sizes from 36 to 40 waist measure. These are among the best skirts for larger women we have had this Summer.

(East Aisle)

## The Right Kind of Sleep Demands the Right Kind of Bedding

The right kind of sleep means so much to one's health that nothing which contributes to it should be chosen thoughtfully.

The only bedding in our August Sale is the kind that is good and safe and comfortable to sleep on.

That is the only kind safe to buy at sale time or any other time.

The best time to buy it is now when you can choose from our entire assortment of mattresses, pillows, bolsters and bedsprings at August reductions in price.

(Sixth Floor, Chestnut)

## Women's Fine Vicunna Coats

Big coats of the utmost simplicity, but so rich in texture and pleasant in color that they are really immensely luxurious. They are made of vicunna cloth in a delicate bright tan color, taupe, a light cool gray, deer brown and old blue; and there are two styles—one with big square collars, belts, pouch pockets and pleated backs. The other somewhat the same, but with tailored collars and curved pockets. The first is \$95 and the second \$115.

A beautiful tan vicunna cloth with belt, odd pockets and roll collar of Hudson seal (dyed muskrat) is \$265.

And a cape of deer brown vicunna cloth with a front belt and a beaver collar is \$250.

(First Floor, Central)



## Silk Handbags, \$2.75 to \$5 Average Half Price

We have taken about 300 silk handbags that have sold down to fairs of a kind and reduced them an average half for quick clearance.

There are all shapes and sizes among them, and you may choose from covered, metal and shell-finish frames.

Chiefly black and navy, though there are some white, gray and brown.

(West Aisle)

## Philippine Nightgowns and Chemises

Some inexpensive kinds very much wanted are these:

Nightgowns with kimono sleeves and fancy scallops, with plain scallops and sprigs and with wide ribbons and much embroidery, \$3.25 to \$6.75.

Envelope chemises with fancy scallops, or scallops, and some embroidery besides, \$3.25 to \$4.50.

All in the French Room.

(Third Floor, Chestnut)