

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
Local Showers

Think of the Needs of Your Home Along With the Opportunities in This August Furniture Sale

Some of Our Friends Remember Old Dr. Henry Wayland

a learned and highly honored Philadelphian.

On one occasion he was lecturing to his class in the college and one member of the class, not quite satisfied with his argument on the subject of miracles, hailed him on the street, and to make what he said practical, asked: "Doctor Wayland, what would you say if I stated that as I was coming up College Street I saw that lamp post at the corner dance?" and the Doctor quietly replied: "I should ask where you had been, my son."

So many people always want more testimony. They accept what they hear with reservations.

The only way to understand some facts is to personally examine all that relates to them and live with them.

Tens of thousands know this Store from years of experience with it.

(Signed) *John Wanamaker*

August 19, 1919.

High Time for Fall Suits Many Young Women Think

And the new tailored suits have come and are all ready for their future owners.

There are beautiful fashions this year, long, slim lines, with rows of buttons or braid to emphasize them. The coats are three-quarter length or longer and often, in the finer suits, there are side panels trimmed with braid or fur.

Large fur collars or small neckpieces are frequently seen and there are plenty of untrimmed suits for young women who want to use their own furs.

Starting with sturdy grayish tweeds at \$43.50 (just the thing for every day, school or college wear), there are jersey sports suits, soft oxford mixtures, small checks, severely tailored men's suitings (some even have a binding of narrow silk braid), and so on up to the hand-somest serges, tricelines and velours with wide braid or fur trimming, the highest price being \$200.

In a word, there is every kind of suit here that the young women will need, and at almost every price, and we have been particularly careful to choose the best of each kind, even going so far as to have changes made in certain models to add to the attractiveness.

All are in sizes 14 to 20.

(Second Floor, Chestnut)

New Plaid Suitings

The kind which Fashion prescribes for sport skirts, the plaids being large and small. For instance, there are—

Shepherd's checks and checks in peacock-blue-and-black, or blue-and-tan; and large plaids in maroon-tan-and-blue, all at \$5.50 a yard. And blue-and-taupe plaids, brown-and-tan plaids, plum-and-tan and blue-and-black plaids, all at \$6 a yard.

The width in every case is 54 inches.

(First Floor, Chestnut)

A Beautiful Pump, Madam

It is a two-eyel Colonial tongue pump, made to carry a buckle, and made of the nut brown Russia calfskin so high in favor with smart women now.

The lines are long—long vamp, long, narrow toe; high Louis heel and turned sole.

Price \$12.

(First Floor, Market)

50 Women's Capes Reduced \$15 to \$50

The new prices are down to nearly half of first prices, and the garments are the sort that can be worn until snow flies. Some are serge and the rest are tricotine; the colors are the serviceable tans, navies and black; and a few of the capes have the always serviceable sleeveless waistcoats.

Of course sizes are broken.

Prices \$15 to \$50.

(First Floor, Central)

Letitia Corsets

At \$5. A dainty pink batiste model, lightly boned, with low bust and medium skirt.

At \$6. A low bust model of pink batiste with long skirt and cleared hip.

At \$7. A pink coutil, well boned, with insert of elastic partly across the top.

At \$8. A strong white coutil, well boned, low, full bust and long skirt.

At \$9. A low bust model with gores of elastic; eyelets and lacing below front steel.

At \$10. A pink dotted batiste with medium bust and long hip.

At \$11. Low bust, long hip model of pink and white figured broche.

(Third Floor, Chestnut)

Women's Silk and Artificial Silk Mixed Stockings—\$1.25

Fine, first grade, full-fashioned goods, with cotton tops and soles. Black, white and colors in the lot. Very special.

(West Alate)

IF YOU need, or are going to need, good furniture, now is the time to buy it and this is the sale to buy it in.

We have said this before, but it is worth repeating, especially as August days are passing quickly—there are only eight more days of the Sale left.

Now is the time and this is the sale.

We might write a great deal without saying anything more true. For that is really the most significant thing about the furniture situation—it is the one fact that stands out beyond all others.

We still have a magnificent stock in this Sale. We shall have an amplitude to the end. But every piece of furniture in our possession

will be marked 10 to 70 per cent higher after August.

Prices of practically all furniture have advanced. None of the goods in this sale can be bought to sell for the regular prices that prevailed here before August—to say nothing of selling them at the reduced August prices.

This is the fault of nobody in particular. It is in strict accord with the law of supply and demand. As things are now the people want more furniture—especially more of our kind of furniture—than the workshops are able to turn out. You know what happens when the supply is unequal to the demand. As to what is back of a sale at this store, you can form an estimate in different ways. One



good way is to gauge the number of dining-room suits in it. Measured in that light, this is still a Sale of abundant supplies, despite the phenomenal distribution.

We Have 125 Beautiful Dining-Room Suits on the Floor

here for anybody to count them.

Of some of these we have just one; of others as many as five duplicates.

All are at reduced prices and no other collection comes near enough to them to make comparison worth while.

This is so very patent that no-body questions it in sincerity.

\$160 for a William and Mary suit of fumed oak—buffet, serving table, dining table and china closet.

\$229 for an American walnut suit in Queen Anne design—buffet, serving table, dining table and china closet.

\$237 for a mahogany suit in Heppelwhite design—buffet, serving table, dining table and china closet.

\$265 for an American walnut suit in William and Mary style—buffet, serving table, dining table and china closet.

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sign—buffet, serving table, dining table and china closet.

\$275 for an American walnut suit, Queen Anne design—buffet, serving table, dining table and china closet.

\$275 for a mahogany suit in Queen Anne design—buffet, serving table, dining table and china closet.

\$292 for a mahogany suit, Adam design—buffet, china closet, dining table and 6 chairs.

\$315 for a mahogany suit in Queen Anne design—buffet, serving table, dining table, china closet and 6 chairs.

\$350 for a mahogany suit in William and Mary design—buffet, serving table, dining table, china closet and 6 chairs.

\$360 for an American walnut suit, Louis XVI design—buffet, serving table, dining table and china closet.

\$385 for an American walnut suit in William and Mary design

—buffet, serving table, dining table, china closet and 6 chairs.

\$387 for an American walnut suit, William and Mary design—buffet, serving table, dining table and 6 chairs.

\$387 for a mahogany suit in William and Mary design—buffet, serving table, dining table and china closet.

\$391 for an American walnut suit in Queen Anne design—buffet, serving table, dining table, china closet and 6 chairs.

\$445 for a mahogany suit in Queen Anne design—buffet, serving table, dining table, china closet and six chairs.

\$468 for a mahogany suit, Chippendale design—buffet, serving table, dining table, china closet and 6 chairs.

\$470 for an American walnut suit in Adam design—buffet, serving table, dining table, china closet and 6 chairs.



Women's Serge Dresses Prices \$35 to \$47.50

Half a dozen styles or so have just come and show such fashion features as tiny triple belts, jackets with ruffled and tucked peplums, long slip-on blouses, and heavily embroidered tunics with loop fastenings and string girdles. Nearly all are in navy blue.

(First Floor, Central)

NEW Waists of Crepe de Chine

A high-low style with fine tucking in pink only, \$3.85. And another in white has a long shawl collar with tiny pleatings on it and on front strap and cuffs, \$8.50.

(Third Floor, Central)

THE Lovely Colors of French Handkerchiefs

have been reproduced in some women's handkerchiefs made in Ireland. Also the designs are French.

They are in soft grays, pink, tan, blue and violet, all-linen, and the price is only 50c each.

(Main Floor, Central)

Women's Writing Cases in Fine Assortment

All sizes and shapes—as complete a showing as we have had for many a day. Pigskin, fine black leathers, and a highly glazed leather in pink, blue and green.

Each case has lock and key, beautifully lined and finished and has the necessary equipment.

Prices are \$4 to \$11, and from what we know of these things we would advise any person who wants any of these cases for gifts to get them now.

(Main Floor, Chestnut)

NEW Sterling Silver Pieces in Cases

A very good choice for a wedding or anniversary gift for people who want to give something inexpensive.

They are useful little gifts and always most acceptable.

A pair of salt cellars and spoons, \$6 and \$11.

A set of six salt cellars with spoons, \$14.50 to \$30.

A set of salt cellars and pepper boxes, \$14 to \$22.

A gravy ladle, \$9.50.

A berry spoon, \$12.50 and \$13.25.

A dozen coffee spoons, \$16.

A salad set, \$23.

A dozen ice-cream forks, \$38.

(Jewelry Store, Chestnut and Thirteenth)

TWO New Books

"After Thirty," by Julian Street, being the pleasant account of a lovable man with a gift for philandering and of his delightful wife who keeps him straight. \$1.50.

"The Girl in the Mirror," by Elizabeth Jordan. A mystery story set in New York, the core of the story being a charming love theme. \$1.60.

(Main Floor, Thirteenth)

BLOOMERS for Bathing

Lots of women haven't gone away for their holiday yet, and with such these bloomers are in great demand.

Two good styles of black sateen, \$1.85 and \$2.50 each.

Two styles of black satin, \$4.75 and \$5.50.

(Third Floor, Central)

NEW Middy Blouses for School Girls

No girl seems ever to think she has enough of these comfortable garments, and they do launder so well.

New styles are mostly of white jean with navy blue or white collars. Some have silk ties and others lace up.

Sizes 6 to 16 years, \$1.25 to \$2.50.

(Third Floor, Chestnut)

STERNO canned heat yields a steady, intense heat, and is always ready for use, while camping, touring, yachting or in the nursery or sick room.

Heavily nicketed and collapsible, the outfits are 65c to \$3.

(Fourth Floor, Central)

TO ANY ONE INTERESTED IN FLOOR COVERINGS

Standard Domestic Rugs in Oriental Effects

Wilton rugs, Wilton velvet rugs and Axminster rugs, all moderately priced as rugs go now and in a wide range of colors and designs.

Wilton Rugs

6x9 ft., \$50 and \$52.50 9x15 ft., \$105
8.3x10.6 ft., \$76.50 and \$96.50 11.3x15 ft., \$138
9x12 ft., \$67.50, \$80 and \$98.50

Wilton Velvet Rugs

9x12 ft., \$52.50

Axminster Rugs

9x12 ft., \$42.50, \$52.50 and \$58.50
8.3x10.6 ft., \$37.50, \$48.50 and \$52.50
11.3x12 ft., \$57.50
11.3x15 ft., \$95

(Seventh Floor, Chestnut)

A Saving of 20 Per Cent on Persian Carpets Is Remarkable Today

It results from a straight reduction of a number of Persian Mahals in our own stocks.

We reduced these pieces in order to strengthen a recent purchase of carpets which we have been selling at very attractive prices.

The selection is most interesting and the values extraordinary considering that rugs of this kind cannot be obtained for selling at anything like the same low prices.

From 10.11x7.1 feet at \$197 to 14x10.4 feet at \$4.35. In between are pieces at \$229, \$247, \$257, \$269, \$275, \$279, and so on.

We are also showing some excellent groups of small rugs at reduced prices, including Beluchistans, averaging about 2.6x5 feet, at \$27, and Hamadan mats at \$25.

(Seventh Floor, Chestnut)

37 Different Grades of Mattresses at Reduced Prices in the August Sale

These include seventeen grades of hair mattresses ranging in price from \$24 to \$85, for double-bed sizes, and twenty grades of felted cotton, willowed cotton, floss and fiber mattresses at \$6.30 to \$45 for double-bed size, 64x76 inches.

Upholstered box springs in eight different grades are now \$21 to \$42.50 in double-bed size and steel wire and coil springs at \$6.75 to \$13.50.

Eight grades of feathers and down for making pillows and bolsters are also included.

Prices for all of these goods will be 10 to 20 per cent higher once this Sale is over.

In all cases, single-bed sizes are at smaller prices in proportion.

The goods are of the quality we always sell.

The time for buying them at a saving is running short.

(Sixth Floor, Chestnut)

ON SALE IN THE PIANO STORE

- pianos newly reduced
- pianos taken in exchange
- other used pianos

This Store originated the August and January Piano Sales of used, taken-in-exchange and newly reduced pianos. It was our custom to put our accumulation of these instruments on sale only in those two months—January and August.

The sales grew until we established the world's record of 295 pianos sold at retail to individuals in one day. Only the most extraordinary values could have made such a record possible.

Then people began asking us to sell our taken-in-exchange pianos in between the stated sales months. It seemed hardly fair to ask these people to wait until a stated period to buy their pianos, so recently we have been selling these pianos as fast as they can be put in first-class playing condition at the Schomacker piano factory.

We have at this time about 100 pianos that are newly reduced or taken in exchange

They comprise grand pianos, upright pianos and player-pianos, all lowered in price in the same proportion that made our August and January sales famous.

These pianos will be on sale tomorrow and as long as they are unsold, but the values are so unusual that we do not expect them to stay long. Of course, the pick of them will go first.

(Egyptian Hall, Second Floor)

