

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 Cloudy
---	--------------------	------------------	--------------------	-------------------	--------------------	-------------------

Year by Year and Even Day by Day It Becomes More Clear That There Is One Wanamaker Furniture Sale and No Other Like It

We Were Venturesome Enough to Make the Attempt

a half century ago to simplify storekeeping and turn the sale and purchase of commodities into a season of pleasure and convenience, without weariness or waste of time.

Thousands of times in the course of a year people have said to us, "It is a great happiness to come here to shop."

It is not always easy to know what to buy or what to let alone.

The ever-changing merchandise displays we are able to make, gathered from every quarter of the globe, are a source of delight and information.

This Store from its first days was meant to be an enjoyment to the people. Oftentimes we rule out commodities commonly called great bargains. Many articles are put upon the market too cheap to be a good pennyworth.

Frequently that which is glossed over by expensive and extensive advertising

Proves to be a Bargain
Pick Purse

Three simple rules in spending money are worth while—

- 1—Think twice—over bargain sales that are not bargains!
- 2—Is it a trustworthy article you are purchasing?
- 3—Whether you have any occasion for it.

(Signed) *John Wanamaker*

August 20, 1919.

New Regulation School Dresses That Every Girl Should See

And as soon as she does see them she will certainly want a half dozen or so to wear throughout the school year.

It is a brand-new style that we have never had before, and it is just as practical as it is pretty. The dress is pleated and has a yoke back and front. A buttoned-on belt holds the fullness in slightly at the waist line and there is a regulation sailor collar and trimmings with a lacing in red.

In white galatea this dress is \$5.25. In a sturdy linen-and-cotton cloth in navy blue it is \$9.50. In all linen, white with blue trimmings, \$12.50. Sizes 6 to 14 years.

Other regulation suits of kindergarten cloth, blue or white with red ties, \$5.75. Sizes 6 to 14 years.

Bloomers to go with these dresses are also here for the first time. In white galatea, \$1.75; in blue linen-and-cotton cloth, \$3.50. Sizes 6 to 10 years.

Serge Regulation Dresses

Navy blue all-wool serge and a good quality for all the hard wear they are likely to get. These dresses are made in our own workrooms, and that means the best of tailoring. \$18.50 for sizes 6 to 14 years.

(Second Floor, Chestnut)

For Women—New Autumn Suits and Dresses

Some particularly good things have lately arrived for the women who want something larger than the regular sizes.

The suits are of duvet and novelty chevrons, cut in such a way as to increase the slenderness of the wearer, and beautifully made, with richly printed linings. The duvets are in rich greens and such colors; the chevrons mostly in navy and black. Prices are \$67.50 to \$145.

The dresses are for afternoon, and are often one of a kind. One deep blue charmeuse has a metal shot silk waistcoat; a navy tricotine is richly embroidered; some beaded Georgettes combine unusual colors. The color range is wide—browns, blues, navy, taupe, gray and wine.

Prices are \$50 to \$115.

(First Floor, Central)



School Girls Will Soon Need New Fall Coats

Something light in weight and just the right warmth for the first cool days.

A good-looking burella cloth coat at \$12.50 starts the price list. The most expensive is only \$18.75 and the whole assortment includes tweeds, small checks and velours. They are beautiful little garments, tailored with as much skill and care as though they were intended for the mothers themselves.

In colors one may have navy blue, Pekin blue, tan, shepherd's plids and others. All come in 6 to 14 year sizes.

We think it only fair to say that there is a very real economy in buying girls' coats now rather than later, for when we have to replace the same qualities the prices will be much higher.

(Second Floor, Chestnut)

Oriental Rugs of Various Types at Exceptionally Low Prices

We are offering quite a number of Oriental carpets and rugs at prices considerably under the prevailing values.

Among them are a very attractive group of Persian Mahals, Kermanshahs and Saruks. The Mahals are rugs taken from our own stocks and reduced 20 per cent. The other pieces belong to recent deliveries, and these are marked at less than we should ordinarily sell them for. Our collection of Chinese rugs affords excellent choice at very moderate prices.

Small Oriental rugs, now so scarce in general, are here in attractive assortment, notably Mosuls, Beluchistans, Hamadans and Chinese pieces, many of these being at special prices.

(Seventh Floor, Chestnut)

New for Fall— English Silk Sports Scarfs

They are pure silk and the prettiest Autumn shades to go with the new hats.

A very novel style is made double and has two broad, lengthwise stripes of rich dark colors. This is \$20.

Wider scarfs of single thickness in beautiful combinations of stripes, \$15 each. All have silk fringe.

There are also plenty of pure silk domestic scarfs in plain colors or with striped borders, excellent values at \$12.50 to \$16.50.

(Main Floor, Central)

"Mare Nostrum" (Our Sea)

By V. Belasco Ibanez

When you have read it you will say that this book is as great as "The Four Horsemen of the Apocalypse." "Our Sea" is the Mediterranean, and the chief figure is Ulysses Farragut—our own Farragut, incidentally, was a sailor of Mediterranean ancestry. The background of the novel is incredibly rich, and against it is a story of German submarine warfare in the great inland sea.

Nothing could be more crowded with interest. To all who love blue water it will be a book of extraordinary value and charm.

Price \$1.90.
(Main Floor, Thirteenth)

PEOPLE buying in the Furniture Sale may not know that the mirrors in the Picture Store are included in it. Prices are 10 per cent less than regular all through August.

(Fifth Floor, Market)

Brief Cases at Special Prices

Good, sound, solid cowhide cases in black and brown and in three sizes.

They make a good appearance and they are built for wear. Prices \$5, \$6 and \$7.

(Main Floor, Chestnut)

"I Want a Good, Medium- Priced Rug"

How often we hear that remark!

And how ready we are for the people who make it!

Here is a splendid selection of good, medium-priced domestic rugs, among which we mention a few:

Tapestry Brussels

9x12 ft., \$32.50 6x9 ft., \$16.50 8.3x10.6 ft., \$31.50

Axminster

9x12 ft., \$42.50, \$52.50 and \$58.50.

7.6x9 ft., \$36 and \$40.

6x9 ft., \$23.50, \$28 and \$31.

Wilton

9x12 ft., \$67.50 and \$80.

(Seventh Floor, Chestnut)

Suits Boys Can Wear Till the Snow Flies

Norfolk suits of woolen fabrics in gray and brown mixed colors, all full lined and neither too heavy for Summer nor too cool for the Fall.

Suits that boys can wear from now until the first breath of Winter begins to blow the snow before it.

Good suits, every one of them, which means that they are built for practical service and neatness of looks, not the least of their good points being the sound tailoring in every one of them.

Sizes for boys of 8 to 18 years. Prices \$15 to \$30.

(Second Floor, Central)

150 Women's Dusters Clearing Away at \$1.50 to \$6

Linenes in natural color and gray; Palm Beach cloth in natural color and gray; mohairs in black, navy and gray.

Mostly coats; a few capes.

All odds and ends.

(First Floor, Central)

The Mysterious Way a Boy's Handkerchiefs Disappear

has never been solved, but one thing is certain—he will need a totally new supply against school opening.

In plain hemstitched linen, the regular boy's size, 36c each, and they are very good values.

(Main Floor, Central)

Girls Wearing Separate Skirts Will Need New Guimpes

And here they are. They are very pretty and dainty and best of all they don't mind frequent tubbings.

In lawn, poplin or dimity, all with turned over collars. Some have hand smocking, feather stitching and French knots, others content themselves with colored collars and cuffs.

The sizes are from 6 to 14 years and the prices \$2.75 to \$5.

(Third Floor, Chestnut)

Delicious Candy— and Different

You may have heard of chocolate-covered nuts before, but it is not likely that you have tasted any more delightful than these morsels of superior chocolate with rich nut-meats scattered through them. \$1.25 a pound.

Those nougat center caramels made such a hit that we evolved a new kind, of the same materials. In these, strips of chocolate or vanilla caramel are wrapped around a strip of nougat. 80c a pound.

(Candy Store, Downstairs, Chestnut)

ONLY a person with thoroughly good eyesight can feel and be in the pink of condition.

And only a careful work-shop should be trusted to fill a prescription after he has obtained it from a competent physician.

(Main Gallery, Chestnut)



Handsome Mirrors Unique Hall Tables

We have about 100 of the loveliest mirrors in this Sale at reduced prices. No two of these are alike, but all are charming. A great many decorative periods are represented and there is a charming choice of styles, including polychrome effects, novel paneled styles and many in antique gift and bronze.

You can imagine the variety at such a wide range of prices—\$7 to \$270.

Among the hall furniture of individual charm you will notice a Queen Anne drop-leaf table lacquered and decorated in colors at \$211.

A fine decorated hall cabinet in walnut, on the order of the old commodes, at \$166.50.

A lacquered commode decorated with a Chinese lake scene in blue, black and old gold at \$397.

A half-round table decorated in the same style is \$387, and a handsome Heppelwhite hall table of mahogany is \$486.

(Fifth, Sixth and Seventh Floors)

Men's Straw Hats Are Now \$3—Save \$1 to \$4.

A reduction of all our finer stiff straw hats and some mack-inaws.

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

The opportunity a great many men have been waiting for.

(Main Floor, Market)

London Sends a New Lot of Redleaf Half Hose

Men who like these specially fine socks will do well to get them while they can.

Ribbed lisle in black, white, tan, navy and gray, \$3 a pair.

Striped and clocked lisle in black with green, blue, white or rose, \$3.50 a pair.

White and unbleached cotton, \$2.50 a pair.

Silk-and-wool in black, clerical and gray, \$3 a pair.

Ribbed wool in green, tan and black, \$2.50 a pair.

Heavy white ribbed wool, for golf or tennis, \$2 a pair.

Ribbed silk-and-wool in two-color combinations, \$3.50 a pair.

(Main Floor, Market)

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)

The Goods in the Bedding Sale Can't Run Short

But the time to buy them is running shorter every hour.

While this Sale lasts you can select mattresses, pillows, bolsters and bedsprings at reductions of 10 to 20 per cent. Once it is over, you cannot.

It will last until Friday, August 29, the last business day of the month, which means that you have plenty of time to look to your bedding needs between now and then, but not an hour too many.

Now is the time.

(Sixth Floor, Chestnut)