

STORE CLOSED ALL DAY TODAY

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WEATHER Fair

Spots of Color Here and There in Fashion's Realm—Like Leaves in a Forest—Tell How Near Autumn Really Is

"The Beginning Is Half of the Whole."—Plato.

To Baldwin, Dobson, Drexel and others, money was the smallest part. It was a man, a vision and a fixed purpose. The mind, body and soul grew in the activities of ready hands, untiring feet and unflinching courage.

The city was small and the nation of the United States was in its eighties, the same age as many of us now living. The population of Philadelphia in 1838 is recorded as 240,000.

This year it numbers almost 2,000,000. The population of the United States in 1838 was 16,000,000.

It is this year about 107,000,000. One dozen brainy, clear-headed, broad-minded men, lovers of Philadelphia, enlisted for two years to devote two hours a day every day to the upbuilding of this greatest of American cities, could do wonders in adding to its wealth, prosperity and population.

[Signed]

John Wanamaker

An Old Carved Wooden Mantel

from the von Steuben house is reduced 20 per cent this month. Some one who wishes a characteristic Revolutionary fire-place setting for a Colonial home will find it interesting.

Two old comb-back Windsor chairs of about 1760, rocker and straight chair, that seem to belong with the mantelpiece, are also now one-fifth off.

The lowered August prices, affecting everything in Antiques' seven months, will prevail only for the four remaining days of the month.

(Fifth Floor)

School Days and Watches Bear a Close Relation

It is not surprising that so many girls and college women are looking for good, reliable watches just right now.

There couldn't well be a better choice than an Elgin wrist watch, as far as time-keeping qualities and long service are concerned. They are the best kind of an investment.

In 14-kt. gold cases, \$38 to \$120. In gold-filled cases, \$18 to \$41. In silver cases, \$23 to \$44. There is an excellent assortment of all three kinds now.

(Main Floor)

In the Little Nightgown Shop

are some dainty new pajama sets of pink or blue crepe de chine and lace.

Both are slip-on jackets that are pretty enough for negligees. One model is hand embroidered and trimmed with wide valenciennes; the other has a georgette front and narrow valenciennes. Priced \$12.50. Other silk pajamas in the Nightgown Shop from \$10 up.

(Third Floor)

Whims in Dangling Earrings

The prices seem to be whims, too, as they are exactly half. Imitation jade, sapphires, jet, pearls, emeralds and rhinestones set in sterling silver with gold backs—what fancy in earrings has been omitted?

Emeralds combined with pearls, jade with fringes of pearls, rhinestones set around sapphires—and other combinations as lovely are in the small assortment. Prices are \$3 to \$18.

(Main Floor)

Rain Brings Out Flowers and Umbrellas

One has a suspicion that the sun could bring out these all-silk umbrellas—women are tempted to carry them simply because of the attractive colors and novel handles.

Strap handles are especially featured—the ring seems to be disappearing after an extended vogue. The price is \$7.50.

(Main Floor)



MONDAY Will Bring the First Showing of Autumn Fashions

IN GOWNS COPIED DIRECTLY FROM PARIS ORIGINALS

The New Lines—The New French Materials
The New Colors—And Prices Most Moderate

EXCEPT for the absence of the magic little foreign label, and the presence of a much lower price mark, any one would take these beautiful new gowns for actual Paris confections.

They express for the first time in Philadelphia many of the latest ideas of the Paris dressmakers, carried out in the original fabrics.

Here is the new wool brocade in a wonderful red-and-gray coat-effect gown after Patou.

Worth's new draped coat-gown with the corded banding is copied in black French twill.

After Lanvin is a charming coat-effect gown of moleskin duvetyn.

Another Lanvin coat-gown is copied in navy twill with black silk soutache, the low waist line threaded with a wide black satin ribbon which may be drawn tight or loose.

Wonderful are the gowns of satin glacier and satin and crepe gaufré—the new crinkled, wrinkled and puffed silks, satins and crepes that look as if they had been out in the rain, yet are so deliciously supple and soft.

Two gowns after Premet in this black satin and silk gaufré, and another after

(First Floor)

Renee, are striking. A third is finished with monkey fur; a fourth with the lace collar which Paris hints at restoring.

A dinner gown in ashes-of-rose crepe-and-silver copies Lanvin.

A wonderful gold-and-brown tissue dinner gown echoes Callot; and another echo of the same dressmaker is in exquisite mauve brocade velvet.

A dinner gown of silver-cloth that shimmers sea green at every turn—another shimmering blue and gold—an enchanting costume with long Oriental coat half lined with brilliant Persian-hued velvet—there are these and many more.

Something new and different about the lines of each. You will wish to see them.

Despite the exclusive French materials and trimmings and the perfect making, the gowns begin in price so moderately as \$80.

FUR Collar Winter Coats for School Girls

NOT a bit too soon, for many girls are planning the entire Winter wardrobe before leaving for boarding school.

In this case they would look far before they would find more beautiful coats than some that have just arrived in the Young Women's Salons. They are fine all-wool suede finished velour, light but warm, all being interlined.

(Second Floor)

An interesting new feature is the circular cape sleeve, stitched back on itself and having a lined inner sleeve for additional warmth. There is a narrow strap belt and a round collar of nutria.

In sable brown, Hawaiian blue and deer, 8 to 14 year sizes, \$48.

Linen Tablecloths Are Lower Priced

A special lot came in substantially below the regular figure and with them are napkins to match at proportionate savings.

Fine heavy satin Irish damask in a charming round pattern. 72x72-in. cloths are marked \$12; 72x90-in., \$14; 72x108-in., \$18. Napkins to match, 22x22 in., \$14.50 the dozen; 25x25 in., \$17.50 the dozen.

(First Floor)

Three Books of Interest

"The Eighteen Nineties," by Holbrook Jackson, \$5, is a new edition of a well-known, delightful book which cleverly and brilliantly reviews the art, literature and ideas of the nineties.

"Psychology," by Robert Chennault Givler, \$3. A new book about the "Science of Human Behavior," written for the casual reader in an easily-read style.

"The Puppet Show of Memory," by Maurice Baring, \$5. A charmingly written autobiography, full of delightful anecdotes and glimpses of famous people. Only an English journalist and critic could have gathered such material and presented it in such an interesting manner.

(Main Floor)

It Looks as if the Home Stretch of the August Furniture Sale Would Be Almost as Exciting as the Start

There are only four days left and thousands of people are still in need of good furniture.

Why not come and buy it now during these four remaining days and save money?

Not only will you have the advantage of choosing from the largest retail furniture stocks to be found—and undoubtedly the best—but you can share in the extraordinary special opportunity that has just come about with the arrival, a day or two ago, of

\$50,000 Worth of Fine Bedroom and Dining-Room Furniture

that we have put into the Sale at half price.

There is wonderfully fine choosing in this lot. Here are descriptions of some of the suits and a few of the odd pieces—

Straw Hats—

Pick Any One for \$1

That is, any one of the stiff straws.

There are Lincoln-Bennetts and REDLEAF and fine American hats in the lot.

Perhaps less than a thousand in all—but they have got to go in a hurry, and a dollar is the price that will do it.

Many styles. All sizes. And they were worth clear up to five times as much when the season was young.



(Main Floor)

A Man Can Get a Real Scotch Grain Brogue for as Little as \$7.50

Nothing special about it, but it's a mighty low price for a solidly good shoe.

Rather a plain brogue with just a few tiny perforations on the tip. Naturally the color is tan, a striking shade, too, and the thickness of the white oak soles, the stout stitching along all seams and the general substantialness are first glance promises of the long months of wear in store for such brogues.

(Main Floor)

A Filler for Washing Machines

It also drains—eliminating heavy lifting of bucket after bucket of water. Made of rubber tubing, with adapter for faucet without threads. \$3 complete.

(Fourth Floor)

A Coat Hanger

In the twinkling of an eye may be folded small enough to slip into a man's vest pocket. It is sturdy for all its strange actions, and comes in a neat case.

One hanger in a case, 50c. Two hangers in a case, \$1.

(Fourth Floor)

For the Telephone Directory

Who hasn't wished for some magic way of hanging up the directory—besides the eternal string?

An ingenious chain arrangement with fastener is made especially for this purpose. 15c.

(Fourth Floor)

Exit: Dull Knives

There would be no reason for unsharpened knives if an imported knife sharpener were clamped to the kitchen table. Easily worked, with six detachable sharpeners. Stones may be regulated for different sized knives. Specially priced, \$5.

(Fourth Floor)

We Have Marked a Number of Large Chinese Rugs About One-fifth Less

People have only lately begun to appreciate the beauty of Chinese rugs.

Their lovely delicate colorings and rich satiny sheen particularly fit them for tastefully furnished bedrooms, dining rooms and drawing rooms.

The collection reduced is in room sizes, ranging from 6x10 feet to a little larger than 9x12 feet.

They are all of thick rich pile, principally of the heaviest Mongolian texture and weave.

Delightful shades of deep blue, light blue, apricot, mulberry, tan and gold form the backgrounds, with designs of characteristic Chinese interest and meaning.

All are perfect and of first grade.

A few of the sizes and prices are:

Size	Price	Size	Price
12 1/2 x 9 1/2 feet	\$275	11 1/2 x 9 1/2 feet	\$95
12 1/2 x 9 1/2 feet	\$225	12 1/2 x 9 1/2 feet	\$115
12 1/2 x 9 1/2 feet	\$205	12 1/2 x 9 1/2 feet	\$95
10 1/2 x 9 1/2 feet	\$175	10 1/2 x 9 1/2 feet	\$175
10 1/2 x 9 1/2 feet	\$145	12 1/2 x 9 1/2 feet	\$115
12 1/2 x 9 1/2 feet	\$215		

Also some small Chinese rugs, 2 x 4 feet, now \$25.

(Seventh Floor)



Women Make Dresses From English Silk Handkerchiefs

It takes exactly four handkerchiefs to do it, and the dresses when completed are really lovely.

Some women are even so enthusiastic over their success that they brought the dress in to show us.

In unique colorings and beautiful Paisley and Indian designs, the English silk handkerchiefs are used for blouses, sports hat trimmings, girdles and coverings for rubber bathing caps.

Prices range from \$2.75 to \$6.50 each.

(Main Floor)

Pretty New \$35 Silk Dresses for Young Women

Wonderful little dresses, made of crepe de chine in brown; navy or black—the good street shades for Fall.

They are designed to give the long, slender silhouette of the coming season, and the effect is heightened by fluted panels down each side of the front. The girdle is deep and fastens on the left side.

The graceful sleeves end in square tabs faced with a bright color. All sizes from 14 to 20 years.

(Second Floor)

Nainsook Special

Good news for mothers who have planned to replenish the family's supply of underclothing for Fall and Winter!

In 10-yard pieces, 36-inch nainsook is \$1.75 and \$2.15 a piece.

(First Floor)

New Sports Coatings Come With Plaid Backs

The right side in a plain color—a lovely shade of blue, gray, tan or olive, and usually the large plaid on the reverse side corresponds in one of its colors.

The coatings are all-wool, you can feel that in the softness and lightness, and they are the newest and smartest fashion for women's motoring and traveling coats.

54 inches wide and \$8 a yard.

(First Floor)

New Fall Skirtings Favor Large Plaids

Or they may be in wide stripes with blocked squares to give the effect of a plaid. One of the noticeable new features is the shaggy outline of the plaid, also raised stripes.

There are also small, inconspicuous checks in tan and navy combinations for women of more conservative taste. But any of the new skirtings are pretty when pleated.

They are all-wool, 54 inches wide and \$5 a yard.

(First Floor)

New Tunic Blouses Are Almost Dresses

There is one difference, however, they are slit up each side where the underskirt or silk slip is intended to show.

The material is a marvelous silk crepe in the oldest and most fascinating Persian design. There is an elastic at the waist and a loose belt to tie. The length is almost that of a dress! Priced \$16.50.

(Third Floor)

The First of the Women's Sports Hose for Fall

It came post haste by steamer from England, and how women do like it.

Silk-and-wool, the cluster ribbed kind with the plain wide tops and just heavy enough to be comfortable on the first chilly days.

Mostly all the two-tone—stone and white, black and white, and several browns with white. Price, \$6 the pair.

(First Floor)

For Those Who Creep

Even for the wee beginners, there are the daintiest new creepers made of crepe, dimity or madras, with colorful hand touches such as smocking or flower embroidery. A row of ducks decorates each pocket on one, while a huge white rabbit makes another interesting.

Most all are white, some with collar and cuffs in color, while others are in solid colors with trimmings of white.

One to three year sizes, \$1.75 to \$3.

(Third Floor)

Cotton Flouncings 50c a Yard

Some women will want to make them up immediately, to wear on the late vacation trip—others will tuck them away until Spring, because the saving in price will warrant saving all Winter.

Among them are white embroidered voiles, gingham-banded organdies, and a few wool-embroidered voiles, 38 to 45 inches wide.

(First Floor)

A Word About Fur Repairing

Any one can imagine the rush that will come in a month or so—hundreds of people will be ordering theirs from storage!

During that rush, fur repairing is not as easily or quickly done as it is right now.

Let us know what you wish done, and we will gladly attend to any repairing and altering.

(Third Floor)



"Some More Pencils, Some More Books—"

School Starts Again on September 8th

Some schools start sooner, some later, but no matter when they start all that is needed for "readin' and writin' and 'rithmetic" and many other things is ready at Wanamaker's right now.

First of all is the Wanamaker Special combination school bag at \$1.50. It includes a long-wearing bag filled with most everything a busy young student needs.

Separate school bags, 65c, \$1, \$2.50, \$3 and up to \$6.

Pencil cases, 25, 50 and 75 cents.

Composition books, 5, 10, 15, 25, 50 and 75 cents.

Tablets, 25 to 25 cents.

Slates, 25, 30 and 40 cents.

(Main and Seventh Floors)

Crayon sets, 5 cents to \$1.

Chalk, 15, 50 and 70 cents.

Loose-leaf Covers, 25 cents to \$1.50.

Loose-leaf fillers, 10 to 45 cents.

Paint sets, 40, 75 and 85 cents.

(Main and Seventh Floors)