

Organ plays at 9, 11 and 4:50  
(Melody and Chimes at Noon)

WANAMAKER'S

Store Opens at 9  
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5  
Daylight-Saving Time

WANAMAKER'S

WEATHER  
Clear

The Ripest Fruits Come Latest, and That's the Way With Furniture Opportunities

Praise for All Philadelphia From "Girard"

"A young lady educated in Paris, but whose father is a Philadelphian whom every one knows, thought that Paris and London shops would beat the world.  
"After visiting all the famous big department stores in Paris, the young lady's emphatic opinion was this: 'Compared with the best stores in Philadelphia these Paris shops are filled with trash!'  
"A significant verdict well worth your attention! I've known women who insisted upon buying their hats in New York to get 'exclusive' styles, but alas, the hats had been made right here in Philadelphia.  
"A gentleman of discriminating tastes who recently returned from Europe assures me that he searched London shops in vain for certain kinds of Irish lace, although formerly the lace had been purchased in London.  
"His opinion of Philadelphia's supremacy as a retail center moved up several notches when he found that identical lace in a Philadelphia store within a couple of blocks of his own office."  
*Girard in the Inquirer.*

Why not, when we have buying offices in Paris and London and our traveling buyers all the time going to centers of fashion?

[Signed] John Wanamaker

New Striped Woolen Skirtings Will Go With Sweaters

Many women plainly intend to wear them that way and are choosing the colors to match.  
There are a number of novelties, for example, some new ratine striped skirtings, others in wide stripes, giving the effect of a plaid, or again the stripe may be of a dark color, like blue or black, varied with a silk stripe of vivid hue. But they are all pretty and will make up charmingly, 54 inches wide and \$5 a yard.  
(First Floor)

A Group of Women's White Silk and Crepe Dresses, \$18.50 to \$47.50

Some are reduced, and others are late-comers, but all are at end-of-the-season prices.  
They are white Canton Crepes, crepes de chine and Georgette crepes, some in the simple tailored styles needed for mornings at the resorts, others elaborate enough for dinner and dance frocks. A number are variously pleated—a style always effective in soft white silk and crepes.  
No dress has been more popular this Summer and there are many occasions for which they can serve right through the Autumn and Winter.  
(First Floor)

Girls' Coats and Dresses With New Short Prices

Such coats as many girls need right at this moment for school. In all the prettiest colors—Copenhagen, rose, tan and orchid, some have large colored checks on tan grounds.  
The new prices are \$7.50 to \$18.50. Sizes 6 to 14 years.  
Many of the dresses, too, are the kinds girls are buying for school. They are in crepe de chine, taffeta and Canton crepe, both plain and fancy styles, a number are hand-embroidered.  
Prices are now \$7.50 to \$25. Sizes, 6 to 14 years.  
(Second Floor)

Fur Collar Tweed Coats for Women Who Motor

In fact, for any woman who goes in for sports clothes. One can easily slip such a coat over a sports suit, they are made so full and flaring.  
A number of good colorings in the tweed, all with plaid backs and the big shawl collars are of racoon, civet cat or kit fox, furs of particular becomingness to many women.  
Prices are \$57.50, \$65 and \$67.50.  
(First Floor)

First New Autumn Coats for Little Children

So soft and warm are the broadcloth coats and so beautiful with embroidery are some of silk faille. Surely there never have been prettier coats made for little girls and boys!  
They are the very first to come. Long and short coats are in sizes for infants up to two years. All are warmly interlined and beautifully lined with china silk, radium or satin. The white coats are fine and lovely enough for christenings.  
(Third Floor)

It Seems That Everybody Wants Canton Crepe

Just as popular for Fall as it was for Summer.  
Plenty is here in the good Fall colors, navy blue and black in both the plain canton crepe and the satin-faced crepe as well. Also all the most desirable light and dark shades, 40 inches wide and \$4 a yard.  
(First Floor)

New Tailored Silk Blouses for the Sports Suit

In preparation for cooler weather a number of women are asking for just such blouses, too.  
This one is made of all-white striped tub silk and has a new long pointed collar and turnover cuffs.  
It is a becoming style and the price will suit many pocketbooks, \$6.75.  
(Third Floor)

Warm Wool Bathrobes for a Chilly Winter, \$16.50

Lucky is the owner of a robe like this, in a coal-shortage winter.  
It is softest, warmest wool—nothing to equal it for real comfort. Beautifully made, with wide satin binding around neck, sleeves, pockets and down front. Silk cord loop fastenings and heavy silk cord girdle.  
Gray and white, lavender and white, blue and white, pink and white. Priced \$16.50.  
For schoolgirls, an excellent blanket robe in gay colorings, with satin-bound collar, cuffs and pockets, at \$5.50.  
(Third Floor)

Women's Colonial Slippers From London

The Boot Shop is showing a new colonial tongue slipper made in England expressly for its customers. It is in dull black calf or light tan calf, with medium toe and vamp, large fan tongue and stitched buckle, turned sole and low Louis heel with broad base.  
It is an exceptionally dainty afternoon slipper, finely made in every particular, and the price is \$16 a pair.  
(First Floor)

Newest Dress Trimmings From Paris

The very trimmings that "make" a dress!  
Most striking of all, are the bands of fine, colorful, handsome wool embroidery on silk Hercules braid, about four inches wide and reversible. A girde of this would immediately give distinction to a dress.  
Various crepe-finished braids, in blue or black, are from three-eighths of an inch to nine inches wide. The new waved crepe braid is among them.  
Paris is using such braids and trimmings as girdles, panels, sleeve bands, cape collars, on hats to match, and so on.  
75c to \$18 a yard.  
(Main Floor)

A Man's Evening Jewelry Must Be Strictly Correct

He can wear pretty much what he wants during the day time, but custom decrees a certain form of jewelry with evening clothes.  
Mother-of-pearl sets are in excellent taste, the set consisting of four waistcoat buttons, three studs and the cuff links. Such sets, mounted in 14-kt. gold, are from \$38.50 up to \$405, the latter having tiny diamonds in the center and platinum mountings. Others, less expensive, have tiny pearl centers.  
(Main Floor)

If a Woman Wants a Handbag for Six Days a Week—

it ought to be leather. It will stand the strain and the bumps better, won't give way as quickly to the continuous openings and closings for this and for that, and usually a leather bag is roomier.  
With all the many advantages, the newest and smartest of leather handbags are here between \$3 and \$5.  
Really all the shapes that fashion has picked for Autumn, in all the leathers and colors even to the blues and grays.  
(Main Floor)

Here are Some Odd-Size Persian Mahal Rugs at a Saving

They are room-size, but not quite the usual dimensions. All the better for those who have dining, living or other rooms of these sizes, for on each one they will save 15 or 20 per cent.  
All are desirable and attractive Persian Mahal weaves and patterns.  
10.6x7.2 feet, at \$215.  
10.7x8.8 feet, at \$195.  
10.4x7.0 feet, at \$157.  
10.6x7.4 feet, at \$160.  
10.8x7.0 feet, at \$172.  
10.5x8.5 feet, at \$225.  
10.7x6.11 feet, at \$195.  
9.8x7.10 feet, at \$185.  
10.7x7.0 feet, at \$160.  
10.6x7.5 feet, at \$169.  
9.10x7.0 feet, at \$170.  
10.0x7.4 feet, at \$187.  
10.6x7.1 feet, at \$167.  
Persian Shiraz rugs of average size, 4.6x6 feet, are now \$35 to \$47.  
Beluchistan rugs, 3x5 feet, at \$15 to \$22.  
(Seventh Floor)

Women's Wool Slip-on Sweaters Special at \$5

Scarcely could one buy the wool for this, to say nothing of the labor in making them.  
About eight different styles, with round or V neck and all are in a pretty open-work fancy stitch, just about the right weight for now and later on. All shades, light and dark.  
(First Floor)



"Infinite Riches in a Little Room"—THE SMALL GRAND PIANO

Nine piano-buyers out of ten prefer a grand piano. If they take an upright it is usually for one of two reasons—the smaller size, the lower price.  
They may not know that there are small grand pianos so diminutive in size as to occupy no more space than an upright; and so moderately priced that certain uprights cannot be bought for less.  
Five Small Grand Pianos That Are Unrivaled  
belong to the famous Wanamaker piano group.  
They are the Lindeman, the Emerson, the Schomack, the Chickering, the Knabe—every one of them with nearly a century of piano-making history behind it.  
They are all of the modern diminutive size, measuring from a little less than five feet to a trifle more, and well suited to the proportions of even a tiny apartment.  
Each has the rich, singing grand piano tone that no upright can ever equal. Each is exquisitely cased.  
They are priced at \$785, \$975, \$1150, \$1225, payable on convenient terms.  
Any prospective piano-purchaser will find it well worth while to come into Egyptian Hall and hear and test them, without further obligation.  
(Second Floor)

Washable Doe-Finish Gloves Are a Happy Solution

If new gloves are needed now that will answer smartly right on through the Fall. Women buy such soft skin gloves for all the year round. They wash perfectly and always look well.  
Slip-ones in white and natural color are \$2.75 a pair.  
Strap-wrist in white or natural, \$3; in pearl or peachbloom, \$3.25.  
Twelve-button in white or natural, \$4.75; pearl or peachbloom, \$5.  
(Main Floor)

White Tub Skirts Now 50c to \$3

And there is good choosing among many pretty styles in lime, pique, seabardine and even linen, with plenty of wear ahead during the warm days of Fall.  
All were twice as much or more but, of course, sizes are broken and some of the skirts need pressing.  
(First Floor)

There's Something Decidedly Smart About the "Newtone" Hat for Fall

Altogether different, too, but men can't make out just which difference it is that brings about the smartness that is new in felt hats.  
Some say it is the tones—there never were colors like them. They are not so brown or so gray or so much of whatever shade it might be, as formerly.  
But the brims, too, are different.  
Wider and full of curves.  
Graceful hats with dips and curls where they are least expected and all in all the most sensible hats in a long while.  
Price \$6.  
(Main Floor)

Satin Broche Shirts Have Joined the Group for Men at \$1.55

Done over shirts of tiny stripes, close together, the broche is richer and brighter than men have dreamed it could be.  
The stripes are in a number of colors, as trim as a stripe could be and all in all it is an unusually smart collection.  
Good for day after day wear and right from the first glance they suggest real business shirts.  
(Main Floor)

No, Sir, a Brogue Doesn't Mean a Big, Bulky, Hobnailed Shoe

For a fact it means something mighty trim, smart enough to walk in the front rank of fashion.  
The new ones at \$6.40 that have come for men provide an example.  
They have the full winged tips, perforations everywhere rubber soles and the real brogue toe that allows freedom to the entire foot.  
At the same time they are conventional, "gentlemanly" looking and thoroughly practical.  
Of tan calfskin with reasonably light white oak soles.  
(Main Floor)

Here Is Splendid Furniture for the Dining-Room and Bedroom—to Choose at Half Price But for Two Days Only

The last great lot of furniture that came in to reinforce the August Sale was a \$50,000 purchase of bedroom and dining-room furniture, mostly suits, marked at half price for immediate disposal.

And if there is something which you yet need for the completion of your home, there is still unexampled abundance throughout the great stocks—furniture of every description and every piece reduced for the sale. Some show reductions as little as 10 per cent, others as much as 50 per cent.

In spite of unexampled selling on these floors there is still unexampled variety.

*We have kept up the stocks, but we cannot keep down the prices longer than Thursday Evening.*

If you have furniture to buy, buy it now. We cannot see any prospect of prices being so low again for the next several months, certainly not before February.

Here are some examples of the dining-room and bedroom furniture that is marked at half price—

Dining-Room Suits

10-piece suit, enameled and decorated, \$402.50.  
10-piece suit of figured walnut, Italian influence, \$475.  
10-piece suit of figured mahogany, Colonial design, \$637.50.  
10-piece suit of figured mahogany, Louis XVI design, \$750.  
10-piece suit of figured mahogany, Heppelwhite design, \$762.50.  
10-piece suit of mahogany, Chippendale design, \$945.  
(Sixth Floor)

It Will Be Easy to Find Just the Right Linoleum

So many, many patterns have come in—remarkable designs and wonderfully attractive colors.  
It's time now to have it put down, just before the home is gotten trim and fine for Autumn.  
Domestic and imported Inlaid Linoleum is priced \$1.35 to \$2.85 per square yard.  
Printed Linoleum, 95c the square yard.  
Also a special lot of plain red linoleum, 3-16 of an inch thick, has come in to sell at \$1.50 the square yard.  
(Seventh Floor)

Open-Work Silk Stockings for Women Are Only \$2.75 the Pair

That is the price as long as the present lot lasts—which won't be long—for every pair was made to sell for a great deal more.  
The only color is black, but they are stockings of unusual quality. Full-fashioned, every thread all silk and in surprisingly dainty open-work designs.  
(First Floor)

Baby's Blanket Is a Dainty Affair

Usually one thinks of a blanket as "something to keep you warm," but there is no reason why baby's blanket shouldn't be as attractive as it is cozy.  
Wool and cotton mixtures in white with pale blocks of blue or stripes of blue or pink are \$2 to \$5.50.  
An especially pretty one at \$2 is blocked all over in rose and white.  
Cotton blankets portraying amusing kittens or flying birds are 75c to \$1.65.  
One is a pretty blue daintily barred in white with a touch of tan.  
(Third Floor)

Um! How Good Hot Muffins Taste These Mornings

Mornings are beginning to get cool and crisp, yellow corn flakes that steam when you break them, good muffins, with fresh butter, and piping hot waffles are foods fit for a king.  
Pans for muffins and blinis are 40c to \$1, in almost unlimited assortment. Waffle irons range from \$1.50 to \$4, including both those for coal and gas. One for coal stove is in heart and star shape at \$5.65.  
(Fourth Floor)

China Glassware Housewares Lamps

Great Sales Starting Next Friday

Every home requires certain replenishment in advance of Winter.  
There is often a new dinner set to buy, new glassware, new lamps. There are always certain to be vacancies in the list of kitchen utensils.  
How about the galvanized ware? Will the ash can stand the racket for another Winter? Is the garbage pail sound and sanitary?  
Have you all the mops and cleaning cloths and laundry soap that you need?  
Is the refrigerator up to the mark of modern sanitation and economic requirements?  
Why not make a list of things you must have for Winter and come in and buy them while the prices are low?  
These sales start Friday, September 1st, all on the Fourth Floor.

