

Great Organ Plays at 8.30,  
9.30 and 4.50  
Whittington Chimes at noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair

# Bringing on the Great Wanamaker Summer Sale of Shoes—

## \$201,200 WORTH TO BE SOLD FOR \$124,465

### A Great Sapphire Ceiling Luminous With Light

is high above our heads after the stormy night. Just below the level of the winding path where we walk is a rippling stream gamboling along over its rocky bed with a song it has been singing for thousands of years.

The ancient families of the oaks, maples, beech, hickory, linden, tulips and pines are all in possession of the mountain top and sides by right of centuries of eminent domain. Proudly and beautifully they are glistening like jewels with the dew drops or summer showers of the night.

Come, walk with us and drink with your ears, eyes and mouth the clean air of the early morning and be glad you are alive.

It is not a gold brick you have the offer of, nor are there any "gold bricks" to be disposed of in all this big, wholesome, useful building. Take our unmatched collection of beautiful, well-made, reasonably priced furniture as an example.

[Signed] *John Wanamaker*

Aug. 6, 1918.

### A Roomful of Pictures

At Half Price—

## MIRRORS ALSO REDUCED

The new picture store on the Fifth Floor, Market, which, by the way, is a very charming place, announces a most attractive offering of oil paintings, water colors and carbon photographs at exactly half the original prices.

A number of mirrors are also in the event, most of them at half price.

One whole room has been given over to the collection so that selection is as easy as it is advantageous. The collection is one of the most unusual we have had at the prices in a long time and includes many things that homekeepers and homefurnishers will surely be glad of the opportunity to buy at so much less than the regular value.

The Oil Paintings are now marked \$4 to \$125—landscapes and figure subjects in fine, gold-leaf frames.

The Water Colors are now marked \$9 to \$45—chiefly landscape scenes, in fine gold-leaf frames.

The Carbon Photos are now 50c to \$12.

The Mirrors are now 75c to \$85 and these are in many styles, both upright and horizontal, and in French, Colonial and Adam periods.

(First Floor, Market)

### A Clearaway Sale of Women's Coats and Jackets

Everything comes to her who waits, and at last you will be able to buy with a clear conscience that coat which you thought might be a little extravagant when you looked at it earlier in the season. The prices are all remarkably low now and there are several racks to choose from.

There are dusters in linen, mohair, Palm Beach and pongee from \$2.50 to \$20.

There are jersey coats, all long, both plain and plaid, from \$15 to \$30.

There are sleeveless jackets of tricot and jersey from \$5 to \$20.

(First Floor, Central)

### Young Women's Silk Dresses Greatly Reduced

Chiefly dark blue taffeta and crepe de chine, with Georgette or silk sleeves. These dark colors are so serviceable and so satisfactory for traveling.

Some are in the new long tunic model, others are short waisted and still others are surplice effect. But all are new styles and unusual for the prices.

Sizes 14 to 20 years.

Prices, \$16.50 to \$20.

(Second Floor, Chestnut)

### Another Carload of White Mountain Refrigerators At Less Than Regular

The refrigerator with pure white provision chambers and known as "the refrigerator with a chill."

Ice Capacity	Length	Depth	Height	Special Price
100 pounds	33 in.	20 in.	47 in.	\$32
150 pounds	36 in.	23 in.	52 in.	43
165 pounds	38 in.	23 in.	54 in.	44
150 pounds	36 in.	23 in.	52 in.	37.50

(The first three are hardwood, the last softwood. All oak-grained exterior.)

A good assortment of Puritan refrigerators at \$15 to \$34—some fourth less than regular.

(Fourth Floor, Chestnut)

High and low shoes for men, women and boys, and some advance Fall high shoes at savings of \$76,745.

This is a sale comprising nearly 30,000 pairs of good, sound, reliable low shoes and high shoes at savings that range from \$2 to \$3.60 a pair.

On every pair of shoes in this list the reduction in price is at least \$2, and in most cases \$3 or more.

The great Wanamaker Summer Sale of Shoes is brought forward ahead of time.

It comes a little in advance of the application of the Government's War Industries Board order limiting the styles of shoes, hereafter to be made to three kinds—black, white and two shades of tan.

The Government's order will effect a great economy in man power and some in leather, but it will not bring cheaper shoes.

In advance of the going into effect of the Government's order it is desired by the authorities that stores holding shoes in great variety of styles and colors should reduce these stocks to make ready to co-operate with the Government in the matter of style reduction.

The Wanamaker Shoe Store, having the

largest business, has naturally the largest stock of shoes found anywhere in the market. The number of shoes necessary to have on hand to supply every demand for size and style is enormous.

But now the great variety is to be cut down to the narrowest measure consistent with utility and popular comfort.

In advance of it we make this great clearaway of our Summer stocks in order to co-operate with the Government's requirements.

Apart from the war fashion feature, the sale offers tremendous advantages. Shoes are holding steadily at high prices. We have kept them down as low as it was possible for us to do in regular stock, and now we have taken fully 30,000 pairs and reduced them from \$2 to \$3 a pair. We certainly cannot replace these shoes—nor their equals in the newly restricted varieties—at the prices we sell them for.

We won't be able to quote prices like these again for Summer shoes for at least another year, possibly never. Buy now, buy two or three pairs for every man, woman and boy in the family, if you want to make real cash savings. Shoes listed here are in ample varieties, and there will be plenty of extra trained salespeople to serve you.

#### MEN'S SHOES

**At \$3.90**  
Dull calfskin, lace oxfords; black glazed kid oxfords.

**At \$4.90**  
Dull calfskin lace oxfords; dark tan calfskin oxfords.

**At \$5.90**  
Black glazed kid oxfords. Black and tan Cordovan oxfords.

**At \$6.90**  
Dull black calfskin oxfords. Black kid oxfords.

#### MEN'S HIGH SHOES

**At \$5.90**  
Dull calfskin lace shoes in many styles.  
Fine black glazed kid lace shoes in several styles.  
Dark tan calfskin lace shoes.

#### At \$4.65

Shoes made by the largest army shoemaker in the country; heavy retanned leather in Blucher lace and Munson last.

Black veal leather; Blucher on the Munson army last, and two toes in tan side leather; Blucher lace, one on a narrower toe, the other on the Munson army last.

#### FOR BOYS

**At \$2**  
An accumulation of low and high shoes from our own stock—in black and tan leathers—and some in patent leather.

#### FOR WOMEN

**At \$2.90**  
Women's white canvas high shoes, various styles—some white canvas pumps. Tan calfskin lace oxfords.

#### At \$3.90

White buckskin pumps. White canvas pumps. Patent leather pumps. Dull leather pumps. Dull leather Louis heel oxfords. Tan leather Louis heel oxfords. Patent leather Louis heel oxfords. Gray kid Louis heel oxfords. Many styles of toes and heels, a great many trimmed with buckles.

#### WOMEN'S HIGH SHOES

**At \$2.50**  
A lot of button shoes in many styles and leathers and heels.

**At \$2.90**  
A lot of high shoes in various leathers and cloths—many styles. Broken sizes from our stocks.

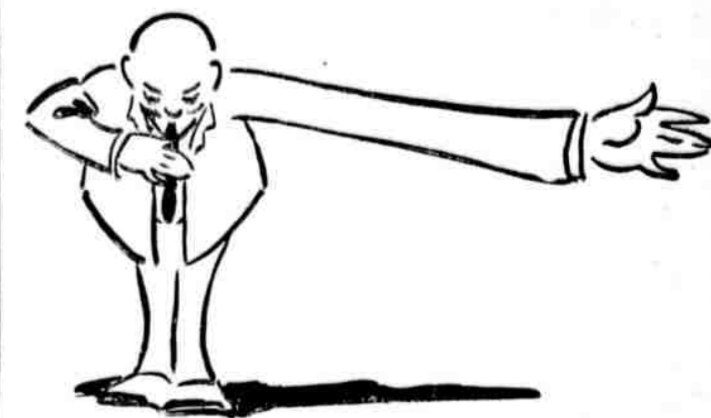
**At \$4.40**  
A lot of high shoes in many styles and leathers.

**At \$8.75**  
A lot of high, fashionable lace shoes with colored buckskin and colored kid tops in dull black calfskin and tan calfskin vamps.

#### At \$5.90

Dull leather pumps and a variety of styles in buckskin sports shoes. The sale comprises such a large lot of Summer shoes we cannot detail each style.

(Boys' and Men's Shoes, Main Floor, Market; Women's Shoes, First Floor, Market)



### PUTTING ON SALE OUR ENTIRE STOCK OF MEN'S FANCY SUMMER SUITS AT REDUCED PRICES

A most important clearaway in our Men's Clothing Store of our entire stock of men's fine worsteds, cashmeres and all other 3-piece suits, except staple blues and blacks, will come on sale tomorrow at 4 prices—

**\$20—\$25—\$30—\$35**

Now, here are the facts about the prices and their savings: In no instance is the saving less than \$5 on a suit; in most instances it is as much as \$8, and in some instances it is as much as \$15. So much for the savings as they stand against our regular prices.

And now about the values—all our inquiries in the clothing market indicate that there isn't a suit in this collection that won't be worth next Spring at least \$15 more than we are selling it for now.

In this sale we suggest to our customers, and our very best judgment is that the wise man will buy two suits at least, one to finish out this season with and one for next Summer.

No man, certainly, can get better suits for the money now; none so good that we know of. But what on earth we will do to get suits as good as these to start our next season with we do not know. We shall do all that it is possible for any store to do. War needs must be met first, and will be met first. Our best suggestion is that every man in Philadelphia

Look on the Clothing Market the Same Way He Would Look on the Coal Market and Get His Supply Now

Remember, Every Fancy Suit in Our Entire Clothing Store, \$20 to \$35

Every suit a good suit and an unbroken range of sizes from 34 to 46 in regulars as well as a fine selection of suits for stout men.

(Third Floor, Market)

## A FURNITURE SALE OF UNRIVALED SELECTIONS, UNQUESTIONABLE QUALITIES AND TRUE PRICE REDUCTIONS MUST MEAN SOMETHING TO YOUR HOME

It is the most reasonable thing in the world to choose your furniture where choosing is best.

It is equally reasonable to choose furniture the quality of which has been proved beyond yea or nay.

How much furniture you may need at this moment you yourself can best judge.

But when it comes to choosing it we are absolutely convinced that you would naturally be inclined to give the preference to the sale that fulfills both of the conditions stated above; that is, to the sale which presents unparalleled choice of furniture of unquestionable quality.

We want to tell you AGAIN THAT THERE IS ONLY ONE SALE THAT absolutely fulfills both of those conditions, and this is the sale.

**THIS IS THE SALE OF UNPARALLELED CHOICE AND THIS IS THE FURNITURE OF UNQUESTIONABLE QUALITY**

Is there anybody who knows anything about the furniture situation in Philadelphia who doubts this? We don't believe there is.

For the unrivaled scope and helpfulness of this sale are too manifest for anybody not to recognize that it is in reality the one event of its kind.

Anybody with eyes to see can find the proof of this in a thousand different forms on three floors of this building.

There is here an assemblage of furniture the like of which can probably not be found in any other retail store in the world. Here is a selected stock of furniture, sound to the heart in quality, desirable as the heart of anybody can wish, and priced at reductions that ring true.

Please bear in mind that it is a selected stock, chosen with a view to meeting the requirements of all the kinds of real homes there are.

It is not a blind accumulation of all sorts of things for the sake of making a show.

We have no furniture here or in our possession for show-off. Every bit of furniture here is here for service, for beauty, for character, for all the qualities that homekeepers of varying requirements would like their furniture to possess. And so the great sale goes on and on as only a sale can go that has so much behind it.

(Fifth, Sixth and Seventh Floors)