

STORE CLOSED ALL DAY
TODAY

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WANAMAKER'S

WEATHER
Fair

Sparkling Like a Jewel Comes the Great September Sale of China and Glassware

"A Story Never Loses in Carrying"

but sometimes it grows a tail.

This is a tale of shoes.

Without enough shoe leather "to go around" and with all the world buying in competition, the price of leather rises before the shoemaker gets it into shoes.

The same thing exists as to goat skins for fine gloves, wool and other articles that enter into the world's wants.

Tens of thousands of men and women abroad are reported to be barefooted and a larger number wearing wooden shoes.

If Americans must wear leather shoes, they can only get them, with high-cost leather and advanced wage rates and increased expense of transportation added to the bill; and then this is a true tail to the story.

The poorer grades of leather and cloths and silks for wearing apparel wear out sooner, and have to be renewed or look shabby.

Better qualities of the good old-fashioned kind last longer, always look better and are cheaper in the end. It is a fact, also, that rents of factories, expense of tools and machinery and government taxes add to costs.

If the larger wages being paid are to be earned, it must be by an increased production of the workmen.

Shorter hours and higher wages will, of course, lessen output and add to consumers' costs.

Having two pairs of shoes and giving rest days to the "other pair," and taking better care of our things, will save money and aid in reducing the scramble for what there is not enough made of.

One way to effectually reduce prices is to not consume so much and let goods of every kind become plentiful.

If we can eat less, we can wear less; and lower selling rates will appear little by little.

The following information paragraphs are given upon reliable authority:

1. The shoes exported at low figures were odd lots, some lots of broken sizes, some rejected as not up to order, and mostly unsalable in any first-class store.

2. A store like this stands beside its customers to take every advantage obtainable, in gathering its supplies, and so far as shoes are concerned, our manufacturers will, if asked, sign affidavits that our orders were placed many months ahead of our needs, to take advantage of the much lower costs of raw materials in that way, and thus keep down prices to our patrons to the lowest point all the time.

It is fair and right to say this on the eye of Labor Day.

With a full knowledge of the actual facts, I am proud and pleased to say that our entire business organization, in Philadelphia and New York, Paris and London and elsewhere, has held all through these troublous times a strong, determined, patriotic hand to keep down prices, with a desire to balance living costs with the unequal living wages.

(Signed) *John Wanamaker*

August 30, 1919.

A Timely Sale of Young Women's New Blue Serge Dresses at \$29.50

Brand-new, in smart Autumn and Winter styles, these are dresses which would cost ordinarily from \$5 to \$10 more.

They are of firm, good-quality dark blue serge. Planned weeks ago, these dresses were made just for us and are remarkable for the price at the very beginning of the season.

They have the new collarless necks, some have long tunics, a number are richly embroidered, some are trimmed with silk braid, all are in attractive styles of the coming season.

Several models from which to choose—many in the youthful straight-line effects. And they are precisely such dresses as hundreds of girls and young women want for school, college, for business and for general street and indoor wear.

14 to 20 year sizes.



(Second Floor, Chestnut)

THIS is a sale of several thousand dinner sets at prices 10 to 50 per cent below regular. Of many thousand separate pieces—plates, cups and saucers, platters, dishes, etc.—at 50 to 70 per cent below regular.

Of more than 100 open stock patterns from which sets may be had at prices variously reduced.

Of over 500 pieces of garden furniture (benches, flower pots, bird baths, sundial pedestals, etc.) at reductions of one-third.

Of the most beautiful collection of cut glass that Philadelphia has ever seen, with prices reduced 20 to 50 per cent.

The September Lamp Sale Also Begins Monday

More than half the pieces in it are reduced out of our own stocks; the rest are newly bought and specially priced. Everything is at least 25 per cent less than regular and some things are half.

300 small mahogany boudoir lamps, one light; several designs; price \$2 each.

200 small Japanese silk shades in three sizes, prices \$2.50, \$3.25 and \$4.

1000 candlesticks, mahogany finish, 25c each.

500 polychrome electric lamps and candlesticks at \$2 to \$7.50.

50 little umbrella lamps with cretonne shades, \$4 each.

100 large shades for floor lamps, so many shapes, sizes and colors that we cannot give prices, but they are 25 per cent less than regular.

50 decorated boudoir lamps, \$4 each.

100 floor lamps, mahogany finish, \$13.50 to \$35.

Odds and ends of many other kinds of lamps at half price.

(Fourth Floor, Central) (East Aisle)

Women's Distinguished Gowns for Afternoon and Evening

Prices \$100 to \$200

Just for example—A straight black duvetyne with curious ornamental beads hung in loops. The tunic opens to show an inlay of gold and black brocade.

A navy tricotine with heavy braiding on belt and panel; exquisite hand-embroidered lingerie collar.

A black charmeuse with self plaid. The tunic has a border of gold worked in the checkerboard blocks of the plaid.

A navy tricotine gown with a suggestion of the redingote about it; opening over a hand-done lingerie vest, string belt.

A charming fawn-colored duvetyne, its lower half heavily wrought with darned work; its string belt lined with gold.

Navy tricotine with dull gold

and black silk embroidery on tunic. A short-sleeved evening gown with very long cords and tassels hanging from the sleeves, the tunic embroidered with gold in a close, all-over pattern.

Evening gown of platinum cloth, relieved by a sash of larkspur blue tulle.

Another of black satin with jet ornament and clusters of ostrich feathers scattered over the skirt.

Another almost wholly of gold embroidery and jet. An extraordinary dress of fringe, row after row of it, the skirt growing so narrow toward the feet as to suggest a sheath. A hip girde of green and gold brocade is the only relief.

Prices \$95 to \$275.

(First Floor, Central)

2500 Yards of Japanese Habutai —\$2 and \$2.25 a Yard

Strong, firm Japanese silk—with a chappe warp and silk weft—silks that are most desirable just now.

Both 36 inches wide, in white—the \$2.25 grade is 15 momme; the \$2 grade is 14½ momme.

Use them for women's wear, for blouses, frocks, skirts and for men's shirts.

(First Floor, Chestnut)

2000 Waists in a First-of-the-Month Sale

900 waists at \$5. Nearly all Georgette crepes, mostly light colors, with tucks and self ruffles. A few of this lot are white China silks made tailored style with box pleats.

250 waists at \$2.85. Samples, mostly of white batiste; many semi-tailored.

300 waists at \$1.50 and \$1.65. These are white voiles and batiste, tailored and lace trimmed.

700 waists at little prices. Mussed cottons reduced out of our own stocks, all-white and some colored.

(East and West Aisles)

Fine English Velveteens at \$2.75 to \$6 a Yard

Very much wanted, too, they are both for day and evening dresses, and their colors are peculiarly beautiful. There are—a new dark henna known as anaconda, a French blue, Hague blue, navy, mole, dark brown, chestnut brown, airplane blue, wine color, bearskin brown, buffalo gray and black.

Widths are 27, 36 and 44 inches wide. Prices \$2.75 to \$6.

(First Floor, Chestnut)

Two Dainty Low Shoes for Women

One style is a two-hole tie of nut brown Russia calfskin, with long vamp, long narrow toe and high Louis heel. It is designed to wear a buckle with.

Price \$12 a pair. The other style is a Louis-heel oxford of patent leather, also with narrow toe.

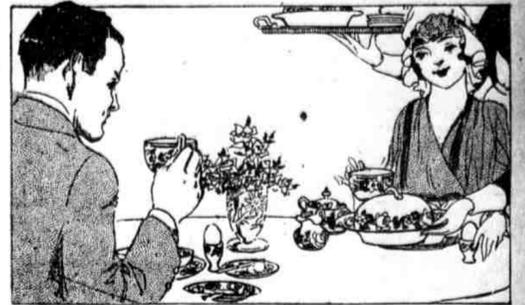
This is \$11 a pair.

(First Floor, Market)

The Collection of Dinner Sets Is Amazing

in view of a long-time scarcity and the great uncertainties of transportation.

Let us say, also, at the outstart, that not a single special price has been accomplished at the expense of quality or by the skimping of sizes. Every piece of china and glass in this sale is regular Wanamaker



standard and may be purchased with full confidence and without misgivings.

English Dinner Sets of 106 and 107 pieces, many rich in decoration, \$22.50, \$25, \$27.50, \$30, \$35, \$37.50, \$40, \$42.50 and \$45.

French Dinner Sets (secured by a special journey to Limoges) of 106 and 107 pieces, in all the lovely decorative styles of the master French potters, \$32.50, \$35, \$37.50, \$40, \$42.50, \$50, \$55, \$65, \$75, \$85 and up to \$300.

Japanese Dinner Sets, \$32.50, \$35, \$40, \$50 and \$60.

American Dinner Sets—Semi-porcelain. These represent one of the most important industrial forward movements of the times. Sets of 106 and 107 pieces, simple and graceful in design, with a great variety of decoration. Prices are \$13.50, \$15, \$17.50, \$20, \$25, \$27.50, \$30, \$32.50, \$35, \$37.50 and \$40.

American China Dinner Sets—A small but distinguished collection representing a genuine "infant industry." These are genuine china sets, of 107 pieces, and will give excellent service. They are in border patterns and are priced \$30, \$37.50, \$42.50 and \$50.

Cut Glass in a Brilliant Collection

Vases in all sizes, jugs, sugar and cream sets, celery trays, berry bowls, compotes, baskets, fern dishes, mayonnaise dishes, vinegar and oil bottles, bonbon dishes of all sizes and shapes and ice cream trays.

From \$1 for a bonbon dish to \$400 for as fine a punch bowl as we know of on sale in America.

Light Cut Glass Includes

grape juice and other beverage sets, cracker and cheese dishes, water sets, iced tea sets, candy jars, berry dishes, baskets, flower bowls, vases, sugar and cream sets, marmalade and jam jars, guestroom sets, water jugs, celery trays, compotes, etc. Prices are from 50c for a bonbon dish to \$15 for a water set.

Also there are special prices on first-quality lead-blown plain and needle etched and light-cut water tumblers and Colonial water tumblers and footed sherbets.

No matter what else may interest you among the dinner sets, cut glass, etc., be sure to make a memorandum to stock up on these tumblers.

(Fourth Floor, Chestnut)

Excellent Traveling Bags at Special Prices

Made of good black and brown cowhide, in a large, high-cut, roomy Oxford shape. Good to look at and reliable for service.

Sewed-in frames, sewed corners and sewed edges, and all lined with tan leather.

Best sizes, 18 and 20 inch. Prices \$19 and \$20, which is less than such bags usually sell for.

(Main Floor, Chestnut)

A Little Outgoing of Couch Hammocks

One kind is covered with khaki-colored duck, has adjustable wind-shield and back combined, National fabric spring and metal frame, and its reduced price is \$12.

The other is covered with khaki-colored duck and trimmed with dark red braid, the mattress is cotton filled and the head-rest adjustable; also the ends are hung by re-enforced chains. Price \$15.

Stands and canopies for these hammocks will be found close by at regular prices.

A few reduced porch swings also are here—sizes 3½, 4 and 5 feet long—for \$2.85.

(Seventh Floor, Market)

Vacationists Are Buying Rugs on Their Way Home

So many of them, visiting the Store, have complimented us on our showing of domestic rugs and our fair prices.

Anglo-Persian Wilton Rugs	Standard Wilton Rugs
9x12 ft., \$123.	9x12 ft., \$67.50, \$70 and \$80.
8.3x10.6 ft., \$112.	8.3x10.6 ft., \$62.50 and \$76.50.
6x9 ft., \$76.50.	6x9 ft., \$48.50 and \$52.50.
10.6x12 ft., \$168.	11.3x15 ft., \$138.
11.3x15 ft., \$210.	
	Axminster Rugs
	9x12 ft., \$43.50, \$52.50 and \$58.50.
	8.3x10.6 ft., \$40, \$48.50 and \$52.50.
	6x9 ft., \$23.50, \$28 and \$31.
	11.3x12 ft., \$57.50 and \$70.
	Other Fine Wilton Rugs
	9x12 ft., \$98.50 and \$117.
	8.3x10.6 ft., \$92 and \$96.50.
	6x9 ft., \$65 and \$72.50.

(Seventh Floor, Chestnut)



Keeping Faith With the Housewives of Philadelphia

The Wanamaker Store presents more than 150,000 dependable household articles at savings ranging from 10 per cent to 50 per cent in the

Great September Sale of Housefurnishings

So accustomed to depend upon this great September Sale of Housefurnishings have the housewives of Philadelphia and vicinity become that we could hardly remove it from our Store's calendar, even if we cared to do so.

It has become an institution with the housekeepers of the world's greatest city of homes.

Not only because it always brings many thousands of the best and most dependable house furnishings to be found the world over, but likewise it always brings and introduces whatever new inventions and devices have been produced during the past six months.

The Housewares Sale is always made up of new goods at special prices.

No reduced goods or job lots are to be found. It is the other kind of a sale from the clearaway kind.

This year's assortment is better even than normal times, but while they are all new, special lots it should be understood that none of them can be duplicated and early selections are therefore advised.

The classifications of the articles at reduced prices are given in part, as follows:

- Refrigerators.
- Aluminum cooking utensils.
- Enameled cooking utensils.
- Old-fashioned iron cooking utensils.
- Bathroom furnishings.
- Baskets.
- Woodenware—clothes horses, pastry boards, etc.
- Washing machines.
- Brushes for every cleaning purpose.
- Coal hods, ash and garbage cans.
- Chamois that do not harden.
- Soap—white laundry kind.
- Brooms and whisks.
- Cutlery for the kitchen.
- Fireplace furnishings.
- Sewing machines.
- Dress forms.
- Pantry ware—white, oak and brown.
- Wash boilers—copper bottom.
- Kitchen cabinets—white enameled and oak.
- Kitchen tables—white and the old-fashioned kind.
- Serving trays.
- School trunks.
- Casseroles, baking dishes, percolators.
- Cedar and matting-covered chests.
- Tea kettles—copper body, heavily nicked.
- Timware—heavily polished.
- Feather dusters—ostrich and turkey feathers.
- Mops—dustless and for use with water.
- Cleaning cloths for every house use.
- Vacuum cleaners.
- Jardinieres and umbrella stands.

(Fourth Floor)

\$12 a Pair for Good Blankets

An odd lot not to be continued in our regular stock this Winter and therefore reduced.

Woven with a cotton chain and all-wool filling. Made with pink, blue or yellow borders.

Another kind, with fine California wool filling and cotton chain, and with blue borders bound with silk, special at \$15 a pair.

(Sixth Floor, Central)