

The Great Organ Will Play Today at 9, 11 and 11:55
The Organ and Band at 4:45

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

More Than 32,000 Pair of Wanamaker Shoes in a Great Price Downfall

Winter Shoes and Summer Shoes

for Both Men and Women

With Prices Averaging Half

All day yesterday, as on many previous days, the work went forward of cutting down the shoe prices for a great sale.

Not a mere summer clearaway sale.

Not a bargain lot.

But a shoe sale that is to be larger and greater and more helpful than any we have ever known.

Of women's shoes there are 18,649 pair, in so many styles that every taste can be suited. There are some fine, complete new lots, just from the best factories in America, but the most of these shoes have been reduced straight from our own stock.

There are 13,353 pair of men's shoes, all reduced straight from today's Wanamaker stocks of fine and fashionable shoes. They have come down to average half price, and there are styles and sizes to meet every demand. Both low shoes and high shoes.

It is the great opportunity to buy all the shoes needed by the man and woman of the family for the whole coming Winter and some for next Summer.

The government is paying more than \$2 a pair higher for these selfsame shoes.

Item 1—Men's Shoes at \$8.40

529 pair of high shoes from America's best shoemakers for men. Various styles, tan and black.

They include 315 pair of men's very fine, London style, black calfskin, lace, stout shoes.

Item 2—Men's Shoes at \$7.90

148 pair of extra fine shoes that are "factory hurt." Most sizes in the lot.

Item 3—Men's Shoes at \$9.75

A special lot of 368 pair of fine custom-made shoes. A little bit of everything and not much of any one. Some white buck, tan and black oxfords. Some tan and black high shoes. If your size is here, look sharp for these goods.

Item 4—Men's Shoes at \$5.90 and \$8.40

1422 pair men's shoes from the factory making the best shoes made in Chicago, consisting of high and low shoes in tans and blacks.

Some good-sized lots of these shoes. Narrow and medium toes.

357 pair of high shoes at \$5.90.

540 pair of high shoes at \$8.40.

206 pair of oxford shoes at \$8.40.

319 pair of grain calf, heavy Winter high shoes, \$5.90.

Item 5—Men's Shoes at \$4.85

1028 pair of men's shoes from one of the best medium-priced makers, black and tan, high and low cuts.

256 pair of them have fiber soles which outwear any sole leather produced.

The balance of them are regular leather soles.

Item 6—Men's Shoes at \$4.65

700 pair of men's black calfskin shoes—standard Marine Corps shoes, sizes only 5 to 8, at \$4.65.

3268 pair of standard tan army marching shoe at \$4.65 per pair.

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

Item 7—Men's Shoes at \$1

453 pair of tennis and outing shoes, heavy and light soles, at \$1 per pair.

Item 8—Men's Moccasins at 75c to \$1.75

5457 pair of leather moccasins made by one of the best factories in Maine, priced according to size, 75c, \$1, \$1.25, \$1.50 and \$1.75.

Item 9—Women's High Shoes at \$7.75

3747 pair of black and tan high shoes in six distinct styles, all sizes and all widths.

Some with military or Cuban heels and some with one-inch or common-sense heels, in narrow and medium round toes.

Item 10—Women's High Shoes at \$8.75

1063 pair of women's combination lace boots in patent, dull and tan leathers.

Item 11—Women's High Shoes at \$6.75

3896 pair of women's high lace shoes in black and tan leathers.

Item 12—Women's High Shoes at \$5.40

4480 pair of women's black kidskin and patent leather, tan calfskin with colored cloth tops and one all-gray leather and one gray leather foxings with gray cloth top, covered Louis heels.

Item 13—Women's High Shoes at \$4.40

4820 pair of shoes for women and for girls who wear women's sizes; plump, heavy tan grain lace boot, black calfskin lace boot, two shapes of black glazed kidskin shoes.

Item 14—Women's High Shoes at \$2.75

643 pair of women's white buckskin-finished high shoes, Louis covered heels.

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

New Silk Tricolette Dresses Are Still Coming

Literally dozens of styles, and all are so pretty and with such excellent lines!

We have just received a really beautiful model with hand-embroidered tunic; another with panel embroidery down each side of the front and one with wool embroidery in the same color. There are others with elaborate designs done entirely in narrow silk braid.

The new Puritan collar comes in a very new style. It has a point reaching to the waist in the back and a dainty lace frill around the neck and in the long, V-shaped opening in front.

So great is the popularity of these tricolette dresses that the manufacturers have added to the color list Cordovan brown, Havana, taupe, also navy blue and black. Some have the dropped



stitch, giving the appearance of stripes. The prices are as little as one could expect for such dresses, \$57.50 to \$77.50. (First Floor, Central)

Women Are Decidedly Favoring Soft Tan-Colored Coats

Such coats being of the finest vicuna wool or camel's hair, which looks and feels like the former, except that it is not quite so soft.

These coats are very fashionable and they are the nicest possible kind for traveling or sports wear.

In camel's hair there are two

good styles, almost full length, belted, at \$75 and \$87.50.

In vicuna (the real vicuna) two models at \$115 and \$125 and another with large collar and pockets of Hudson seal (died muskrat) at \$265 or of beaver fur at \$275. The combination of the Hudson seal and beaver with the rich tan of the vicuna is particularly beautiful.

(First Floor, Central)

New Winter Suits of Many Kinds for Young Women—\$40 to \$85

There are many new sports suits, suits of wool burella, wool jersey and tweeds in jaunty, new sports models.

There are dress suits of wool velour, tricotine and twills—a charming little suit of brown

velour with deep shawl collar of nutria is \$57.50.

There are all the fashionable colors and a great variety of styles.

\$40 to \$85—14 to 20 year sizes. (Second Floor, Chestnut)

For Young Women Thinking of Autumn Coats—

The Young Women's Store has cases and racks filled with scores of becoming new styles from which to choose.

Beginning at \$35 for a practical, good-looking coat of all-wool velour, half-lined with peau de cygne, with a new back and belted in front, the coats go on up to \$250 for a handsome

wrap of rich brown wool of velvety texture, with bands and wide collar of flying squirrel fur. This coat is richly embroidered with silk and lined with a lovely flowered silk.

Other coats in many styles and the smart colors, many fur trimmed, are at various prices between these extremes. (Second Floor, Chestnut)

Charming New Velvet Dresses for Young Women

Lustrous velvet of good quality in black, blue or the fashionable brown, made up in smart one-piece dresses, are among the new arrivals in the Young Women's Store.

Prices from \$1.50 to \$10.50. L. R. front-lacing corsets, \$2 to \$12.50. (Third Floor, Chestnut)

Some are braided, some have a touch of lace and all are attractive.

\$45, \$47.50 and \$55, 14 to 20 year sizes. (Second Floor, Chestnut)

From Shanghai, China, New White Wash Silk

It can be used for everything that a Japanese habutai can and it washes and wears just as well. The weave, however, is somewhat softer and has a slight unevenness which is much admired.

We have received 1200 yards of this silk, all 36 inches wide, to sell for \$2 a yard. This price

being based on the cost of two years ago, is consequently very much under today's rating. Also Shanghai white silk is a scarce article today in this country and there are few places it is to be found.

Blouses, negligees, linings, foundations and underwear are only a few of its many uses. (First Floor, Chestnut)

Many Lamps and Shades Are Half Price in the Sale

Not just a few odds and ends, but a large and varied assortment of desirable pieces.

We have also a collection of some of the finest lamps that have ever been shown in this Store. Artistic affairs of hand-wrought metal in various finishes or of wood beautifully decorated. Prices are \$17.50 to \$140, or a third less than regular. (Fourth Floor, Central)

The Great Demand for Plain Colors in Floor Coverings

has brought about the making of a type of rugs and carpeting that looks well, wears well, cleans well and is low-priced. This ideal combination is found in

Klearflax Linen Rugs and Piece Goods

These goods come in plain rose, taupe, blue, gray and green. In the piece they are \$3.75 a square yard for pieces 54 inches, 6, 9 or 12 feet wide; \$3 a yard for 27-inch width, and \$4 a yard for 36-inch width.

Rugs

9x12 ft., \$42
8x10 ft., \$31.50
6x9 ft., \$21.50
4x7.6 ft., \$14

9x15 ft., \$52.50
27x54 in., \$45.00
30x60 in., \$55.00
36x72 in., \$75.00

(Seventh Floor, Chestnut)

"An Ounce of Mother-Wit

is worth a pound of —," but it will not take the place of school and college education.

The human mind is an empty furnace unless the coals of learning are put in it and the fires kept burning by persistent study.

Natural smartness will not take the place of a well-filled mind to apply the advantage of stored-up knowledge.

A little room with even a little stock of merchandise in it can do some business, but every good thing grows. The whole of the fourteen stories of this huge building, fronting on four big streets, is not as large as we need today for this big, improving business.

(Signed) *John Wanamaker*

Sept. 9, 1919.

Smart New Hats for Autumn Sports Wear

And this season's sports hats may be of soft velour, of lustrous hatter's plush, of felt or of the fashionable duvetyne—for all are in good style.

The shapes are comfortable and becoming, the hats are in gay or subdued colorings, and simply trimmed, as sports hats should be. Prices begin at \$15. (Second Floor, Chestnut)

NEW Velours Seem Softer and Finer Than Ever

They are a beautiful material and a most fashionable one for Fall and Winter coats, suits and even entire dresses.

Among the colors just received are mole and beaver, tan, reindeer, chestnut, pheasant brown, mahogany, terra cotta, Copenhagen, navy and Pekin blue, plum and black.

They are 54 inches wide and \$5 and \$6 a yard. (First Floor, Chestnut)

THERE Are Pin Seal Handbags and Pin Seal Handbags.

And any woman knows the difference between the fine kind and the ordinary kind.

Usually there is a difference in price, as well as in appearance, but we have just received a shipment of fine polished pin seal handbags that we can sell at the price of ordinary bags because we bought them some time ago.

Both pouch and flat shapes, all in black and all silk lined. Prices \$6.50 to \$10. (Main Floor, Chestnut)

WAISTS for Women Who Wear Larger Sizes

At \$4.50, waists of white batiste with two size tucks down the front, hemstitching and picot lace edge on the collar.

At \$5.50, waists of sheer white voile with collar and vest in front of all-over embroidery in dainty design. These, too, have tucks and hemstitching.

Both in sizes 46 to 52. (Third Floor, Chestnut)

The New "Flare" Sweater for Smart Women

Bell sleeves and a ripple skirt make this sweater highly distinctive and unusually attractive.

It is made of wool, in black and colors, and has button front, Eton collar and hand-crocheted buttons.

The price is \$15. (First Floor, Market)

DAINTY New Pink Silk Bloomer Chemises

One style at \$3.50 is of wash satin with tucked top and hemstitching, and much the same style, in heavier satin, is \$5.

Four styles of crepe de chine are each \$5—one with Valenciennes lace and hemstitching; another with tucks and hemstitching; a third with hemstitching only; and the last with fine narrow tucks at the top.

All are in flesh color pink and all have straps over the shoulder. (Third Floor, Central)

WHITE Silk Caps for Babies

These caps are of silk poplin mostly and are lined, of course. Some are lace trimmed, some have rows of shirring, some have ribbon rosettes and some have embroidery scallops.

Infants up to 2 year sizes—\$1.25 to \$2.75. (Third Floor, Chestnut)

A Huge New Shipment of the Best Hairpins Made—

which means a shipment of English hairpins—has just been unpacked in the Notion Store.

Not only are English pins the best, but the pins from the maker who sends us these are, we believe, the best in the world. One hairpin can make a woman absolutely miserable—these pins, smooth and carefully finished, are the most comfortable and satisfactory to wear.

Small packages of invisible pins, 50 pins for 8c—and these are medium and light weight, crimped and pins to hold nets. (Main Floor, Central)

Boxes of crimped pins, 500, black or brown, 50c.

Assorted crimped and heavy and invisible pins, 150, black or brown, 25c.

Larger hairpins, invisible and heavy, 375 pins, black or brown, 70c.

Heavy concave pins, 12 to a package, 19c.

Heavy black crimped pins, 100 for 20c.

Gold or silver finish hairpins, invisible or heavy, 25 pins, 25c. (Third Floor, Central)

TWO Quite New Cotton Blouses

are in Autumn styles and not expensive. One at \$4.50 is of fine white voile with a tucked bib effect, front and back, and three rows of Valenciennes lace.

The other, at \$5, is of white or flesh-colored batiste, with lattice heading for its only adorning. Women will like both styles. (Third Floor, Central)

THE Maid Will Need a New Outfit—

and here are some of the things she'll need.

Morning dresses of chambray in pink, green, blue or tan, or striped or checked gingham, \$3.85 to \$5.

Afternoon uniforms in white, \$3.85 to \$5.50; black, \$3.85 to \$13.50; gray, \$6.75 to \$7.

And there are aprons, caps and collar sets in many styles at moderate prices. (Third Floor, Central)

The Greatest of All Sales of Housewares Is at Its Best Right Now

Let any Philadelphian or any visitor to Philadelphia get off the elevator at the fourth floor and give any amount of time that can be spared, from five minutes to two or three hours, to the inspection of the unparalleled collection of kitchen, bathroom and laundry utensils, cleaning helps, gardening implements, hardware and tools, electrical devices, stoves, ranges, heaters—in short, household utility ware of every sort—the minutes or the hours will be well expended.

The collection is an exhibition of American house-keeping progress.

During the month of September more than 150,000 articles of these classes are to be had at special prices. Fine, durable, notable utensils of the best description.

There is no other such Housefurnishing Store, and there is no other such Sale.

Let no woman spend the day in Philadelphia without a delightful visit to the Housewares Store during the September Sale.

(Fourth Floor, Market and Central)

Cut Glass Has a New and Great Popularity, as This Sale Is Showing

The greatest proof of this is the remarkable demand for cut glass in the September China Sale.

The character of the glass is a very good reason for it—this, combined with prices that represent savings of 25 to 50 per cent.

All the cut glass in this Sale is cut glass in the better sense.

The crystal is fine and brilliant, and the cuttings handsome and well executed.

The variety is immense, and there are many pieces of extraordinary note, such as berry bowls at \$3.

Orange bowls at \$4.25.

Flower vases, 10-inch size, \$3.75; 12-inch size, \$5.

Flower baskets, 10-inch size, \$7.

Water jugs, 4-pint size, \$5.

The whole assortment, comprising hundreds and hundreds of pieces for every conceivable purpose, ranges from bonbon dishes at \$1 each to magnificent lemonade bowls at \$400.

(Fourth Floor, Chestnut)