

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Unsettled

# Thousands of Wanamaker Shoes at Average Half Price

## In the Greatest Shoe Sale We Have Ever Known—and Never Was One So Much Needed

### Philadelphia Plumes Herself With Pride

to give her unlimited hospitalities to the Knights and their families who have come the full width of the Continent, from Maine to Oklahoma, for rest and refreshment from their labors.

It is an unspeakable pleasure to open our homes and decorate them to their best and show the welcoming spirit that is in our hearts.

Please be at home with us as you will in this largest mercantile building in the United States.

(Signed) *Joe Wanamaker*

September 10, 1919.

### Furs of Royal Beauty

FROM all the signs it is to be a wonderful fur season. One has only to see the handsome wraps and separate furs in the Fur Sale to agree with the signs! The new coats and wraps are perfectly stunning—long coats, with great shawl or roll collars, smart little short coats—both are fashionable.

Stoles and scarfs are in more styles than ever! Long and short, broad, plain and quite elaborate. And usually they have pockets. The Fur Salons are worth a special visit to see—so full are they of new and rich and beautiful pieces.

(Second Floor, Chestnut)

### Silvertone and Frieze Coats Each Priced \$65

And they are both brand-new shipments in Fall styles. A goodly number of women have been asking for just such coats as these.

The silvertone velours are all-wool and very soft and beautiful in quality. There is a collar that may be buttoned over to protect the throat, large pockets with pinch tucks, a narrow belt and a fitted-in back. In blue, brown, plum, deer or Oxford.

The frieze coats are of a fine, sturdy weave, with an inverted pleat down in the back, a belt, and a collar that buttons across. In pretty shades of blue, tan or brown.

(First Floor, Central)

### Three Handsome New Blouses

are here just in time to be selected to wear with new Autumn suits. All are of crepe Georgette.

At \$16.50 is a richly braided blouse in white, flesh, black or navy and finished with satin-covered buttons.

At \$18.75 is a deep blue or black blouse, lined with chiffon, hand embroidered in front and finished with snowy collar and cuffs of Georgette.

At \$22.50 is another blue or black blouse, lined with white chiffon and with white crepe collar, vest and cuffs. Hand stitching and drawn work on the front and hand-stitched buttons make it more distinctive.

(Third Floor, Central)

### New Gowns Require New Gloves

And French gloves by preference, so dainty and fine are they.

Here are some new gloves, the skins of soft pliability, the gloves made with all the care and daintiness for which French gloves are famous.

At \$3.25 a pair—pique-sewn gloves in black, white, tan, gray, black with white and white with black needle-point stitching.

At \$3.75 a pair—pique-sewn gloves in black and white with self or contrasting embroidery, gray, blue and the fashionable tans and browns. All with 2 clasps.

(Main Floor, Central)

### Crepe Meteor, \$2.75 Crepe de Chine, \$1.50 and \$1.65

These are the old-time prices for these silks, and they are the two silks that are being worn more than any other kinds for in-between season dresses.

Also there are all the good Fall shades, medium and dark, in both meteors and crepes de chine, but there is no white or black among them. All are wide widths.

There are 3000 yards in all to sell at these prices. We wish it was a great deal more.

(West Aisle)

### Women's Silk Stockings "Seconds" at \$1.25

1500 pair of black thread silk hosiery that would be half again as much if first grade.

Full-fashioned goods with cotton tops and soles and from one of the largest mills in the country. Though the demand for this mill's "seconds" is greater than the supply, we are fortunate in getting more than our share.

(West Aisle)

### New Fall Skirts in Serge and Poplin

They come in either a midnight blue or a black, and they are a good choice for women who want a skirt that will go with every kind of waist or coat.

In serge there is an attractive style, gathered in the back and with the new tucked pockets. It is \$8.75.

In wool poplin one may have a pretty, full-gathered model with tucked pockets, a belt with pinch tucks and pinch tucks around the hem. This is \$9.75.

(First Floor, Central)

### A Dozen New Styles of Nainsook Nightgowns

Simple, dainty, carefully made nightgowns in twelve new styles.

Several gowns are sleeveless—many women like to wear these the year round—\$2.25 to \$4.

Low-necked nightgowns with sleeves, lace and embroidery trimmed, \$2 to \$3.

And all are of good quality nainsook.

(Third Floor, Central)

What a response!

It showed how many people were waiting for shoe prices to come down.

From the moment the doors opened this morning the sale has been going with a rush.

And no wonder, for in it are high and low shoes for men and women, at reductions which average half of their regular prices.

You can come in now and get all the shoes you need for the coming Winter—or for next Summer, for that matter—at savings which mean the equivalent of two pair for the usual cost of one.

Good shoes, too. Many fine shoes. Most of them reduced from stock, but some special purchases just received from the best factories in America.

An extraordinary event.

Women's Low Shoes at \$4.75—Street oxfords and pumps, in seven models. Broken sizes.

Women's Low Shoes at \$6.75—Fine black and tan oxfords and pumps, kidskin, calfskin and patent leather. Nine models; broken sizes.

Women's White Low Shoes, \$2.75, \$4.75 and \$6.75—A varied lot, in broken sizes, including evening dress pumps; street, dress and sports shoes.

Women's High-Cut Golf Shoes at \$4.75—Blucher style with perforated straight tip.

Women's High White Shoes at \$2.75—Buckskin finish with Louis heels.

Women's High Shoes at \$4.40—Plump, heavy, tan grain lace boot, black calfskin lace boot, two shapes of black glazed kidskin shoes.

Women's High Shoes at \$5.40—Black kidskin and patent leather, tan calfskin with colored cloth tops, all-gray leather with gray cloth top, covered Louis heels.

Women's High Shoes at \$6.75—Lace shoes in black and tan leather.

Women's High Shoes at \$7.75—Fine 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.

Women's High Shoes at \$8.75—Combination lace boots in patent, dull and tan leathers.

Men's Low Shoes at \$4.85—In black and tan; some have fiber soles.

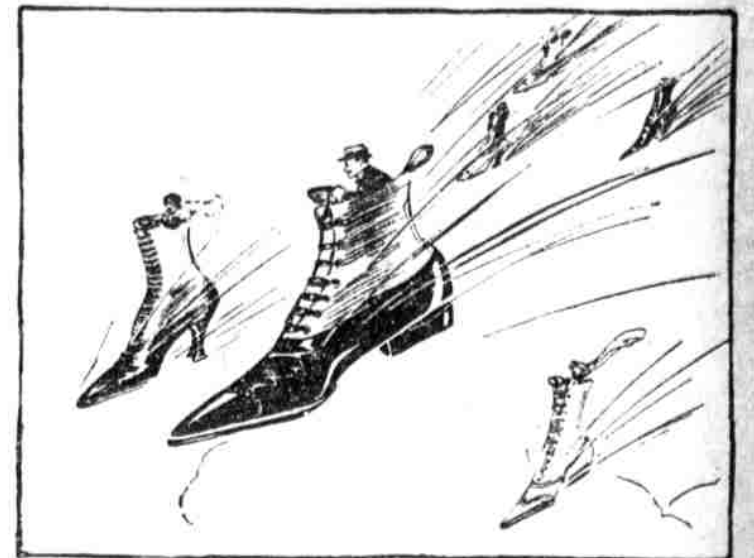
Men's Low Shoes at \$8.10—Fine oxfords in tan and black; narrow and medium toes.

Men's Low Shoes at \$9.75—Extra fine custom-made shoes, but in broken sizes. White buck, tan and black.

Men's High Shoes at \$4.85—In black and tan; good, substantial Winter shoes.

(Men's Shoes, Main Floor, Market)

(Women's Shoes, First Floor, Market)



Men's High Shoes at \$5.90—Sizes to fit practically every one. About half are extra-heavy grain calfskin for heavy, Winter duty, choice of black or tan.

Men's High Shoes at \$7.90—A small lot of extra-fine shoes, "factory hurt." Various styles and chance sizes.

Men's High Shoes at \$8.40—Very fine shoes, in black and tan; done on smart English lasts. These are among the smartest and most durable shoes in the market today.

Men's High Shoes at \$9.75—Extra-fine custom-made shoes in various styles, but poor choosing as to sizes.

Besides the shoes enumerated, we have also several thousand men's Marine Corps and Army shoes selling at \$4.65 and thousands of moccasins special at 75c to \$1.75, according to size. These last do not represent new reductions, but the values are extraordinary.

Plenty of shoes, plenty of room, plenty of extra sales people, including a large number from our New York store—and the most abundant savings of any shoe sale we have ever known.

### Charming New Silk Dresses Arrive at a Good Time

They are easily the most popular kind just now, being the nicest thing imaginable for early Fall days and later on as dresses for indoor wear.

There are some brand-new styles in Georgette crepe, others of soft taffeta, satin and silk combined with the crepe. Mostly they are in dark blue or black.

A woman can choose to suit her fancy—she can have something very plain, with only frills of the material for trimming. She can have lovely beaded or braided models or the most piquant little frock one could wish, with rows upon rows of tiny satin ruffles, the upper part of the skirt being crepe and a loose overblouse of satin with scalloped edges.

Deep lace ruffles, by way of a collar, are seen on a number, and there is a suggestion of the new puffed skirt in one instance.

Such moderate pricings as \$18.75 to \$50.

(First Floor, Chestnut)



### New Dresses and Warm Coats for School-Going Maids

More and more mothers are adapting wash frocks as year-round frocks, and certainly they are most practical for school wear.

White and colored cotton dresses, in new styles—and good styles, too—are \$3 to \$10. And there are literally hundreds of dresses from which to choose.

(Second Floor, Chestnut)

Cotton regulation dresses in white or blue start at \$3.75 and go up to \$12.50 for linen regulation dresses.

Serge regulation dresses, \$18.50.

New coats of broadcloth, velours, silvertones, in attractive styles, many fur trimmed, are \$30 to \$43.50.

All in 6 to 14 year sizes.

(Second Floor, Chestnut)

### Exquisite New French Baby Dresses—Just Landed

Infinitesimal kitchies, every one hand done, softest white stuffs and a daintiness that the French workers know so well how to impart, make these little dresses the exquisite things they are.

They are for babies of six months up to two years, and there are many styles. Some are straight from the neck, with tucks and embroidery, some have round or square or straight yokes—and some are finished with real Valenciennes lace.

\$3.50 to \$16.50 each.

(Third Floor, Chestnut)

### Warm Bath Robes Ready

Blanket bath robes, all in different colors and styles and at various pricings from \$5.50 to \$10.

Ribbed eiderdown bath robes are in light blue, pink, rose or lavender, are warm and pretty, and \$8.75.

All-wool blanket bath robes in pink, blue or tan plaid effects, bound with cord and with silk cord girdles are \$16.50.

(Third Floor, Central)

### Ginghams for School Frocks for Small Girls

David and John Anderson ginghams, generally considered to be the best of all, are none too good for dresses that have to stand as much hard wear and be washed as many times as school dresses do.

The colors, too, are very clear and beautifully combined. Just now the assortment is unusually good in plain colors, checks and plaids at \$1.25 a yard.

(First Floor, Chestnut)

### Blankets and Quilts for School and College Use

Boys and girls returning to school should be provided with good, warm bed blankets and comfortables. This is so obvious that it need not be emphasized.

Our Blanket and Quilt Store has made provision of what are regarded as the best blankets for just such use.

For boys' school-size beds we have gray cotton-and-wool mixed blankets at \$5, \$6, \$7.50 and \$10 a pair.

White cotton-and-wool mixed blankets for girls' school-size beds at \$7, \$10 and \$12 a pair.

All-wool heavy plaid blankets, for use on top of the bed instead of a comfortable, are priced at \$12 to \$20 each, and there are very good ones in between at \$13.50 and \$16 each.

Good all-wool-filled comfortables in durable coverings are \$10 and \$13.50 each.

Down-filled comfortables are \$12 and \$15.

(Sixth Floor, Central)

### Good Leather Handbags Between \$1.50 and \$5.00

Really good leather handbags are not easy to find at these low prices now, but while this lot lasts we can provide them.

Pocketbooks and flat and pouch shape bags in new Fall shapes, chiefly black, but a few colors.

All well-made handbags in excellent styles.

(West Aisle)

### Powder Boxes and Other Trinkets

One's powder is always handy and always ready if it is in a little box which may be carried from the finger or attached to one's bag.

Silver-plated boxes, 50c to \$1, and charming gold-plated ones, some engraved or set with imitation stones, \$3.50 to \$8.

Enamel-top powder boxes, in pretty colors, 75c to \$1.25.

Coip boxes are much in fashion, too—gold plated, \$1.75 to \$4; silver plated, \$1.50 to \$3.25.

(Jewelry Store, Chestnut and Thirtieth)

### A Fragrant Lovely Scent Is Jasmine—

and all the sweetness of the growing blossoms has been retained in Queen Mary Jasmine.

Jasmine toilet water, \$6 a bottle. Jasmine extract, \$5 a bottle.

Both in pretty bottles and attractive packages.

(Main Floor, Chestnut)

### New Printed Eiderdowns Anticipate Warm Wrappers

Fully as many patterns as were ever here before and just as pretty ones. There are dark shades for men and women, lighter colors for boys and girls and pale blue and pink (some with bunnies on them) for smaller children.

All are 27 inches wide and 76c a yard.

(First Floor, Chestnut)

### Albums for Vacation Pictures

An especially good one is 7x10 inches, with forty loose leaves and black silk cloth cover, at 75c.

Many other kinds between 25c and \$5.

(Main Floor, Chestnut)

### Old-Fashioned Honeycomb Towels at 50c Each

These are towels of the kind that make you glow after a cold bath. They unite the two essentials of a good bath towel—unusual absorbent and friction qualities.

The fabric is a fine grade of cotton and the towels have a soft, full-bleached, unstarched finish. They have blue striped borders and deep hems, and are in a good, liberal size, 22x42 inches.

(First Floor, Chestnut)

### Charming Reed Lamps Enter the Sale

These lamps are much in demand to go with wicker furniture. There are both floor and table styles and a few hanging domes. They are in various colors and have cretonne linings.

All taken out of regular stock and reduced 25 per cent. Their new prices are \$7.50 to \$47.50.

Also plenty of other lamps and shades at savings of a fourth to a half.

(Fourth Floor, Central)

### Fine New Fall Suits Ready for the Boys

To have the right goods at the right time and at the right price is the main thing in keeping a boys' clothing store or any other kind of a store.

That just sums up the situation in our Boys' Clothing Store today. The new Fall suits are here and they are of the right kind and they are priced as low as suits of that kind can be priced nowadays.

All are Norfolk models in a choice of gray, brown and fancy mixed shades, also blue serges.

Every suit is reliable in fabric, well modeled and well tailored to hold its shapely lines. Prices are \$15 to \$35 for suits in 8 to 18 year sizes.

(Second Floor, Central)

### For Men Who Like Colors—Handkerchiefs at 50c

Bought in Ireland three years ago, of unusually good linen, with white centers and borders of violet, gray, blue, green or tan, they are the 50c quality of three years ago—and any man knows what a find that is today.

(West Aisle)

### Inexpensive Rugs for Year-Round Use

These rugs, which started life as Summer rugs, have now become popular as all-year floor coverings because of their serviceability and low prices.

Woolen Fiber Rugs

9x12 ft., \$18 and \$33.50

8.3x10.6 ft., \$17 and \$21

6x9 ft., \$9.75 and \$13.50

9x15 ft., \$22.50 and \$30

12x15 ft., \$32.50 and \$42.50

Heavy Colonial

Rag Rugs

9x12 ft., \$12 and \$16.50

7.8x10.6 ft., \$12 and \$13

6x9 ft., \$5.75 and \$9

(Seventh Floor, Chestnut)

### The Set of Dishes

It is an index to a home and it is the index to a China Sale. No chain is stronger than its weakest link, but the one thing above all others that a China Sale sets is strong in is the showing of dinner sets.

In dinner sets this is a great china sale. It assembles the best that France, England, Japan and the United States can produce.

It provides sets from all of these countries in a variety adequate enough to satisfy any reasonable demand, in qualities and grades of the standard, unquestionable kind, and at prices 10 to 50 per cent less than regular, the average saving being about 25 per cent. No saving in price has been accomplished at the expense of quality or desirability.

There has been no skimping, substitution of sizes or juggling of numbers to make a special price. Typical of the exceptional values now offered are certain French dinner sets which we have just opened to sell for \$32.50. Two distinct kinds are included in this lot, one lot of 107-piece sets with floral spray decoration and full gold handles, the others, 106-piece sets, having a floral spray decoration with traced handles.

Regularly these should sell for 25 to 33 1-3 per cent more.

Other French china dinner sets at special prices in the Sale are \$35, \$37.50, \$40, \$42.50 and up to \$300.

Japanese china dinner sets are \$32.50 to \$60.

English semi-porcelain sets are \$22.50 to \$45.

American china dinner sets, a small group but unique, representing a new advance in American pottery—all of real china and very serviceable, in border patterns, at \$30 to \$50 a set for sets of 107 pieces.

American semi-porcelain sets, a large and remarkable collection, at \$13.50 to \$40 for sets of 106 and 107 pieces.

Rich sparkling cut glass in ample assemblage at 25 to 50 per cent less than regular prices, beginning with bonbon dishes at \$1 and going up through a marvelous collection of fine, brilliant pieces to \$400 for a sumptuous bowl.

(Fourth Floor, Chestnut)