

Organ Programs at 9, 11, 4:50
Brief selection at 11:55, with chimes
and Siroha of the Hour at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

At Last a Great Sweeping Sale of Shoes Bringing the Kinds That People Actually Want at Prices So Low as to Be Amazing

\$250,000 Worth of Men's and Women's High Shoes and Low Shoes for \$125,000

The newspapers have been pretty well filled up of late with advertisements of summer clearaways of retailers' odd lots and factory disposals of over-lots of shoes that are hard to sell.

But now comes a Sale that is not a summer clearaway, that is not a distribution of a bargain lot, that is not the over-lot of any factory with an over-production of unpopular styles.

But a Sale that is a sweeping reduction of men's and women's summer and winter shoes of nearly every description out of our own great reserve stocks.

In most cases these shoes are in complete lines, with all sizes and all styles going for the first time into the sale that provides opportunity for thousands and thousands of customers to buy the particular shoes that have been their favorites for years, at virtually half the ruling market prices.

The Sale includes all sorts of high and low shoes recognized in fashion and good sense.

If there were nothing in the Sale but women's high shoes, it would be a better and more valuable sale than this city has known in many a day.

But there are plenty of high shoes and plenty of low shoes for women and high shoes for men.

The high shoes are all of them in the most distinctly fashionable styles of the moment.

In fact, all the shoes are as good and sound in fashion as they are in manufacture; and that means the very best in America.

Thousands of women's shoes at \$9.75 come from the greatest maker in Philadelphia—the very same sort of shoes that are bringing \$19 and \$20 a pair not five minutes away from this Store.

At the start there will be full choice for everybody and we will do our very best to keep the main lines reinforced with all sizes throughout Thursday, Friday and Saturday.

But the best choosing will be right away.

Women's Low Shoes at \$4

2000 pair of Oxfords and pumps, including black and tan leather with military heels and dull black-tongued pumps with Louis heels.

Women's High Shoes at \$5

Thousands of pairs in the following styles—
Patent leather lace and button shoes with cloth tops and Louis heels.

Patent leather lace shoes with gray cloth tops and Louis leather heels.

Dull calfskin lace shoes with dark gray cloth tops and military heels.

Brown kidskin lace with brown cloth tops and Cuban heels.

Women's High Shoes at \$8.75

These are nearly all Philadelphia-made shoes and among the finest in the country.

Patent leather lace shoes with gray glazed kid tops and Louis heels.

Patent leather lace shoes with black and white vesting tops and Louis heels.

Brown glazed kidskin lace shoes with beaver brown kid tops and Louis heels.

Brown glazed kidskin button shoes with brown cloth tops and Louis heels.

Gray glazed kidskin lace shoes with covered Louis heels.

Patent leather button shoes with gray glazed kidskin tops and Louis heels.

Dull matt kid lace shoes with covered Louis heels.

Tan calfskin lace shoes with Cuban heels.

Tan calfskin lace shoes with fawn-color cloth tops and Cuban heels.

Dull black calfskin lace shoes with dull matt kid tops and Cuban heels.

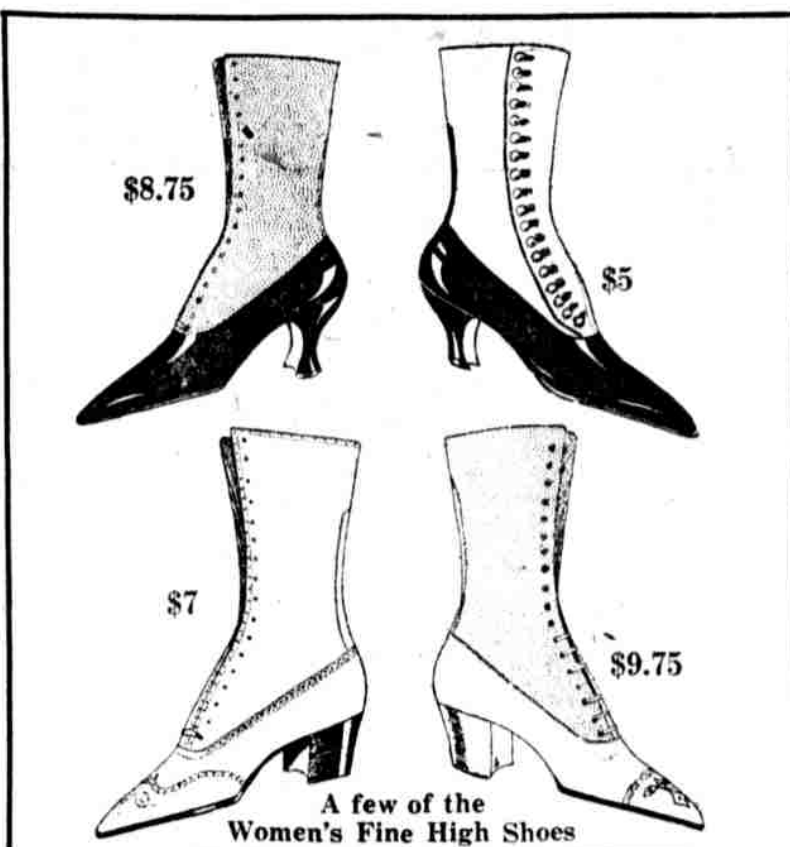
Dull black calfskin lace shoes with fawn-color cloth tops and Cuban heels.

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Women's Low Shoes at \$9.75

Black glazed kidskin lace Oxfords with Cuban or military heels.

Tan calfskin lace Oxfords with low Cuban heels.

Dull black calfskin lace Oxfords with low Cuban heels.

Women's High Shoes at \$9.75

These shoes are of the brand regarded by many people as the finest in the world. They are made right here in Philadelphia.

Patent leather button and lace shoes with tops of colored suede, colored kid, colored cloth, dull kid or black cloth tops and Louis heels.

Beaver brown glazed kidskin lace shoes in all one leather or with suede tops to match and covered Louis heels.

Dull black calfskin button shoes with gray suede tops and Cuban or Louis heels.

Tan calfskin lace shoes with Cuban or military heels.

Dull black calfskin lace shoes with Cuban heels or with black cloth or matt kidskin tops.

Dull black calfskin lace shoes with gray cloth tops and Cuban heels.

Dark tan calfskin lace shoes with fawn cloth tops and Cuban heels.

Gray glazed kidskin lace shoes with gray cloth tops to match and Louis heels.

Black glazed kidskin lace shoes with Cuban heels.

Black glazed kidskin lace shoes with black cloth tops and military heels.

Women's High Shoes at \$7

Several thousand pair in the following styles—

Brown glazed kidskin lace shoes with satin tops to match.

Patent leather lace shoes with black satin tops.

Patent leather button shoes with black cloth tops.

Black glazed kidskin lace shoes with plain toes, gray cloth tops and leather Louis heels.

Dull black calfskin lace shoes, straight tip, Cuban heels.

Dull black calfskin lace shoes with imitation wing tips, military heels.

Tan calfskin lace shoes with straight tips and Cuban heels.

Tan calfskin lace shoes with imitation wing tips and military heels.

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"He Was Always Helping Lamé Dogs Over Stiles"
and a brother to every man, is what his college mate said of him.
People do observe us and make up their minds about us from the little things we do and say, and they will talk about us behind our backs as this college president did about one of his boys, and they talk also the other way, fellows who haven't a good word to say or do for anybody, or any good thing to do for anybody.
To be useful to each other in living our lives is the first important thing to be considered.
We do not want you to consider this store at all unless it can be of service to you.
[Signed] *John Wanamaker*
September 8, 1920.

Fur Neckpieces to Wear With Autumn Suits
Before she dons her winter coat or her heavier furs, Madame likes a smart neckpiece to finish off her suit or her cloth frock.
For this very purpose there are lovely neckpieces of the fashionable furs—some of two skins, some of four and some of six skins. One may have the pretty natural gray squirrel, natural or blended sable, baum or stone marten, and the prices start at \$25 for the squirrel and go on up to \$900 for the handsomest nine-skin scarf of baum marten.
(Second Floor, Chestnut)

New Fall Fashions in Suits for Larger Women
You will see that they conform to all the newest fashion features, but they have been cleverly modified to meet the needs of the women who wear larger sizes.
For example—although the skirts keep to the fashionable narrow lines they are a trifle fuller all over. Coats are longer, straight or slightly fitted in, with slashed seams,
panel effect, rows of shiny buttons, braid binding or embroidered pleats.
Chiefly the material is a handsome all-wool tricotone in black or navy blue. Even more important is the tailoring and this is a distinct feature of these suits, and the result is that they fit very well. Sizes 42½ to 52½ bust. Prices from \$60 to \$110.
(First Floor, Central)

Just About Half Price Women's Summer Coats and Capes
Even less than this in many cases and there are many among them that would do to wear right now and for several months to come.
Dusters and dust capes are now from \$2.50 for a cotton cash coat up to \$20 for a beautiful silk pongee coat.
Short sports coats, \$10 to \$30, include smart little wool jersey jackets, silk tricotelette coats, tweeds and plain velours. And then capes from \$15 to \$57.50 made of blue serge, knit jersey with Angora wool facing, satin, silk tricotelette and some of fine Bolivia cloth, silk lined. This group is especially good.
(First Floor, Central)

Topcoat Time Is Here for Young Women
And a brand-new coat, lately unboxed, is an extremely good-looking wrap of fine Bolivia cloth in Pekin blue, navy blue, reindeer, brown or tan, with a lining of lustrous peau de cygne.
The coat has a yoke across the back, there are two pleats and gathers enough for the requisite fullness, and there is a narrow belt at the waist. It has two deep pockets and fastens with large buttons.
\$80 — and 14 to 20 year sizes.
(Second Floor, Chestnut)

Fine New French Gloves for Women
French glove makers do know how to make just such gloves as these, which are of soft, beautiful skins, cut so that they'll fit perfectly and finished as only the best French makers finish their gloves.
They are short gloves, of the kind women will like for better wear, and they come in a soft French gray shade with heavy novelty crochet embroidery in maize, white or black, and a beaver color with white or maize embroidery.
They have two clasps and are \$4.75 the pair.
(Main Floor, Central)

Some Dainty New Blouses All Hand Made
have just reached us from the Philippines, where they were made by native workers.
Some of the blouses are of snowy voile, others are of soft, fine batiste, but all are entirely hand made. Some have the drawnwork which is so much liked, some are hemstitched, some tucked, and some embroidered, but all are dainty and pretty.
The styles are new and different and pleasing, and the prices go from \$8 to \$12.
(Third Floor, Central)

Beautiful Autumn Modes in Velvet Handbags
Three new styles, all uncommonly good. Colors are navy, black, brown and taupe, and the velvet is ribbed.
A gate-top bag with mirror in the top and a tassel at the bottom is \$8.50.
Two larger bags are the usual frame style, but one has inner frame and one has fancy catch. The material in these, in addition to the cross ribbing, has polka dots in self-color. Each of these bags is \$12.50.
(Main Floor, Chestnut)

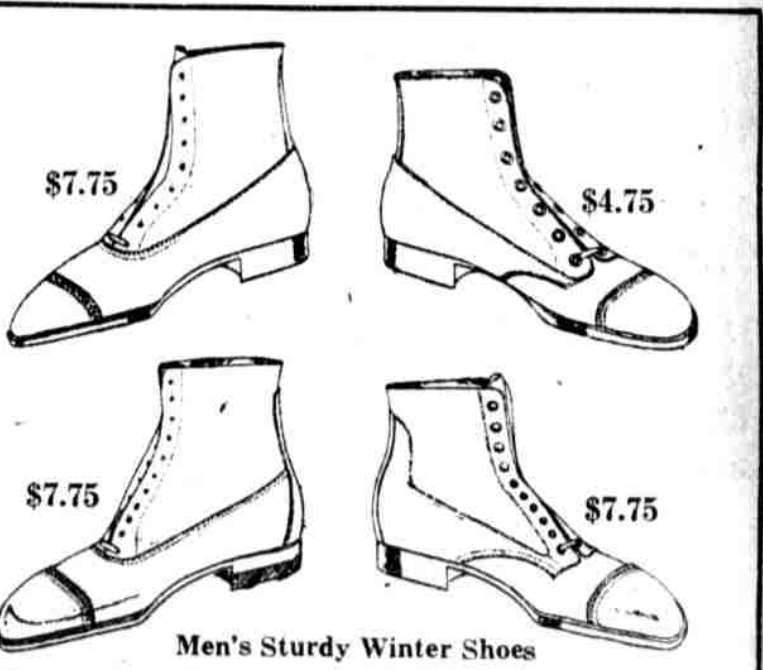


Soon Time for Women's Eiderdown Bath Robes
In fact, we've already had many calls for them!
These new robes are in particularly pleasing colors—rose, blue, wistaria or red, with collar, cuffs and pocket satin-trimmed to match the eiderdown.
Price \$9.50.
(Third Floor, Central)

Women's Low Shoes at \$9.75
Black glazed kidskin lace Oxfords with Cuban or military heels.
Tan calfskin lace Oxfords with low Cuban heels.
Dull black calfskin lace Oxfords with low Cuban heels.

Women's High Shoes at \$9.75
These shoes are of the brand regarded by many people as the finest in the world. They are made right here in Philadelphia.
Patent leather button and lace shoes with tops of colored suede, colored kid, colored cloth, dull kid or black cloth tops and Louis heels.
Beaver brown glazed kidskin lace shoes in all one leather or with suede tops to match and covered Louis heels.
Dull black calfskin button shoes with gray suede tops and Cuban or Louis heels.
Tan calfskin lace shoes with Cuban or military heels.
Dull black calfskin lace shoes with Cuban heels or with black cloth or matt kidskin tops.
Dull black calfskin lace shoes with gray cloth tops and Cuban heels.
Dark tan calfskin lace shoes with fawn cloth tops and Cuban heels.
Gray glazed kidskin lace shoes with gray cloth tops to match and Louis heels.
Black glazed kidskin lace shoes with Cuban heels.
Black glazed kidskin lace shoes with black cloth tops and military heels.

Women's Anatomik Shoes at \$7
About 850 pair of women's high and low Anatomik shoes, all factory hurt.
(First Floor, Market)



Men's Shoes at \$4.75
Plump black veal leather blucher lace shoes on wide, easy toe shape, the same last as army shoes are made on.

Men's High Shoes at \$7
A fine lot of high and low shoes, all factory hurt. They are from one of the best makers in the country. In this group are also a large lot of "Anatomik" shoes with factory damages.
Also at \$7 are a group of heavy tan grain blucher lace shoes on the Munson army last.

Men's High Shoes at \$7.75
Tan grain lace brogues with wing tips.
Black cordovan lace shoes on smart lasts.
Tan calfskin lace shoes in smart styles.
Dull black calfskin, brown kidskin and black kidskin and several shades of tan leather lace or blucher lace shoes in many toe shapes.
(Main Floor, Market)

Stirring New Books
"The Way of the Wild," by F. St. Mars. A collection of masterly tales of denizens of the forest. \$2.
"The Adventurous Lady," by J. C. Snaith. A sparkling social comedy, seasoned with incomparable humor. \$2.
"Go'n' Fishin'," by Dixie Carroll. Good, readable talks about how to catch 'em. Introduction by General Wood. \$3.
(Book Store, Main Floor, Thirteenth)

Seamless Axminster Rugs—Imported
A fine showing of these handsome and durable rugs in many beautiful designs and rich colorings. Plenty of Oriental effects among them.
9 x 10.6 ft., \$120.
9 x 12 ft., \$135.
10.6 x 13.6 ft., \$175.
12 x 15 ft., \$224.
(Seventh Floor, Chestnut)