

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
 Cloudy

# We Are Selling Thousands and Thousands of Pairs of the Finest Shoes in the Market at Low Prices and the Whole Town Is Talking About It

**"The World Owes Me a Living, Mind, I Tell Ye**

and I'm goin' to get it, too," he says, that big, burly, able-bodied man, sprawled out on his back on the side of the hill this Summer morning, with a thick hickory stick beside him, overlooking on the other side of the road a herd of cows browsing in the valley, and muttering that he likes milk and would help himself if they would come his way.

Overhead to the right of him a flock of pigeons were flying low down, to whom with his eyes he said, "If you were roasted I could eat all of ye!"

Even big boys are growing up in our cities thinking that the taking of other people's property without paying or working for it is all in the game of life.

There are several species of anarchism. The world owes and pays whatever is due to us when honestly earned. A store or a man with a screw loose never amounts to much.

(Signed) *John Wanamaker*

Sept. 9, 1920.

Undoubtedly the kind of movement that meets public approval is something big and clear cut and definite.

For months we have been making preparations to hold a great Sale of Shoes—not a clear-away of Summer shoes, but a sale of new shoes for Fall and Winter wear.

We have had the advantage of extraordinary purchases from some of the very best makers in America.

We took over some manufacturers' lots that otherwise might have become embarrassing to their makers and got them at low prices.

We have accumulated a great reserve stock of the finest shoes in America, bought at such advantage that we can sell them at average half the prices that people are now paying elsewhere for equal grades.

We held this sale over until after Labor Day, until after vacation time, so that everybody would be back home with a chance to take equal advantage of it.

And this morning we started it, and it is the greatest thing in town.



## Women's High Shoes at \$9.75

are of a Philadelphia brand regarded by many people as the finest in the world. They include patent leather, brown, gray and black kidskin, dark calfskin and tan calfskin; all with high cloth or kidskin tops, with about equal choice among Cuban and Louis heels.

(First Floor, Market)

## Women's Low Shoes at \$4

Oxfords and pumps in black and tan, in abundant range of styles and sizes.

## Women's High Shoes at \$5 and \$7

are meeting the greatest commendation. They are really wonderful for the money. They are in various good styles, in patent leather, dull calfskin and brown kidskin; all with cloth tops.

## Women's Fine High Shoes at \$8.75

Made by a famous Philadelphia factory and among the finest in the country, include patent leather, brown kidskin, gray kidskin, dull matt kidskin and tan and black calfskin, with various fashionable tops and mostly with Louis heels; some with Cuban heels.

## Women's Fine Low Shoes at \$9.75

include black kidskin, tan and black calfskin Oxfords usually sold for more than double this price. They are likewise from Philadelphia's most famous factory.

## Women's Silk Tricolette Dresses—Specials,

\$55 and \$62.50

Fresh from their wrappings and in the prettiest and newest Fall fashions!

Although there are only the two prices, you can choose from about a dozen styles, each more charming than the one before.

Women who like simple round neck frocks, loosely belted with long waist lines, will find exactly this. They have a touch of silk embroidery, too. There are smartly tailored coat dresses with long tuxedo collars. Several models are ornamented with beads and there are others quite plain.

In colors one may have navy blue, black or brown, all good street shades to wear now.

(First Floor, Central)



## A Wonderful Season Ahead for Women's Camel's-Hair Coats

And the first of the new arrivals are here! There were no more popular sports coats last season than those of camel's-hair and they promise to be just as fashionable this year.

There are three styles, all are the soft, genuine camel's-hair. They all come in chow brown, taupe and natural, and have belts and large pockets. One model is shorter than the others; it is \$135. The other two are \$145 and \$155.

(First Floor, Central)

## Shining New Taffeta Party Frocks for Young Women, \$26.50

Not only are the colors enchanting, but the frocks are delightfully new—and not expensive, either! There is all-white, or the loveliest orchid shade, maize, a peach pink, a beautiful coral or black. The taffeta is lustrous and of good quality.

The frocks have airy tulle sleeves and shoulder straps, the bodice is in the new tight style, the skirt is scalloped in two-tier effect, and there are silvery ribbons and some gay posies by way of finish. \$26.50—and 14 to 20 year sizes.

(Second Floor, Chestnut)

## Women's French Gloves—New and Unusually Good for \$3

They are of soft, fine texture kidskins—and genuine kidskin, too. They are most carefully made, and are just the kind of gloves many women want now. Tan, brown, white with black

embroidery, black with white, and all-white or all-black in the over-seam-sewn gloves. Black with white or white with black embroidery in the pique-sewn style. Two clasp fastening—\$3 a pair.

(Main Floor, Central)

## New Letitia Corsets Show Low Tops and Long Skirts

These cleverly designed corsets are made by the same maker as our fine Parisiennes, so you may know that the lines are excellent. But the prices are most moderate. There are new materials this year, new trimmings, and the tendency is toward lower tops and longer skirts; the lines are all very straight.

One of the new models is in pink coutil at \$7.50 for medium and slight figures. Another, in a heavy pink coutil, with heavy boning, is for larger women, \$9.25. And there is a really beautiful style in pink broche with elastic gores in front and lace trimming at \$13.75.

(Third Floor, Chestnut)

## Toilet Helps of Many Kinds All Reasonably Priced

Olive oil soap, a large bar, \$1.75.  
 Toilet soap, 5c a cake, 50c a dozen.  
 Rose and almond cream, 27c.  
 Benzoin, glycerine and rose water, 25c.  
 Cocoa butter cream, 30c.  
 Shampoo, 15c a bottle.

Face powder, 25c a box; white, flesh or brunette.  
 Compact powder, 20c and 35c—white, flesh or brunette.  
 Compact rouge, 20c and 35c.  
 Nail-polishing sticks, 10c.  
 Nail polish, cake, 10c.  
 Metal hot-water bottles, 95c.  
 Bath sprays, 85c.

(West Aisle)



## A Timely Special Sale of Fine Seal Handbags

Just about this time of the year a great many women want new leather handbags for their new Fall costumes. And the majority of them want pin-seal bags.

We were fortunate in making a large purchase of such handbags at a very advantageous price. So advantageous that we can pass the bags on to you at much less than regular.

All are in fine black seal, the great majority pin seal, with a few in crepe-grain seal. All have inner frames and are silk lined, but they are variously designed.

There are the new double-handle "swagger" styles and envelope and pouch styles, in different shapes, large and small. Some have flexible metal clips along the flaps or at the top.

Prices are \$6.75, \$7.50, \$8.50, \$10, \$11.50, \$12.50 and \$13.50, with a good variety of styles at the lowest price.

(Main Floor, Chestnut)

## Housewares Sale Special

Wanamaker Bestofal porcelain-top tables, with drawer and white enameled frame and legs; size of top, 22x34 inches; \$13.50.

And nearly anything you may want for Winter stocking-up, in the way of kitchenware, bathroom utensils, woodenware, ironware, galvanized ware, etc., at less than usual prices.

(Fourth Floor, Market and Central)

## Just About Now Every Home Is Thinking of a New Lamp or So

Something cheerful and in good taste to brighten up. All of our lamps and shades and candlesticks are 33-1-3 per cent less in the September Sale of Lamps.

(Fourth Floor, Central)

## School Suitings to the Fore

For mothers who want something particularly strong for the small girl's school dresses or for suits for little brother, there is scarcely anything better they could choose than these suitings.

Even with all the hard wear (First Floor, Chestnut)

and tear they are likely to get and the many tubings, these sturdy cotton suitings are remarkably satisfactory.

Many plain colors, such as blues, browns and gray, also checks and stripes, 60c, 68c and 85c a yard.

## A Hundred Tricolette Blouses at \$10.85

and brand-new, having just been unboxed. They come in navy blue, a pretty dark brown shade or black, and are in a simple, smart style with a sash to be tied in the back, and are blouses to be worn outside the skirt.

Just in time to accompany new Fall suits, too! (Third Floor, Central)

## Special Velour Suitings, \$3.50 and \$3.75 a Yard

To see and feel the fine texture is to wonder how such small prices are possible. They are so much less than the same kind of velour suitings have been priced. One is a plain velour at \$3.50 a yard, the other is a silvertone at \$3.75. Both are all wool and fine qualities. They are 54 inches wide and come in blue, tan, taupe and brown.

(First Floor, Chestnut)

**New Novels by Favorite Authors**  
 "The Heart of Unaga," by Ridgwell Cullum. \$2.  
 "The Top of the World," by Edith M. Dell. \$2.  
 (Book Store, Main Floor)

## Chocolate Straws! 80c a Pound

A fresh batch, with their crisp and shining jackets and delicious, creamy chocolate filling, is just down from the Candy Kitchen.

Vanilla cream almonds have fat nuts inside a covering of fresh vanilla cream. 80c a pound.

Delicious caramels, all flavors, \$1 a pound.

(Down Stairs Store, Chestnut)

## Lamb's-Wool Comforts, Special at \$15

Coverings are of silk mull, with plain back and borders and dainty flowered centers. The colors are old rose, Copenhagen blue, green, blue and yellow.

At \$15 these comforts are a fourth less than regular.

(Sixth Floor, Central)

## Have a Towel?

Pure linen, hemmed huckaback towels in generous sizes at \$1, \$1.25 and \$1.35—the best towels we know of for the prices.

About 200 dozen good, heavy bath towels, specially priced at 60c, \$1 and \$1.25 each.

(First Floor, Chestnut)

## Persian Mahal Carpets at Most Unusual Prices

We have just unbled some beautiful Persian Mahal rugs in carpet sizes that we are able to sell at much less than the regular ratings for such fine goods.

Persian Mahals are in great demand by people of good taste in furnishings. Their soft blues, reds and greens lend into a lustrous harmony and their designs are mainly all-over figures.

13 x 8.5,	\$475	11.11 x 8.9,	\$367
10.7 x 8,	\$469	12.3 x 8.6,	\$575
10.6 x 7.1,	\$385	13.8 x 10.7,	\$675
10.7 x 7.10,	\$395	11.11 x 8.11,	\$445
10 x 8.5,	\$359	12.3 x 8.5,	\$475
13 x 9.4,	\$655	11.8 x 8.8,	\$417
10.3 x 8.4,	\$295	11.8 x 9.2,	\$685

(Seventh Floor, Chestnut)

## French China Dinner Sets at \$85 in the China Sale

General reports are to the effect that good French china is scarce throughout the American market. Many stores can hardly supply you.

We have an abundance of French sets in our China Sale at prices below normal, and, in particular, 20 sets that have just been received, to be sold at \$85, though you are not likely to duplicate them under \$125. They are of 107 pieces each, in two new border patterns, with coin-gold handles.

Also in the Sale are some excellent French china sets of 106 pieces in flower spray designs, with coin-gold handles, at \$37.50, which is more than \$20 less than regular.

(Fourth Floor, Chestnut)

## Football Teams Are Getting Ready Now

Assortments of football clothing and other gear are complete right now in the Sporting Goods Store.

Football pants, \$2.50 to \$9.  
 Football jerseys, \$3.50 and \$5.  
 Football stockings, \$2 a pair.  
 Shoulder pads, \$4 to \$8.  
 Knee pads, \$3 and \$4.25.  
 Helmets, \$3.50 to \$12.  
 Sweaters, \$10 to \$20.  
 Footballs, \$4 to \$12.

(The Gallery, Juniper)

## There Are Two Things About the Brunswick Phonographs

that are genuine improvements—

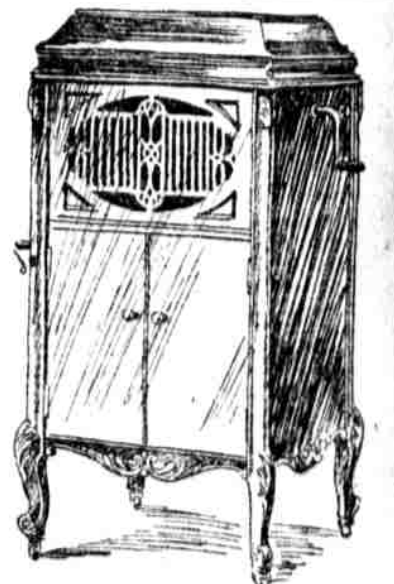
First—the Ultona.

The Ultona is the reproducing device of the Brunswick—a superior reproducing device so arranged that it plays all records, both "lateral-cut" and "hill-and-dale" cut.

It is not a makeshift attachment, but a built-in part, and it operates perfectly at all times.

Second—the Brunswick Tone Amplifier. Open the doors of the Brunswick sound box and you do not see the familiar "chicken fence" device of sounding shelves, but a deep, graceful "horn-mouth" opening, made entirely of molded wood, like a fine violin. The result is that there is no metallic sound, but a deep, full resonance of song.

We can deliver any style Brunswick immediately and on the most convenient terms.



Brunswick 117—\$250

If inconvenient to call, just fill out the attached coupon.

John Wanamaker, Philadelphia Talking Machine Section

Please send me information about your terms for Brunswick Phonographs.

Name .....

Address .....

(Second Floor, Central)