

## Our Offer

 of
## OneThird Off

E
VERY article of merchandise in our Store is genuine-everybody knows it is and no one questions it.
The offer applies without partiality to

All Suits
All Overcoats
All Raincoats All Straw Hats
All Shirts \& Ties All Socks \& Underwear All Pajamas \& Nightgowns
All Tailoring Fabrics to measure

## 33 $\frac{1}{3} \%$ Off

No charges. No exchanges. Sale to end
without notice. Alterations, if necessary, charged for.

William H. Wanamaker 1217-19 Chestnut Street


Confidence Lies at the Root of Permanent Patronage

## Public confldence spells success and failure to gain it means disaster.

This may seem a terse statement, but it is no the less true-the succes
ery clean business enterprise is always measured by this standard.
Our hundreds upon hundreds of wide-awake, bright, clean stores are visible. Our hundreds upon hundreds of wide-awake, bright, clean stores are visible,
living, tangible testimony to the fact that our customers must have received en
tire satisfactlon, both in Quality, Price and Service otherwise this business could not have developed to such giligantic proportions.
We enjoy the confidence of more homes in the four States
where we operate than any other business we know of.


Best Pure Lard Ib 23c






## Wanamaker's Down Stairs Store

 Has a Great Part in the Sweeping Twenty Per Cent Deduction SaleEvery day is telling in the scale of economy and lower prices!
This great movement of the Founder's is like a Liberty Bell of economy and lower prices, whose echoes are reverberating throughout the nation-and the bell is still ringing!
Every one who buys $\$ 1$ worth of merchandise for 80 c is having a part
in the splendid movement-helping the cause as well as saving money,
Fresh New Summery Merchandise
coming in each day is being marked at the regular low rate of profit, for Wanamaker's never has and never will mark up goods in order to mark them
down. That was one of the principles of business which the Founder changed when he started this business on a plan of utmost fairness to the customer.

The 20 Per Cent Is Deducted
from the marked price at the time of purchase, so that often one gets the double advantage of a sale price and the addi tional $20 \%$ off.

Among Women's Wash Frocks: The 20\% Deduction Taken From the Special Price Makes It Well Worth While to Buy Three or Four at a Time And women are doing it. They
knowing the values of the materials alone, and the added cost of making alone,
realize
doing.
Voile
20 per cent brings down to $\$ 4$. Gingham and voiles and other tub frocks in many pretty styles are $\$ 6.25$,
$\$ 7.50$ and so on up to $\$ 15-$ really $\$ 12$
with the deduction

Silk Dresses Are \$15 to \$25 ardous styles in taffeta, satin, fou-
ard, Georgette, etc., are here a-plenty but, of course, the best choosing is in the morning, as, judging by the way
women are taking advantage of these splendid values, they will not last long
although the quantity is large. though the quantity is larg

Sheer White Voile 65c a Yard women's blouses and frocks and for the And there is 20 per cent take
And this price

## Children's Sturdy Drawers at 40c

price) are of white muslin with tucks
for trimming; sizes 2 to 12 yeers, or trimming; sizes 2 to 12 years. and blue, sizes 4 to 12 years, are $\$ 2$ to $\$ 2.75$.

One-piece pajamas of white m
to 12 years, are $\$ 1.25$ to $\$ 2$.

Light Topless Corsets terial, they have elastic insest at the
top and good hose supporters. top and good hose supporters.
$\$ 3.50$, less the 20 per cent deduc-

Adora Corsets,
$\$ 2.50$ to $\$ 7.50$
are sold only in the Down Stairs Store
at Wanamakers, and are in many
atyle for all figures from the slight
sto the very stoutt.c.
(Contrea)

Women's Fashionable
Footwear, $\$ 6.90$ to $\$ 9.90$ a Pair
Instep Ties Plain Pumps One-Eyelet Ties
Brown of black calfeskin and blaci shoes have baby French or high heels The eo per cernt dededuction mat Low Shoes for the Kiddies $\$ 3.75$ to $\$ 5.50$ a Pair
 are of patent or dull black feather.
20
per cent deducted $\$ 2 t$

Women Find the Coat Store a Fine Place to Take Advantage of the 20 Per Cent Deduction for prices are aiready low and there
is an assortment of fashionabie etyles. The smart, short sports coots are well represented -almost every im
asinabie shade and about all the seal sonabie materinile Al the efirls and women in the Younger sea are wearing them and
every woman wants at least one coat


150 Gleaming White Tub Skirts
Special at \$4.75
 sand belts and are nicely finimhedi
 The 20 per cent dedeuction makeos

Printed Georgette
Crepe, $\$ 2$ a Yard


Georgette Crepe in Plain Colors, $\$ 2.50$ a Yard 40 inches wide, it it in in nay buee
orchid, white, flesh, rose and Nile
$\qquad$

To Keep Out the Little Pests-Plenty of Mosquito Netting Mid innard essentials sike mosquito net Summer Door Curtains


85c Chair Cushions
Mred with durable crete connese and are

Lovely New Flouncings


## Accordion-Pleated Voile

 Flouncing $\$ 2 \mathrm{a}$ yard for the plain and $\$ 2.50$ for The plain voile founcing to match
the same shades is 80 a yard 40 the same
Ruffled Organdie Flouncing In white, flesh, pink, Nile green,
maize, Copephagen blue and orchid, 40 maize, Copenhagen blue and orchid, 40
inches wide, at $\$ 2$ and $\$ 2.75$ a yard. 20
prices.

