

Store Closed
All Day Today

WANAMAKER'S

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WEATHER
Fair

June at Wanamaker's Will Start With a Continuation of the 20 Per Cent Deduction on Almost Everything in the Store

If anybody knows of a more practical plan, or a plan that really means more to the people—the people who always have to “pay the piper”—now is the time to come forward with it. In the meantime this store goes forward with its campaign, giving everybody choice of almost everything under this roof (not more than about \$50,000 worth excluded) at a saving of 20 per cent from the fair prices at which the goods are marked.

The Campaign Is Now Nation-Wide

Was ever a subject more talked over and theorized over than the high cost of living, and how sick and tired the people must have been of all the talk and theorizing, which really led them nowhere except from bad to worse.

Before this Store struck its first memorable blow at high prices there was little sign of a move in any other quarter for lower ones.

But there was general and deep-seated dissatisfaction amongst the people, making it plain to anybody of common sense, not to speak of public spirit, that something should be done and done quickly.

What the people needed was action, prompt and, if

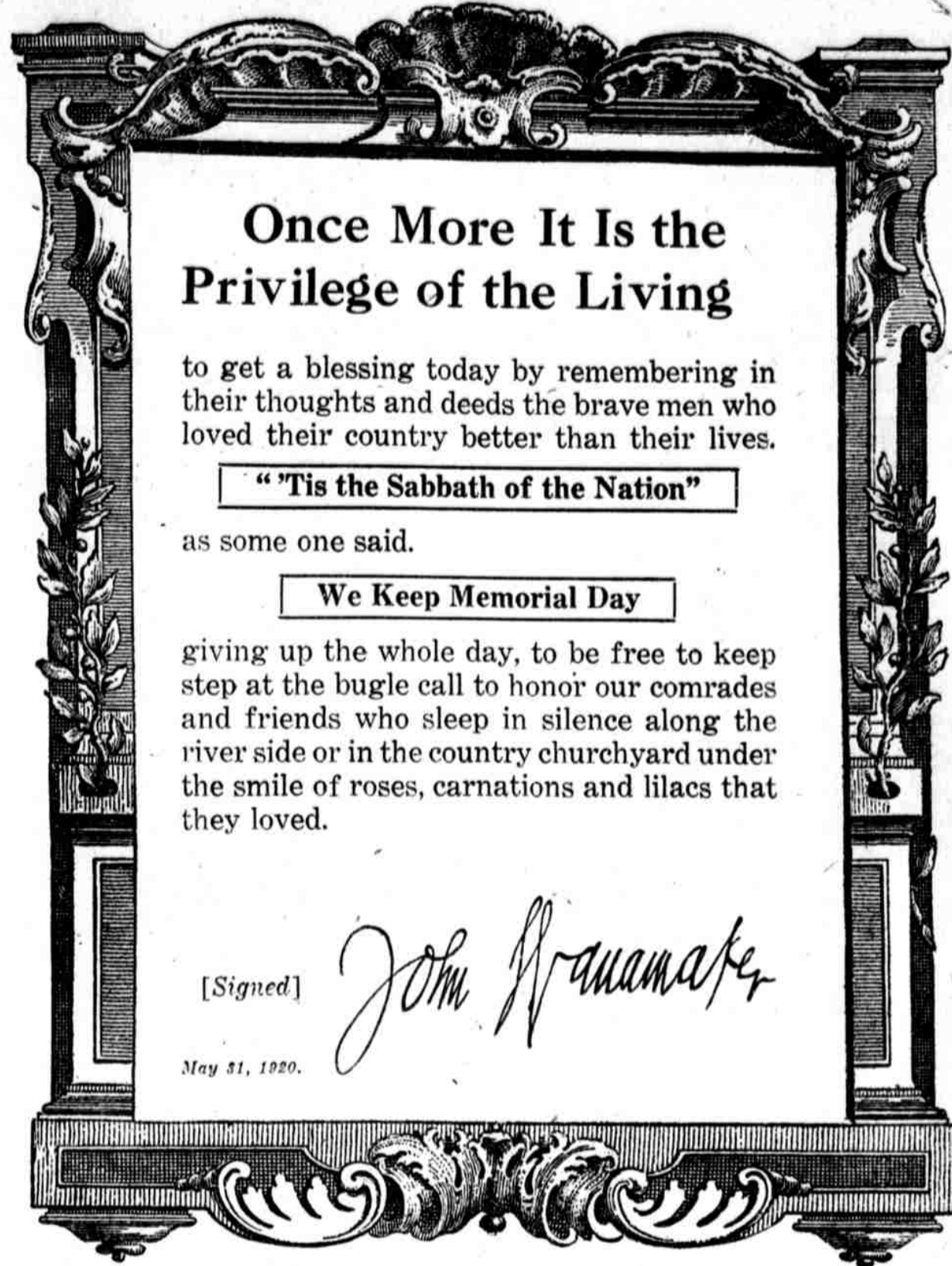
need be, unprecedented. Then it was that Wanamaker's did an unprecedented thing.

And no lead which this Store has ever given has swept its way so irresistibly all over the land.

Right-minded storekeepers all over the country have taken up the idea.

So far as this Store is concerned it sets up a new landmark in the business annals of the country; because it is certain that never before have the people had an opportunity to select from stocks of such magnitude, diversity and desirableness at such an appreciable saving.

Are you taking advantage of the opportunity which it brings you of saving one dollar in five on the price of practically everything that we sell and that you need?



Once More It Is the Privilege of the Living

to get a blessing today by remembering in their thoughts and deeds the brave men who loved their country better than their lives.

“’Tis the Sabbath of the Nation”

as some one said.

We Keep Memorial Day

giving up the whole day, to be free to keep step at the bugle call to honor our comrades and friends who sleep in silence along the river side or in the country churchyard under the smile of roses, carnations and lilacs that they loved.

[Signed]

John Wanamaker

May 31, 1920.

The June Sale of Waists Opens Tomorrow

With nearly six thousand waists at lower-than-usual prices, every one of which is subject to the 20 per cent deduction.

At \$3.85. Over a thousand Georgette waists, beaded, braided and embroidered; and plainly tailored. Mostly light, some in bright colors, a few in black and navy.

At \$5 and \$5.85. Seven hundred miscellaneous waists, mostly Georgette crepes, a few silks, and generally in light colors, though there are a few black and navy waists, often braided.

At \$1. Cotton waists, including colored and white organdies, voiles and lawns; many of them samples.

At \$1.65. White and colored organdies and voiles, and novelty striped cottons.

At \$1.85. White lawns with beading and colored collars and cuffs; also fancy-striped materials. All these are semi-tailored.

At \$2. White plaid muslins with pink and blue pleatings.

At \$2.85. White batistes with beadings and pleatings.

At \$3.85. Voile-and-dotted-Swiss waists with lace and short sleeves;

white lawns with a little color, and with double beading. Also a group of sample waists which has uncommonly good picking.

At \$2.85 to \$9.75. Samples of many kinds, the finer ones being waists with hand embroidery, real lace and drawnwork. Some of these have the much-wanted short sleeves.

At \$5.75, \$7.85 and \$8.75. Hand-made and hand-drawn Porto Rican waists in two models; and a few charming French waists.

A New Silvertone Topcoat for Young Women—\$52.50

It is a short topcoat of fine silvertone velour in a pretty reindeer brown and an equally pretty tan shade. It has a large roll collar that is a mass of tiny, horizontal tucks, and is lined throughout with soft figured silk.

14 to 20 year sizes. And do not forget the 20 per cent deduction. (Second Floor, Chestnut)

100 Beautiful Plaid Skirts Special at \$32.50

Odds and ends of some of the handsomest skirts that a certain manufacturer makes and he makes the prettiest skirts that we have ever seen.

From the quality of the materials (all lightweight woolen velours) and the way they hang down to the last little detail of the patent leather and suede belts, these skirts are everything one could wish.

Some are accordion pleated, others knife pleated and there are plenty of blues and tans and other good colors. When the 20 per cent comes off, the price is just \$26. (First Floor, Central)

Men's Initial Handkerchiefs

Snowy Irish flax, with long, slender letters in one corner—the men who get them will think them good looking handkerchiefs for this price.

And when the 20 per cent is deducted the price is still more moderate. (Main Floor, Central)

Linen Huckaback Towels—New

Hemstitched huckaback towels, some Irish, some Scotch, all linen, all good and all bought on the spot by our own representative.

Two grades included. Good medium-weight towels, fine for everyday use, huckaback weaves, hemstitched, size 20x36 inches, at \$1.25 each.

Larger and heavier huckaback towels, hemstitched, size 32x38 inches, at \$2.75 each.

Subtract 20 per cent from these fair prices. (First Floor, Chestnut)

For June of the Weddings We Have a Brilliant Stock of Glassware

The collection of cut glass is very ample and attractive, comprising every article imaginable in crystal, all in worthy cuttings, floral and mitre designs, all priced on a reasonable basis and subject to a deduction of 20 per cent, a most unusual saving on such a wonderful assortment of standard, handsome pieces, ranging all the way from bonbon dishes at \$2 up to punch bowls at \$250 each.

There is a remarkably fine showing of gold-encrusted and decorated glassware, comprising a striking choice of ornate, colorful and gift-like pieces at prices to suit gift-seekers of all requirements, from \$2.25 for a decorated gold-encrusted bonbon dish upward. (Fourth Floor, Chestnut)

Mahal Carpets in Attractive Selection

Deep, rich tones of red, blue and ceru are the prevailing shades in these pieces. They are rugs of much decorative charm and very good for practical service.

The patterns are all over floral and figure designs on grounds generally of red, with the decorative scheme worked out in blue, ceru and similar shades.

We hardly think there is another such selection of really worthy pieces to be found anywhere at the prices and these prices are subject to a deduction of 20 per cent.

Mahals

11x8-11 ft., \$985	13-2x10-4 ft., \$735
11-6x9 ft., \$515	12-6x9-4 ft., \$1075
13-1x10-8 ft., \$1335	12-6x9-5 ft., \$1085
12-3x9-8 ft., \$915	18-8x14-5 ft., \$1425
	16-6x11-11 ft., \$1527

(Seventh Floor, Chestnut)

A Fresh Lot of Japanese Rush Rugs

These are the heavy rush rugs, in striking designs, which have come into such high favor for summer use. In the most wanted size, 9x12 ft., they are \$32.50.

Japanese straw rugs, 9x12 ft., \$12.50.

Both subject to 20 per cent deduction. (Seventh Floor, Chestnut)

Women's Fitted Luggage of Much Distinction

These traveling cases, from the little 11-inch one to the suit case size, at 24 inches, are of a much superior grade. The fine black long grain leather is selected stock and the rich silk linings are notably better than most.

The fittings, too, are of the finest make and of practical size. They are in amber, tortoise shell and ivory finish celluloid. Some of the cases have limousine trays, or removable outfits.

Splendid gifts for June brides—or for any one. Prices \$52.50 to \$175, with 20 per cent deducted at time of purchase. (Main Floor, Chestnut)

5000 Pair Ruffled Curtains From \$2 to \$7.25 a Pair

They are the dainty plain muslin curtains that are used so much for country and seashore homes and for every room in the house. It is a common occurrence to sell 25 to 50 pairs to a customer, and this is the reason why such a large shipment is necessary.

These prices are based on last September's rates, and then there is the 20 per cent deduction on each pair. (Fifth Floor, Market)

To Wear With Summer Gowns Are Lovely New Organdie Hats

They are so cool and summery and charming, it is small wonder Madame likes these organdie hats so well!

The colors are enchanting—the pretty orchid colorings, shell and rose pink, blues that look like the sky on a sunny June day, deeper blues, and all white.

They are quite simply trimmed, usually with wide and becoming bows, though some are hemstitched and some have quite demure bows.

They are fresh and lovely, they have just come out of the work-room, and the prices start at \$18.

The 20 per cent is to be deducted, too. (Second Floor, Chestnut)

New Gold-Plated Mesh Bags

All these attractive bags are in the much-admired green-gold finish and the meshes are very fine and tiny. There are a number of styles, the shapes are those most in fashion, and the bags have the strap or chain handle, whichever you prefer—\$23 to \$64.50.

Little mesh purses to go with the bags are \$7.50 to \$13.50.

Vanity cases are \$5.50 to \$18.50.

Coin purses are \$3.25 and \$4.

Powder boxes are \$6, \$7 and \$8. (Jewelry Store, Chestnut and Thirteenth)

Women's Filmy Lace Evening Gowns

A few more exquisite things have just arrived in the Fashion Salons—gowns as fresh as a new rose. There are no duplicates among them and they are made of heavy laces and sheer laces, white over black, creamy laces relieved by a tea-rose girde, laces combined with Georgette, and plain nets with novel beading or eye-let work. Prices are \$125 to \$325, though these are smaller when the 20 per cent is subtracted. (First Floor, Central)

Women's Bathing Suits That Mermaids Might Covet

Fancy a black satin affair painted with butterflies or little fishes, or a glowing crimson suit, or a velvet and rajah combination, or a somewhat demure looking foulard. In a word, there is no end of variety and novelty among bathing suits, as well as the quieter and more practical sort of plain taffeta or mohair with wool embroidery or even duvetyne. Pay from \$10 to \$75, less the 20 per cent. (First Floor, Central)

Parisienne Corsets

New and extremely attractive models.

At \$15. Hip-confiners of pretty flowered silk batiste with ribbon trimming to match the material and Valenciennes at the bottom of skirt. It is closed in front, laced in back, and has very little boning.

At \$30. A pink broche corset with low bust, long skirt and elastic gorges in front; the whole being strongly boned.

At \$22. A girde-top Parisienne with elastic gore in back, long skirt, well-boned over the hips, eye-lets and lacer below the front steel.

We should add that the 20 per cent will be taken from the prices above-mentioned. (Third Floor, Chestnut)

Taffeta Petticoats

Of excellent silk, in solid and changeable colors and black, with elastic in their waists and little double ruffles on their deep flounces; price \$5.75.

And the 20 per cent will be subtracted from that. (Third Floor, Central)

New Bloomers and Chemises

The bloomers are pink and white batiste, with elastic at the waist and knees, and the envelope chemises are of pink and white silk, made up in tailored and lace trimmed styles. The first are \$1.25 a pair and the second \$3.85 apiece; both small prices, which will be smaller when the 20 per cent is deducted. (East Aisle)

Fine French Gloves in 12-Button Length

The skins are soft and fine, and we do not know of a much more popular length than the 12-button one at present to wear with short sleeved gowns and suits.

There are white and tans. Price \$8 a pair, less 20 per cent. (Main Floor, Central)

Unusual Capes

For example—silk tricolette capes, accordion pleated, with large round collar, shirred at the top and fastened with cords. In the loveliest shades of Copenhagen blue, dark blue, taupe, white or black. \$47.50.

New polo cloth capes, natural color, checked with brown, red or blue. They are just the thing for mountains or seashore and have deep cape collars. \$75.

Both prices are lessened by 20 per cent. (First Floor, Central)

Stocking and Sock Specials for Women and Children

1800 pair of women's full fashioned mercerized lisle stockings with high spliced heels, in black Russian calfskin, cordovan and white. Second grade goods at 85c a pair.

850 pair of children's artificial silk socks in white with plain and striped tops with turnover tops, sizes 4 1/2 to 9. 75c a pair.

Both specially priced and both subject to the 20 per cent deduction. (First Floor, Market)

Dainty Printed Voiles

Several good "specials" at 50c, 65c and 75c a yard and others up to \$1.50 a yard are here. With 20 per cent off the prices are even more economical. (First Floor, Chestnut)

Women's Fine White Low Shoes in Snowy Thousands

With every pair of them subject to a deduction of 20 per cent from their price.

White buckskin oxfords with rubber soles and wedge heels, \$11.50 and \$12 a pair.

White buckskin oxfords with oak soles and Cuban heels, \$10.

White canvas oxfords with white soles and military heels, \$12.

White canvas two-hole ties with covered Louis heels, \$12.

White canvas oxfords with oak soles and military heels, \$9.50.

White canvas pumps with turn soles and covered Louis heels, \$10 and \$12.

White canvas tongue pumps with covered Louis heels, \$6 and \$9.

White canvas oxfords with rubber soles and wedge heels, \$8.50. White canvas oxfords with oak soles and Cuban heels, \$7.50. White canvas pumps with covered military heels or with welted soles and covered Louis heels, \$7.50. White canvas oxfords with oak soles and Cuban leather heels, \$6.50. (First Floor, Market)

Artificial Silk Sports Scarfs Specially Good for \$5 and \$6.50

Some few—and they are but a few—are “seconds,” but most of them are “firsts” and perfect in every way. They are particularly good for the prices, and they are just what women and girls want now to wear with sports suits and over spring and summer frocks.

They are of generous proportions and the prettiest shades—gray and more sober hues. There are rose shades, lovely blues and ever so many more. Many have striped borders and all have fringed ends.

And when the 20 per cent is deducted they are very modestly priced. (Main Floor, Central)

In Furniture the 20 Per Cent Deduction Is a Wonderful Help

It is probably an unprecedented thing for such a large, varied and high-grade stock of cabinet work to be offered at an all-round deduction of 20 per cent from the normal prices.

But at Wanamaker's the unprecedented thing happens not infrequently. In this case it is a wonderfully helpful thing to people making or replenishing homes.

A saving of one dollar on every five of the normal cost of every piece of new furniture put into a home today is a real help toward lowering the high cost of home-making and home-keeping.

It applies to every bit of furniture in our possession.

It means a great deal everywhere, especially now among the dining-room displays, in which the choice is diverse, beautiful and full of the most desirable types for homes of all requirements from the cottage to the mansion. (Fifth and Sixth Floors)