

Organ plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

The Time to Take Advantage of the 20 Per Cent Deduction Is While You Are Sure of the Opportunity

You Have an Electrical Man in the Mayor's Office

and if you only had one electrical man on each of the city streets, they might in some way form connections that would make a greater city of this old, historic hamlet, that is so well satisfied to be

The Cradle City,
The Cradle of Liberty
and the Cradle of Liberty Bonds

The pity of it, if it be said of us Americans that our words are only as good as our Bonds, worth from 10 to 15 per cent discount when put to the test.

It is a real pleasure to find that Liberty and Victory Bonds are selling for more than they did at the time when we began this whirlwind campaign, which even our own city has accepted at last.

It seems almost incredible that we should find so many new goods to bring in every day. The concessions that the holders of the goods have made are considerable in certain directions, especially where fashion rules.

Even a moderate reduction makes a worthwhile saving.

There must come an end, and that very soon, to the privilege of one-fifth off, which is universal in this house, with a few trifling exceptions.

[Signed] *John Wanamaker*

June 2, 1920.

Long White Gloves for June Brides and June Graduates

This being the month of weddings and commencements, long white gloves are much in request to accompany the lovely white gowns, many of which have the fashionable short sleeves. And these new gloves are quite lovely enough to go with the dainty gowns, for they are of fine French lamb skins, are soft and snowy, and are as daintily

made as French gloves have the reputation for being.
12-button-length gloves are \$5.50 a pair.
16-button-length gloves are \$6.50.
20-button-length gloves are \$7.50.
And, of course, there is a 20 per cent deduction, too.
(Main Floor, Central)

Combs, High Backed and Fan Shaped, Are Fashionable

Some of the new combs are lovely, with their graceful high backs or their pretty fan-shaped tops. Some are of imitation shell, intricately carved; others have their designs outlined with gleam-

ing stones—imitation sapphires, emeralds, topazes or rhinestones. The carved combs are \$2.50 to \$2.11; the jeweled combs are \$6 to \$4.4. And close by are gleaming jet combs, pins and barrettes in many new styles.
20 per cent deduction on any of these.
(Jewelry Store, Chestnut and Thirteenth)

Summer Silk Handbags in White and Blue

The white bags are as dainty as can be, and inexpensive. At \$4.75 is one of white faille, with metal frame, and one of white moire, with white celluloid frame. At \$4.75 is a bag of white faille with metal frame and inner frame. At \$5, white moire with metal frame and tassel.

At \$12.50, a beauty of white faille with broad moire stripe and white celluloid frame. The blue silk bags are \$5 each and unusual at that. One has covered frame and ruffles around the edge and the other is a one-piece style with silver-finish frame. 20 per cent deduction on any of these.
(Main Floor, Chestnut)

Young Women's Knife-Pleated Crepe de Chine Skirts—\$16.50

This is quite a bit below the price ordinarily asked for such skirts, as you will realize when you see them. They are of soft, lustrous crepe de chine in such charming colors as shell-pink and fawn, in white, and the more practical navy blue.

The entire skirts are laid in fine knife pleats and they are finished with wide girdles, button trimmed. Waistbands are 24 to 50 inches; skirt lengths are from 33 to 37 inches. And, of course, there is the 20 per cent deduction, which makes them still more unusual.
(Second Floor, Chestnut)

Ramie Weave Linen Suiting

was much in evidence at the Devon Horse Show. We have recently received a timely shipment of these excellent fashionable goods, in the popular oyster-white shade.

They are particularly favored for suits and skirts. The width is 45 inches and the price \$2.75 a yard, less 20 per cent.

(First Floor, Chestnut)

Cotton Ratines, \$1 a Yard, Are Selling Very Fast

They seem to be exactly what women want who don't care to pay the prices of linen for Summer suits, dresses or skirts and are most satisfactory substitutes.

Also these pretty ratines come in linen colors and white, they wear well and the lighter shades wash, 36 inches wide and special at \$1 a yard, from which price 20 per cent is to be deducted.

(Main Floor, Chestnut)

It may, as has been said, be a long, long trail back to the price levels of what now seem such good old days, but somebody had to make an effective move to shorten it. For it showed a tendency to become longer every month; in fact, almost every day.

It would be a great thing for everybody if this now famous and universally followed campaign against high and advancing prices should prove to be the straight, safe road to the more normal and favorable conditions for which everybody of sense and patriotic instincts is longing. Who knows but it might prove to be such?

This is the United States of 1920, and, patriotism apart, the one thing the people need is the kind of service that lightens their economic burden as much as possible.

This Is Now an International Movement

It is wonderful to note the thousands of stores all over America which have fallen in line with this movement and now its influence has reached across the Atlantic.

One of the great stores of London has just announced a general price reduction of 10 per cent on its stocks of draperies, as dry goods are called over there; also a reduction of 5 per cent on groceries.

An important thing to note is that the time to take advantage of the 20 per cent deduction from the price of almost anything in the Wanamaker stocks is while one is sure of the opportunity.

It applies to our entire collection of merchandise, including some millions of dollars' worth of new goods, the only merchandise not included being something like \$50,000 worth which cannot be reduced owing to an honorable understanding

What Bride Does Not Love Roses—and Silver Vases for Them?

And what June bride wouldn't like to receive a wedding gift of a sterling silver flower vase, a centerpiece that she could arrange these fragrant flowers in or a graceful flower basket which could also be used for fruit?

Sterling silver flower vases are all the way from \$6 for a tiny bud vase up to \$375. Sterling silver centerpieces from \$155 to \$2900. Sterling silver flower baskets from \$125 to \$400.
(Jewelry Store, Chestnut and Thirteenth)

The Fur Salons Say Some New Furs Have Just Arrived

and they are the very sorts women are asking for—the smart little one and two-skin scarfs that are so very fashionable. There are some new and lovely marten scarfs—the skins of fine quality and beautifully marked; stone and baum marten scarfs, \$55 to \$115.

With them are some handsome Hudson Bay sables—rich, beautiful colorings and fine pelts—\$150 for the one-skin scarfs on up to \$400 for the finest two-skin scarfs.

And when you deduct 20 per cent from these prices you will find them particularly interesting.
(Second Floor, Chestnut)

Women's Riding Habits for Summer

They are all cut with coats and breeches; and all of light materials—cotton khaki, natural linen, pepper-and-salt linens, black-and-white checked linens, and fine gray or tan woolsens.

Prices are from \$18.75 for khaki to \$87.50 for the finest woolsens. A few riding habits from a famous London maker are \$150.

The 20 per cent deduction brings down all these prices.
(First Floor, Central)

Women's New Tricotine Coats With Many New Ideas

As an instance, there is a curiously shaped collar with a double revers. There are fishtail panels ornamented with hand embroidery, the same embroidery being used on the collar and cuffs.

Another charming new model is a coat resembling a dolman in its looseness. It has sleeves, however, but no belt and a stitched band is attached below the waistline. The ends of the scarf are crocheted in black silk and fringed.

These new coats are all in a fine all-wool tricotine, dark blue or black, a few tan, and they have very beautiful linings of printed foulard silks.

Prices begin at \$77.50, going to \$250, but they are greatly lessened when the 20 per cent is taken off.
(First Floor, Central)

New Lot of Women's Pumps and Oxfords Special at \$9.75

Plain seamless pumps of black calfskin with turn soles and baby Louis leather heels.

Shapely lace oxfords of black calfskin with imitation straight tips, turned soles and Cuban leather heels.

Both light weight shoes, for Summer wear, and both subject to the 20 per cent deduction.
(First Floor, Market)

Women's Silk Stockings "Seconds" at \$2.50

900 pair of black, cordovan and navy full-fashioned thread-silk stockings with all-silk legs and mercerized soles.

An unusually good quality and weight. If first grade they would be half as much again. The cordovan and navy in particular are much in demand and this limited lot will not stay long.
(Wash Aisle)

Beautiful Persian Saruk Rugs That Really Enrich a Home

For elaborate schemes of furnishing the Saruk rug inevitably suggests itself.

It enters naturally into schemes involving rich and sumptuous effects. Many furnishers of fine homes know this and are constantly on the watch for the Saruks necessary to fit in with and enhance the appointments of a particular room.

They will be interested by the group of Saruks that we are now showing—rich, high-pile, heavy weaves, of soft, silky texture and in a most interesting variety of colors, Persian reds predominating, set off with various blues and other contrasting shades.

The prices marked on all these rugs are subject to the deduction of 20 per cent:

11.6x9.3 ft., \$1425	11.3x8 ft., \$975
12.4x8.2 ft., \$733	11x8.3 ft., \$925.
10.9x6.10 ft., \$985	12.5x9.9 ft., \$1675
12.8x9.2 ft., \$1575	12.6x9.7 ft., \$1595
9.10x7.10 ft., \$785	12.9x8.11 ft., \$1525
11.6x9 ft., \$1475	11.10x9 ft., \$1495
12.10x9 ft., \$1485	10x8.4 ft., \$1045

25.4x16.7 ft., \$4500
(Seventh Floor, Central)

When Your Bath Is Followed by a Shower of Talcum Powder

it is all the more enjoyable. The thing to be sure of is that you have a good talcum—and you are perfectly sure of this if you choose Queen Mary Talcum. In the first place it is absolutely pure and free from any foreign ingredients—and to make certain of this we strain it

through silk sieves in the Laboratory.

Queen Mary Superior Talcum in eight fragrant and refreshing scents, in 18c, 35c and 60c a can.

Double Violet talcum, 25c and 50c.

Princess May Bouquet talcum, 50c.

Rose Speciale talcum, 65c.
(Main Floor, Chestnut)

WOMEN'S PUMPS WITH HIGH HEELS

Of tan Russia leather, black Russia leather and patent leather, made with turned soles and 2-inch Louis heels. Price \$15—less the 20 per cent—in the Exclusive Little Boot Shop.

(First Floor, Market)

300 SILK UMBRELLAS FOR WOMEN

Blue, green, purple, red and black covers, on paragon frames, and with carved mission handles or handles with bakelite tops. The price is \$7.50—less the 20 per cent deduction.

(Main Floor, Market)

STRIPED AND PLAIN KIMONOS FROM JAPAN

Some in solid lavender, blue and rose, with little and big flamingoes upon them, and some in stripes—white with blue and rose and lavender—and more flamingoes. The first are \$6.55 and the latter \$6.50.
(Third Floor, Central)

DOUBLE-PANELED PETTICOATS

Strong cambrics and satens, with plain scallops or ruffles of eyelet or blind embroidery and hemstitchings. Prices \$1.85 to \$3.50.
(Third Floor, Central)

NEW CRETONNE COVERS

Pillow slips, \$1.25 to \$2.50. Scarfs and table covers, \$1.25 to \$5.50. Also there are round pillows, already made up and in the same pattern cretonnes for \$2.75, \$3.75 and \$5.75. All come under the 20 per cent deduction.
(Fifth Floor, Market)

The Man and the Suits and the 20 Per Cent

The suits are in plentiful showing, assortments having been freshened by new shipments.

They are Wanamaker suits of undiminished quality, unsurpassed in everything that makes for style, service or fashion.

Their regular prices marked on them are fairly based on normal worth today.

Any man can take his choice of any suit in the collection and pay 20 per cent less than these prices; that is to say, he can do this while the offer holds good, and there is no telling just how long that may be.

\$45 to \$80, less 20 per cent, every suit and garment in our stock included.
(Third Floor, Market)

Cool Crepe House Gowns From London for Men

Cotton crepe in black, blue, brown, gray and lavender, with gay floral designs scattered over them in little panels. Washable, and like all crepe garments, easy to launder.

Price \$12, less 20 per cent.
(Main Floor, Market)

Airy Porch Shades—Ready for Hot Weather

Vador screens will turn a sunny, uninhabitable porch into the airiest and pleasantest of outdoor rooms, where one is sure both of coolness and privacy. Also they are well adapted to sleeping porches. They do not flap in the wind, are very easy to put up and take down, and come in green and brown.

4 ft. wide x 7.5 ft. drop, \$3.49 each.	9 ft. wide x 7.6 ft. drop, \$10 each.
5 ft. wide x 7.5 ft. drop, \$5 each.	10 ft. wide x 7.6 ft. drop, \$11 each.
6 ft. wide x 7.6 ft. drop, \$6 each.	11 ft. wide x 7.6 ft. drop, \$12 each.
7 ft. wide x 7.6 ft. drop, \$7.50 each.	12 ft. wide x 7.6 ft. drop, \$12.50 each.
8 ft. wide x 7.6 ft. drop, \$8 each.	

We can also supply 8, 10 and 12 footed widths with a drop of 10 feet.
(Fourth Floor, Chestnut)

Irish Double Damask Table Linen of Merit at \$4.50 a Yard

Solid worth for the money in every yard of it. Part, or cream bleached, double damask, 70 inches wide, in a good soft finish, woven by a firm that excels in this class of goods, and patterned in a variety of designs—price \$4.50 a yard, less 20 per cent.

(First Floor, Chestnut)

People Who Want Good Furniture Prefer Wanamaker Furniture

They are always glad to buy Wanamaker furniture at the fair, standard price, because they always feel confident of and satisfied with what they are getting, allowance being made, of course, for mistakes that will always occur in spite of every effort to prevent them.

No wonder, then, that homekeepers and homemakers have been taking eager advantage of the opportunity to buy anything in the entire wonderful stock of Wanamaker furniture at a deduction of 20 per cent from the regular standard price.

The wonder is that we have been able to keep the floors so well filled, considering the rate at which goods are going out.

But we have done this pretty well, and we have today a truly magnificent stock of furniture for all rooms and uses, every piece of it purchasable for one-fifth less than the price ticket and the grade of the furniture calls for.

Please put it clearly before your mind—the whole wonderful stock of Wanamaker furniture—not one piece excepted—offered at a deduction of 20 per cent.
(Fifth and Sixth Floors)