

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
Showers

Choose While You May Almost Anything in the Store at One-Fifth Under Regular Price

The Houses of Philadelphia in Its Beginning

and until a few years back, were almost all built of bricks. The city was cited everywhere as of straight streets and red brick houses with green window shutters and white steps.

Brickmaking was mainly carried on, a hundred years ago, in the southern part of the County of Philadelphia, known as "The Neck," famous for the extent and excellence of its clay banks, out of which came the fine pressed bricks for the fronts of houses, the stretchers for the side walls and the commons for the inside plastered walls.

The durability of the bricks is still in evidence. In the British Museum may be seen the bricks of Nineveh and Babylon. Travelers will recall the bricks in the Baths of Caracalla, at Rome, laid in the early part of the third century, A. D., which have stood the effects of time better than has the stone of the Coliseum or the marble of the Forum, added in the days of Trajan, though the former have been written of as only sun-dried, not baked or burned.

Good old bricks they were, that our fathers made to help our city grow with little expense for building material, to give homes to our unwealthy first beginners, and to prepare for the more prosperous days to which we have grown and in which we are still growing.

[Signed]

John Wanamaker

June 3, 1920.

Summer Weather Has Brought Cool Dresses for Women

There is not the slightest excuse for any woman not having the right kind of a frock for every occasion, with so many and such charming garments as she can find in the Gray Salons now.

They are attractively made with organdie or net collar and cuffs, dainty lace vestees, fichus—all the little touches that mean so much in making a dress look right.

And you may choose from cool gingham and chambrays, voiles, plain and printed; smart linens, quaint English prints, organdies and nets and so on. Prices are \$17.50 to \$65, minus 20 per cent deduction.

(First Floor, Central)

Lovely, Cool Summery Cotton Dresses for Young Women—Special at \$17.50

Fresh and lovely as posies are these pretty frocks, every one of which is brand new—and every one of which is a kind you'd expect to pay much more for. Some are dresses for which the usual price is half as much again—some would usually sell for twice this price.

There's a score of charming styles—some with organdie frills, some surprise effects, ruffled skirts, short sleeves and round and square necks.

The materials are unusually fine—dotted and striped and embroidered voiles, flowered voiles, dotted Swisses and fine novelty cottons.

There are white and colored dresses—rose pinks, orchids, pale blues, lilac and violet shades, canary and other pretty summer colors.

They are dresses to wear at the shore, dresses for Summer garden parties, for afternoon and informal evening wear.

14 to 20 year sizes. And with the 20 per cent deduction the price is so surprisingly modest you'll want three or four dresses!

(Second Floor, Chestnut)

Women's Ample Capes for \$20

Or still less when the 20 per cent deduction is made. They are made of light blue, taupe or light brown silvertone velour, and the upper capes, with rows of stitching, serve as deep collars.

(First Floor, Central)

Women's \$6 Special Low Shoes and One-Fifth Off That

Black and tan calfskin oxfords and pumps with imitation wing tips and military heels.

Patent leather and black calfskin tongue pumps with Louis leather heels.

Patent leather plain pumps with baby Louis leather heels. Soft black glazed leather oxfords with Cuban heels. White duck tongue pumps with covered Louis heels.

(First Floor, Market)

Women's Neckwear Specials From 50c to \$2

For as little as 50c one may have some very pretty collars or sets in lace trimmed net and organdie. They are just the right shape for Summer frocks.

Or for \$1 to \$2 there are collars, sets and vestees in net and organdie, very pretty and dainty. All are subject to the 20 per cent deduction.

(Main Floor, Central)

Girls' Camp Bloomers and Middy Blouses

The bloomers are full pleated with pockets and double gussets and are made of—

Black cotton-and-wool serge, \$4.75. All-wool black storm serge, \$6.75. All-wool navy storm serge, \$7.50. Khaki, \$3.85.

The blouses are of—

Khaki to match the bloomers, \$4.50. All-white linen, \$2. (Third Floor, Central)

AN EXTRAORDINARY SALE OF SKIRTS

600 Silk Sports Skirts at \$16.75 (Averaging Half Price)

Even more wonderful, they are duplicates and equals of the handsomest skirts we have had this year—skirts selling for twice as much in most instances. They are neither samples nor odds and ends, so there are all sizes from 24 to 34 waist band.

With the 20 per cent deduction, the price comes down to \$13.40!

Fancy striped satin, wash satin, silk t ricolette and some six or seven of the most fashionable sports silks are represented. The styles are new and beautiful, gathered or fully knife pleated. There are all the exquisite light tints, dark colors and plenty of white.

It is a rare opportunity for women to fill a much-needed place in the Summer wardrobe and one that is not likely to come again.

(East and West Aisles)

New English Sports Jerseys for Outdoor Women

Our athletic sisters in England call them "jumpers," and wear them in almost every line of outdoor sport—golf, tennis, boating and so on.

These are white wool with short sleeves and striking colored trimming at neck; some trimmed at neck and skirt. The price, \$10, is very small and the 20 per cent comes off that.

(London Shop, The Gallery, Chestnut)

Bracelets for Commencement Gifts

Short sleeves make bracelets more popular than ever—so you are fairly safe in choosing one for a commencement gift.

Sterling silver bracelets, jeweled and flexible, are set with gleaming rhinestones or with rhinestones combined with imitation sapphires, amethysts or emeralds—\$8 to \$24. Gold filled bracelets in many styles are \$2.50 to \$7.75.

Sterling silver jeweled bangles, \$3 to \$10. Novelty bracelets in bangle effects, 50c to \$2.25.

(Jewelry Store, Chestnut and Thirteenth)

Silk Stockings With Clocks

The Little Silk Stocking Shop has lately received some very very much wanted domestic styles:

White hose with black five-cord clocks at \$10. Black hose with white three-cord clocks at \$7.

Richelieu ribbed hose in white, cordovan and navy, \$4.50. Black and navy silk hose with the open clocks known as Paris clocks, \$5.

Cordovan colored hose with open-work ankles at \$6.

(First Floor, Market)

Silk Nightgowns

which will have particular interest for women getting their trousseaus together may be seen in the Store of Undermillins.

All of them are of pink crepe de chine—tailored, lace trimmed and Georgette trimmed—and prices run from \$6.50 to \$22.50, minus the 20 per cent deduction.

(Third Floor, Central)

Women's White Canvas Pumps

The canvas is very fine and the shoes have medium toes and 2-inch Louis heels, and sell at \$10 a pair in the Exclusive Little Boot Shop. The 20 per cent deduction makes them only \$8.

(First Floor, Market)

Georgette Crepe Over-Blouses

White, flesh-colored, bisque and navy, beaded and embroidered, all very attractive and fashionable, and priced at \$12—which means \$9.60 when the 20 per cent deduction is made.

(Third Floor, Central)

Inexpensive Silk Petticoats

Petticoats with jersey tops and messaline flounces in black and changeable colors, very good for \$5.75.

The 20 per cent deduction, you remember, comes off that.

(Third Floor, Central)

All Our Glassware Is Subject to the 20 Per Cent Deduction

The assortments provide a brilliant and charming field of choice, especially for those seeking wedding gifts.

These pieces of cut glass are some of hundreds of pretty things that should interest them.

Berry bowls, \$4.50 to \$20 each. Low berry dishes, \$3.25 to \$21. Celery trays, \$3.50 to \$18.50. Sugar and cream sets, \$4 to \$9 a set. Jugs, \$4.50 to \$20.

Compotes, \$2.75 to \$40. Salad trays, \$8 to \$50. Sandwich trays, \$12 to \$30. Flower vases, \$2 to \$75. Flower baskets, \$8 to \$40. Punch bowls, \$20 to \$250.

(Fourth Floor, Chestnut)

Any Man Can Choose Any Suit in Stock at One-Fifth Less

The selections are good and the suits are Wanamaker suits, but the opportunity is not going to continue indefinitely.

Please get the fact clearly before your mind that all our suits are included in the offer, also all our white duck and other separate trousers, so that a man can save one-fifth on anything he chooses from the Wanamaker clothing stocks provided he chooses in time.

Suits, \$45 to \$80, less 20 per cent.

(Third Floor, Market)

Men's Silk Sports Shirts With Collars Attached

These fine pongee and Fuji silk shirts, with soft collars attached, are ideal for sports and vacation wear. Men are laying in their vacation stocks now, while the 20 per cent deduction lasts.

The pongee shirts are in the natural tan and are \$6.50. The Fuji silk shirts are in cream color and are \$7.50.

(Main Floor, Market)

Blue Flannel Trunks and Sleeveless Shirts

with white belts, make popular bathing suits for men. The Sporting Goods Store has a good supply.

Blue flannel trunks, \$4 a pair. All-worsted sleeveless shirts in white, navy blue, black or maroon, \$3.50.

White web belts with non-rustable nickel buckles, 50c.

(The Gallery, Juniper)

The Best Silk News Yet! New Glace Satins

These satins have been most difficult to get and, since they are the last word in fashion for Summer afternoon and evening gowns, everybody has wanted them.

They have the brilliant finish and changeable coloring that is so desirable and they are exquisitely fine and soft for draped effects.

Brand-new, 36 inches wide and \$6 a yard, which becomes \$4.80 when the deduction of 20 per cent is made.

(First Floor, Chestnut)

Hundreds of Pretty Cotton Dresses—Many Reduced—for Little Girls

At \$2 to \$5 each are many little cotton chambray and gingham dresses, all of which have been considerably higher, but are now reduced to hurry them out. There are many good styles, there are plenty of pinks and greens and blues, they are variously trimmed, and they are very inexpensive for the qualities.

At \$4.50 to \$10 are new bloomer dresses of chambray or gingham, in good colors and attractive styles. Mothers like these dresses because they save petticoats.

At \$6.50 to \$15 are some lovely little frocks of crisp, transparent organdies in orchid, pale blue, shell pink or pale green. They are in delightful styles; some have frills, many have two-toned ribbons and all are fresh and dainty.

All are in 2 to 6 year sizes. And there is the 20 per cent deduction on all, too.

(Third Floor, Chestnut)

New Dotted Voiles You Would Think Were Swisses

But the dots, instead of being embroidered, are applied on the material, giving the effect of dotted Swiss, which is now decidedly scarce.

Both white and colored grounds with black or white dots, 36 inches wide, \$1.25 a yard and there is the deduction of 20 per cent.

(First Floor, Chestnut)

Crisp, Snappy Taffies 80c a Pound

Delicious summer tidbits are these—lime, lemon, clove, peppermint, butter, chocolate, vanilla and other flavors. They are thin strips of crisp taffy, each daintily wrapped in waxed paper. 80c a pound.

Assorted chocolates in tempting variety—creams, nuts, fruits and jellies covered with rich sweet chocolate, 80c a pound.

(Down Stairs Store, Chestnut)

The prudent people are not those who keep wondering how long this opportunity is going to last, but those who take full advantage of it while it does last.

"There must come an end, and that very soon"—please keep that in mind.

For the benefit of anybody who may not understand what it means it may be well to say that, with the exception of about \$50,000 worth of goods excluded through honorable understanding, our entire stocks are offered at a deduction of one-fifth from regular prices.

Never before in the history of American retail business has such a wealth and diversity of merchandise been offered at such a substantial reduction.

And it is something that may never happen again:

So far it has been the means of bringing out notable quantities of desirable new merchandise, some millions of dollars' worth of which have already been received and more lots are coming in every day.

The deduction of 20 per cent applies also to these incoming goods.

It applies to practically every conceivable article of household and personal use in our stock, to clothing and apparel of all kinds for men, women and children, to every piece of furniture on our floors, to all our Oriental rugs and thousands of domestic rugs; to headwear and footwear, to all our silks and dress stuffs and linens—to almost every article and every fabric under this roof.

Just think of all the Wanamaker stocks, except about \$50,000 worth, being offered at one-fifth less!

Such a choice of goods at such a saving is so unprecedented that it simply cannot reasonably be expected to continue and therefore the time to take advantage of it is now.

Songs—Some New and All Melodious

Most of these songs are in three or more keys, so that any voice may be suited.

When Your Ship Comes In, 35c. In the Afterglow, 35c. Longing Dear for You, 40c. Think Love of Me, 40c. One Sweet Day, 40c. One Fleeting Hour, 40c.

Love Like the Dawn, by Cadman, 40c. Golden Stars that Shone in Lombardy, 40c.

Just That One Hour, 40c. Bring Back the Golden Days, 40c. Barefoot Trail, 40c. O' Carolina, 35c.

And there is, too, the 20 per cent deduction on all these songs and on all sheet music.

(Second Floor, Market)

Any Boy's Suit in Our Stock at One-Fifth Less

Where is the necessity of pointing out what this means to anybody who has a boy needing summer clothes?

But it may be well to point out that the opportunity to buy on such advantageous terms will continue only for a time and the time cannot be very long.

The choice includes an especially good lot of serge Norfolk suits at \$15, \$16.50, \$18 and \$20, less 20 per cent for boys of 8 to 16 years; also an excellent collection of fancy mixed Norfolk suits in 8 to 18 year sizes at \$20 to \$40, minus 20 per cent.

All our boys' wash trousers and wash suits are also offered at a deduction of 20 per cent from regular prices.

If this means anything to you, now is the time to act.

(Second Floor, Central)

Straw Cushions for the Porch

Or for out-of-doors, or gardening purposes have just arrived from China.

Rough grass cushions are 5c. Grass cushions with stenciled designs, 35c. Matting cushions—among the lightest—35c. Stronger "kneeling" cushions or garden mats, 50c. The 20 per cent deduction obtains.

(Fourth Floor, Chestnut)

The Wonderful Choice of Furniture

The privilege of choosing anything in our entire stock of furniture at a deduction of 20 per cent from regular prices provides an opportunity unequalled, probably, in the whole country.

It is only when one goes through these stocks that one can adequately realize what it means.

Not only are the goods of the best and most desirable description at every price, but the varieties, despite weeks of extraordinary selling, are large and interesting to an incomparable degree.

The Fifth Floor, in itself, is a wonderful place, with its unrivaled show of living-room, library, hall and novelty furniture, ranging from the simple and practical pieces to things of a palatial type.

There is a particularly fine showing of dining-room suits on the Sixth Floor, including many excellent reproductions and interpretations of fine old models.

Naturally the bedroom suits are a splendid collection both as regards character and variety.

It is doubtful if ever such an assemblage has been offered at one-fifth less than normal values.

(Fifth and Sixth Floors)