

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
Cloudy

The Privilege of Buying Almost Anything in Wanamaker's at One-Fifth Less Is Too Unusual to Last

The opportunity to choose at one-fifth less than the present price almost anything in the whole range and compass of the Wanamaker stocks (with the inconsiderable exception of about \$50,000 worth) is not only unprecedented, but it is something that may never come again.

Your own common sense will tell you that it is too good to be extended indefinitely and it will also tell you that you had better take advantage of it while you may.

It is the comprehensiveness of the offer which makes it so helpful to every man, woman and child, and to every home. Except food and fuel there is hardly a personal or home need that this offering does not answer in a most helpful and advantageous way.

It means a saving of one-fifth on nearly all of one's expenditures for home furnishings and personal necessities, and if that is not a well-struck blow at the high cost of living it would be interesting to know what is.

This is the first time any large store in America has ever done such a thing. It adds one more to the Wanamaker list of original initiatives, which have come to be known as "Wanamaker Firsts."

Perhaps it is the greatest initiative of all. Time will tell. At any rate, nothing that we know that has ever been done by our Store has meant so much in actual dollars and cents to the people, not only of this city and of Pennsylvania and surrounding states, but of the whole country, because it has been adopted by progressive and patriotic storekeepers all over the land.

The thing is to take the fullest advantage of it while you are sure of the privilege.

Some Curious Results Arrived at by Various Capable Examiners

inform us that one person out of every eighteen is beyond doubt affected

With Color Blindness

Sometimes it runs in families. One person of a group of fifty-five confounds red with green. One in sixty confounds brown and green. One in forty-six confuses blue and green.

These peculiarities are more common in males than in females, and they may account for many of the mix-ups in the dress of men.

Railroad managers pay much attention to color blindness, as red and green are colors frequently used as signals.

A celebrated doctor distinguishes three features of color blindness:

1. Inability to see any color but black and white, or light and shadow, a highly colored picture appearing like a mezzotint engraving.
2. Inability to distinguish browns, grays and neutral colors.
3. Inability to distinguish between red, blue and yellow and green, purple, orange and brown.

No satisfactory explanation of this phenomenon of color blindness has yet been propounded. Fortunately, it is said to be less serious in artificial light than in daylight.

It is very important to be well assisted in making purchases.

[Signed]

John Wanamaker

June 4, 1920.

Women's Fine Luggage With Shell Finish Fittings

There is something very rich and beautiful about tortoise shell finish celluloid toilet articles. Particularly when they are against a tan silk background in a handsome black leather case.

such fitted luggage—beauty cases, limousine cases, Victoria cases, suit cases, traveling cases. Chiefly in dull black long-grain leather, some in black glazed leather.

Prices, \$55 to \$185, less 20 per cent.

(Main Floor, Chestnut)

400 Cool and Dainty White Dresses for Girls—\$5 and \$7

200 dresses at \$5 are in many styles, some lace, some embroidery trimmed.

They are all in 6 to 14 year sizes—all are kinds usually sold for much more, and when the 20 per cent is deducted they are very inexpensive, indeed.

(Second Floor, Chestnut)

1500 Pair Women's Fine Long Silk Gloves, \$1.50 a Pair

Of fine Milanese silk, these are gloves for which the usual price is just about half as much again.

They are of firm weave, of lustrous finish, and every finger is double tipped for better service. They have Paris-point embroidery on the backs.

The most desirable colors, too—pongee, heaver, tan, gray, brown and navy in addition to white and black.

And there is the 20 per cent deduction, too.

(West Aisle)

Warmer Weather Has Brought a Rush for Women's Dusters

Fortunately there have arrived all the kinds wanted. In fact, we never had so many dusters before or such good-looking styles. Even to the least expensive, they are cut generously full to protect the clothes from the dust.

Linene dusters, natural color, \$5.75.
Mohair coats, black, navy or gray, \$16.50.
Natural color linen capes, \$16.50.
Palm Beach cloth coats, \$25.
Silk pongee coats, \$40 and \$47.50.
All subject to 20 per cent deduction.

(First Floor, Central)

Three Specially Priced Lots of Women's Low Shoes

All of them subject to an additional deduction of 20 per cent.

At \$6 a pair—Black and tan calfskin oxfords and pumps with military heels, patent leather and black calfskin tongue pumps with Louis heels, patent leather plain pumps with baby Louis heels, black glazed leather oxfords with Cuban heels and white duck tongue pumps with Louis heels.

At \$9.75 a pair—Plain seamless pumps of black calfskin with turned soles and baby Louis heels and black calfskin oxfords with turned soles and Cuban heels.

At \$12 a pair—Fine Louis-heel oxfords and plain and tongue pumps in various styles; all light-weight turned-sole shoes. Of patent leather, black calfskin, bronze kidskin, black suede and black glazed kidskin.

(First Floor, Market)

American Lady Corsets

are made up in models for all types of figures and here are some of them:

It has a low bust and long skirt and is well-boned.

At \$3.50. A short model of light figured material, with low bust and generally slender proportions.

Also a good design for tall women. This is of strong coutil, a very long skirt with elastic gores and low bust and it is made of strong coutil.

At \$2.50. A pink coutil tlastic model with long skirt and elastic band in waist.

At \$5. A topless of pink coutil, strongly boned and long over the hips.

At \$5.50. A pink broche, light weight, model for average figures.

The 20 per cent deduction makes all these prices very moderate.

(Third Floor, Chestnut)

Women's Summer Suits—Linen and Jersey

Nothing cooler or more practical than linen suits has yet been discovered. We have them in styles with straight belted coats and straight practical skirts; and in khaki, blue, white and wistaria, for \$25 and \$27.50.

Jersey suits are indispensable for cool days in Summer and any day at a cool resort. They are in light and heavy weights, in oxford grays, heather mixtures and various browns, and prices are \$35 to \$45.

(First Floor, Central)

The Vogue for Small Fur Neckpieces Is Still Strong

and if you come to the Fur Salons on the Second Floor you will have no difficulty in finding precisely the kind you have in mind, for the assortment is unusually good. There are little one and two skin animal scarfs, which is the fashionable size, and there are all the fashionable furs from the clear, pretty gray squirrel to the luxurious Russian sables.

And the 20 per cent deduction is an important item on such fine furs as these.

(Second Floor, Chestnut)

A Little Group of Georgette Frocks for Young Women—\$42.50 and \$45

They are of fine Georgette in dark blue, in white and the cool, summery shell pink.

They are in two smart styles, with tiny pleats, fine lace or net collars and flower trimmed middles.

There is the 20 per cent deduction, too, which makes the price more interesting.

14 to 20 year sizes.

(Second Floor, Chestnut)

Time to Start Making Bathing Suits

This is what many women are thinking apparently from the way they are coming in to buy surf suits for their bathing costumes.

It has proved its worth in this respect, for it makes very good-looking suits; it retains its brilliant luster as long as there is anything left of it and it does wear wonderfully well.

Widths from 32 to 54 inches and prices, \$1.25, \$1.50, \$1.75 and \$2.25 a yard. Less by 20 per cent in each case.

(First Floor, Chestnut)

Imitation Jade Jewelry

The cool green of the imitation jade looks well with Summer frocks and blouses—and the jade is a very good imitation, too.

Necklaces in many styles are \$1.25 to \$20.

Hatpins are 50c a pair.

Bracelets are 50c to \$2.50.

Earrings are 50c to \$5.

White bead necklaces are \$3 to \$8.

And there is the 20 per cent deduction, also.

(Jewelry Store, Chestnut and Thirteenth)

Little Leather Belts for Women

Narrow leather belts to wear on sweaters or on Summer dresses or suits.

Narrow tan or brown leather belts, with metal buckles, are 85c each.

Fancy black patent leather belts, trimmed with white kid, are \$1.35.

(Main Floor, Central)

Women's Cool Combination Suits for 85c

Summer-weight suits of white ribbed cotton, with low necks and lace-trimmed knees.

About 1000 garments, in regular sizes only, and all under-priced, to say nothing of the 20 per cent deduction.

(West Aisle)

Some Rather Unique Vases

The material is copper with an antique brown or verde finish and sterling silver decorations. Some are in the form of loving cups. With their soft, dull colorings they are delightful for brightly hued blossoms.

The prices are not nearly as expensive as one might think. Vases, \$4 to \$24. Loving cups, \$8 to \$24. And then there is 20 per cent deducted.

(Jewelry Store, Chestnut and Thirteenth)

You, Too, Artists and Art Students

The faculty for choosing the right equipment and accessories is a considerable help toward the goal, one is striving for.

The Commercial Stationery Store abounds in aidful things, including, of course, all the indispensable. Here are stencil sets, sets of oil colors, sets of water colors, sets of drawing instruments, oil colors and water colors in tubes and pans, drawing paper, palettes, easels, everything that the professionals, amateurs, novices or even child students will need to help them along the interesting road of artistic achievement.

Also parchment paper for making artistic lamp shades. And it is no small help to be able to buy any of these things at 20 per cent less than regular prices.

(Third Floor, Market)

Women's White Oxfords With Dark Trimmings

They are of fine white canvas, lace style, with black patent leather and tan Russia leather trimmings, perforations and 1 1/2-inch leather heels.

The price is \$13.50 in the Exclusive Little Boot Shop, and the 20 per cent deduction is made from that.

(First Floor, Market)

A Thousand New Waists Come Into the June Sale

Hundreds of these are the delicate hand-drawn or hand-hemmed waists which are made by the Porto Ricans, and so much liked by women of the best taste. They are of voile and batiste, with fine handwork; and—on the higher-priced styles—a little real flet. Prices are \$5, \$5.75, \$7.85 and \$8.75.

Hundreds of other new waists are of the semi-tailored and lingerie sorts—plaid muslins, plain and plaid voiles, lawns with beading and colored folds. Prices on these, \$2.50, \$3.50 and \$3.85.

Also there are plenty of light and dark headed and lace-trimmed Georgette waists at \$3.85, \$5.85 and \$6.85.

The 20 per cent deduction makes all these prices very moderate.

(East and West Aisles)

Inexpensive Porch Dresses

Cool and pretty and simple—all being made of thin cottons, such as lawn and tissue ginghams, in dainty colorings. Some Dolly Varden laws are among the most attractive.

Prices are \$4.75, \$5.75 and \$6.50.

(Third Floor, Central)

New and Pretty Bathing Suits for Girls of Many Ages

For the little girls who want one-piece wool Jersey suits, there are many styles in brown, navy and Copenhagen blue—a number of striped effects—at \$4 to \$7. 6 to 14 year sizes.

Mohair bathing suits in white, or in navy blue trimmed with white or red, are in pretty styles suitable for 6 to 14 year girls and are \$4.50 and \$5.

One-piece wool Jersey suits for older girls, who wear 12 to 20 year sizes, are in many styles, all with skirt of course. They are in bright or more subdued colors, some striped effects and a number with leather belts. \$6.75 to \$20.

Surf satin and silk poplin suits, also some smart taffeta bathing suits, in black and dark blue, are in new models and in 14 to 20 year sizes. These start at \$7.75 for the surf satin and go on up to \$30 for the taffeta.

(Second Floor, Chestnut)

The Tropical Suits That Men Must Have

are here and men can buy them at a deduction of 20 per cent from regular prices.

This is the first time that such a thing has ever happened at the opening of the season, but the man who wants to benefit by it cannot afford to put off doing so.

Our mohair, Palm Beach and tropical worsted suits are priced at \$25 to \$45, and can be bought now at 20 per cent less than these figures.

White flannel trousers regularly marked \$18 are also subject to the same percentage of deduction. All our standard Summer suits of blue serge and fancy mixed wool fabrics, the finest ready-to-wear suits known at the regular figures, \$45 to \$80, are purchasable at 20 per cent less, that is, by men who purchase them while the offer holds good.

(Third Floor, Market)

Please a Man Graduate With a Silk Shirt

Silk shirts are among the best-liked graduation gifts for men and boys and we have brought in an unusual assortment of fine silk shirts for that purpose.

The fabric is rich, the designs are distinctive, the colors are beautiful—what more could one ask?

Prices \$12, \$13.50 and \$15, with some fine white jersey silk shirts at the first price.

All subject to the 20 per cent deduction.

Men's Beautiful Summer Ties of Imported Foulards

Fine, light-weight, summery ties in dots and figures. Made in this country of foulards brought from abroad.

Price \$2.50, less 20 per cent.

(Main Floor, Market)

New Rush Rugs Are Rushing In

to meet an unprecedented demand for these fine porch and cottage pieces. Made in oval and oblong shapes with natural-color centers and borders of blue, green or brown checks.

9x12 ft., \$32.50.

8x10 ft., \$27.50.

(Seventh Floor, Chestnut)

Assorted Chocolates 80c a Pound

Delicious sweets in a dainty package—they come in fresh every day, and your package will be ready in a jiffy. They have sweet chocolate coverings and the fillings range from rich creams to nuts and fruits. 80c a pound.

Crisp, snappy taffies, 80c a pound, are slender strips of crisp taffy—each taffy in waxed paper. The flavors are all the popular ones—

anise, lemon, peppermint, butter, chocolate, vanilla and clove.

(Down Stairs Store, Chestnut)

Refreshing Honfleur Toilet Preparations

This is a fresh lot, just down from our laboratories.

Toilet water, 60c and \$1 a bottle; violet, l'Empire and Bouquet d'Amour.

Talcum powder, 15c—rose, violet and l'Empire.

Face powder, 30c and sachet, 85c—both in rose, violet or l'Empire.

Skin cream, cleansing cream and Youth and Beauty Cream, 40c.

Bay rum, 60c, \$1.10 and \$2 a bottle.

Violet ammonia, 25c and 45c a bottle.

(West Aisle)

Hot Weather Clothes for the Boys

Selections are fine and new shipments piling in at a wonderful rate. And all of these cool, washable suits and garments can be bought at a deduction of 20 per cent right now at the opening of the season!

Washable Norfolk suits, in linens, crashes, Palm Beach cloths, cool cloths and some in pongee, are \$10 to \$20, less 20 per cent, in sizes for boys of 7 to 18 years.

Plenty of cool wash trousers, in gray crashes, khaki, white cotton, white linen duck and Palm Beach cloth, at \$2.25 to \$4, less 20 per cent, in sizes for boys of 6 to 18 years.

Washable blouses, sports models, of khaki and striped and plain cotton fabrics, at \$1.50 to \$2.25, less 20 per cent, for boys of 7 to 15 years.

Other wash blouses, either with or without collars, at \$1.50 to \$2.25, less 20 per cent, in sizes for boys of 7 to 15 years.

(Second Floor, Central)

Overalls and Bathing Suits for the Youngsters

The overalls are \$1.75 and \$2 and are of blue denim, dark blue poplin or khaki—all sturdy cottons. They are in knee and ankle length, some are trimmed with bright red, they all have pockets, and there are sizes from 2 to 8 years.

The bathing suits are \$3.25 to \$4.50 and are of wool Jersey in sensible, one-piece style. They are in dark gray, maroon, bright red, or dark blue, and in 2 to 8 year sizes.

And, of course, 20 per cent is to be deducted from these prices.

(Third Floor, Chestnut)

Everything in Office Furniture Subject to the Deduction of One-Fifth

There is hardly any need to tell any business man worthy of the name what it means to be able to furnish and equip the whole office with everything from a pen point to a director's desk or a safe at a deduction of one-fifth from standard prices.

New shipments of desks, tables and chairs have just come in to give even greater variety and interest to the offering.

The deduction of 20 per cent applies to everything in the office furniture and commercial stationery stocks.

(First Floor, Market)