

J. W. C. I. Band at 9; Organ at 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Rain

Monday Will Find Us Still in the Front Line of Battle Against High Prices With a Ten-Million Dollar Stock at Price Deductions of One-Fifth

On the Boardwalk at Atlantic City

We often think that the sea wants to speak to us, by its ever-changing face and the many sounds it utters.

The oldest of books tells us of a man who

Turned Aside to See a Bush Ablaze

Often from habit we pass by the great sights of Nature with indifference, preoccupied with trifling affairs.

"The wind bloweth where it listeth, and thou hearest the sound thereof."

The shooting stars call to us, and the seasons come and go, and each has its own tale to tell.

To put oneself into real communion with Nature, one "must turn aside to see," hear and understand the colors of the sky, the numberless whispers of the fields, forests and streams, the chirp and songs of birds, and the life of the thousands of bees, butterflies, beetles and moths that fly and creep and make their homes with Mother Earth.

There is a wonderful newness in the picture gallery of Nature.

Millions of dollars of recent purchases of new things have been, during the month of May, planted in our garden of merchandise.

[Signed] *John Wanamaker*

June 5, 1920.

Afternoon Dresses of Foulard and Georgette

They have such features as wide ribbon girdles, kimono sleeves, finely pleated tiered skirts, beading, ribbon tabs, square bertha-like collars and taffeta bindings and folds; and they are altogether very attractive and timely. Some of the foulards are veiled with plain Georgette.

The color range is good—and one may have a dainty, light gown or a dark one; a good many of the latter are in the always becoming black and white effects.

Prices are \$47.50 to \$185, minus the 20 per cent.

(First Floor, Central)

Women Started Long Ago to Ask for Silk Coats

But now is really the time when the newest and best styles are here.

There are some plainly tailored, smart-looking models in black tulle at \$47.50.

Another and really beautiful silk coat with pointed stitched belt comes in black silk poplin or satin, navy, taupe or black at \$47.50.

And then there are two very pretty new styles of capes in black or navy blue taffeta at \$65 and \$95. Every one is allowed the 20 per cent deduction.

(First Floor, Central)

Prices Are Reduced on Women's Fine French Hats

If you look inside these hats you will see some of the most world-famous modistes' names, for they come from leading Paris ateliers and are hats personally selected by our own representative in Paris.

They are in perfect condition, are such hats as may be used for dress or less formal wear, and are reduced simply because the season is advancing and we do not believe in waiting till their time of usefulness is shortened before reducing them.

Prices start at \$35 and go to \$75—and the 20 per cent deduction makes them even less expensive.

(Second Floor, Chestnut)

When in Doubt Choose a Foulard Silk

It is the silk for the dress that will be worn more than any other during the Summer, and it always looks well.

Considering how fashionable foulards are at the present time, it is very good, indeed, to find such a large number of the fine qualities here, all in this season's designs.

Both light and dark colors, plenty of navy blues, and there are printings of white and colors. 36 and 40 inches wide, \$3.50 a yard. This becomes \$2.80 with the 20 per cent deduction.

(First Floor, Chestnut)

Fresh and Snowy Frocks for Small Girls

Attractive little dresses for maids of one to six years. They are simple and sweet and dear—but not plain, despite their simplicity.

White lawn, crisp white dotted Swisses and white voiles are the most used materials, and what with tiny tucks, French knots, fancy stitching, shirring and ribbons in pink or blue, quite a few have a touch of color. Some even have colored collars, cuffs and bands on the bottoms of the skirts.

And they're not expensive—\$3 to \$6.

Yes, there is the 20 per cent deduction, too.

(Third Floor, Chestnut)

4000 Yards Printed Voiles Special at 65c a Yard

And they are, by all odds, the most attractive patterns we have had this season for anything like this price. Usually such voiles sell for nearly double.

About half the number are large all-over Georgette printings in the desirable dark colorings. The other half are small dots on navy blue, black and Copenhagen grounds. The 20 per cent deduction brings the price still lower.

(West Aisle)

THIS is probably the first time that such a wealth of merchandise has ever been offered at so large a deduction from regular prices. And it is something that may never happen again.

It differs considerably from the special deduction or bargain sale of this, that or the other class of goods.

This is an all-inclusive sale, embracing all the goods in our stock excepting something like \$50,000 worth, which are restricted through understanding.

Everything is marked at the price for which we should ordinarily sell it, but when you buy it, you have the privilege of deducting 20 per cent and the result is what you pay.

Coming at any time it would be both novel and beneficial to an extraordinary degree. Coming just as the cost of necessities had become almost unbearable, it has proven a great national boon.

Both in itself and through the large number of stores all over the country which have adopted the idea it has been the means of saving the people of the United States many millions of dollars on reasonable needfuls of all descriptions.

It amounts to a voluntary sacrifice of profit so far as we are concerned, every deduction on every article coming out of this store's own pocket.

We are as free to end it as we were to begin it.

Since we began it we have been able to secure millions of dollars' worth of new and desirable goods to renew and diversify the assortments.

On Monday you will have not less than ten millions of dollars' worth of goods under this roof to choose from at a deduction of 20 per cent from regular prices, ten millions of dollars' worth of wares, wearables, furnishings and articles of every kind and description for home service or personal use—all purchasable at one-fifth below the normal prices in this store!

Undoubtedly this is the greatest thing the Wanamaker Store has done up to the present time and that is saying a good deal.

Something New in Flexible Diamond Bracelets

Solidly paved diamonds, bordered on either side with smaller caliber cut sapphires. The effect is most brilliant and is like that of two bracelets, one of diamonds and the other of sapphires. The price is \$4185. All-diamond flexible bracelets or diamonds and sapphires alternating, \$1375 to \$2300. The 20 per cent makes a very great difference in all these prices.

(Jewelry Store, Chestnut and Thirteenth)

Women's Pointed Tongue Slippers

of black patent and black Russia leather are made with long vamps and high Louis heels. Their price is \$17 in the Exclusive Little Boot Shop, and 20 per cent will be deducted from that at the time of purchase.

(First Floor, Market)

New Petticoats of Silk Jersey

Some with mesaline flounces and some all-jersey. The colors are lovely, both light and dark, but too many to mention, and the prices are \$8 to \$16.50.

Novelty petticoats—those in which two or more colors are combined—also have arrived and may be had for \$9.50 to \$18.

The 20 per cent deduction is well worth having on such things.

(Third Floor, Central)

Women's Summer Pajamas

Daintily cool affairs of crinkly crepe with tiny stripes of white madras and fine-striped percale, and solid-colored pink and blue cottons.

They are priced at \$3.50 to \$5.50 and the 20 per cent deduction makes them very inexpensive.

(Third Floor, Central)

Women's Fine Silk Stockings Special at \$2.15

1750 pair of pure-dyed, full-fashioned thread-silk stockings with mercerized tops and soles. All first quality and in black, white and colors.

Ordinarily these stockings would cost you nearly half as much again, but this manufacturer has been taking advantage of the 20 per cent deduction to move out a surplus lot for cash.

(West Aisle)

This Is a Busy June Sale of Waists

We can still promise some of the delicate Porto Rican waists of batiste or voile, with their fine hand-drawn work and occasional embroidery, prices \$5 to \$8.75.

Besides plenty of cool, white cotton waists, both semi-tailored and lingerie, at \$2.50 to \$3.85.

And light and dark Georgette waists, beaded, at \$3.85. 20 per cent comes off all these prices, you remember.

(East and West Aisles)

In Furniture

The great Wanamaker furniture stocks—wholly and entirely—are yours to select from at a deduction of 20 per cent from regular prices.

That is a fact of extraordinary significance to homekeepers and home furnishers is something unique.

The Wanamaker furniture stocks are famous. They are famous not only because of their magnitude and diversity but also

because of their desirableness and sound and excellent quality.

The privilege of choosing from such a collection of cabinet work at an advantage of 20 per cent from regular prices is something unique.

In order to realize what it means one has to see the goods that are here, to note their amplitude, their beauty, and their excellence.

(Fifth and Sixth Floors)

Everything in stock from the simplest to the most elaborate and exquisite is subject to the deduction. What wonderful opportunities there are in the dining room and bedroom suits on the Sixth Floor and in the superb collection of library, living room and hall furniture on the Fifth Floor. We are getting in new shipments all the time.

Excellent New Dinner Sets Ready for Monday

Two new shipments have just been opened.

One of English porcelain dinner sets in a blue and pink rose border decoration, very good-looking sets of 106 pieces at their regular price—\$50 a set, which is subject to the deduction of 20 per cent.

The other shipment is made up of French china dinner sets of 107 pieces in a green conventional border decoration, with deep, coin gold handles and gold edges. These are exceptionally handsome sets, regularly marked at \$90 and purchasable at 20 per cent less.

In glassware the choice continues brilliant and plentiful, being constantly reinforced by new arrivals.

Seekers for wedding gifts are finding this a very helpful place to make selections, the variety being most attractive, not only in the regular fine cut crystal of which there is a rich assortment, but also in gold encrusted pieces, in glassware, prettily decorated in colors, and in pieces colored in unique shades, such as celeste blue, amethyst, aquamarine and other unusual and rather charming tints.

(Fourth Floor, Chestnut)

Handkerchiefs for Young Men

New shipments of fresh, clean Irish linen handkerchiefs—all kinds that are practical and givable.

Plain hemstitched handkerchiefs, 50c each—sturdy linen, with quarter-inch hems.

Initial handkerchiefs, 60c each—all letters. A good handkerchief with easily read initials.

Colored hem handkerchiefs, 75c each—white centers with hems of color—a style for young men who like a touch of color in their kerchiefs.

And there is the 20 per cent deduction, too.

(West Aisle)

Palm Leaf and Other Fans

The palms are 8c, 10c and 15c apiece, according to size.

Woven fans are 25c and 35c.

Thin wood fans—something new this year—25c.

Fans of gray feathers, large, \$2.50; of white feathers, small, \$2.

The 20 per cent deduction obtains.

(Main Floor, Chestnut)

Two-Toned Ribbons 85c a Yard

Just the right width for the fashionable narrow girdles, 1½ inches, and they are of soft satin which ties well and makes the nicest sort of rosettes or bows.

With the 20 per cent off, they are still lower in price.

(Main Floor, Central)

A Beautiful Group of Kermanshah Rugs

The Kermanshah will always hold its place as one of the most beautiful of Persian rugs. No rug is more tastefully rich and effective as a furnishing and decorative adjunct. In the last shipments that came to us direct from overseas were many Kermanshahs of excellence and beauty and these together with all other Oriental rugs in our stock are subject to the deduction of 20 per cent.

Kermanshah Rugs

10.1x9 ft., \$890	14x9.6 ft., \$1185
10.7x7.2 ft., \$667	13.5x9.6 ft., \$1375
10.6x7.11 ft., \$585	14.2x10.6 ft., \$1550
13x9.6 ft., \$1300	14.8x11.2 ft., \$1725
13.9x10.1 ft., \$975	14.6x10.8 ft., \$1650

Smaller sizes ranging from 3x5 to 4x6 ft. are marked \$145 to \$175, less 20 per cent.

(Seventh Floor, Central)

Men's Stout Kit Bags of Army Leather

More of that sturdy tan cowhide that is up to Government specifications for service, made into roomy, good-looking kit bags, with short straps or straps all around.

Sizes range from 18 to 30

(Main Floor, Chestnut)

inches and they are splendid bags for vacation use. All have plaid linings.

\$40 to \$75 are low prices for them and 20 per cent off those prices makes them still more inexpensive.

We've Rarely Seen Prettier English Cretonnes Than These

They have just landed and the qualities and patterns are certainly beautiful. There is a great demand for these English cretonnes for slip covers, draperies and so on.

Without going so far as to say the colors are absolutely fast in washing and through the action

of the hot sun we do say that they are the best colors on the market today and we believe them to be permanent.

As for the prices, they are just about what domestic cretonnes cost, \$1.25, \$1.50, \$1.75 and \$2.25 a yard, lessened by 20 per cent when the deduction comes off.

(Fifth Floor, Market)

Japanese Straw Rugs of Unusual Beauty

Designs and colorings are much superior to those commonly seen on rugs of this nature. There are three designs and three colors, on a background of natural color, with Chinese blue predominating.

Without going so far as to say the colors are absolutely fast in washing and through the action

of the hot sun we do say that they are the best colors on the market today and we believe them to be permanent.

As for the prices, they are just about what domestic cretonnes cost, \$1.25, \$1.50, \$1.75 and \$2.25 a yard, lessened by 20 per cent when the deduction comes off.

(Seventh Floor, Chestnut)

Four Specially Priced Lots of Men's Low Shoes

Taken from stock and reduced for a clearaway. In some lots sizes are incomplete while in others there is a good range of sizes. All this season's styles and all subject to the 20 per cent deduction from their lowered prices.

At \$7.90—232 pair of black calfskin oxfords with wide and narrow toes.

At \$8.90—365 pair of black and tan calfskin wing-tip oxfords on smart English lasts.

At \$11.75—169 pair of black calfskin and soft black glazed kidskin oxfords in conservative styles.

At \$12.50—534 pair of oxfords in the following smart styles: black cordovan with straight tips, tan calfskin with wing tips, mahogany cordovan with straight tips, black wax calfskin with wing tips, tan calfskin with straight tips and tan Norwegian grain brogues.

(Main Floor, Market)