

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
Fair

The Privilege Is Still Yours of Choosing Almost Anything in the Store at One-Fifth Less Than the Regular Price

The Eyes of the Entire Business World Seemed to Be

on Philadelphia and New York last week, studying the wonderful momentum of the movement of desirable merchandise now going on under our roofs.

There was a quick response of the people to the notice that the cash spent in the store the first three weeks had replenished our stocks and that large quantities of our kinds of goods had been obtained at lower prices, thereby accelerating this disposal and the inauguration of a reduction of the H. C. of L.

People have found out the facts and are telling their neighbors.

There is good evidence that in several directions the time has come to fix a new scale of prices.

We mean to stand up for it firmly and faithfully, as is our duty to our valued customers.

What honest man dares to stand up to prophesy and plead for further advances of many classes of merchandise, simply because of personal and selfish reasons?

The makers of all varieties of articles can well afford to yield now to the demand of the users of their wares who have paid double and treble prices for the past four years.

All the influence of this establishment under present conditions must go with our clients to get a fair, square deal.

[Signed] *John Wanamaker*

June 7, 1920.

Real Marvels in Imported Beaded Handbags

We have just received from abroad one of the most remarkable collections of beaded handbags ever seen in America.

They start as low as \$10 for a full-beaded, crocheted bag in drawing style, and go from there to \$500. Among the finer pieces are some magnificent bags in exquisitely blended colors and with frames of barbaric beauty—heavy silver frames and ornate frames set with precious or semi-precious stones.

Some of these bags are real antiques and we also have a few choice unmounted pieces that we will make up for those who so desire.

And please remember that the 20 per cent deduction means a saving of from \$2 to \$100 on these bags.

(Main Floor, Chestnut)

New Japanese Colored Silks Wanted by Many Women

For they are popular habitais of an extremely nice grade and were dyed to our order in Japan. The colors are the prettiest pale pink, navy blue and black—all with the brilliant radium finish.

Another good point in their favor is that they are in the different weights for Summer dresses, blouses and separate skirts. Of course they always have and always will be used for foundations and linings.

We bought them in Japan, \$2 to \$4 a yard, 36 inches wide, and there is the further saving of 20 per cent.

(First Floor, Chestnut)

Charming Novelty Combs

Made of crystal-colored and imitation shell, they are delightful in color by reason of their close-set imitation stones—sapphire, topaz and emerald. The combs are large and small, sometimes paved with the stones; sometimes forming bow-knots or fleur-de-lis designs, sometimes carved. Their prices run from \$9 to \$37.

Smaller hairpins and combs of other sorts are here in plenty and so are pins and combs set with rhinestones.

Of course a per cent deduction.

(Jewelry, Main Floor, Chestnut)

White Waists Are Noteworthy at \$4.85 and \$5.85

We have had duplicates of them up to now in stock for considerably higher prices. They are of bistate with a great many very fine tucks and narrow fine embroidery or drawn work; and of cross-bar veils with hand embroidered dots, and their prices are \$4.85 to \$5.85, minus the 20 per cent.

(Third Floor, Central)

Middy Blouses for Girls

Blouses of white galathea with dark ties or dark collars and ties—and sometimes dark cuffs, too. They are for girls from 6 to 16 years old, and may be had for \$2 to \$3.25, or less, since the 20 per cent deduction still holds.

(Third Floor, Chestnut)

Treo Girdles

A new shipment brings us plenty of pink elastic girdles, priced at \$6, \$7 and \$7.50 each. Take the 20 per cent from that and you see how small the expense of one is.

(Third Floor, Chestnut)

Motoring and Sports Veils Specially Priced

New arrivals and they are very timely just now.

Georgette crepe veils to protect the eyes and complexion from dust when motoring; large size, with hemstitched borders, and they come in ten of the best colors, \$2.25 a veil.

And hexagon mesh sports veils with woven borders in black, brown, navy or taupe, \$1.50 each.

The full 20 per cent is allowed on each price.

(Main Floor, Central)

Crisp Cool Breakfast Coats

It's amazing how much they are liked and how little they may be bought for!

An all-white novelty voile is \$10.75.

A voile with pink and blue squares and trimmings is \$12.

The 20 per cent deduction is made at time of purchase.

(Third Floor, Central)

Philippine Nightgowns

A new shipment just laid on the tables is of low-necked and short-sleeved nightgowns with triple scallops all round and embroidered sprays in front. The price is \$3.85 to \$4.50—and 20 per cent comes off that.

(Third Floor, Central)

Hand Embroidered Guimpes Samples—\$2.50 to \$9

You would scarcely believe such really lovely things could be had for these prices and there is a further saving in the 20 per cent deduction.

They are in the new bloused effect, so much wanted for Eton jacket suits or even

(Main Floor, Central)

3500 Pair of Women's Low Shoes at Less Than Half Price

\$6.65, \$8.25 and \$9.65—minus the 20 per cent deduction

This is one of the numerous instances of the effects of the Wanamaker price-breaking movement on the market. These shoes were made by a leading factory in this city for summer selling by prominent retailers. The enthusiasm with which the people hailed the Wanamaker 20 per cent deduction plan convinced these dealers that they could not sell the shoes profitably at the price asked by the factory, so they canceled their orders. When the factory had accumulated a large overstock through these cancellations they were glad to close out the lot to us for cash at much less than their usual price. These are all new-style, desirable shoes. Even without the 20 per cent deduction some of them are less than half their regular price, and with the deduction all off them are less than half price. Oxfords, one-hole ties and pattern pumps, in several styles of heels and with welted and turned soles. Of patent leather, black calfskin, black glazed kidskin, black and brown suede, several shades of colored glazed kidskin, white glazed kidskin and white duck. Please be early if you want best selection.

(First Floor, Market)

Women's Fine Sports Coats of Artificial Silk at a Third Less

With a further deduction of 20 per cent taken off at time of purchase. 225 of the daintiest of sports coats for women have just come in from Switzerland. They are of artificial silk in black, white, navy and other colors, and are both plain and ornamented styles. They are marked \$25 and \$35, which is just about a third less than regular. Also 120 striped artificial silk scarfs, in a variety of colors, are marked \$6.50 each, or a third below usual. In a sports coat or scarf artificial silk is as pretty and serviceable as genuine silk. These are all light weight and just right for Summer wear.

(First Floor, Market)

All-Black Millinery—Some Imported

The all-black hats are large and small and are made of Georgette crepe, grenadine, dull straw—alone or combined with silk or Georgette—and dull silk. Also there are a few hats in black-and-white—these usually having the white in the form of brim-facings. There are large shapes and small ones; toques and models appropriate for young girls. And some of the hats are from famous French makers. Prices start at \$18.

(Second Floor, Chestnut)

Women's Gowns of Tricolette Priced \$55

Exceedingly dainty affairs of pink and white tricolette. Some are embroidered heavily or in bands; in self-color or antique gold; some are almost plain. A great many of the slip-ons have square necks; and self-sashes; the sleeves are almost all of elbow length, and the general effect is exceedingly fresh and attractive. And as \$55 means \$44, with the 20 per cent deduction taken off, we don't expect to have many of them left by tomorrow evening.

(First Floor, Central)

Light Coats for Women to Wear on the Water or in the Mountains

(In the London Shop)

Women planning steamer trips, or visits in the mountains will be wise to provide themselves with coats of some warmth. Such as these light-weight fleeces in beige, sand, Hindu brown and gray.

(The Gallery, Chestnut)

Women's Silk Stockings Special at \$1.85

2400 pair of the popular drop-stitch vertical design, in black and cordovan. These are first quality goods which ordinarily sell for half

(West Aisle)

From China Come Exquisite Hand-Embroidered Bands

Many ways of using them on Summer frocks, blouses and for neckwear will suggest themselves. They make very handsome trimmings. About ten patterns altogether, all the finest kind of work and all done on net. 2 to 3 1/2 inches wide and \$5.75 and \$6.75 a yard. There is also the 20 per cent to come off.

(Main Floor, Central)

Brisk Selling of Surf Bathing Suits

Nothing looks or wears better than this material. And the brilliant luster lasts to the very end. 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)

WITH the backing of our whole stocks (except a small group of things excluded on account of agreement) this event continues to provide choice of the largest, most varied and most valuable collection of goods ever offered at a price advantage of one-fifth.

Since we started it we have received new merchandise to the value of several millions of dollars, and with shipments coming in all the time the stocks are as plentiful, attractive and excellent today as they have ever been any time since the great movement began.

Choice is practically unlimited. It embraces nearly everything for the home and for personal wear or adornment. Everything that you are likely to need this season can now be bought at the universal deduction of one-fifth.

This means a tremendous advantage when one considers the extraordinary number of things needed for household and personal use—from hosiery to gas stoves; from shoes to furniture; from clothing of all kinds for men, women and children to rugs and carpets; from silks and dress fabrics to bed clothing; from books to upholsteries; from needles and pins to oil paintings; from millinery to china and glassware and so on, all through the great category of the stocks.

Ordinarily it is considered an exceptional thing to have choice of a full stock of any one of these classes of goods at a substantial saving.

Here is an event that brings a practically unlimited choice of all of them at a saving of one-fifth from the regular prices.

It means that any one can buy almost anything one wants to wear or to put into one's home at a saving of one dollar in five.

It is the Wanamaker way of helping the people to fight the high cost of living—and it is helping them immensely, but there is no telling when it may be discontinued, and nobody who means to benefit by it will put off doing so for a single day.

Remarkable Quilted Comforts Are New From England

These are the best Summer bed comforts we have ever seen, especially as regards their construction, which is such that they can be washed and washed without becoming hard, lumpy or uneven.

American comfort makers who see them have opened their eyes in wonder at the way they are made. They are covered in a cambric of excellent grade and the material has been cut and stitched in the most ingenious and fanciful way. All are reversible and the patterns are pretty floral and Persian effects in old rose, green, blue and brown colorings. The filling is of cotton wadding.

Each comfort has row after row of zigzag stitching and apparently the one run of the needle has caught the double material—on both sides. All are in light, practical Summer weights. Single-bed sizes, 60x82 inches, \$16; double-bed size 70x90 inches, \$22, with a deduction of 20 per cent.

(Sixth Floor, Central)

Excellent Towels, New From Ireland

Fine, pure linen huckaback towels, bought by our representative on his last visit to Belfast and now newly on sale.

Some all-huckaback, some with huckaback centers and damask borders. Excellently woven by a firm celebrated for towel making.

Guest towels of plain huckaback, 15x22 inches, \$1 each. Others, 15x24, with plain centers and damask borders, in several designs at \$1.25, \$1.50 and \$1.75 each.

There is a group of regular-size towels of plain huck with damask borders, \$1.50, size 18x33 inches. Better kinds in the same effect, 18x30 inches, \$1.75 each.

Fine huckaback towels with damask borders, 20x36 inches, are \$2 each; and the most beautiful towels in the collection of splendid huckaback with rich damask borders are \$3 each in size 22x38 inches.

All are subject to the deduction of 20 per cent.

(First Floor, Chestnut)

Women's Good-Looking Umbrellas at \$5

The woman who doesn't find one or two inexpensive umbrellas desirable for commonest use or for lending is a rarity—and these are excellent examples of the kind to buy. They have covers of strong fine cotton, with silk tape edges, paragon frames, plain or carved mission handles and silk cord loops. Their price is \$5—less the 20 per cent deduction.

(Main Floor, Market)

Chinese Wicker Furniture

Both the "peel" and grass varieties are ready for choosing—and certainly nothing is better adapted to create an atmosphere of delicious coolness in living room or porch.

Tables are of the hour-glass and straight-legged type, with round and square tops, \$18.50 to \$35. Low hour-glass stools, \$3.50 to \$8.50.

Long reclining chairs, collapsible, some with foot slides and

some without, \$32.50 and \$38.50. Straight chairs and rockers of various types and styles, \$18.50 and \$20. Hour-glass chairs, \$14.50, \$17.50 and \$22.50. Also odd pieces such as a tea-wagon, a cabinet, and so on.

The 20 per cent deduction makes all this furniture very moderately priced.

(Fourth Floor, Chestnut, and Seventh Floor, Central)

Better Buy All the Wash Suits the Boys Will Need

The opportunity to choose any one in this class at the very beginning of the hot season at one-fifth off is one that does not come every day.

You have never known such another and neither have we. It is too unusual to be continued long, so take advantage of it while you may, by getting without delay all the washable suits and garments the boys will need this season.

Washable Norfolk suits in a large choice of attractive materials—linens, crashes, Palm Beach cloths, cool cloths and some of pongee—\$10 to \$20, less 20 per cent; for boys of 7 to 18 years.

Cool washable trousers, 6 to 8 year sizes, \$2.25 to \$4, less 20 per cent.

Washable blouses—a large assortment—sports models at \$1.50 to \$2.25, less 20 per cent, in sizes for boys of 7 to 15 years.

Other washable blouses with or without collars—\$1.50 to \$2.25, less 20 per cent on 7 to 18 year sizes.

(Second Floor, Central)

The Choice in Men's Clothing Is Unrestricted

It embraces everything in the stock—tropical suits as well as regular Summer suits.

The day of the tropical suit is here or at hand. It means a lot to any man to be able to save one-fifth right at the season's go-off on the very suit he needs.

It is an unprecedented thing and in Philadelphia we believe it is a thing without parallel. A saving of this kind usually comes at the end of the season on goods that are out of season.

In this case it is available on all the coolest Summer suits in our assortment—mohairs, Palm Beaches and tropical worsteds, now priced at \$25 to \$45 and subject to a deduction of 20 per cent.

All our regular Summer suits are subject to the same deduction, \$45 to \$80, less 20 per cent.

(Third Floor, Market)