

Great organ plays at 9, 11, 11:55 and 4:50  
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Generally fair

# The Privilege of Buying Almost Anything in Wanamaker's at One-Fifth Less Is Something Unheard of and There Is Nothing Equal to It Anywhere

BACK in the month of April if anybody had said to you that you could buy practically everything you needed for home and for personal use and wear at 20 per cent less than regular, prevailing prices, you probably would have said it was too good to be true.

But that is exactly what thousands and thousands of people have been doing ever since May 3, the now memorable day on which the Wanamaker Stores fired the opening gun against the high cost of living by offering practically their entire stocks at a deduction of 20 per cent from regular rates.

It was any store's privilege to do something with a view to finding an escape from the vicious merry-go-round.

It remained for this Store to do something unprecedented and unheard of.

The blow struck at the ever-growing menace of high prices was as timely as it was powerful. It may be—certainly it is to be hoped—that the rising tendency of living costs may never recover from it. Already the thing that had assumed the character of a national nightmare looks much less terrible.

We make no pretense, however, of having brought Utopia out of chaos and misery, but every day that dawns brings fresh evidence that this movement has done more to check the profiteering tendency and allay the continuously rising fever of exorbitant charges than any other agency or influence in the country.

Right-thinking and progressive store-keepers all over the country have now made it a national campaign.

## No Man or Woman Is Safe Without Lofty Ideals

nor can we get far unless we keep before ourselves the necessity of working constantly for their realization.

Who that has read Zane Grey's novels of the settlers on the frontiers and the searching gold-seekers can forget the warping and dwarfing of the men, whose very natures were changed as if growing toward the rocks and the yellow dust?

No real man stands still.

He goes through a process, and though he may be unconscious of it himself, yet others see it.

So also a city and a business.

This business is certainly making giant strides.

[Signed] *John Wanamaker*

June 9, 1920.

## Women's Novelty Suits of Various Silks

Charming suits—of faille, of taffeta, of silk poplin and a wonderful heavy silk crepe, besides tricolette. Some of them are severely tailored, especially the all-black; the others are also exceedingly simple and exceedingly smart; and lovely in color besides—grays, apricots, rose, tans, blues, orchid and white.

Prices are \$40 to \$150, and the 20 per cent discount brings them down very noticeably.

(First Floor, Central)

## Women Need Sports Coats Wherever They Go

Most women, we find, like these kinds best. They are so popular that, in a number of cases, we have had to duplicate the original order several times.

Velour coats with pointed yoke, in black, deer, and tan, \$37.50.  
Polo cloth coats with set-in sleeves, belted, \$45.  
Covert-gabardine coats, silk lined, some with fringed scarf, \$100.  
Genuine imported camel's hair coats, \$115 up to \$150. They are the most fashionable of all and come in the new shades of carrot, chow, silver, fawn and natural color. Some have throw ties.

There is a goodly saving in price when the 20 per cent comes off.

(First Floor, Central)

## Porch Dresses for Women

Inexpensive, cool and pretty—no wonder we can't get enough of them.

Figured voiles with square necks and short sleeves, with narrow knife-pleated ruffles, pink, blue, lavender and black effects, \$10.  
Dotted voile with organdie collars, lavender, black and blue on white, \$10.  
Plain voile in pink, blue and white, with white lawn trimmings, \$7.50.

Voile in the same colors trimmed with ruffles and tucks, \$12.  
20 per cent comes off all these prices.

(Third Floor, Central)

## 500 Fresh White Summer Skirts for Young Women—Special at \$5.50

Who doesn't wish for a cool, fresh white skirt when the first warm days come? Here, then, is your opportunity to get skirts for the entire summer, for these fine skirts are all of qualities that would sell under ordinary conditions for very much more.

The most popular materials—firm white gabardine, sturdy white tricotine and lustrous white surf satin—are used.

There are ten good styles—some shirred, some gathered on wide girdles; some with straight pockets, some with up-and-down pockets, many button trimmed; all new and attractive.

A good assortment of sizes, too—they are from 25 to 30 inches in the waist bands and from 34 to 38 inches in length—most people may be fitted without any alterations at all!

And there's the 20 per cent deduction, too!

(Second Floor, Chestnut)

## Women's Low Shoes Very Low at \$6.65, \$8.25 and \$9.65

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 of 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.

(First Floor, Market)

## More Waists From the Philippines

One of batiste with square neck and tuxedo collar, the collar and vest both having drawn-work and embroidered sprays, \$10.

A pink voile with a little embroidery on fronts, back and collar, price \$8.75.

A white batiste very simple indeed in effect, with hemstitching, \$5.50.

(Third Floor, Central)

## New Cool-Looking Voiles in Plain Colors

And in such lovely colors, too. Mostly the lighter tints, but there are navy blue, veseda green, tan and black as well.

The quality is very good and they are unusually wide—44 inches, which means much economy in cutting, 75c a yard, minus the 20 per cent deduction.

(First Floor, Chestnut)

## White Satin Sports Hats Faced With Black Velvet

Not only the newest but the smartest sports hats of the moment are of glistening white satin, faced with deep black velvet—a perfectly stunning combination.

A little group of these new hats is ready now in the Gray Salons—hats in charming shapes and styles, not two alike.

There are broad-brimmed hats, there are mushrooms and there are sailors. One smart hat has two long silken tassels, some have ribbon bows and all are new and attractive.

They'll be delightful for shore and summer wear, the prices begin at \$15—and they



are subject to the 20 per cent deduction, of course.

(Second Floor, Chestnut)

## Silver Jewelry All Aglow With Rhinestones—for Graduation Gifts

All these dainty, pretty trinkets are of sterling silver, and all are set with gleaming rhinestones in lovely designs.

Bar pins are \$3.50 to \$15.  
Bracelets are \$5 to \$27.  
Rings are \$2.50 to \$10.  
Horseshoe brooches are \$3.50 to \$18.

Circle brooches are \$1.75 to \$7.50.

Black ribbon sautoirs, mounted with rhinestone ornaments, are \$2.75 to \$8.

Sautoirs with sterling silver lockets and rhinestone mounted, \$32, \$33 and \$34.

And there is, of course, the 20 per cent deduction on each article.

(Jewelry Store, Chestnut and Thirtieth)

## 5300 Pair of Children's Stockings at 50c a Pair

3800 pair are fashioned foot black ribbed cotton stockings in sizes 6½ to 11. These are first quality.

2000 pair are three-quarter length ribbed mercerized stockings with turnover cuffs. Colors

are white, brown, rose, navy and yellow, and sizes are 7 to 10. These are second quality.

Both lots are specially priced, in addition to which 20 per cent will be deducted at the time of purchase.

(First Floor, Market)

## A Complete and Comprehensive Layette for the Little New Baby—\$50

In the Infants' Shop they have assembled dainty collections of all the little accessories and belongings necessary for new babies, and a very comprehensive layette may be had for \$50. It includes shirts, bands, dresses, flannel petticoats, white petticoats, socks, saques and other articles needed. A number of the dresses, the white petticoats, saques and socks are all hand made, too.

One of the specialties of the Infants' Shop is nursery furniture, and we will trim bassinets, cribs and other pieces to your order if you wish.

And there are hand-made pillow cases, lovely afghans, soft warm blankets and other accessories, as well as all the nursery furniture, play yards and trinkets necessary for the babies' comfort.

This is a good time to get them, too, while the 20 per cent deduction is in force.

(Third Floor, Chestnut)

## Couch Hammocks Remarkable at \$12 and \$20

We have just received some high-grade couch hammocks to sell at a little over half their regular prices because of a slight defect in dyeing the material.

The \$12 couch hammock is full size, hung with chains, has adjustable back, made of durable gray duck and has a heavy mattress.

The \$20 hammock is in gray or green duck with an extra deep, cotton-filled padded adjustable back and heavy mattress and valance.

Also about 125 sun shades for couch hammocks, made in gray, for \$7.50.

The 20 per cent deduction to come off these prices.

(Seventh Floor, Market)

## Imported Perfume Bottles in Leather Cases

An uncommonly interesting collection of a novelty that smart women will appreciate. The cases are in various shapes and are chiefly of tan cowhide. They hold from two to four bottles, which also are of various shapes. Some of the bottles are plain, while others are beautifully colored and decorated.

Prices range from \$6.50, for two plain bottles in an alligator grain case, to \$35, for three large and richly decorated bottles in an oddly shaped cowhide case.

All subject to the 20 per cent deduction.

(Main Floor, Chestnut)

## Men's Suits Are Included—All of Them

Yours, sir, is the privilege of choosing any suit in the Wanamaker stock and paying one-fifth less than the regular Wanamaker price for it.

Wanamaker suits are suits of the highest excellence at their regular prices—that fact is well established and will bear investigation.

The opportunity to buy any one of them at one-fifth less than the regular price right at the beginning of the season is believed to be the most helpful thing ever done by any men's clothing store.

Prices for Wanamaker suits of cool, fancy-mixed Summer woollens and blue serges—\$45 to \$80, less 20 per cent.

(Third Floor, Market)

## Turkish Bath Towels

One hundred dozen in the lot, all of them good absorbers and of substantial weave. Plain white with hemmed ends. Sizes 28x40 inches at \$1.50 and 24x50 inches at \$1.75 each, which prices are subject to the deduction of 20 per cent.

(First Floor, Chestnut)

## We Made These Men's Shirts of Pure Japanese Silk

So we know how fine a quality the fabric is, how carefully the garments were made and how comfortably they will fit. We selected the goods in Japan and had them made up in our own Custom Shirt Factory.

Soft cuff, plain negligé shirts in pleasing stripes. Price \$12.50, less 20 per cent.

(Main Floor, Market)

## Men's Initial Handkerchiefs

A big shipment of a very desirable kind—strong Irish linen with an excellent machine-embroidered letter in one corner. They are 60c each; \$7.20 a dozen; and the 20 per cent deduction obtains.

(West Aisle)

## "Can I Put My Husband's Evening Clothes in Your Storage Vault?"

asked an anxious wife the other day, and "Indeed, you can," we answered. Not only men's evening clothes but all winter suits and overcoats are much safer there than at home. In the cool, airy Wanamaker Storage Vault they are beyond the reach of moths, fire or burglars.

We are still receiving fur coats, fur neckpieces and scarfs, muffs and wraps.

Just send us a postal, telephone or ask when you are in the store—we'll be glad to send our wagon for your things.

(Third Floor, Central)

## The Whole Range and Variety of the Wanamaker Furniture Stocks

—are now yours to choose from at 20 per cent less than the regular prices.

This applies to everything in the stock—absolutely nothing excluded, no matter how remarkable or how fine or how unique it may be.

Such a thing has probably never been known before, and there is hardly any need to point out what it means in actual dollar and cent advantages to everybody with a home or making one.

(Fifth and Sixth Floors)

## The Best Camel's Hair Blankets We Have Seen

They were made in England and bought and imported direct and are shown only in the Wanamaker Stores.

In the natural camel's hair color, with conventional borders in dark brown. Bound on all four sides with silk.

One kind made with camel's

hair in warp and filling, size 60x80 inches, \$45 each.

Another kind made with a cotton warp, size 70x90 inches, at \$50 each.

All are subject to the deduction of 20 per cent.

They are blankets of all-round utility for in and out of doors.

(Sixth Floor, Central)

## Prettiest English Cretonnes for Many a Day

Just landed and they are much wanted at this season for slip covers, draperies and so on.

The colors are characteristically English, very soft and beautifully combined. They are the best made and will stand the hot sun

and many tubbings better than any we know.

As for 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 in each case.

(Fifth Floor, Market)

## Camp Blankets

For use in canoes and hammocks and every other place where such gay affairs—in Indian designs and colors—seem appropriate.

They have cotton warp and wool filling and come in three weights, at \$12, \$15 and \$20. And, of course, the 20 per cent makes these prices still smaller.

(Sixth Floor, Central)



## "Camping Out" Is the Life for the Summer

And here are the outfits for it.

Wall tents in all sizes, at \$16 for 7x7 ft. to \$50 for 12x14 ft.

Automobile tents, 7x9 ft., \$24; 7x12 ft., \$27.

Automobile beds with waterproof inclosures that fold up and fit on running boards, \$80.

An automobile bed camp, that also can be carried on the running board, \$68 to \$100.

Folding cots, chairs, tables, basins, stoves, grids and other furnishings.

Khaki clothing of every description, rubber and oilskin garments, camp blankets, rubber blankets and ponchos.

Fishing tackle, firearms, flashlights and all other equipment.

(The Gallery, Juniper)