

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  
Probably fair

# The 20 Per Cent Deduction Is the One Real Thing Done to Bring Back Some of the Old-Time Power of Your Dollars

**"You Can Tell by That Man's Soft White Hands**

that he never did a day's work," said one man to another.

True enough, the engineer and his helpers, who go on their jobs early at the mills and work all night to rush Government orders, are a fine type of working man; but it is not true that a man may have his hands in his pockets all day and still be a working man, if his brains are busy in working out scientific questions, and in dictating to his stenographer directions for the supply of water to towns by aqueducts or by the spans of bridges across the rivers?

A woman may work in an architect's office with gloved hands all day, using only her eyes and knowledge upon the drawings submitted for her judgment and criticism.

A physician's work is almost all mental. Let us not misjudge each other.

[Signed]

*John Wanamaker*

June 11, 1920.



## 200 of the Loveliest New Summer Hats \$10 to \$25 Will Buy

**F**IRST off we picked the prettiest hats we could find—novelty two-tone straws, rough straws, fine hems, satin straws. In the most bewitching colors they come—nasturtium shades, China blue, jade green, gold, lilac, deep blue, rose pink, coral and ever so many more.

Clever fingers in our own workrooms trimmed them—and you will see—

—hats trimmed with lilies of the valley

—hats with grapes and colorful wreaths of fruit

—blue hats with wreaths of blue

—hats with buttercups and daisies

—hats with lilacs and roses and morning glories.

Here and there are hats with bindings of gleaming silver or satin ribbons; some hats have wide bows of soft-hued velvet ribbons.

There are hats for all Summer occasions, wide brimmed and becoming to many types. And, of course, you'll not find two alike!

\$10 to \$25 is the way prices go—and you'll agree this is very moderate indeed for such hats. And there is the 20 per cent deduction, too!

(Second Floor, Chestnut)

## Two Hundred Fresh, New Sports Hats at \$3.25 and \$4.25

The \$3.25 hats are untrimmed—becoming shapes in medium size, of soft straws with dark hemp facings and white and colored striped tops of novelty braids. They're good looking and need but a band or a bow for trimming.

The \$4.25 hats are much like these, are in good colors and have a bit of embroidery for trimming. All 20 per cent less.

(West Aisle)

## New and Pretty Summer Hats for Girls Start at \$3.75 and Go to \$12

There are hundreds of new hats of all kinds.

For \$3.75 there are Redleaf sports hats for little girls—hats of fine white straw with streamers of dark blue ribbon. We brought these from London.

And there are many other sports hats—in sailor and mushroom shapes, large and small, white and dark colors and of different straws.

And plenty of trimmed hats—hats of fine straws in white and colors trimmed with flowers and ribbons.

The 20 per cent deduction comes off these prices, too.

(Second Floor, Chestnut)

## Women's Jersey Bathing Suits

Of soft wool jersey in delightful colorings, they are ideal as regards both comfort and good looks. There are three one-piece styles—each with its little slip-on over-garment with a V-neck and strapped shoulders; and the color-combinations are sand-and-navy, sand-and-orange, gray-and-blue, gray-and-scarlet, emerald-and-black, Pekin-blue-and-black, and purple.

Any suit is \$13.50 and the 20 per cent deduction will be made.

(The Galleries, Junipers)

## 1000 Pretty Wash Frocks for Girls At \$3.25, \$4 and \$5 Each

"It's scarcely worth bothering with making and fitting when mothers can get such attractive little dresses for such low prices as these!" exclaimed somebody who saw them as they were unpacked. Every little frock is fresh and clean as a whistle. And the values are so good mothers will be tempted to buy them by the half dozens.

There Are 500 Dresses at \$3.25

and they include dresses of chambray, of gingham and novelty cottons. In addition to many plain colors, there are small checks and larger plaids. There are at least a dozen good styles from which to choose. Some have patent leather belts, many have white pique or other collars.

200 Dresses Are \$4 Each

and these are of finer ginghams, of solid-colored linens and of sheer voiles. There are plain colors, checks and plaids in this group and at least ten pretty styles from which to choose.

300 Pretty Frocks Are \$5 Each

and these are of linens and ginghams and novelty cottons. There are dresses with dark pleated skirts of kindergarten cloth and white blouses; there are white middie dresses; there are regulation dresses, there are dainty white lawn and organdie dresses, lace and embroidery trimmed. In this group, too, there are at least twelve styles.

All are in 6 to 14 year sizes. AND DON'T FORGET THAT THERE IS THE 20 PER CENT DEDUCTION ALSO.

(Second Floor, Chestnut)

## Confirmation and Graduation Dresses for Girls

Dainty, charming white gowns for all the Summer occasions when girls need such dresses are these attractive new white frocks.

There are confirmation dresses for younger girls and graduation frocks for older girls—and they are all planned especially for girls of these ages and are in good taste.

Crisp and transparent white organdies, fluffy white nets and delicate crepes Georgette are the materials most used, and they are trimmed with fine laces and embroideries, summery sashes and fluttering ribbons.

They are in sizes for girls who wear 6 to 20 year sizes. Price \$27.50, and there is the 20 per cent deduction to be considered, too!

(Second Floor, Chestnut)

"ACTIONS speak louder than words," a very trite old saying, but so very true.

In the progress of all peoples and communities there come times and crises when words become strangely futile and distressingly tiresome.

Five or six weeks back it was so. There was much tiresome talk about the oppressively high cost of things, but as for action of the kind intended to bring it down without detriment to anybody, there was none; none, that is to say, until this Store came forward and offered practically all its merchandise at a deduction of 20 per cent from regular prices.

This was probably the greatest action in a business career landmarked by many notable initiatives.

And it was one of those actions that speak as if trumpet-tongued.

Progressive and American-minded merchants all over the land seem to have been waiting for just such a lead, hoping, as we all must, that it will prove the turning point toward more normal and favorable living conditions.

So far it has proved of immense advantage to everybody. And it is such a real thing in the advantages which it offers! Nothing more really advantageous has ever been done in retail merchandising.

It adds wonderfully to the purchasing value of practically every dollar you invest in Wanamaker merchandise.

In every section of the store your dollar now buys a great deal more than it bought before May 3rd, the day on which we began this remarkable movement.

Are you taking the fullest advantage of it for yourself and for your home?

## Hundreds of Fresh, New Dresses for Women

Organdies in pinks and blues and lavenders, scalloped and tucked and crisp; gingham in small and large checks, made up alone and with plain material; plain and printed voiles; and colored dotted swisses; also a few linens—every one of them fresh as a buttercup, and ready to play its part in the pleasant Summer days ahead of us.

Prices run from \$15 to \$62.50, and with the 20 per cent subtracted they are very moderate.

(First Floor, Central)

## If All Capes Were as Pretty as These

There has just come a piquant velour cape, rather short, and longer in the front than the back. It is almost entirely open under the arm, being only caught in one place. The silk lining is exactly the right shade blue to go with taupe or tan velour. The price is \$75, less 20 per cent.

Another new cape is of black or navy tricotine with a wide drooping yoke in the back, ending in an ornamental back of the arms. It has a round collar and fancy silk lining. The model is a most becoming one, \$97.50, subject to the 20 per cent deduction.

(First Floor, Central)

## Just in—Some Beautiful Pleated Silk Sports Skirts

Every one is made of a certain well-known sports silk, changeable in color and in the very new satin-striped plaids of this silk.

All are knife pleated and the pleats hang in the graceful straight lines that women like so much.

In an exquisite turquoise blue, orchid, canary or white, \$27.50, minus 20 per cent.

(First Floor, Central)

## PORCH Dresses

White dotted swisses with trimmings of plain white organdie are \$6.75.

Checked and colored voiles—the checks being in pink, blue and lavender—are \$7.50.

The 20 per cent, of course, comes off.

(Third Floor, Central)

## WHITE Voile Waists at \$5.50

Two styles have square necks and three-quarter sleeves; two are V-necked with long sleeves. All four are made fluffy with one ornamentation or another—Valenciennes or imitation flet, Swiss or hand-embroidery. And \$5.50 means less when the 20 per cent deduction is made.

(Third Floor, Central)

## Women's White Low Shoes Some of Them Special

Oxfords and pumps of various styles. Shoes with welted soles and welted soles; white soles, oak soles and rubber soles. Louis, Cuban, military and wedge heels. White buckskin and white canvas are the materials used, and prices range from \$6 to \$12 a pair, according to style.

**Special at \$8.25** are some white glazed kidskin and white canvas oxfords with rather low Louis heels and welted soles, and some white glazed kidskin tongue pumps with high Louis heels and turned soles. Every pair of white shoes subject to the 20 per cent deduction.

(First Floor, Market)

## NEW and Pretty Girdles

Of celluloid, they are light in weight and made with slender links which end in two long pendants. A little clasp permits you to fasten them in any way you like.

There is a rich ruby red, ruby-and-black, dark blue, jade-and-black, all black, black-and-white, and all white. \$3.50 each—and there is the 20 per cent deduction, too.

(Main Floor, Central)

## WOMEN'S Good Handkerchiefs—\$3 a Dozen

They are plain and practical, sheer and snowy, yet sturdy enough to stand the vicissitudes of strange laundresses. Narrow hems—plainly hemstitched, finish them. 20 per cent less.

(Main Floor, Central)

## New Pottery of Ornate Quality

This is Pickard ware, noted for its rich, gold decorations and flower and fruit designs in natural colors.

Two new patterns are shown, one an incrustated gold vine with a basket of flowers held by a bow of ribbon on an oval-shaped ivory-colored ground.

The other is a peacock done in the natural colors with a lake and landscape scene in the background.

For gift-seekers the assortment provides a delightful field of choice among tea sets, vases, chop plates, jugs and vases of many kinds, cake plates, celery trays and any number of other things, priced at \$7 for a bonbon dish up to \$75 for a tea set.

(Fourth Floor, Central)

## BOYS' Cool Wash Clothes With 20 Per Cent Off

Deduct 20 per cent from every price here quoted.

Washable Norfolk suits for boys of 7 to 18 years, \$10 to \$20.

Palm Beach, cool cloths and some of pongee.

Washable trousers for lads of 6 to 8 years, \$2.25 to \$4.

Washable blouses for boys of 7 to 15 years; a large variety, including sports models, \$1.50 to \$2.25.

Other washable blouses, with or without collars, in 7 to 18 year sizes, \$1.50 to \$2.25.

(Second Floor, Central)

## IF the Week-End Candies for Your Hostess

are from the Wanamaker \$1.25 assortment it's almost equivalent to another invitation! The chocolates are perfectly delicious and appeal to the most fastidious candy lovers. There are creams and nuts and fruits and jellies, all covered with the purest, sweet, rich chocolate. They are fresh each day, are made in our own sunny kitchens, and are \$1.25 a pound.

Old-fashioned yellow jack blocks, 80c a pound, are always good. Each block is daintily wrapped in waxed paper.

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

(Down Stairs Store, Chestnut)

## STURDY Suit Cases at Interesting Prices

These suit cases are of oak tanned cowhide, not acid-bleached leather. They are made in the good, old-fashioned way for service, but in the good, new-fashioned style, for looks. Mostly in tan and both 24 and 26 inch sizes.

Prices are \$14.75 to \$38.50, which is low for such quality, but the 20 per cent deduction brings them lower still.

(Main Gallery, Chestnut)

## FIELD Glasses

People preparing for a vacation or auto trip will find a Victory prism field glass a decidedly pleasant addition to the party. The lenses they now make are wonderful. Price \$50—the 20 per cent deduction bringing it down to \$40.

(Main Gallery, Chestnut)

## THOSE Desirable Rush Rugs From Japan

are still to be had here in good assortment of shapes and colors. They are among the best liked of porch and cottage rugs and only periodical replenishments have kept stocks up.

9x12 ft., \$32.50.  
8x10 ft., \$27.50.  
All 20 per cent less.

(Seventh Floor, Chestnut)

## Honfleur Toilet Articles Are Especially Wanted Now

When so many people are getting ready for vacation trips and week-end outings to the shore. Notwithstanding the special prices, there is the additional saving in the 20 per cent deduction on each article.

Toilet water, L'Empire, Violet or Bouquet d'Amour, 60c and \$1 a bottle.  
Talcum powder, 15c a can.  
Sachet, 35c a box. L'Empire, Violet or Rose.  
Skin cream, Cleansing cream or Youth and Beauty cream, 40c a jar.  
Bay rum, 60c, \$1.10 and \$2 a bottle.  
Violet ammonia, 25c and 45c a bottle.

Eau de cologne, 75c a bottle.  
Benzoin, glycerine and rose-water, 25c a bottle.  
Rose and almond cream, 27c a tube.  
Chalk and orris, 25c a box.  
Toilet soap, 10c or \$1.15 a dozen. Violet, Witch Hazel or Peroxide.  
Hair brushes, 30c, 75c and \$1 each.  
Cloth brushes, 50c and \$1.

(West Aisle)

## Still Good Choosing in the Specially Priced Stockings

Stockings for women and children and half hose for men. All marked a fourth to a third below regular and on top of that you get an extra 20 per cent deduction at time of purchase.

All new, seasonable goods, both first and second grades, with the latter plainly marked.

Women's stockings at 85c, \$1.85, \$2, \$2.15, \$2.50 and \$3 a pair. (West Aisle)

Men's half hose at 40c, 60c, 85c and \$1.75 a pair. (Main Floor, Market)

Children's stockings at 50c a pair. (First Floor, Market)

And Women's Underwear

of various good Summer weights, all first quality, at 30c, 40c, 50c and 65c. (West Aisle)

## Any Suit in the Store, Sir, at One-Fifth Less

This is every man's opportunity to choose from the full range of Wanamaker standard Summer suits at an advantage of 20 per cent from regular Wanamaker prices. Coming so early in the season, it is unexampled. Coming when prices had reached such an oppressive height, it is a thing of genuine advantage.

Involving, as it does, our entire stock, it provides such a choice of excellent cool woolen suits—cheviots, worsteds and serges—as has probably never hitherto been offered at the same deduction.

One-fifth off the price of any suit in the Wanamaker Men's Clothing Store—right at the opening of the season—the meaning of that should be plain to every man.

Prices for regular Wanamaker suits—\$45 to \$80—less 20 per cent.

(Third Floor, Market)

## Men's Summer Neckties

Lighter in weight and lighter in color, generally, than the ties men have left over from cooler days.

Plain colors, stripes of all direction, dots and figures.

Prices \$1 to \$5, less 20 per cent.

(Main Floor, Market)

## Men's Handkerchiefs \$7.20 a Dozen

A new shipment of fresh and clean Irish linen handkerchiefs of generous size. They have quarter-inch hems and are in plain hemstitched style.

(Main Floor, Central)

## Men's Fine Silk Shirts and Silky Cotton Ones

The silk shirts are as handsome a showing as there is in town. Stripes of all widths and color combinations, plain tan and plain white. Just the shirts men want for these coming days when vests will be left at home.

Prices \$6.50 to \$15, plain white silk, \$10 to \$13.50.

For men who want cool, lightweight shirts with a silky texture, yet do not want silk, here are some of mercerized cotton that will answer admirably. And one of their best features is their beautiful designs. Price \$4.

20 per cent deduction on any of these shirts. (Main Floor, Market)