

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  
Partly Cloudy and Unsettled

# This Is the One Movement So Far That Has Actually and Largely Increased the Buying Power of Your Dollars

## On Monday a Story of the Stars and Stripes for Young Americans

will be put here, to be cut out and preserved as a true history of the flag of the nation of their birth, a story to give them opportunity to instruct our foreign-born comrades, who have chosen our country for their future home.

Henceforth, the United States must be the home of true-hearted Americans by birth and by sincere naturalization papers.

No country in Europe would permit a native American to remain in its bounds who was antagonistic to its government.

This one house employs at times in the year nearly nine thousand persons, and it claims that every one must be loyal to its principles and work, and no honest person would be allowed to remain in its service if disloyal.

The United States will never be safe to live in unless we are all united under the Stars and Stripes that represent our beliefs and standards.

Think it out and talk it over.

[Signed]

*John Wanamaker*

June 12, 1920.

## Women's New Silk Coats Will Answer Several Needs

There are some wonderfully pretty tricolette silk sports jackets, tuxedo style, with belt, in turquoise, navy and gray at \$50. They are just the thing with white skirts.  
New black taffeta capes, having the effect of a triple cape. The lining is gray crepe de chine, \$95.  
Handsome new satin wraps, black or navy blue, lined with crepe de chine and made so that the back of the sleeves ends in a tassel, \$135.  
All are subject to the 20 per cent off.

(First Floor, Central)

## Women's Airy Summer Dresses Novelties—\$57.50 to \$125

Delightful things, no two alike, with cool shallow necks and elbow sleeves, and a generally festive air.  
Here are some instances—  
A fine voile of periwinkle blue with a narrow rose girdle.  
A white cotton crepe with dull blue cut-work.  
A blue voile with many tucks and drawn work.  
A dull blue linen with drawn work and embroidered squares.  
A pink crepe with stitchery of rose wool.  
A lovely blue organdie with scattered daisies of chalk beads.  
And so on—each prettier than the other.  
They may be had for \$57.50 to \$125, but the 20 per cent deduction makes those prices much smaller.

(First Floor, Central)

## Sheer White Waists

Batiste waists with tucks and lattice beading, \$3.85.  
Voile with Van Dyke ruffles on collar and cuffs, and a black neck ribbon, \$4.50.  
Fine voile with tucks, hand-done dots, and long sleeves, \$6.  
The same material made with drawn work and tiny tucks and round necks, \$8.50.  
Take 20 per cent off and see how small the prices will be.

(Third Floor, Central)

## Women's Gay Summer Smocks

New arrivals are—  
One style of fine linene—blue, rose or green—with tan trimmings and wool embroidery.  
One of polka-dotted voile in rose, blue and lavender, with round neck, white yoke, and embroidery on the yoke.

Either is \$5—and the 20 per cent deduction makes that price less.

(Third Floor, Central)

## Young Women's White Wash Skirts at \$5.50

Fresh, spotless white skirts they are, of the popular surf cloth, that lustrous cotton which washes so well and gives such good service; of sturdy white gabardines and white cotton tricotine.

Several good styles, all popular models this Summer—plain and fancy pockets, shirred and gathered skirts usually on wide girdles. Many are button trimmed also.

Plenty of sizes—24 to 30 inch waist bands and 34 to 38 inch lengths.  
And remember that 20 per cent comes off the price of every skirt, too.

(Second Floor, Chestnut)

## A New Slip-on Sweater for Women

It is of wool, with full-flaring sleeves and skirt and an Eton collar, knitted in a fancy block design. Colors are turquoise, rose, peacock, buff, purple, Copenhagen, dark green and pink.  
Sizes 36 to 44.  
Price \$7.50, less 20 per cent.

(First Floor, Market)

## Women's White Kid Slippers

With turned soles and 2-inch French heels—exceedingly dainty and graceful in appearance. Price \$14, in the Exclusive Little Boot Shop, and the usual 20 per cent deduction will be made.

(First Floor, Market)

## Parisienne Corsets

Cool sorts of the most perfect workmanship imaginable.  
At \$15. A pink batiste with girde top and long straight hips. And a figured pink batiste, lightly boned, having a very low bust.  
At \$22. A delightful new model just received of pink flowered batiste, with girde top, elastic gore in shoulders and long hips and back.  
A figured light weight broche, topless, with elastic band at waist. This is of medium length.  
At \$27. A white silk figured batiste, topless model, light boning, very straight hips, very attractive for a trousseau.  
Please note that the morning hours are best for fittings.

(Third Floor, Chestnut)

## Just Received Fine Undermuslins

Hand-made garments of the daintiest description, being trimmed with hand crochet in Irish patterns, and with real fllet. They are inexpensive to begin with—  
Nightgowns starting at \$4.50.  
Chemises at \$3.85.  
Corset covers at \$2.25.  
and the 20 per cent deduction will be subtracted besides.

(West Aisle)

## Women's Cotton Bloomers

Cool bloomers of crinkly crepe, dotted muslin and other pretty cottons, mostly pink, prices \$1.25 to \$3.50. When the 20 per cent is taken off it makes the prices very small.

(Third Floor, Central)

THE problem was to make the dollar buy more.

The country waited for somebody in a large way of business to deliberately and at some cost and risk give more for the dollar.

So far as anybody could see, there was no other feasible way in which money could be given back something of its old purchasing value—no way except for some one to start giving a good deal more value for the money.

Who was to be the "some one?"

There was nothing to indicate that anybody was anxious for that particular role—"what's everybody's business," you know, is "nobody's business"—more especially when it involves any kind of sacrifice.

Without claiming to do wonders, the fact remains that at this juncture this Store did an unprecedented thing, the greatest thing, perhaps, ever done by any store.

For surely there is nothing in the history of American business to compare in helpfulness and in far-reaching and vital influence with the offering by the Wanamaker Stores of practically their entire stocks at a deduction of one-fifth.

Somehow it seems as if one needs only to take a bold and original initiative in order to dispel all kinds of mooted bogies. When we started this campaign a lot of people gasped and predicted things.

But soon it became nation-wide and its influence has even reached across the seas.

So far it has proved the one practical and effective setback to the ever-mounting tendency of prices.

And it has pretty nearly squelched the profiteering spirit.

To us, it means the lopping of one-fifth off the price of almost everything we sell, from a shoelace to a palatial suit of furniture.

And notwithstanding all the goods that we have sold as a result of this movement we have plenty of new, fresh, desirable goods coming in all the time.

## Powder Boxes Are in Request These Days

and the dainty little boxes of green gold finish are as useful as they are attractive. They start at \$6 and go to \$8.  
Gold-plated vanity cases in new and attractive designs are \$7 to \$9.50.

Small mesh purses in the green gold finish are \$7.50 to \$13.50.  
And larger green gold-plated mesh bags in many designs are \$25 to \$52.50.

And there is the 20 per cent deduction on every article.

(Jewelry Store, Chestnut and Thirteenth)

## Airy Organdie Hats for Lovely June Days

They add the final, perfect touch to a Summer costume and it is difficult to imagine anything more airy and summer-like than these dainty, transparent organdie hats.

Wide of brim and with draped or fold encircled crowns, the hats are of sheer, fine organdie in such exquisite shades as shell pink, sky blue, orchid and white.

Sometimes they have great wide bows of the same hue or organdie, sometimes they have bindings and bows of gleaming silver ribbons.

Prices start at \$20—and there is the 20 per cent deduction, too.

(Second Floor, Chestnut)

## Japan Excels in Cool Silks These Are \$2.25 a Yard

For such good silks and those so desirable from a fashion point of view, this is a very small price and there is the saving on each yard of 20 per cent.

Striped, washable habutai, than which we don't know a better or cooler silk for Summer wear, heavy quality, \$2.25 a yard.

Natural oyster-white Fuji silk, long spun, washable and very durable. Used for everything from women's dresses, blouses, negligees down to men's shirts, \$2.25 a yard.

Japanese crepes de chine with the brilliancy of crepe de chine and the sheerness of Georgette crepe. In navy blue, baby blue, taupe, turquoise and flesh pink, 40 inches wide, \$2.25 a yard.

(First Floor, Chestnut)

## New Blue Silk Handbags With Handsome Frames

Fine-looking bags altogether, of rich blue silk and with silver finish frames, some plain and others pierced in Holland silver effect.

Both roomy shapes and prettily silk lined.  
One style is of moire silk and is \$9.

The other is of checkered silk and is \$10.75.

Both subject to the 20 per cent deduction.

(Main Floor, Chestnut)

## Sun and Rain Umbrellas for Gifts

Samples of pretty nearly every attractive plaid or striped silk the manufacturer had in his shop. They all have short handles and bakelite rings; the colors are charming, and the umbrellas altogether are ideal for commencement or birthday gifts.  
Prices \$7.50 and \$10—and the 20 per cent deduction will be made.

(Main Floor, Market)

## A Few Remaining Coat Suits (Semi-Made) at \$10

They are cool to wear, being of cotton, finished to look like linen, and women like them for commuting to the city, for church and so on. Either in solid colors with self-colored braiding or in white braided in white or a color.  
Price \$10, less 20 per cent.

(West Aisle)

## Good 50c Handkerchiefs for Women

All are of pure Irish linen—and all are good values for their prices, too.

—one corner hand-embroidered kerchiefs  
—plain hemstitched sorts, with tiny hems  
—narrow hem handkerchiefs with tapes above  
And there is the 20 per cent deduction, too.

(Main Floor, Central)

## Sparkling Choice of Light-Cut Glassware

Beautiful patterns abound in the collection, most of them done by our own expert cutter and sold here exclusively:

Iced-tea sets, \$5 to \$12 a set.  
Water sets, \$5 to \$15 a set.

Sherbet sets, \$5 a set.  
Grape juice sets, \$5 and \$6.75 a set.

Candy jars, 85c to \$4.50 each.  
Flower vases, 30c to \$2.50 each.  
Flower bowls, \$4 and \$4.50 each.

Sugar and cream sets, \$1 to \$2.50 a set.

And many other pretty and gift-like things, all subject to a deduction of 20 per cent.

Fine cut crystal, colored glassware in rare shades and gold-decorated glass pieces are shown in a brilliant variety that appeals strongly to seekers after attractive wedding gifts.

All prices subject to 20 per cent deduction.

(Fourth Floor, Chestnut)

## Everybody Likes Scrim Curtains for Warm Weather

They seem to let more breezes through than most other kinds and they do launder so successfully.

A brand-new shipment brings many new styles, from plain hemstitched edges up to those with lace trimming and others with hand-drawn work. The prices are really very reasonable in comparison with what the same qualities are selling for generally, \$3 to \$10 a pair before the 20 per cent comes off.

(Fifth Floor, Market)

## Straw Cushions at 15c

Japanese cushions of woven grass, padded and stenciled, are to be cleared away at half their first prices because they are shop-worn. The 20 per cent deduction applies even in this case.

(Fourth Floor, Chestnut)

## A Man's Suit That Weighs Only 38 Ounces

(In the London Shop)  
For men who want to be comfortable in hot weather, yet want clothing of irreproachable fit and workmanship, the London Shop has discovered some astonishingly light-weight flannel suits.

These are two-piece suits, all of light gray flannel, with half-belted Norfolk coats. They are well made and well fitting, but enter the tropical clothing class because of their light weight, which is 38 ounces.  
Price \$32.50, less 20 per cent.

(The Gallery, Chestnut)

## Men's Gay Summer Silk House Gowns From London

Designs and colorings of these gowns are rather pronounced, but just the sort of thing some men like.

Light in weight and cool and easy to stow away in a traveling bag.

Price \$50, less 20 per cent.

(Main Floor, Market)

## Linen Sheets and Pillow Cases and Towels of Exquisite Quality

These goods are in the finest class of household linens, made in Ireland of pure flax, beautifully hemstitched, cool and sweet to sleep on and good for years of service.

The sheets are in the single and double bed sizes and priced at \$32.50 a pair for single bed size and \$45 a pair for double bed size. Unlike some other sheets they measure what they are marked.

The pillow cases are the regulation size and priced from \$7.75 to \$13.75 a pair.

Prices quoted for both groups are subject to the deduction of 20 per cent.

The towels are of an exquisitely fine kind, of beautiful high-grade Irish huckaback with rich damask borders in two designs, each with a space for embroidering a monogram. Size 27x45 inches, price \$5 each, subject to the deduction of 20 per cent.

(First Floor, Chestnut)

## New Arrivals Among the Japanese Straw Rugs

These rugs are our own importation and comprise the most desirable designs and colors in these very satisfactory Summer floor coverings:

9x12 ft., \$12.50	9x15 ft., \$17.50
8x10 ft., \$8.75	4x7 ft., \$4.75
6x9 ft., \$6	3x6 ft., \$2.75

All these prices have 20 per cent subtracted at time of purchase.

(Seventh Floor, Chestnut)

## 20 Per Cent Deducted From the Price of Everything in Furniture

It would be hard to say in which section the 20 per cent deduction means most—everything, of course, depending upon what one needs most.

But there is no doubt that in furniture it is a wonderful advantage, especially to those setting up new homes.

To have the whole vast and splendid range of these stocks to choose from, with a deduction of 20 per cent from the price of everything, is an entirely new and unique privilege. No wonder we are busy bringing in new supplies to supplant the goods that people are making their own of every day. The wonder is that we are keeping up so well with the demand.

It is all a very convincing proof of everything we have said regarding the great resources of the Wanamaker furniture stocks. Keep the fact well before your mind that every piece of furniture on the floors is subject to a deduction of 20 per cent and take advantage of the opportunity as soon as you can possibly do so.

(Fifth and Sixth Floors)