

Great Organ plays at 9, 11, 11:55 and 4:50 Chinese at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Showers

The Great Campaign for Lower Living Costs Goes On and the Signs Point to Victory

We Hear on All Sides that the people are pleased with the continuance of the privilege of one-fifth off, for even a short time.

We have never urged people to buy our good stock. We have been glad to keep as much of it as we could. But it has all been offered without reserve (save for a few things) at the full discount, and if we were doing it all over again, we would do it exactly as we did it on the third of May.

We feel quite content, believing that the people understand our sincerity and that everything we did was just as we stated it on this page.

It is fair to say, however, that our object in going a little further is because of the many advertisements appearing, showing that merchants are getting advantages from manufacturers, just as we expected they would.

It is worth while for merchants who distribute goods to stand together for low prices against manufacturers who stand together for high prices.

[Signed] *John Wanamaker*
June 17, 1920.

Women's Imported Frocks for Summer—Prices \$38.50 to \$90

Voiles and handkerchief linens, chiefly in the most delicate shades of violet, yellow and rose-color. There are chemise dresses, slip-ons and dresses with waist-lines; and they have the daintiest of hand work.

Nothing could be simpler or in better taste and the prices are not exorbitant, running from \$38.50 to \$90, less 20 per cent.

Georgette and Other Waists

The others are of tan-colored crepe de chine, with many tucks and high-low collars, and they sell at \$10.75. Also of pink and white crepe de chine with much tucking at \$15.75.

The Georgettes are white and flesh color, with lots of real flit, and are \$20 and \$25.

Yes, there is a 20 per cent deduction on these, too.

All Through the Summer Young Women Find Use for Sports Suits

For traveling, for motoring, for cool days at home or the shore or the country, the wool jersey suit is useful. It is most serviceable, it does not rumple easily and it holds its shape.

Wool jersey suits in several good sports models, and in bright colors as well as the more subdued browns and blues and mixed colorings. \$35 to \$55.

Sports suits of cool, natural-colored pongee are well tailored and extremely good looking. \$37.50.

14 to 20 year sizes. And these prices are even more reasonable when the 20 per cent deduction is taken off.

Young Women's White Skirts of Pretty Surf Satin—\$5.50

Made in two good styles—both youthful and pleasing.

Made of lustrous surf satin that wears so satisfactorily and washes in the same way.

Waistbands are from 25 to 30 inches; lengths from 33 to 37 inches. And there's the 20 per cent deduction to come off, too.

Women's Fine Fashion Louis Heel Low Shoes

Oxfords and pumps with graceful toes and the slender, high Louis heels particularly liked by young women. Some pumps with Cuban heels, too.

These shoes come from the factory that makes the finest women's shoes in Philadelphia. They are of black and tan calf-skin and black glazed kidskin, though not every style in all these leathers.

At \$12 a pair they are much below regular price and the 20 per cent comes off, too.

Middy Blouses Again

Wanted by women and girls who play tennis or golf. White galatea with blue collars, white braid trimmings and pockets, \$3.50.

White galatea slip-ons with large collars, \$3.25. The same material with big silk bows, \$2.75.

And with patch pockets and laced fronts, \$3.80.

The 20 per cent deduction, of course, is made.

Many Summer Frocks Require a Girdle

Soft silk girdles are easily tied and very graceful. They are decidedly fashionable and much in demand for lingerie frocks and, in the darker colors, for silk or serge dresses and Eton suits.

Some new arrivals are of soft crepe silk—pale blue, pink or white, \$3. In crepe de chine, navy blue, black or white, \$4. And Roman striped silk girdles, dark blue, taupe or brown, \$3.25.

The 20 per cent deduction makes an agreeable difference in the prices.

THE privilege of buying almost anything in the Wanamaker Stores at a deduction of 20 per cent from regular values is the one practical plan so far evolved to bring down the mounting cost of living. It is our own plan, worked out at the store's own expense, by a voluntary let-go of normal profit for the time being.

It has served as the working model for good merchants all over America and its moral influence has quickened the business life of two continents.

The great thing about it is that it is a practical working plan, not a theory or a dream.

It now begins to look as if it were going to prove the turning point toward the more tolerable conditions of living for which people everywhere have been so earnestly wishing.

Constant incoming streams of new goods are keeping the great reservoir of the store stocks fresh, plentiful and attractive.

With only a few non-vital and unavoidable exceptions, everything in the Store can be bought for 20 per cent less than the regular marked price.

Some Rare Gifts for June Brides may be found in the Oriental Store. For instance—
A string of beads of translucent jade, \$225.
Pendants of jade, variously carved, \$35 to \$100.
Amber drops or pendants, \$10.
Mother-of-pearl beads in various colors, and all very charming, \$20 a string.
Besides other beads of amethysts, quartz, carnelian, coral and rock crystal.
The 20 per cent deduction is worth noting when one considers buying these things.
(Fourth Floor, Chestnut)

The Most Wonderful Cutting Off of Silks in All Our History

Especially Wash Silks in striped designs, and the number of designs runs into the hundreds. There is nothing else like it to be found. These silks, wonderfully durable, are 32 inches wide, and we are selling them by the thousands of yards for all sorts of fashion and utility purposes. They are great favorites for sports dresses, shirt waists, sports skirts, linings, house dresses, men's shirts. "Do you actually mean house dresses?" said a customer. "Indeed, we do. Hundreds of women are making them into house dresses and tell us that they outlast even the best gingham." Of course, they wash very nicely.
(First Floor, Chestnut)

Broad Brimmed, Pretty Straw Hats for as Little as \$3 Each

Just the kind of hats women are wearing now—those floppy, wide-brimmed straws of puffed-ribbon weave. They come in black and any number of gay, pretty Summer colors. Just add a wreath of flowers—and there's your hat!
Other new and inexpensive straw hats of this type, all wide brimmed and summery, are of coarse and fancy straws, of colored Leghorns and other weaves; \$2.50 to \$5.50.
Flower Wreaths, \$1.75 to \$5 are just the trimming needed, and most any woman can put the wreath on for herself. \$1.75 for wreaths of crushed roses in pretty colors; \$4 for field flowers; \$2.50 for wreaths of garden flowers, and so on.
There are lilacs, lilies of the valley, wistaria, daisies, buttercups and other bright and lovely posies.
Take off the 20 per cent and see how small the prices are!
(Second Floor, Chestnut)



Inexpensive Gifts From the Orient

Very attractive lamps of five-color ware are here for \$12.50. Shades are extra.
Serving trays of East Indian and Chinese embroidery with mahogany mounts are \$12.50 to \$22.50.
Tea-table sets of china, solid-colored—green, lavender, blue and yellow—are \$10 a set.
The 20 per cent off makes these things still less.
(Fourth Floor, Chestnut)

A Fine Large Handbag of Many Uses

So commodious that it can be used as an overnight bag as well as a shopping bag.
Of black patent leather and black dull long-grain leather, made in the high narrow shape with collapsible sides and bottom. Lined with moire silk in pleasing colors.
Price \$15, less 20 per cent.
(Main Floor, Chestnut)

Poor Sweltering Man, Put On a Tropical Suit!

Put it on at once and be comfortable. Also put on the right kind. By buying it here you will be sure not only to put on the right kind, but to save one-fifth from the regular price of it.
We have an excellent assortment of these two-piece tropical suits to show you today in Palm Beach, breeze-wave, mohair and tropical worsteds, the Palm Beach in tan, gray and sand color; the mohair in black and white stripes, gray pin stripes and plain gray; the tropical worsteds in full choice of shades and patterns—greens, tans, heathers and grays.
Prices \$25 to \$50, less 20 per cent.
White flannel trousers, \$18 a pair.
Gabardine trousers in white or cream color, \$8.50 a pair.
(Third Floor, Market)

Men's Bathing Suits in Good Assortment

Two-piece suits in navy, with red or white trimmings, sleeveless or with quarter sleeves, \$5.50 to \$8.
One-piece suits with skirts, \$6.50 and \$7.50.
And for the popular combination of flannel pants, white jersey and belt—the pants are \$8.75 and \$5.50, the jerseys \$3.50 and \$4.50 and the belts 50c.
All 20 per cent less.
(Main Floor, Market)

Men's Silk Half-Hose "Second" at \$1.15

1500 pair of full-fashioned thread silk half-hose in black, white and colors. The slight imperfections will not affect the wear and the price is much less than first-grade goods.
20 per cent less at time of purchase, too.
(West Aisle)

Handsome Porcelain Dinner Sets Lately From England

Two pretty patterns in sets at \$60. One a conventional border design in pale green with small chain of pink roses, gold edges and traced handles. The other is a print pattern, very English, indeed, on blue ground ornamented with white hawthorne.
At \$65 are sets in a floral border decoration with pink rose, blue cornflower and white rose, the edges being striped in maroon, producing a pretty and harmonious effect.
All are sets of 107 pieces, worthy of any home and designed to carry a very homelike air into a Summer cottage.
Prices in every instance subject to the deduction of 20 per cent.
(Fourth Floor, Chestnut)

A New Carload of Luxurious Couch Hammocks

The collection just received of couch hammocks for style, workmanship and materials is unequalled in America.
They are covered with beautiful imported cretonnes, and in fine striped canvas.
Made with one, two or three piece cushions, with plain or upholstered backs.
Prices \$25, \$37.50, \$42.50, \$58, \$62.50 and \$84.
Awnings and stands to match, and all subject to the 20 per cent deduction.
(Seventh Floor, Market)

Men's Bag Umbrellas

Hard to get and so much wanted that we make a point of advertising them when we do get them. One of these umbrellas will go in a 15-inch traveling bag, and can be put up and down in a jiffy. They have hook handles, come in a water-proof case, and are in black only.
Covers of cotton, \$6.
Covers of silk-and-cotton, \$8.
Of yarn-dyed taffeta, \$12.
Of pure silk, \$15.
And the 20 per cent deduction will be made on them.
(Main Floor, Market)

Japanese Straw Rugs

are inexpensive yet of pleasing design and pronounced durability. We have an excellent selection, all subject to the 20 per cent deduction.
9x12 ft., \$12.50 6x9 ft., \$6.50
8x10 ft., \$9.50 4x7 ft., \$4.75
(Seventh Floor, Chestnut)

1200 Boys' New Washable Suits of Finest Grade in a Sale \$3.85, Minus 20 Per Cent

Most of these are suits that even in the good old days of low prices never regularly sold for less than \$3.85. On every one of them there is a good saving. They are suits of excellence in every essential.
And the selection of colors, color combinations, fabrics and styles is wonderful. Plain cottons in many shades, striped cottons, galatea in stripes and plain chambrays in light and dark blue, gray, green, tan, canary; many have silk pongee waists with washable trousers.
Then think of all of these colors in various combinations — canary with green; white with blue; or with tan or with green, and so on.
Plenty of plain white suits also.
Shirt styles, Oliver Twists, middies, junior Norfolks, French middies. Undoubtedly the best suits of the kind we have had in many a day. Sizes for lads of 2 to 9 years.
(West Aisle and Second Floor, Central)

White Corduroy Makes Nice Summer Coats for Children

It makes these new little coats which have lately arrived in the Children's Store.
The coats are in several good styles, and chiefly of wide wale, lustrous corduroy, though a few are in the narrow wale. They are simply made, trimmed with white pearl buttons and are washable, all of them.
Mothers use them unlined in Summer and put linings in when the weather grows cooler.
\$5.75, \$6.75, \$8 and up to \$14.
1 to 3 year sizes.
The 20 per cent deduction brings down the price quite a bit, too.
(Third Floor, Chestnut)

Crisp, Dainty Organdies

And if there is anything that looks or feels cooler on a hot day than an organdie dress, most women haven't discovered it yet.
Nearly every color you can think of at \$1, \$1.25 and \$1.50 a yard. White organdie starts at 85c a yard; black and navy blues at \$1.50 a yard. All are 44 inches wide and subject to the 20 per cent deduction.
(First Floor, Chestnut)



Such Dear Little Sunbonnets

are here you'll want to buy one for some little girl straight off, just for the pleasure of seeing her wear it!
They are for little girls of 1 to 5 years, and the sunbonnets are of fine imported Swisses in all-white or white with colored dots. They have frills and Valenciennes lace for trimming, and some have colored frills, too.
With them are some new sunbonnets of white and colored lawns.
\$2 to \$3.50 each—but, of course, the 20 per cent is to be deducted from these sums.
(Third Floor, Chestnut)

A Special Package of Summer Sweets \$2 Complete

Here's a tempting box to take home for the week-end, to send to your hostess, or to anybody to whom you'd like to send an attractive box of delicious candy.
Each package holds two pounds of assorted caramels, fruit cream wafers and fruit paste drops—favorite kinds, all of them.
\$2 complete—and there's the 20 per cent deduction, too.
(Down Stairs Store, Chestnut)

White Goods Remnants for a Third Less

Then on top of that comes the 20 per cent deduction. It makes the best values in these materials for many a day past.
Some are the right length for waists, others for skirts or children's clothes. By matching two remnants, there is enough for women's dresses in some cases. All kinds of weaves, plain and fancy.
(East Aisle)

Every Woman Has a Partiality for Pearls

Pearls are so lovely, so becoming and wearable with so many frocks and blouses, it is easy to understand the partiality.
Strings of imitation pearls, with lovely sheen and coloring, start at 75c and go to \$30.
Longer strings are \$1 to \$55.
And the 20 per cent deduction makes these prices much lower, of course.
(Jewelry Store, Chestnut and Thirteenth)

White Kid Slippers for women have French heels, long vamps and pointed toes, and are \$14 a pair in the Exclusive Little Boot Shop. The 20 per cent deduction makes this price very moderate.

(First Floor, Market)

Summertime Scarfs for Filmy Frocks

Chiffon and crepe de chine are the favorites and some new arrivals in these two materials have pretty flowered borders.
They are worn for both afternoon and evening to give a becoming touch to the gown. \$5 to \$22.50, both prices considerably lessened when the 20 per cent comes off.
(Main Floor, Central)

Little Silk Shirts

The severely straight and simple little affairs which women like so much to wear with bloomers. Made of pink crepe de chine, they cost \$3.55 and \$5.50, and of satin \$5.50.
The 20 per cent deduction applies.
(Third Floor, Central)

Cotton Ratine Special, 75c a Yard

And there is the 20 per cent off in addition to make it one of the most economical Summer materials you can buy!
Plenty of white, which is the most popular of all, also a good assortment of light and dark colors—all those that are used for dresses and skirts. The width is 36 inches.
(First Floor, Chestnut)

For the Youngsters—Fresh White Pique Hats

Hats for little boys and little girls.
Plain tailored hats, hats with embroidery—and quite a bit of it is hand done—and others that have ribbons for trimming.
\$1 to \$4.50—and 1 to 6 year sizes.
These prices are very moderate indeed when the 20 per cent is removed.
(Third Floor, Chestnut)