

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
Probably Rain

It Is the Excellence of the Goods That Makes This 20 Per Cent Saving Doubly Worth While



"The Pot Calling the Kettle Black"

Is an altogether too common practice with Politicians, Traders and Speculators who go off "half-cocked" on questions of the day.

One of the Wise Old Residents of the United States

was once heard to say, "Before putting your foot down, be sure to see what the ground is you are to stand upon."

The motives back of the tidal movement originating here in Philadelphia were simply these which have become

A Tale of Two Cities

1. We were outright-owners of twenty millions of perfectly new merchandise.
2. We were free to do what we pleased with it without asking anybody.
3. Intimations were being made by manufacturers and others of proposed advances in prices for Fall orders.
4. We believed that manufacturers and speculators had had their day and individual purchasers should now have their day.
5. In the interest of our patrons we decided to not place new orders at newly advanced rates.
6. We made the simple plan of leaving our goods ticketed with the same sale prices of the previous half year and letting the public take them at one-fifth off until further notice.
7. It was a plan that every store-keeper could work as well as ourselves.
8. It was a bold, firm effort to put a stop-plug in the pipes of war prices and to head off commitments for future deliveries at higher charges.
9. We felt that somebody had to strike hard and heavily against the systematic and powerful forces of raisers of prices, and we took the chances.
10. The millions of dollars of cash we received were promptly put into motion to help overburdened manufacturers, thereby greatly relieving their financial needs, in many instances.
11. We are well satisfied with the results of our effort since so many have taken it up in all directions. We shall very shortly, after giving due notice, surrender the field to others to carry on the good work.
12. Please remember, we are not hurrying a sale of our first-class merchandise. Do not buy unless you need.

[Signed]

John Wanamaker

June 21, 1920.

Graceful, New Spanish Combs

Lovely indeed are the new Spanish combs set with imitation emeralds, sapphires, topazes and amethysts—tiny stones, set close, in charming designs, and ranging in price from \$8 to \$44. Other high-back combs in many styles and shapes, some of imitation shell, some of imitation amber, \$1.50 to \$16. Other combs in close-fitting styles, some plain, some mounted; also barrettes, pins and side combs in many designs, are shown with the combs. And there is the 20 per cent deduction on all the prices. (Jewelry Store, Chestnut and Thirtieth)

Sports Veils for Little

Large mesh veils in black, white, taupe, brown and navy, those at \$1 having ribbon throat bands, and those at \$1.50 and \$2.50 having woven borders. The 20 per cent deduction will make these prices still smaller. (Main Floor, Central)

New Georgette Waists

Five new styles with lace or frills or eyelet work and drawn-work; all of them coming in white and flesh, and two of them in bisque also. Prices are \$7.50, \$8.50 and \$10.50, less the 20 per cent deduction. (Third Floor, Central)

Pique Petticoats

The heavy sort intended to wear under white skirts and to make a second petticoat unnecessary. They are hand-scalloped in the Philippines, and are priced at \$3.50 and \$4.50, less the 20 per cent deduction. (Third Floor, Central)

Dressing Sacques

Dainty, fluffy things of silk—one of crepe de chine in pink, blue and lavender, with creamy lace, at \$10.75; and one of crepe meteor in pink, apricot, rose, lavender and light blue, also with lace, at \$12.50; the 20 per cent deduction, of course, makes these prices smaller. (Third Floor, Central)

Parisienne Corsets

Exquisite things in every respect, from the quality of the material to the designs of the trimmings. At \$15. Hip-confiners with no bones except two in front and the only opening in the back. Made of figured silk batiste and trimmed with lace. At \$27. A model of white fancy silk batiste with very low bust and free hip; strong boning in the back. At \$22. A light pink broche with very low tops with elastic gore in the back and long skirt. Also at \$22. A model for tall figures; it has medium bust, long skirt, well boned, and is made of pink broche. The 20 per cent deduction will be made on any of these. (Third Floor, Chestnut)

Women's Open-Work Silk Stockings at \$4.50

600 pair of first quality, full-fashioned open-work silk stockings, which ordinarily sell for quite a bit more. These are among the most popular stockings of the summer and at the lowered price and with the additional 20 per cent off at time of purchase, this small lot will not stay long. (Second Floor, Chestnut)

Blue Silk Handbags Are So Popular

that it is more difficult to keep a good supply of them than of any other kind of handbag. We are glad to tell of an especially good assortment just now of inexpensive blue silk handbags. They are of a good quality of moire silk and most of them have metal frames, though some of the better ones have shell-finished celluloid frames. Prices are \$4.25 and \$6, less 20 per cent. (Second Floor, Chestnut)

IN ONE respect above all others, that is, in the light of the goods that are back of it, the privilege of buying almost anything in the Wanamaker stocks at a deduction of one-fifth from the regular price is the greatest thing that has ever been known in the retail business of this country.

After all, it is not the deduction of 20 per cent, or even of 50 per cent, if it were made, that is the important thing, but the goods. It is the goods that matter, the character of them, the quality of them, the real worth of them.

Fine Gingham Frocks for Women—\$33.50 and \$47.50

Gay, attractive affairs they are, in large and small blocks, and bright colors—tans, lavender, green, pinks and black and white effects. The trimmings are self-pleatings or white or colored bindings, or white loops—all easily taken care of by the laundress. The 20 per cent deduction brings the prices down very agreeably. (First Floor, Central)

Women Are Still Asking for Small Fur Scarfs

and not only asking for them, but wearing them right along. They have just the warmth needed on a cool day, they are not too heavy in weight, and they are usually most becoming. Some new scarfs have lately arrived—a few fine stone marten scarfs that start at \$55; some handsome natural marten skins at \$85; natural gray squirrel at \$20; Australian opossum at \$20; fitch at \$50 and mink at \$40. And there is the 20 per cent deduction on all these prices, of course. (Second Floor, Chestnut)

Women's Coats—Oddments Reduced, \$15 to \$75

And, with the 20 per cent off besides, it brings down the price even more! Women will find all kinds of good, seasonable coats among them, very likely just the ones they want to take away with them or to have on hand for week-end trips. There are odds and ends of pretty velour capes and coats, a few bolivia coats, velour wraps, short tweed coats and capes and wool jersey sports coats. (First Floor, Central)

Women's Low Shoes Lowered to \$6.65, \$8.25 and \$9.65

These are all good style shoes and in every way desirable. Even without the 20 per cent deduction some of them are less than half price and with the deduction all of them are less than half. Oxfords, one-hole ties and patent pumps with several style heels and with welted or 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)

200 of the Prettiest Cotton Dresses for Girls Are Reduced Now \$8.50 to \$25—Were Much More

These are the pretty striped dimities, dotted Swisses and organdies that have been hanging in our cases, and we want to clear them out quickly—and have taken this means to do it. They are charming little dresses, the styles are delightful, and there is a fascinating variety. There are pinks and blues, lavenders, tans and yellows and other shades; there are a number of white dresses. Some are lace trimmed, some have white frills, some have hand stitching or hand embroidery; many have ribbon or organdie sashes. \$8.50, \$10, \$15 and \$25 is the way the prices go—and they are for 6 to 12 year girls. And there's 20 per cent more to come off these prices. (Second Floor, Chestnut)

A Few New and Pretty Cotton Frocks for Young Women—\$17.50

Summery frocks of white organdie and colored voiles in a number of attractive new models have lately been unpacked. They are in dark and light colors, have round and V necks, short sleeves and are variously trimmed. \$17.50—and 14 to 20 year sizes. Don't forget the 20 per cent deduction, too. (Second Floor, Chestnut)

100 Baronet Satin Skirts Special at \$15

Really it seems too good to be true—and there is the 20 per cent to bring down the price even more, in fact actually below wholesale cost. Every one of these skirts is pretty, there are several styles, all shirred models, with attractive pockets. In exquisite tints of shell pink, orchid, peach, robin's-egg blue, silver gray, and half of them are white. We are only sorry there are not three times as many, for certainly more than 100 women will want these skirts. (East Aisle)

A New Lot of Rag Rugs

In the designs and colors for which people have shown the greatest preference.

9x12 ft., \$29	4x7 ft., \$7.85
8x10 ft., \$22	36x72 in., \$5
6x9 ft., \$15	30x60 in., \$3.75

Japanese Straw Rugs 9x15 ft., \$17.50

This is an unusual size, much in demand by people who have large rooms and porches to cover, but not so easy to get. 20 per cent comes off all these prices at time of purchase. (Seventh Floor, Chestnut)

Women's Black and Tan Oxfords

Shoes of medium weight and excellent for general wear all Summer. They are made of black and tan Russia leather and they have Cuban heels and straight tips, and sell at \$16 less 20 per cent, in the Exclusive Little Boot Shop. (First Floor, Market)

Inexpensive Neck Fixings

Vests, collars and sets of white and colored organdie may be had for \$1 and \$2. Collar and cuff sets of white and ecru net are self and lace trimmed, and priced at \$1 and \$2. The 20 per cent deduction is made on all of them. (Main Floor, Central)

Lamp Shades and Lamps

We mention shades first because our collection is really unusually large and fine for this time of year. They are all of silk, and all American made; also they are in sizes to suit floor as well as table lamps. Prices are \$11.50 to \$85. Floor-lamps of wood, ivory, mahogany and polychrome finishes are \$14 to \$100. Reed flower baskets with three electric lights hidden among their flowers are much liked to use in rooms furnished with reed. They are reduced to \$22.50 and \$30. The 20 per cent deduction will be made on all these things. (Fourth Floor, Central)

Men's Extra-Size Handkerchiefs \$9 a Dozen

This is an interesting price for extra-size handkerchiefs, as you'll know when you see the handkerchiefs and the quality of linen which makes them. In plain hemstitched style, they have quarter and half inch hema. And we'll mark them for you if you like, for a modest sum—with ink or embroidery. Yes, there's the 20 per cent deduction on these, also. (West Aisle)

A Tempting Bon Voyage Package \$6 Complete

A most attractive package it is—a generous size Cameo box, filled with the daintiest packages, each wrapped in silver foil. There are packages of mints, caramels, almonds, ginger, plain chocolates, gum and glycerine drops. \$6 complete. New painted satin boxes for weddings are of generous size, come in pink or white satin, are hand painted of course, and are \$1 each. French chocolates in those pretty butterfly boxes, \$1.25 each. (Cameo Shop, Main Floor, Chestnut)

A Certain \$2 Dress Linen Is Most Popular

And it is good to be able to get such a linen again in all the colors one wants. It is an Irish linen in medium-weight rami weave and particularly nice for dresses and skirts or even for suits. Many fashionable shades and white, all one yard wide. Subject to the 20 per cent deduction. (First Floor, Chestnut)

Exquisite White Net Bands With Chinese Hand Embroidery

You can imagine how lovely they are as a trimming for lingerie frocks, blouses and neckwear! They are all-white and there are about ten patterns from 2 to 3 1/2 inches wide and the prices are \$5.75 and \$6.75 a yard, less 20 per cent. (Main Floor, Central)



Cool Suits for Our Own and Visiting Men

Many a man who comes to Philadelphia or who passes through Philadelphia this Summer will take opportunity to buy for himself one of the fine Wanamaker standard suits that men who live here in Philadelphia wear. The opportunity is doubly advantageous just now because every one of these suits may be bought at one-fifth less than regular price. These are the kind of Summer clothes particular men like for light weight and cool comfort. Yet they are made with all the character and style of the higher priced-woolen suits. Palm Beach suits in fancy and plain shades at \$25 and \$30, and mohair suits, \$25 to \$35; silk suits, \$40 to \$55. Tropical worsteds at \$35 to \$60. White flannel trousers, \$18; gray flannel trousers, \$13.50 to \$18. Gabardine trousers, white and cream, \$8.50; striped serge, \$10, and white duck, \$5. (Third Floor, Market)

Madeira Hand-Embroidered Bedspreads of Exquisite Beauty

Shown newly in the Bed Clothing Store. Brought direct from one of the greatest embroidery houses in the world, an English firm with a branch in Funchal, Madeira Islands. These spreads are of a wonderfully fine cotton and all are marvels of daintiness in their lovely designs of Madeira hand embroidery. For sheer daintiness they surpass any goods we have seen in years. Size 80x108 inches, \$65 and \$85 each. Size 90x108 inches, \$70, \$85 and \$90 each. Also a group of richly embroidered linen spreads and scarfs, very fine examples of Philippine needlework, in sets of five pieces at \$100 and \$150 a set. All prices less 20 per cent. (Sixth Floor, Central)

New and Lovely Long Suede Gloves

French, of course, and soft fine skins that have been made up in gloves in lengths to accompany fashionable gowns and suits. All in beaver color. 8-button length gloves are \$6; 12-button length, \$7; 16-button length, \$8.50 a pair. And there is still 20 per cent to come off these prices. (Main Floor, Central)

A Few Fine French Kid Gloves for Women

have just been unboxed in the Glove Store. They are short gloves, in beautiful brown shades, and all are of fine French kidskins. They fasten with two clasps, are overseam sewn, and are \$3.50 a pair. There is the 20 per cent deduction, too! (Main Floor, Central)

Doubtful if We Ever Had Such a Fine Stock of Dining-Room Furniture

And considering how much we have been sending out of here for weeks and weeks past, it almost seems as if this abundant and beautiful collection came in by magic. But there is nothing magical about it. Quite the contrary, there is everything very real and natural about it. We have been able to replace dining-room suits as fast as they are sold, and it is just doubtful if we have ever had a larger or finer stock than we have in our possession at the present time. You will see the samples on the Sixth Floor, Market Street, and they can speak for themselves. You can count at least one hundred different suits here, to say nothing of the other hundreds in the warehouse. Like all the other furniture in our possession, every one of these suits can be bought at a deduction of 20 per cent from the regular price of it. That is probably the largest "blanket" deduction ever made from a stock so beautiful in woods, workmanliness, design and finish. There is certainly nothing to compare with it in the cabinet business of America today. (Sixth Floor, Market)