

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
Clear

The New Wanamaker Dollar, Worth \$1.25, Will Soon Go Out of Circulation

It Is Extremely Gratifying to have the thanks of our appreciative patrons for the few days' notice of the termination of the not repeatable one-fifth off of almost everything from the regular and never-marked-up prices of our good, fresh and carefully chosen merchandise, largely added to by our recent cash purchases.

It is not likely that there will ever be an occasion to repeat such an operation as we have conducted since May 3.

We are glad for the privilege we have had to contribute something of hope for the scaling down of prices of H. C. L.

[Signed] *John Wanamaker*

June 25, 1920.

Women's Summer Suits

In the Fashion Salons at this moment women may find—

Tricotee suits, mostly in light colors.
Wool Jersey suits in white.
Cotton crash and pure linen suits.
And the cool but charming taffeta suits in dark blue and black.

Prices of these run from \$15 for a cotton crash to \$45 for a tricotee, all minus 20 per cent.

(First Floor, Central)

An Imported Bridal Satin That Would Delight Any Bride

For it is such an extraordinarily beautiful quality, heavy enough for the train, fine and soft of texture and of most brilliant luster.

Unfortunately this satin has arrived too late for June wedding gowns, although it will doubtless be used for many handsome evening gowns. It is 40 inches wide and we have marked it at the very moderate price of \$7.50 a yard with 20 per cent to be taken off that.

(First Floor, Chestnut)

Women's Dainty Low Shoes, Special at \$9.75

Plain seamless pumps of black calfskin with turned soles and baby Louis leather heels.

Shapely lace oxfords of black calfskin with imitation straight tips, turned soles and Cuban leather heels.

Both are light-weight shoes for Summer wear and both are subject to the 20 per cent deduction.

(First Floor, Market)

Special Lot of Girls' Dresses \$3.25 to \$5

Attractive, well-made cotton frocks of sturdy ginghams, of chambrays and of other pretty Summer cottons.

Made in many styles, some with white collars and cuffs, some with black patent leather belts; others in various good styles.

All unusually good for the prices—\$3.25, \$4 and \$5 and subject, of course, to the 20 per cent deduction, which makes them even less expensive.

6 to 14 year sizes.

(Second Floor, Chestnut)

Surf Satin Skirts Special at \$4.50 to \$9.75

The very best time they could come, just when women are getting ready for the Fourth. And these skirts do go so well with sweaters, particularly silk sweaters.

All four styles are full gathered, remarkably pretty and becoming and the satin in each is pure white, and brilliantly lustrous. Prices are \$4.50, \$5, \$7.50 and \$9.75 with 20 per cent still to be deducted.

(East Aisle)

WOMEN'S Good Handkerchiefs \$2 a Dozen

Perfectly plain hemstitched style, with narrow hems, and of real Irish linen.

The 20 per cent comes off, too.

(West Aisle)

HAND-MADE Corset Covers, \$1 and \$1.50

The old-fashioned high-neck kind that some women still like to wear. They are daintily scalloped around neck and sleeves and some finished with tiny tucks and feather stitching.

\$1 and \$1.50, less 20 per cent.

(Third Floor, Central)

SUMMER Gowns and Pearl Necklaces Seem to Go Together

And they need not be real pearls, either! Nowadays the imitation pearls are so lustrous and so lovely women find it a pleasure to wear them.

Pearl bead necklaces in many fashionable lengths, the beads graduated and of many sizes, start at \$2 and go to \$45. They have gold clasps, too.

The 20 per cent deduction brings the price down quite a bit.

(Jewelry Store, Chestnut and Thirteenth)

WOMEN'S Long Silk Gloves, \$1.50 a Pair—New Shipment

They are in the fashionable 12-button length—a useful length for many Summer gowns.

Good silk, too—lustrous, firm Milanese weave.

And note the good colors—gray, tan, navy blue, beaver, pongee, brown and all-white.

The fingers are double tipped for better service, too.

Take off the 20 per cent deduction and see how small priced they are!

(West Aisle)

FOUR New Tailored Silk Waists

Three of them are of flesh or white crepe de chine, one with double cluster of tucks down the front and V neck at \$7.85; another with tucked front and square neck at \$10.85; and a third with daintily tucked vest front and tucked and hemstitched collar and cuffs, at \$15.75.

The last of the group is a serviceable pongee with tucked front and high-low collar at \$7.50.

And from these prices the 20 per cent will be taken off at time of purchase.

(Third Floor, Central)

CHILDREN'S Cool Pajamas and Night Garters

The pajamas are in pink, blue or tan, come in solid colors and are in 4 to 14 year sizes. These are \$2.50 to \$3.75.

Nightgarters are in white, pink or blue, and are of nainsook, checked muslin or cambrie. They are in 2 to 10 year sizes and are \$2.25 to \$2.75.

And there is 20 per cent to be taken from these prices, of course.

(Third Floor, Chestnut)

Taffeta Hats Maline Turbans Flower Hats

Charming New Summer Millinery—Around the \$10 Mark

NEW TAFFETA HATS are in white and in dark blue—and smart as can be. Crisp, shining taffeta makes them, they are in smart new shapes, and simply trimmed. Women will like them to wear all Summer and for many occasions.

(Second Floor, Chestnut)

A FEW MALINE TURBANS are airy and cool and attractive and in new and becoming models.

SUMMERY, FLOWER-TRIMMED HATS are broad and shady of brim, of rough and fine straws, wreathed with field and garden flowers.

500 New and Attractive Sports Hats, \$3.25 to \$5

The gayest Summer colors, becoming shapes and popular styles are in these hats—you may choose Alice blue, pink, olive, navy and light blue, old rose, brown, black, white, peacock blue, yellow and Nile green.

\$3.25 for ribbon hats with manila facings.
\$4.25 for crepe hats with hemp facings.
\$5 for ribbon hats with hemp facings.

And the 20 per cent deduction comes off all these prices.

(West Aisle)

The Newest Fashion Note in Women's Sports Coats

is decidedly plaids and checks, but, in the case of the plaids, they are so blended in with the color of the coat or cape that one hardly notices them.

Such is the case in some smart new camel's hair coats and capes in natural color tan with a faint overplaid of color. They are \$125.

And in some new tan polo cloth capes at \$57.50 which also have this indistinct plaid. Checks are represented in some short coats of velour, in tan, Copenhagen, or black with black or white checks. These are \$65.

Every one subject to the 20 per cent.

(First Floor, Central)



White and Light Colored Crepe Gowns for Young Women

For afternoon and informal Summer evening wear there are few frocks more suitable than those of crepe Georgette. They may be beaded or embroidered, hemstitched or tucked, lace trimmed or quite simple, but they are always attractive.

At \$45 is a group of these charming dresses—half a dozen becoming models in all-white; others in French blue, in peach color, in shell pink and the loveliest orchid shade.

14 to 20 year sizes.

There is the 20 per cent deduction on these gowns, too.

(Second Floor, Chestnut)

Cool, Pretty Cotton Voile Frocks for Young Women \$12.75 and \$17.50

Then take 20 per cent off these prices, and see what small priced frocks it is possible to get!

The voiles are in dotted and figured effects and in dark colors chiefly, though there are some dainty pinks and blues and light colors in the group.

Usually they have crisp white organdie collars and cuffs; all are attractive, however.

14 to 20 year sizes.

(Second Floor, Chestnut)

Girls' Hats Are Reduced Now \$2.50 to \$10

Then take 20 per cent more off these prices, and you'll see how inexpensive they are!

Some are down to one of a kind, some show signs of handling—altogether it's a little collection of pretty hats that we want to hurry out before Summer advances.

Many styles, good colors, and hats suitable for girls of 6 to 16 years.

(Second Floor, Chestnut)

FRESH White Skirts for Young Women, \$5.50

Good skirts they are for this price, too—and even better when you reckon that 20 per cent of this sum is to be deducted at the time of purchase.

They are of snowy gabardine and cotton tricotine and there are several good models from which to choose—most of them gathered across the front, as girls like. They have different style belts, pockets and buttons for trimming.

Waist measures are from 26 to 30 inches.

(Second Floor, Chestnut)

WHITE Sateen Petticoats

Women like to wear these petticoats under light dresses because with them a second petticoat is unnecessary.

One with deep flounce can be had for \$2.50; another of better sateen, also flounced, is \$3.85; and two others of fine lustrous sateen are \$4.50 each; one has a deep flounce finished with two tucks and the other with two tucks finished with narrow pleated ruff. These last two have double panels in front.

20 per cent will be deducted from these prices, too.

(Third Floor, Central)

Girls' Hats Are Reduced Now \$2.50 to \$10

little collection of pretty hats that we want to hurry out before Summer advances.

Many styles, good colors, and hats suitable for girls of 6 to 16 years.

(Second Floor, Chestnut)

HERE Are Smart New Belts—\$1.75

Narrow, gleaming black patent leather belts they are, but by way of finish they have flat, oval discs of color—violet, jade green, orange or white. Celluloid clasps to match the discs fasten them.

They'll look well on sports frocks and suits and add a gay, Summer touch to her costume.

\$1.75—less the 20 per cent, of course.

(Main Floor, Central)

Prettiest 65c Printed Voiles We Have Had So Far

"Specials" of course, and they are in an especially nice fine quality with very attractive and elaborate printings on light or dark colored grounds.

Nothing, so far, has taken the place of these voiles for cool afternoon frocks and utility dresses for street wear. The price is still less when the 20 per cent comes off.

(West Aisle)

NOT actually a new dollar, but the same dollar you always had. Ever since 1914 its purchasing power has been growing less.

On May 3 the Founder of this business announced a 20 per cent deduction on practically all the merchandise in the Philadelphia and New York Stores. That meant that the purchasing power of your dollar leaped to \$1.25.

Thousands of people have benefited by this tremendous blow at the high cost of living, and its effects have been international. But such a plan, which meant the stripping of profits for patriotic reasons, could not continue indefinitely.

Saturday, July 3, will be the last day for the 20 per cent deduction here. That will have given two full months of wonderful money-saving opportunity to the people. And this is generous notice to those who would like to take further advantage of it before it ends.

Flags for the Fourth

at a Fifth Less

When you get an American flag, get one that is right.

The flags we sell are made by experienced makers only.

Genuine Bull Dog bunting flags at \$2.50 for 3x5 ft. to \$12 for 6x12 ft.
Wool bunting flags at \$2.25 for 2x3 ft. to \$48.50 for 12x24 ft.

Cotton flags on staffs at 8c, 10c, 40c, 75c and \$1.25.
Combination cotton flag with jointed pole and bracket, 3x5 ft., \$1.25; 4x6 ft., \$2.25.
(Seventh Floor, Market)

MEN'S Handkerchiefs Each

Airplane linen handkerchiefs with 1/2-inch hems.
Initial handkerchiefs.
Pure linen, every one—and each subject to the 20 per cent deduction.

(West Aisle)

DAINTY Enough to Be Called "Boudoir Desk Sets"

And that means, of course, that they go well with the lighter furnishings of Summer homes.

One style is white, celluloid, hand decorated with garlands of the tiniest roses tied with blue ribbons. 6-piece sets, \$16. Others are celluloid covered, showing orchid, rose or blue moire underneath. 7-piece sets at \$10.

Still other desk sets are of rose-colored ceramic leather, 8 pieces at \$15. And separate pieces such as telephone and address books may be had to match. 20 per cent comes off each price.

(Jewelry Store, Chestnut and Thirteenth)

SAMPLES of Fine Summer Parasols—\$7.50

They are lovely Summer sunshades, in the new and fashionable shapes and colors and styles, and they are kinds meant to sell for a half more to four times as much as their present price.

The covers are of lovely silks—lustrous taffetas and changeable and two-toned satins. The handles are in fancy effect, chiefly, to match the covers. Many are set with rhinestones, a new fashion in parasols this summer. There are dark and light colors—exquisite pink and blue and peach shades, orchids, greens and other hues, as well as darker shades.

\$7.50 each—less the 20 per cent deduction, which makes the price ridiculously little for such parasols.

(Main Floor, Market)

COWHIDE Traveling Bags, Specially Priced

Two good roomy styles of tan cowhide—a good oak tanned leather in a smooth finish. Both 18-inch sizes. One with plaid lining is \$16.50 and the larger and better shape is \$19.50.

Both subject to 20 per cent deduction.

(Main Floor, Chestnut)

QUAINT Old Candlewick Bedspreads

Real American goods of old-time charm such as these bedspreads are very good to see. Most housewives of experience know what they are—of bleached muslin, with candlewick worked on the edges and in the centers in various designs.

Not the least of their advantages is that they don't launder; and they are as easy to launder as a sheet.

For Colonial beds they are ideal. Single-bed sizes, \$12; double-bed sizes, \$18.50 each.

(Sixth Floor, Central)



A Man Can Be Cool if He Wears Cool Clothes

There is an old, but mistaken, saying that you can keep warm in cold weather but you cannot keep cool in warm weather.

A man from a tropical land came into this Store on one of the recent hot days and remarked that he felt the weather more in Philadelphia than in the country he came from, "Because," he said, "we dress for it there."

More and more men are learning to dress for the hot weather here, but it is only recently that what are known as "tropical suits" have been sufficiently fine in style, fit and workmanship to satisfy particular men.

In the Wanamaker Men's Clothing Store is a collection of tropical suits of sufficient distinction to please the most fastidious man. Not like the loose, flimsy, shapeless hot-weather suits of yesteryear, with the stitches showing through and with all the grace of a flour sack, but carefully tailored, beautifully finished garments that compare favorably with the finest and costliest woolen suits.

A man need not compromise with his taste or his dignity in wearing one of these suits and he will be cool in it on the hottest day.

- Palm Beach suits in plain colors, \$25.
 - In fancy shades, \$28 and \$30.
 - Mohair suits, \$25 and \$35.
 - Khaki-color silk suits, \$40 and \$55, including suits of Shantung silk.
 - Tropical worsted suits, \$35 to \$60.
 - All these fine and comfortable garments may be obtained just now at one-fifth less than regular prices.
- (Third Floor, Market)

Men's Summer Neckties of Imported Foulards

We select these beautiful silks abroad and make the ties up here.

As every man knows, they make fine Summer neckwear and this particular shipment is in handsome fancy figures and dots.

Price \$2.50, less 20 per cent.

(Main Floor, Market)

Men's Fine Woven Madras Shirts at \$3.50

This is a moderate price in these days for a shirt of really good madras, which we can recommend this material to be.

The designs are pleasing colored stripes and the shirts are all soft cuff, plain negligee in a good weight for Summer.

Subject to the 20 per cent deduction.

(Main Floor, Market)

Men's Half Hose at Low Prices

The additional 20 per cent off brings them down very low indeed.

40c a pair for first grade black and cordovan mercerized half hose with reinforced heels and toes.

75c a pair for second grade black silk half hose with reinforced cotton heels and toes.

\$1.15 for second grade black and colored full fashioned plain and open ribbed silk half hose.

(Main Floor, Market)

Men's Athletic Union Suits Special at \$2.50

1000 suits of a good Summer weight madras in white, blue and gold.

There are all sizes in the lot and they were higher priced formerly.

20 per cent comes off this price.

(Main Floor, Market)

If the Boy Needs a Blue Serge Suit

—and every boy must have one for regular occasions—now is the time and this is the place to buy it. Now is the time because it can still be bought at a deduction of 20 per cent from regular prices; and this is the place because the blue serge suits we have in stock are of the best kind obtainable at the regular prices, the best in color, in making and in style, and guaranteed accordingly.

Made with Norfolk jackets and of twofold utility because they can be worn with white duck trousers.

Sizes for boys of 8 to 18 years at \$15, \$16.50, \$18, \$20 up to \$32, less 20 per cent.

White duck trousers in 8 to 18 year size, \$2.75 to \$4.

(Second Floor, Central)