

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 Fair

Next Week Will Be the Last to Buy Practically Anything in the Store at One-Fifth Off

No, Sir! There Will Be No Extension Beyond the Time Stated

which is fixed for Saturday, July 3, the end of next week, when the one-fifth off our regular prices will positively stop.

Almost all the large lots of fashion goods which have come into our hands since we started the campaign to reduce prices are now selling here at much lower figures than for years, considering the qualities.

We will never open our gates to poor qualities of merchandise to tempt spenders.

In some considerable degree having accomplished our purpose to barricade further increases of costs at first hands, we now urge longer hours of labor to give larger production and remove scarcity, and thereby insure steady employments.

Everybody must help by working hard and spending as little as possible.

[Signed] *John Wanamaker*

June 26, 1920.

Now Is the Opportune Time for Women Wanting Fine Coats Reduced

There are still about 125 of the most beautiful coats of all left, every one has had \$50 taken off its price and every one will further have the 20 per cent deducted. There is small likelihood of such an opportunity coming again and, in fact, many of these handsome

garments couldn't well be duplicated now. Scarcely two are alike, and they include both afternoon and evening coats, wraps and capes. The materials are bolivia, duvetyne, velour, satin, tafeta and exquisite tinsel brocades, priced from \$100 to \$400, less 20 per cent.

(First Floor, Central)

Imported White Satin Brocades the Newest Silk Arrivals

Marvelously rich and beautiful for evening gowns, separate skirts and blouses and (since the handsomest silks are used for linings for foundations and linings

for coats, wraps and so on. Several patterns of flower designs, 40 inches wide, \$5.50 a yard, with the 20 per cent still to be deducted.

(First Floor, Chestnut)

Much-Tucked Waists

One style of batiste with organdie collars and cuffs which are heavily dotted with pink, blue or lavender; price \$5.50. Another of batiste with very short, fine tucks on collars and cuffs is \$8.50.

And a third, of voile, is hand drawn and has hand embroidery and is priced at \$8.75.

The 20 per cent deduction will be made on all these prices.

(Third Floor, Central)

Girls' Silk Middy Dresses Made for Us in Japan

have just reached us after their long journey across the Pacific. They are soft, cool summer silks, are in the much-liked and practical middy style, and are new and attractive, every one. Pleated pongee skirts are \$7.50 to \$12.50; middy blouses to go with them are \$9.50. The blouses are in natural color pongee and are embroidered on the sleeves in brown, in anchor design. They are to be laced in front.

White habutai skirts, pleated, are \$7 to \$15, according to size; white middy blouses to go with them are \$12.50. They are all in 8 to 16 year sizes—and all, of course, are subject to the 20 per cent deduction.



(Second Floor, Chestnut)

Short Letitia Corsets

Models designed for women of slender and average figures.

At \$6—A topless pink batiste model with medium skirt and light boning.

At \$6.50—Another topless with elastic insert, and few bones. This is of light-weight pink material. The 20 per cent deduction applies.

(Third Floor, Chestnut)

Next Best to Real Linen Is Linen-Finished Suiting

It looks very much like linen and it is heavy enough to tailor well. Also it comes in a surprising number of linen colors—in all the many shades of fashionable blues, tan, brown, taupe, gray, wis-

taria, pink, rose, white and so on. The width is 36 inches and the price is remarkably moderate. 66c a yard, and with the 20 per cent deduction considerably less.

(First Floor, Chestnut)

THIS privilege, like some other privileges, will be doubly appreciated when it is gone. We extended it as long as we could—longer than we at first thought possible.

Now full and fair notice has been given that the 20 per cent deduction must end. But until Store closing on July 3 you will still be able to buy \$5 worth of goods for \$4 at Wanamaker's.

Wise people will make provision for their needs.



Women's Fine Gowns for Afternoon—\$85 to \$225

These fashionable novelties are full of new fashion features such as—

- Stitched organdie flowers and petals for decoration; old blue on navy chiffon.
- Rows and rows of short, fat tassels used on the skirts of a satin gown.
- Close side-pleatings, used especially on tailored crepes de chine.
- Rows of finely pleated taffeta frills on a Georgette dress.
- Small box-pleats on heavy crepe de chine dresses.
- The new basket cloth which resembles a very coarse etamine.
- Small lingerie collars, much cut up.
- Rolled self-girdles.
- Little loops of watered ribbon on crinkled crepe.
- Wide moire ribbon forming a stole effect on a charmeuse frock.
- Rows of self-loops on pale gray dresses after Lanvin.
- Irregular splashes of embroidery—white daisies on thick, dark blue crepe de chine.
- Black eyelet work and plain chiffon combined.

Prices of such gowns are \$85 to \$225, less the 20 per cent.

(First Floor, Central)

Crepe de Chine Negligees

Negligees with hand embroidery on the fronts and loosely worked scallops for finish. They may be had in light blue, lavender, apricot, pink and Copenhagen blue for \$13.85, minus the 20 per cent.

(Third Floor, Central)

New Cotton Girdles to Wear With Summer Frocks

Some are wide and some are narrow; some have Indian-looking designs and some have no designs at all—for there is a wide assortment and a most interesting collection from which to choose.

There are ribbon girdles in gay Roman stripes, there are light, lustrous fiber-silk girdles; there are braid girdles and novelty cotton girdles and they come in white and many colors. Some are finished with silk tassels, some with fancy pendants. \$2 to \$11.50—less the 20 per cent of course.

(Main Floor, Central)

Women's Silk Stockings Special at \$2.50

1200 pair of full-fashioned black, ingrain silk stockings with mercerized tops and soles in a good weight. These are first quality, in all sizes and are ordinarily higher in price. 20 per cent off at time of purchase.

(West Aisle)

Women's White Tongue Pumps With Louis Heels at \$6

We have 1000 pair of these shoes to sell at this low price. They are all white canvas in a fashionable shape and with high covered Louis heels and the type of shoe that many women want just now.

Subject to the 20 per cent deduction.

(First Floor, Market)

Mercerie de Luxe—New Lingerie Ribbons

Mercerie de luxe is the way our finest notions are labeled—notions of the highest grade, made up especially for us. The newest notions to bear these labels are these lingerie ribbons.

Instead of coming in the usual way, these ribbons are on flat wooden spools, each holding twelve yards. They are convenient to use and to handle—and will take up little space in your bag or your dressing-table drawer.

There is white, pink or blue, the ribbons are in three widths and in fancy or serge weave. \$1.50 to \$3 the spool—subject, of course, to the 20 per cent deduction.

(Main Floor, Central)

A Diamond La Valliere in a New Form

From a diamond mounted loop is dependent a large six-sided mounting which, in turn, supports a still larger diamond in the same style setting. The diamonds are of the first water, blue-white and of the utmost brilliancy. The price of this magnificent piece of jewelry is \$3200, but there is the goodly saving on the price of 20 per cent if it is purchased on or before July 3d.

(Jewelry Store, Chestnut and Thirteenth)

To Carry With Summer Gowns—New Green-Gold Mesh Bags

Their meshes are so fine and the bags so attractive these bags are very popular indeed. All are in the much-liked green-gold finish, and you may have bags in different shapes and the fashionable sizes, with strap handles or chain handles. Some new bags lately arrived are particularly good looking—\$33.50 to \$53. Of course, the 20 per cent deduction brings the price down considerably.

(Jewelry Store, Chestnut and Thirteenth)

A Dainty New Beaded Silk Handbag

Blue, black and brown faille silk makes these bags, which are ornamented with cut-steel beads around the bottom. They are draw-string style in pouch shape and are very effective to carry with Summer gowns. Price \$10.75, less 20 per cent.

(Main Floor, Chestnut)

There's a Hint of Fall in These New Velvet-Trimmed Hats

But the airy, pretty hair crowns keep them summery! Picture the hats and you'll have an idea of their attractiveness—round crowns of light and shining hair and sloping, wide brims of lustrous velvet in deeper shade than the hair. Cannot you see how effective they'd be with the crowns wreathed in gay field and garden flowers? One hat in shades of brown is delightful. There is just one hat of a kind, of course, they are straight off the needle, are new as can be, and the prices begin at \$20. The 20 per cent deduction comes off, too.



(Second Floor, Chestnut)

Handy Little Utility Cases for the Traveler's Comfort

Holding all the small toilet pieces from the toothbrush and soap up to the wet wash cloth and sponge that you never do know what to do with. All are rubber lined with various compartments of different sizes. Prices range from cretonne-covered ones at \$1, \$1.50 and \$2 up to satene and silk covered cases at \$4 and \$5. 20 per cent less in each instance.

(Main Floor, Chestnut)

To Mark Your Belongings—Cash's Woven Names

Those woven names on narrow tapes are such a practical and convenient method of marking one's clothes and belongings it is small wonder they are so very popular. If you are going away for the summer, if you are thinking of packing an outfit for a girl or boy going away to school or college next fall, it would be well to order what you want now.

(Main Floor, Central)

White Petticoats

Double-paneled heavier sorts to wear under tailored white skirts are \$2.50 to \$5.75; these are often hem-stitched or scalloped. Lace-trimmed sorts without double panels are designed for very fluffy white frocks and are priced at \$2.50 to \$5.50.

These prices will have 20 per cent taken off at the time of purchase.

(Third Floor, Central)

Now, Men, Here Are the Lincoln-Bennett London Straw Hats!

During the amazing business in straw hats at the outset of the 20 per cent deduction announcement, the fine Lincoln-Bennett London hats went out first.

For several weeks men who know and admire these handsome hats have been asking when we would have more, and we have been expecting them every day.

This is to say that a new lot has just arrived to sell at \$4 and \$4.50—less 20 per cent.

(Main Floor, Chestnut)

A Fresh Lot of Japanese Straw Rugs

When buying straw rugs it is important to get them fresh, as old goods are apt to be dried out. These are oblong in shape with natural-color centers and plain band or key borders in blue or green.

4.6x7.6 ft., \$4.75
6x9 ft., \$6

8x10 ft., \$8.75
9x12 ft., \$12.50

All these prices subject to the 20 per cent deduction.

(Seventh Floor, Chestnut)

For a Bed in a Cottage—Some Comforts

Jacquard-woven cotton comforts—rose, olive, tan, and delft blue, 70x84 inches, \$6.50 each. Extra-large ones, 70x90 inches, bound all round with silk ribbon—delft blue, rose, tan, gold and green—\$12 each. Some in plaid designs and various attractive color combinations, full weight, size 66x80 inches, \$7 each. Also a group in Indian designs and in various colors, 66x80 inches, at \$8.50 each. Indian blankets, of wool with cotton warp, in four grades and designs. \$12, \$15, \$18 and \$20 each. All are subject to the 20 per cent deduction.

(Sixth Floor, Central)

Light Cut Glassware for the Summer Table

Glassware of this type is generally known as "light cuttings." We try to have the kind of cuttings that are well executed and in good taste, and we believe our collection of it bears testimony to this fact.

Many of these pieces are in cuttings done by our own expert here in the building. These are particularly excellent and, of course, obtainable only here. The assortment is very wide, embracing—

- Ice tea sets, \$5 and \$7.50 a set.
- Water sets, \$2.50 to \$15 a set.
- Cracker and cheese dishes, \$2.50, \$3.50 and \$4 each.
- Cake plates, \$2.50 each.
- Flower bowls, \$4 each.
- Flower vases, 20c to \$7.50 each.
- Flower baskets, 25c to \$4.50 for fruit and flower baskets.
- Grape juice sets, \$5 and \$5.75 a set.
- Candy jars, 85c, \$1 to \$5.50 each.
- Celery trays, \$1.25 to \$2.75 each.
- Also bonbon dishes, sugar and cream sets, marmalade jars, spoon trays, and many other interesting and practical things, all at 20 per cent deduction from the regular prices marked on them.

(Fourth Floor, Chestnut)

A New Shipment From the Philippines to the Children's Store Brings

dainty white garments which many folk will be glad to know about—Long white dresses for babies—dainty little garments, every whit hand made and prettily hand embroidered, too. \$3.75 to \$10.50.

Princess petticoats, \$2.50—2 to 6 year sizes. Combination drawers and waists, \$3; 2 to 6 year sizes. And the 20 per cent deduction comes off all.

(Third Floor, Chestnut)

The Fourth of July Surprise Package—\$3 Complete

It's a big, generous size box, patriotically decorated with the flag and red, white and blue ribbons—and inside you'll find—

- 1 pound of chocolate covered marshmallows.
 - 1 pound of yellow jack.
 - 1 pound of assorted chocolates.
 - 1 pound old-fashioned cream mint.
 - 1 1/2 pound assorted clear drops.
 - Three snapping bonbons.
 - A surprise.
- Pure, wholesome goodies that everybody will like—it's a fine package for \$3. And you get the 20 per cent deduction, too!

(Down Stairs Store, Chestnut)

Oriental Rugs in Tiny and Hearth Sizes

Just now we have four particularly interesting lots, three of them in mat sizes and one in larger hearth sizes. Among the tiny pieces are Anatolian mats in bright tones of red, rose, green and ecru, size 1.6x3 ft., at \$15 to \$25.

Two groups of Chinese mats comprise square pieces—size 2.6x2.6 ft. at \$25 to \$45, and others a little smaller at \$17.50 to \$25.

Blue and tan are the predominating shades in these. But for anybody desiring something larger and finer we have probably the most attractive lot of Cabestan rugs to be found in America today for the prices.

These are 4x4.6 ft. to 5x8 ft. and are marked \$125 to \$275. They afford a beautiful choice of colors, notably blue, red and tan shades. Some of these lots are exceptionally low priced; all of them are subject to the deduction of 20 per cent.

(Seventh Floor, Central)