

J. W. C. I. Band at 9: Organ at 11, 11:55 and 4:50 **WANAMAHER'S** Store Opens at 9 **WANAMAHER'S** Store Closes at 5 **WANAMAHER'S** **WEATHER Clear**

# One-Fifth Off Practically Everything at Wanamaker's While This Week Lasts—But No Longer

**This Is the Last Week of the Now Famous**

and never-to-be-forgotten sacrifice we made of the Spring season of our business, in this city and New York, in a strenuous effort to arrest the further pyramiding of prices.

All sorts of motives have been attributed to us. So let it be. We are quite content. Unsuspectingly we fired

**Another Lexington Shot That Went Around the World**

But it is seldom that one shot wins a battle. There is a mighty strong organized army of opposers to the lowering of prices.

[Signed] *John Wanamaker*

June 28, 1920.

**FIVE** days more to take advantage of the one whole-hearted attempt to lower the cost of living hereabouts.

Until Store closing next Saturday you can come into Wanamaker's and get practically anything you need or want, to wear, to use in your home, to make a gift of or to take on a trip—at 20 per cent less than its regular price.

*One-fifth less than the same goods will be next Tuesday morning.*

This is not to urge people to buy. It is not a sale we are making, but a sincere attempt to help those who find present-day prices burdensome.

For seven weeks we have thrown our stocks open to the public, letting whatever was needed go out at 80 cents on the dollar. The money we got was turned into new merchandise wherever we could get it at old prices.

Thousands of people have saved many thousands of dollars as a result of this movement.

Many will want to make still further provision before it ends.

This will be a busy week. Each day will be busier than the one preceding it.

**BEST SELECTION AND BEST SERVICE NOW.**

## 75 Silk Sports Skirts Unusually Special at \$12.75

And there are just about that number of pretty styles, which is the main reason why the price is as little as it is. Of course, the 20 per cent makes it even less.

Some of these skirts have been twice as much and even more. There are fancy sports silks, novelty Georgettes, fine silk pongees and changeable wash satins. Both light and dark colors and all sizes among the number.

(East Aisle) **Fifth Floor, Market**

## FOR THE WOMAN WHO WANTS A SMART SLIP-ON GLOVE

for summer wear, we suggest these, of chamois lisle, with a pointed, turn-back cuff.

They are a comfortable weight and style for this season, they are good looking, and they come in white, chamois color and beaver.

\$1.75 a pair—less the 20 per cent deduction.

(Main Floor, Central)

## \$5 SILK HANDBAGS

Probably this is a little misleading, because, while \$5 is the price marked on these bags, they are the sort that usually sell for nearly double this price.

Made of a good quality of silk moire in blue, black and brown with plain or etched metal frames, inner frames and silk linings.

20 per cent less at time of purchase.

(Main Floor, Chestnut)

## Sturdy Airplane Linen Handkerchiefs 25c and 50c Each

25c each for women's handkerchiefs—with 3/4-inch hems.

50c each for men's handkerchiefs—with 3/4-inch hems.

Both of the sturdy airplane linen that wears so well; both in plain hemstitched style that is so practical.

Don't forget the 20 per cent deduction, too!

(West Aisle)

## MANY KINDS OF BLOOMERS

All of them for women.

Those of silk are mostly crepes de chine and satins and mostly pink and are priced at \$3.85 to \$7.50.

Those of cotton batiste are mostly pink and sell at \$1.25 to \$3.50.

Those of black sateen are designed for bathing and are \$2.50.

Take the 20 per cent off these prices and you will find them very moderate.

(Third Floor, Central)

## THERE'S A BIG DIFFERENCE IN STENCILED CRASH COVERS

Some are stenciled in water colors and others in oil. The former will not wash and the latter will.

Only the oil-stenciled crash covers are here and they are more than worth the difference in price between them and the water-colored ones. Also the crash is a fine wearing quality and the designs are beautiful.

Couch covers, \$8. Table covers, round and square, \$1.50 to \$4.50. Pillow covers, \$1.25 and \$1.50. Now, while the 20 per cent holds good, is the time above all others to get them.

(Jewelry Store, Chestnut and Thirteenth)

## Sterling Silver Reduced and Then 20 Per Cent Off

Certain pieces in patterns that we shall probably not have again; they are likely, however, to match many people's silver service or to fill in gaps in a set. They are all wonderful values for any one who can use them.

- Centerpieces
- Comports
- Cake dishes
- Sandwich plates
- Candlesticks
- Fruit dishes
- Fruit bowls
- Salad bowls
- Candy jars
- Candy boxes

(Jewelry Store, Chestnut and Thirteenth)

## Locket and Other Pretty Trinkets for Her Approval

Popular, indeed, are the locket, and there are any number of charming new designs and styles, all of sterling silver, at \$3.50 to \$5.

Ribbon sautoirs to carry the lockets have gold-plated or sterling silver clasps or slides and are 50c to \$1.50; with rhinestone mountings they are \$2.75 to \$8.

And just now the fad is to wear little carved ornaments on the sautoirs, too—lucky babies, elephants, quaint Oriental figures and bits of imitation jade. They start at 15c, 25c, 50c and go to \$7.50 each.

The 20 per cent comes off these prices, too.

(Jewelry Store, Chestnut and Thirteenth)

## A BIG BOX OF CANDY FOR THE FOURTH—\$3

It's the Fourth of July surprise box, and it holds four and a half pounds of tempting sweets—chocolate covered marshmallows, yellow jack, old-fashioned cream mint, assorted chocolates and assorted clear drops. There are three snapping bonbons and a surprise, and the whole package is tied with plenty of red, white and blue ribbon and there's a silk flag tucked under the top bow.

Yes, there's the 20 per cent deduction, too.

(Down Stairs Store, Chestnut)

## GOOD HOUSEHOLD SOAP AT 5c A CAKE

We have received 500 cases of an oleine soap, excellent for household use, that we can sell at 5c a cake or \$4.65 for a case of 96 cakes.

An added advantage of buying a case is that this soap gets better as it gets older.

The 20 per cent deduction applies.

(Fourth Floor, Market)

## WOMEN'S WHITE CANVAS PUMPS

Light and graceful shoes, with long vamps and 2-inch Louis heels; price \$10—less the 20 per cent in the Exclusive Little Boot Shop.

(First Floor, Market)



## Notes

Have you seen the Hinky Doodle dolls with their Cubist features, their curious cotton hair and their squeezable bodies? There are a few boy dolls among them, and they may be had for \$3 to \$6.50 in the Toy Store. Peter Rabbits, piggies and frogs, equally soft and squeezable, 75c to \$3.

(Seventh Floor, Market)

Cottagers are asking for the quaint English bedspreads, each printed in two colors—light and dark green, blue and green, green and red. Price \$8 for a 72x90-inch size.

(Sixth Floor, Central)

English quilted comforts are comfortable, light and picturesque, with their flowered centers and borders. \$16 for single sizes; \$22 for double.

## IF A MAN LIKES SOME COLOR, BUT NOT TOO MUCH ON HIS HANKERCHIEF

these kerchiefs at 75c will probably appeal to him. They have white centers with hems in tan, green, blue, violet or rose color, and are very good looking.

Incidentally, they are of firm, good quality Irish flax, of a grade we couldn't buy today, wholesale, for 75c.

And you get the 20 per cent deduction, too!

(West Aisle)

## A GOOD TOILET WATER IS REFRESHING IN SUMMER

and if you choose one of the fragrant Queen Mary Toilet Waters you are sure to enjoy using it.

There is a delicious rose, a jasmine that is very popular, muguet and heliotrope from which to select.

The bottles are of quite generous size, too—and there is a 20 per cent deduction from the price, \$2.50.

(Main Floor, Chestnut)



## Men's Crash Suits in the London Shop

For tropical weather these suits come about as near to the ideal as any suits can.

To the main essentials of a tropical suit, which are lightness and coolness, they add the clean, wholesome hygienic quality peculiar to linen.

As for style and making, just imagine a regular Norfolk sports model, with patch pockets, attached half-belt and bellows-vent at the shoulder, to give the freedom of movement that all men appreciate and that golfers must have.

These suits are as practical for street wear on hot days as they are for the seashore or the links.

The material is a fine crash in either natural or white.

Price, ready to slip on, \$35, with 20 per cent off if a man buys this week.

Separate knickers of same material, \$12.50 a pair.

(The Gallery, Chestnut)

## A Few More Days to Buy Office Furniture at One-Fifth Less

Anything in the office furniture stock can still be bought at a deduction of 20 per cent from standard prices, but the time for taking advantage of this opportunity is running short.

Any man of business who needs some new office equipment and who appreciates a good proposition, need hardly be told what to do.

We are not urging any one to buy, but we want everybody to know that the 20 per cent deduction privilege ends this week.

(Third Floor, Market)

## Calling Attention to Good All-Year-Round Rugs

So much is said of Summer rugs these days that some people are in danger of overlooking the fact that they can get excellent woolen rugs at 20 per cent deduction.

**Seamless Velvet Rugs**  
9x12 ft., \$60

**Seamless Tapestry Brussels Rugs**  
9x12 ft., \$41.50, \$45 and \$48.50

**Body Brussels Rugs**  
9x12 ft., \$86; 8.3x10.6 ft., \$78

(Seventh Floor, Chestnut)



## Riding Habits for Women Young Girls and Children

will all be found in one of the Little Gray Salons in the Fashion Salons.

They are all—big and little—cut with breeches, their coats being either belted or fitted, and prices run from \$18.75 for khaki to \$60 for light-weight woolsens. In between come natural colored and novelty linens, besides linen crashes.

The children's start with 8-year sizes.

The 20 per cent deduction will be made up to July 3d.

(First Floor, Central)

## White Cotton Voile Special at 50c a Yard

Fine enough to be used for blouses and entire dresses and such a nice quality at this price is decidedly scarce.

This being a brand-new shipment, there should be plenty for everybody. It is 38 inches wide and the 20 per cent off the price makes it even more remarkable.

(First Floor, Chestnut)

## INEXPENSIVE WHITE WAISTS

We have literally hundreds of styles of them—linen, lineen, batistes and voiles; tailored, semi-tailored and lingerie, high and low necked; long and short sleeved.

And prices are \$3.50 to \$10.75—less the 20 per cent deduction.

(Third Floor, Central)

## MIDDY BLOUSES

Of white jean with blue lineen collars and trimmings and chevrons on the left sleeves, \$3.85.

Of all-white galatea with narrow white braid, \$3.50.

Of all-white galatea with narrow blue braid on the collars, \$3.50.

All these styles lace in the front, and all are subject to the 20 per cent deduction.

(Third Floor, Central)

## Two Special Lots of Women's White Low Shoes

\$6.50 a pair is the price of each group and 20 per cent comes off this at the time of purchase.

- 1000 pair of white canvas oxfords with covered Louis heels.
- 500 pair of white canvas, plain, seamless pumps with high, covered, Louis heels.

Both very desirable summer styles.

(First Floor, Market)

## About 200 Unusually Good White Skirts for Young Women—\$5.50 Each

Then take 20 per cent off this price and see how moderate the price is for such skirts!

They are skirts of white cotton gabardine and of lustrous white surf satin—the majority, in fact, are of the surf satin.

They are made in many good styles, usually gathered across the front; usually with wide girdles, button trimmed, and with pockets. Some of the gabardine skirts are elaborately embroidered.

Waist measures are from 26 to 30 inches.

(Second Floor, Chestnut)

## Saruks and Kermanshahs—Persia's Finest Weaves—Are Here in Lovely Choice

Except Royal Kashans, no rugs woven anywhere are as fine as Saruks and Kermanshahs.

Each of these types has its characteristic charm, the Saruk being not only rich and harmonious in color but of a texture wonderfully heavy and fine.

The Kermanshahs are marked by a general elegance of tone, softness of effect, and a delicacy of appeal.

The prices of such rugs are still on the upgrade, but we are glad to have a very attractive showing of worthy pieces marked at their fair commercial value and subject to a further deduction of 20 per cent.

Saruk Rugs	Kermanshah Rugs	Small Kermans	Small Saruks
12.4x8.2, \$738	12.6x9.3, \$15.85	13.6x9.6, \$865	3x5 to 4.6x7, \$145 to \$225
11.5x8.9, 675	12.5x9.9, 1675	10.6x7.11, 585	
11x8.3, 925	12x9, 1750	13.5x9.6, 1375	
10.9x6.10, 985		14.8x11.2, 1675	
12.10x9, 1485		13.9x10.1, 1175	
13.1x9.3, 1625		10.1x9, 795	
12.6x9.7, 1595		10.7x7.2, 687	
12.5x9.2, 765			
12.7x8.7, 875			
10x8.4, 975			
11.6x9, 1475			

(Seventh Floor, Chestnut)