

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

# You Can Still Come to Wanamaker's on Monday and Buy Goods at 20 Per Cent Less

## Something Like a Prairie Fire Is Shown by

the other page (see Page 11 of this newspaper), giving news from all over the United States of what is going on.

A long-suffering people hails with satisfaction and supports the beginning of a halt in further advances in prices of food, men's and women's clothing and home furnishings.

This movement, which we have had the privilege of leading from

### A Sense of Patriotic Duty

is spreading a leaven of hope through thousands of stores and workshops and in tens of thousands of homes.

It is entirely differentiated from the usual end-of-the-season sales; where many articles, like dresses and wraps, are always sold at half price.

We are in no hurry to sell off our splendid stocks, which in many parts cannot be replaced this season.

We could have doubled our selling force, but we did not wish to add more people than could be trained to wait upon our customers well.

There are signs in a few quarters of reasonableness, with some of the makers of our qualities of merchandise offering us shoes and other wanted articles at lower prices.

Whatever bargains come to us, the people, who know that they can depend upon our words, shall have the full benefit of them, based upon the basis of actual cost.

We are paying cash every day for more new goods.

[Signed]

*John Wanamaker*

May 15, 1920.

Every added day to this great movement is important. It means that much more toward a national downfall of prices; it means another great day for people of Philadelphia to choose from the world's finest stocks of merchandise, with only 80 cents on the dollar to pay for full 100 per cent value.

It is a great thing and it has spread to the farthest corners of the nation.

**North, East, South and West the message has gone: The Wanamaker Stores in Philadelphia and New York have thrown their whole \$20,000,000 stock (with a few minor exceptions) on the market to break the backbone of high prices.**

Prudent people are taking great advantage of this movement to stock up for future needs.

There never was anything like it before, and there is nothing that can be said as to just how long it will go on.

But it is going on now—it will be going on on Monday—these are the golden days.

### Charming Novelty Gowns for Women

Flowered chiffons and foulards chiefly; exquisite in color and with new lines and great interest generally. Some of the printed chiffons have their designs outlined with jet bugles; one gown is a lovely arrangement of leaf brown net, blue and rose chiffon and creamy lace; another has a wonderful upper part of embroidered silk with a creamy crepe skirt; another is a pure green chiffon over black taffeta.

No two are alike and the prices run from \$77.50 to \$200. And there is 20 per cent off these prices.

(First Floor, Central)

### Two Notable Opportunities in Women's Low Shoes

500 pair of white glazed kidskin and fine white duck pumps and oxfords, in various styles, have just been unboxed. They are marked to sell at \$9 a pair, though similar shoes are a third more elsewhere.

Also, 500 new pair have come in of the beautiful pumps that we are selling specially at \$12, and which are half as much again in most places. Pumps of patent leather, black suede, black calf-skin and white buckskin.

On both groups there is an added reduction of 20 per cent at time of purchase.

(First Floor, Market)

### New Smyrna Rugs at One-third Less

(And 20 Per Cent Off on That)

These are the best quality of Smyrna rugs, beautiful in design and made reversible, for longer service. The following prices are a third less than regular and the additional 20 per cent discount makes them about half price.

9x12 ft., \$74.50  
9x15 ft., \$102.50

12x12 ft., \$110.50  
10.6x15 ft., \$121.50

P. S. We have just received some superb Royal Wilton rugs in Oriental designs. The 9x12 ft. size is \$195, but the 20 per cent reduction saves you \$39 on each rug.

(Seventh Floor, Chestnut)

### Women's Bolivia Coats Just Arrived

A certain model that women liked so much that we ordered more like it.

They are handsome all-wool Bolivias, silk lined throughout. They have belts of the narrow kind and large shawl-shaped collars. In taupe and Copenhagen blue, \$75.

This is the regular price for these coats, but the 20 per cent discount makes a deal of difference in the purchaser's favor.

(First Floor, Central)

### Everybody Wants Foulard Silk So Here's a New Shipment

New Summer designs, too, and they are so pretty! Some are the large all-over printings that are much in fashion, others are smaller set patterns or flowers with a background of dark blue, black, Copenhagen or brown. All are double width.

The price, \$4 a yard, is exactly the same as the identical quality has been marked, but there is now the 20 per cent reduction to make it more attractive.

(First Floor, Chestnut)

### A Fine New Lot of Fitted Suit Cases

Glazed and dull finish black long-grain leather makes these cases, which are moire-silk lined. The fittings are of white or shell-finish celluloid and in some cases are on removable trays.

Prices of the cases are \$41.50 to \$135, all subject to 20 per cent discount.

(Main Floor, Chestnut)

### New English Laces Receive a Warm Welcome

None other than British looms, it seems, can make such exquisite cobwebby laces or such clever imitation of Valenciennes Cluny and filet-Valenciennes.

They are just as fine and dainty as they can be and come in time to trim lingerie frocks and blouses, underwear and camisoles. All are in matching sets of edges and insertions.

Shadow effects, white and cream, from 2 1/4 to 24 inches. 42c to \$3.25 a yard.

Imitation Duchesse lace starts as low as 18c for the prettiest little edging one could wish and all the other prices are as moderate in comparison. Then, too, there is the saving offered by the 20 per cent deduction.

(Main Floor, Central)

### Women's Handkerchiefs Made From Airplane Linen, \$3 a Dozen

This is a kind women will choose for good service, for the linen is of firm, sturdy weave, and the style is that perfectly plain hem-stitched one which is always good.

The hems are narrow and the handkerchiefs well made.

And when the 20 per cent is deducted the price is extremely moderate.

(West Aisle)

### A New Shipment of Men's Irish Handkerchiefs—85c Apiece

The linen is really of beautiful quality, a quality, in fact, which would ordinarily cost more if they'd not been ordered months and months ago.

Perfectly plain hemstitched style with 3/4 and 1/2 inch hems.

And of course they are subject to the 20 per cent discount, which makes them even more remarkable for the price!

(West Aisle)

### Dainty, Hand Made Baby Clothes From the Philippines

Now that the clever Philippine workers have learned how to make American baby clothes they do it surprisingly well—and the little finished garments are not expensive, either, which is of particular interest to American mothers. This is a new shipment, just unboxed.

Short dresses, hand made and hand embroidered, \$3.75 to \$6.

Fine little long white dresses, with tucks and hemstitching and feather stitching for the chief adornments, are \$4.50 to \$10 each.

Hand made drawers, with hand scalloped ruffles, are \$2.25 and are in 2 to 14 year sizes.

Princess petticoats are \$2.50 and are in 1 to 6 year sizes.

And when you take 20 per cent off these prices just think how very reasonable they'll be!

(Third Floor, Chestnut)

### Children's Socks in Good Second Grades

Only slightly imperfect and 20 per cent taken off their already low prices brings them way below first-grade prices.

25c a pair for white cotton socks with pink or blue striped tops.

45c a pair for colored mercerized with fancy tops.

60c a pair for artificial silk plated with white and striped turnover tops.

65c a pair for colored mercerized three-quarter length hose with fancy turnover tops.

85c a pair for white silk socks with turnover tops.

(First Floor, Market)

### Another Lot of New English Bedspreads Unboxed

All as white and dainty and inviting as you please. Aerial dimities they are called, and they are like the fine English satin-finished spreads in design.

In single-bed size at \$7 and \$8 each. In double-bed sizes at \$8, \$10 and \$12 each.

Hundreds of other English spreads recently opened—white-corded dimities at \$7.50, \$8 and \$9 in single-bed sizes; and at \$9.50, \$10 and \$13.50 in double-bed sizes.

This brings the largest and finest shipment of bedspreads brought directly from Manchester in years. All are marked at last season's prices, and these prices are subject to a deduction of 20 per cent.

(Sixth Floor, Central)

### New Colored Glassware

Flower vases, candlesticks, candy jars, handled sandwich trays, compotes, fruit bowls, aquariums, jam jars, bonbon dishes and kindred pieces, all pretty in their various unique tints—celeste blue, royal purple, aquamarine, amber, topaz jade-pink, calcite gold-lined.

Prices from \$1.50 to \$20 a piece, every piece subject to a deduction of 20 per cent.

(Fourth Floor, Chestnut)

### Fascinating New Silks for Lampshades and Kimonos

For Summer draperies, table covers and fancy pillows, too, if you choose, for these silks are in the Upholstery Store and are intended for all these purposes.

Some are plain colors for lining the lampshades and they match the figured silks in color. These are \$2 a yard. The figured silks are \$2.75 and \$3.75 a yard. But a good part of the price comes off in the 20 per cent discount.

(Fifth Floor, Market)

### Inexpensive Tub Dresses

White voiles with small designs in lavender, green, blue or black—very cool and crisp-looking, with buttoned fronts and ruffled necks. Price \$5.50, and there is 20 per cent off this.

(Third Floor, Central)

### Fresh Lingerie Waists

Mostly of voile, with self-tucks, lace or hand-embroidery. Two styles are of dotted swiss. Prices are \$5.50 to \$15—and 20 per cent comes off them at time of purchase.

(Third Floor, Central)

### 300 Silk Petticoats

Some all jersey, some jersey with messaline flounces, in street colors chiefly, a few in all-white. Price \$8. 20 per cent off as usual!

(Third Floor, Central)

### Women's Undermuslins

Hundreds of new nightgowns, corset covers and chemises go on sale Monday morning. They are moderately priced to start with and with 20 per cent off, there won't be nearly enough for the people who want them.

Also in are fine lace-trimmed petticoats to wear under sheer dresses. On these, also, the purchaser saves 20 per cent.

(Third Floor, Central)

### Printed Cotton Voile at 65c a Yard

2000 yards of voile with colored grounds and dainty little patterns. It is 38 inches wide and ten yards are enough for a dress—the cost of material amounting to only \$5.20 in all, with the 20 per cent discount off. This seems like old times.

(First Floor, Chestnut)

### New Favorite Corsets

Madame Lyras in several different models at \$5 to \$15 and Wanamaker Specials at \$2.50 to \$4.

20 per cent off any of these prices.

(Third Floor, Chestnut)