

J. W. C. L. Band at 9; organ at 11, 11:55 and 4:50	<b>WANAMAKER'S</b>	Store Opens at 9	<b>WANAMAKER'S</b>	Store Closes at 5	<b>WANAMAKER'S</b>	<b>WEATHER</b> Fair
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# Tomorrow Will Be Another of the Precious Days With 20 Per Cent Deduction From Prices at Wanamaker's

**We Are Much Gratified With the Results of Our Efforts the Past Two Short Busy Weeks** doing something plainly and positively beneficial to our city and elsewhere by putting cash into the hands of people who took home with their purchases one-fifth of the established actual values of everything in our warehouses.

They carried away or had sent home not only the merchandise of established value at usual and unchanged and untampered-with prices, but they had the dollars saved to count out into fathers' and mothers' hands.

**The Whole Country Seems to Be Waking Up**

to work down some of the cost of living.

All storekeepers appreciate the favor that their customers bestow upon them.

Now that the great hardships of high prices have been borne for so long, it seems only fair that the distributing storekeepers should join together to cut off all unnecessary expenses and cut down prices to no profits or to the smallest margin of profit for a time, and by every possible means to urge producers of goods to take less than the common war profits, when goods were scarcer than they are now.

If only all the men will resume their former tasks and when claiming higher wages offer longer hours to add to production, we will all feel more cheerful.

There are good signs of decisive progress in the past fortnight; and if all the critics would join in an honorable attack against advancing costs the great victory could be won.

[Signed] *John Wanamaker*

May 17, 1920.

**G**OING forward with the proposition that there is bound to be some way to defeat profiteering in the prices of necessities in the United States, the Wanamaker Stores are bringing in new stocks constantly and are continuing their movement to break the backbone of high prices.

**Until Further Notice All the Goods in the Wanamaker Stores in Philadelphia and New York, Comprising Considerably More Than 20 Million Dollars' Worth, Are Offered to the Public With a Deduction of 20 Per Cent From Their Marked Prices, the Only Exceptions Being About \$50,000 Worth of Restricted Goods.**

While this movement goes on—and we reserve the right to stop it at short notice—the people of Philadelphia have an opportunity such as has never been known before, to choose from the world-famous Wanamaker stocks with one-fifth reduction.

It means men's clothing, shoes, furniture, works of art—everything in the Store with the few exceptions noted. The prices marked on the goods are the regular, normal, market prices of the day. The same prices that you will find marked on goods in all stores, and in many cases lower prices than you will find marked elsewhere.

The 20 per cent deduction is taken off the face of the sales slip when you make the purchase. It is the most amazing thing in the history of merchandising and is having a tremendous effect all over the United States.

Many stores are doing it, some of them are large stores and some of them are small stores, but all are urged on by patriotic motives, and every such store is doing a great thing by its customers, for it is permitting them to choose merchandise at lower prices.

But it is only the people of Philadelphia and New York who have the fullest choice of making selections from the famous Wanamaker stocks.

**New Taffeta Frocks for Women**

Quaint styles showing such fashion features as short sleeves, tight bodices, eyelid skirts, lace flouncings, vivid colored pipings. Most of the dresses are black and navy, but a few radium taffetas are in lovely bright, light shades.

Prices are \$62.50 to \$150, and 20 per cent will be taken off these.

(First Floor, Central)

**100 Pretty New Summer Frocks for Young Women—\$17.50 Each**

New as new can be—and just unpacked. Fresh, dainty summer frocks of cool, cotton voiles in attractive figured and flowered effects.

Dark grounds, chiefly, but any number of pretty colorings. Half a dozen attractive new styles from which to choose, too. All were copied from much more expensive dresses. 14 to 20 year sizes.

And the 20 per cent is to be deducted from the price, of course!

(Second Floor, Chestnut)

**New Showing of Ornate Pickard Pottery Ware**

Pottery lovers familiar with the rich ornate quality of this ware, with its sumptuous gold embellishments, will surely welcome the opportunity to select from this new assortment at a deduction of 20 per cent from the regular, standard price of every piece, now ranging from \$4.25 to \$32.50.

Floral and fruit designs in realistic colors are a feature of the decorations, and in conjunction with the gold ornamentation the effect is especially rich.

Bread trays, sandwich trays, pepper and salt shakers, sugar and cream sets, coffee sets, fruit bowls, mayonnaise dishes, candy baskets, nut bowls—all so delightful as gifts for June brides.

(Fourth Floor, Chestnut)

**Magnificent New Lot of Living-Room Suits**

These are superb examples of upholstered furniture, including a choice of luxurious overstuffed suits as well as some in cane with loose cushions.

The variety is most unusual, ranging all the way from \$195 for a three piece suit, consisting of a sofa and two arm chairs in cane with velour upholstery, all the way up to \$3335 for a palatial overstuffed suit in very fine mohair plush.

The choice in between embraces many attractive suits, including several in wool tapestry.

And these prices are all subject to 20 per cent deduction at time of purchase.

(Fifth Floor)

**A Beautiful Scarf Is Always in Fashion**

It can be worn for years and is usually the making of the gown it is worn with. For all of which reasons it is an excellent investment.

For sheer beauty of coloring, the English Liberty scarfs have few equals. These start as low as \$5.

French spangled scarfs give brilliancy and life to any evening gown. They are very, very lovely.

Real lace scarfs can be worn not only in the evenings but with Summer frocks as well—the finest Brussels lace, carrick-ma-cross and so on up to the most exquisite black Chantilly lace scarf at \$225.

It is such scarfs as these that the 20 per cent discount means the most to.

(Main Floor, Central)

**Newly in—Fine Serge and Poiret Twill**

Nothing is more wanted for suits, skirts, capes and tailored dresses than these two fabrics. Consequently we are uncommonly glad to have both at special prices—the Poiret twill at \$6 and \$6.50 and the serge at \$4.25 a yard. The \$6 Poiret twill and \$4.25 serge may be had in black and navy; the \$6.50 Poiret in navy only. The width of any one is 54 inches.

And there is 20 per cent off even these special prices.

(First Floor, Chestnut)

**A Fresh Pile of Fine Japanese Rush Rugs**

These handsome, sturdy rugs are splendid for porches. They are very pleasing in design, too, with their plain centers and colored borders.

The price of the 9x12 ft. size is \$32.50, and 20 per cent is taken from this at the time of purchase.

(Seventh Floor, Central)

**Men's Fine High Shoes of Especial Interest**

At \$15 a pair are cordovan lace shoes with shapely toes and altogether good style.

At \$16.50 are two brogue style shoes, with long wing tips and much perforation. One is of cordovan and is on a graceful English last, the other is of tan grain leather, with squarish toe.

These prices are about what such shoes bring at the factory today. With the 20 per cent deduction, men will do well to buy them for next fall, as well as for cool and rainy days to come.

(Main Floor, Market)

**Women's Large Undermuslins**

High necked cambric nightgowns with embroidery and tucks, \$2 to \$3.85.

Low necked nainsook nightgowns with lace at \$4.75 to \$7.50.

Pink crepe de chine nightgowns, plain and trimmed, \$16 to \$25.

Cambric petticoats at \$2.50 to \$3.85.

Corset covers at 75c and 85c.

20 per cent, you remember, off all these prices.

(Third Floor, Central)

**Irish Embroidered Linen Scarfs First Lot in Some Time**

New goods are "welcome as the flowers of May." Hemstitched scarfs of pure Irish linen, embroidered in a choice of three different styles, with three sizes in each style.

An unusual collection marked at moderate prices, having been purchased on the spot. Better still, these prices are subject to the prevailing deduction of 20 per cent.

18x36 inches, \$2.75 to \$3.75.

18x45 inches, \$3.25 to \$4.50.

18x54 inches, \$3.75 to \$5.50.

(First Floor, Chestnut)

**Fine Camel's Hair Blankets New From England**

Believed to be the finest camel's-hair blankets in the world. Bought on the spot and imported direct from the mill in England.

Shown in the Wanamaker Stores only in the United States. Made in the natural camel's-hair color and conventionally bordered in a dark brown.

Silk binding on all four sides.

One kind of camel's-hair warp and weft, size 60x80 inches, marked \$45 each.

Another kind made with a cotton warp, in size 70x90 inches, at \$50 each.

All subject to the deduction of 20 per cent from the regular quoted prices.

(Sixth Floor, Central)

**Men's Umbrellas—A New Lot to Sell for \$6 Each**

Their covers are of sturdy union taffeta, which is part silk and part cotton. The frames are eight rib, strong and serviceable. Handles of wood, hook style, finish them.

Altogether they're good value for \$6—and when you remember that 20 per cent more comes off the price, they'll be most reasonable indeed.

(Main Floor, Market)

**150 White Wash Skirts Specials, \$6.50 to \$9.75**

Some of the prettiest styles we have seen this Spring, and there are as many as eight altogether. In nearly every case the price is exactly what the same grade of skirt cost last Summer. In no instance could we duplicate these skirts today to sell for this.

There are fine gairdines, mostly suede finished, tricotines and, at \$9.50, a certain very pretty raminie linen skirt, not only in white, but in Copenhagen blue as well.

The 20 per cent discount applies in the case of these skirts also and brings the prices down still lower.

(First Floor, Central)

**Women's Glove Silk Underwear "Seconds"**

Mills are hard pushed to fill regular orders now and seldom take time to collect second-grade goods. But this maker, as a special favor, got these splendid lots together for us. Twenty per cent off the following low prices makes them very low indeed.

\$3.50 for low neck and bodice top vests in pink, plain and fancy, or pink bloomers.

\$5 for a better grade of pink bloomers, plain and fancy.

\$6 for heavier bloomers in pink or black, "tango" bloomers in navy, taupe and smoke, and union suits in pink.

(First Floor, Market)

**This Is the Chance to Get Fine French Veilings**

Many women realize it and are taking advantage of the opportunity.

Fortunately we have received some good-sized importations lately—the newest arrangement of dots, scrolls and the finer French novelties in "made" veils.

They are all most reasonably priced, 85c a yard up to the exclusive bordered single veils at \$10. And, of course, this means much less when the 20 per cent comes off.

(Main Floor, Central)

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

Made from that sturdy, firm airplane linen, these handkerchiefs are certain to give you good service.

They are of that generous size which men like so well and so often ask us for, and they are all in the plain hemstitched style which is so practical.

\$9 the dozen and, of course, 20 per cent comes off this sum.

(West Aisle)

**New Waists Coming Steadily**

Hundreds are put in stock every day—voiles made up in semi-tailored and lingerie styles, with V and square necks, three-quarter and long sleeves. Prices are \$5.50 to \$15.75, and 20 per cent will be taken off.

(Third Floor, Central)

**Satin Petticoats**

Pink and white, with double panels in front and back; one style lace-trimmed without panel. \$7.50.

(Third Floor, Central)

**Hundreds of New White Aprons**

have come in—lace trimmed, embroidery trimmed and plain. Prices 65c to \$6.75, minus the 20 per cent reduction.

(Third Floor, Central)

**The Most Popular of Our Silk Handbags**

are the two styles at \$4.50 and \$5. Both have metal frames and are made of excellent quality silk in one-piece style, the \$5 bag having an inner frame.

They are mostly navy blue, though some are black.

At 20 per cent reduction they are going out with a rush, but we have just got a new lot in.

(Main Floor, Chestnut)