

Organ plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Showers

It Is Only at Wanamaker's That You Can Choose From Every Class of Dry Goods at One-Fifth Off

THERE are plenty of stores, large and small, that can offer you a page full of gilded bargains at prices below regular for one or two days or more.

But this is the fourteenth day that the Wanamaker Store has offered its whole great stocks, with a few minor exceptions, at 20 per cent less than the regular, standard, market prices.

Come in today or tomorrow or any day this week and choose clothing, choose house furnishings, choose jewelry, choose furniture, choose silks and velvets and dress goods, choose laces and lingerie, books and curios—choose real antiques that all time cannot produce again, choose anything you like—except about \$50,000 worth of reserved merchandise out of twenty millions—and 20 per cent will be taken off the sales slip at the time of purchase.

There never was such an opportunity, there may never be such an opportunity again, and whether such a thing can occur again it is impossible for us to say.

But these are the golden days, they are wonderful days for the people of Philadelphia to get whatever they want and to stock up with them.

We hope that prices are going down; we would never have entered into this movement if we hadn't intended to compel them to come down. It is certain that some prices will come down, with others it is not so certain.

But it is certain that you can buy everything you want at Wanamaker's today with the prices down 20 per cent and people by thousands and increasing thousands are taking advantage of the opportunity.

The Exceptionally Notable Movement of Dry Goods and House Furnishings

has proved itself in three distinct ways in the two wonderful weeks it has been in progress.

First—It has been a boon to the city and the country adjacent thereto.

Second—Several hundreds of letters, telegrams and copies of advertising pages have been sent to inform us of similar undertakings of brother storekeepers.

Third—The storekeepers selling down their stocks at a flat discount have joined with us as cash purchasers at the mills and commission houses, and paid cash, for lower prices, aiding, in a measure, to ease the money market.

Our customers get the advantage, when we are able to make lower prices, as we turn over the goods, and at a price based on exactly what we pay, to which we add our customary profit, and then when sold take off the one-fifth.

It is time now for business people to unite in impressing upon makers of merchandise that a long-patient public must have its turn in some evident concessions in the prices of all classes of goods, as well as the usual fashion reductions at this season of the year.

[Signed] *John Wanamaker*

May 18, 1920.

Cool Summer Dresses for Women

Ginghams, printed voiles, organdies, dotted swisses and linens, in gay and delicate colors. They are possessed of fashion features like self-sashes, interesting pockets, organdie collars, lace-trimmed vests, and other interesting things.

A few imported dresses are among the linens. Prices are \$13.75 to \$65—and 20 per cent more will be taken off them.

(First Floor, Central)

Georgette Waists for Women

New styles are coming into the Waist Store constantly—in white, pink and delicate shades; beaded, embroidered and lace trimmed; with round, square and V-shaped necks, and sleeves long and three-quarters.

Prices are \$8.75 to \$87.50—minus 20 per cent off.

(Third Floor, Central)

Lovers of Jade and Rock Crystal

may like to be reminded that even the precious objects made of these materials in the Oriental Store are subject to the 20 per cent deduction from their advertised prices.

Prices run from \$7.50 for an amber pendant to \$35.00 for a crystal gazing ball—and in between these come pieces of jade, lapis lazuli and rock crystal, besides personal jewelry of carnelian, amethyst crystals, jade and coral.

(Fourth Floor, Chestnut)

From Paris—New and Lovely Dress Trimmings for Summer Gowns

They are all in white, and are the last French fashions in trimmings for Summer gowns.

There are lovely flouncings, all of white net, with intricate and attractive designs worked out in white ratine, in tiny white beads and white bugles.

And to go with them there are net bands, in different widths; also net bands that are in effective designs and may be separated and used in any way you like.

The bands are \$3.50 to \$15 a yard. The flouncings are \$12 to \$16 a yard.

And, of course, there is the 20 per cent saving on these, too.

(Main Floor, Central)

Plenty of Undermuslins

Quantities of nightgowns and chemises of nainsook and cotton crepe nightgowns have come in—the nightgowns being \$2 to \$5, and the chemises \$1.85 to \$3.

New pink crepe de chine nightgowns are here also with lace trimming, \$6.50.

And 20 per cent more will be taken off every garment.

(Third Floor, Central)

4000 Women's Union Suits Special at 85c

Lightweight ribbed cotton combination suits with low necks, bodice tops and tight or shell trimmed knees. All first quality goods that ordinarily sell for more.

This price of 85c is for regular and extra sizes, 36 to 44. And there is a 20 per cent deduction from that.

(West Aisle)

For Spring and Summer Days—New Pongee and Linen Sports Suits for Young Women

Sunny skies and warmer days are just right for these attractive suits!

The pongee suits are of good quality pongee in the natural color. They are smart of cut, well tailored, and in attractive sports models. \$37.50 and \$45.

Linen suits in a pretty rose color, a soft pink or white, are also in sports style, and are \$28.50.

All are in 14 to 20 year sizes.

With the 20 per cent taken off the prices are unusually interesting—and girls planning Summer wardrobes will be wise to take advantage of the opportunities afforded.

(Second Floor, Chestnut)

A Small Group of Handsome Evora Coats for Young Women—\$85

are in charming brown and tan shades, as well as a soft, rich blue that is most becoming to many types.

The coats are in several distinctive styles, are wraps that will be useful for wear now or later on in the Summer to slip over thin frocks at the shore or in the mountains, and are all richly lined and beautifully finished.

14 to 20 year sizes.

By the time you've deducted the 20 per cent the price is remarkably small for such quality coats!

(Second Floor, Chestnut)

New Satins and Taffetas in Navy Blue and Black

And if you hunted far and wide you couldn't find more fashionable silks or more popular colors than these.

Both satins and taffetas are fine beautiful quality and 40 inches wide. The satins may be had in either black or blue, the taffetas in black only.

They are marked at the usual prices for such good silks, \$4.50 and \$5.50 a yard. They are excellent investments at these prices. But the 20 per cent discount means something even better, for there is a wonderful saving in the price of a dress pattern.

(First Floor, Chestnut)

Camel's Hair Polo Coating Special, \$6 a Yard

There is a clear saving of \$2.50 a yard over the price of the former shipments of this coating, and it is exactly the same fine quality, fifty-four inches wide.

In the natural color only and the right weight for the fashionable polo sports coat.

Notwithstanding this special price the 20 per cent comes off just the same.

(First Floor, Chestnut)

Women's Inexpensive Tub Dresses

All of voile and all with low necks.

At \$7.50 and \$12 they come in solid colors—blue, rose, pink and white—and the \$12 styles are frilly where the others are plain. At \$10 they are white with colored dots—pink, black, lavender and blue.

20 per cent, please note, will be taken off each price at the time of purchase.

(Third Floor, Central)

New Corsets and Brassieres

New shipments have come into the Corset Salons—of L. R. and American Lady corsets, and of Lillian and Fairy brassieres. Every one of these items is subject to the 20 per cent discount.

(Third Floor, Chestnut)

Men's Suit Stocks Replenished All the Way Through

In the long record of the Wanamaker Men's Clothing service this is the first time that our whole stock of clothing has been offered at a 20 per cent deduction at the opening of the summer season.

Apart from the extraordinary volume of business which has resulted we are proud of the response which the offer has elicited, because it is the measure of men's confidence in our clothing and in our business standards and, as such, it is something unique, something which no store has ever hitherto experienced.

We are keeping the suit stocks well replenished and today there is an ample choice at \$45 to \$80, minus 20 per cent in every instance.

(Third Floor, Market)

Shark's Leather Makes Fine Wallets and Purses—

and handbags, cigarette cases, match cases, dressing cases and many other of the smaller leather articles.

It is soft and flexible, with a rough grain, and tans a rich dark brown.

We have an interesting collection of these things, many of them 14 kt. gold-trimmed, ranging in price from \$5 for a match case with gold corners, to \$17.50 for a man's handsome dressing case with black fittings.

A 20 per cent reduction on all of these goods.

(Main Floor, Chestnut)

For Men Who Are Fastidious About Their Handkerchiefs

and quite particular about the linen, we recommend these fine Irish handkerchiefs at \$15 a dozen. The linen is of beautiful quality, the weave firm and fine and snowy, and the handkerchiefs are most carefully made, with one-quarter or one-half inch hems.

When the 20 per cent is deducted the saving is quite notable.

(West Aisle)

200 Plaid and Striped Skirts, Beautiful Colors, \$18.75

No need to tell women that they are "specials," for they are the finest all-wool prunella cloths, velours and Poiret twills, light enough in weight to be worn all Summer.

Every one is pleased in some form or other and the colors run to the popular tans and blues, tans and browns, different shades of blue and black-and-white combinations. We had our choice of these skirts and that is the reason they are all so pretty. There are plenty of sizes altogether.

Many are less than today's wholesale cost and some would be almost double this price regularly. Nevertheless there is a discount of 20 per cent on each one.

(East Aisle)

Women's Fine Pumps

Patent leather, dull black leather and tan Russia leather pumps, with turned soles and 2-inch Louis heels, \$12.50 in the Exclusive Little Boot Shop.

20 per cent, you remember, is to be taken off the \$12.50.

(First Floor, Market)

Crisp, Pretty New Cotton Frocks for Very Little Girls

And you've no idea what pretty frocks they are, till you see them! There are transparent organdies, sheer and dainty, and in lovely rose pink, a pale blue and corn color. They are all made with square necks and high waists, and there are narrow ruffles edging the neck, on the sleeves and on the skirts. \$6.50.

Dotted voile dresses or little affairs of rose color with white dots, or blue with white dots, and made with collar and cuffs of snowy organdie, edged with narrow frills. \$5.

Both styles are in 2 to 6 year sizes.

Mothers will surely appreciate the 20 per cent reduction on these.

(Third Floor, Chestnut)

Furniture With the Charm of Long Ago and Something More

Something akin to the feeling of delight one feels in wandering through a gallery of art and ancient things seems to take possession of many visitors to the Fifth Floor furniture exhibition.

This is especially true as regards the series of communicating apartments, in each of which we show, in informal setting, a group of very fine and uncommon specimens of the cabinet-maker's art.

Most of these are old masterworks in replica or in beautiful adaptation; and they seem to lend an air of old-time grandeur and distinction to their surroundings.

Many a collector and lover of unusual, individual things has longed for just such pieces of furniture as one sees here.

But they are not all curios.

In the main they are just pieces and sets of furniture of the finest individual and distinctive quality that one can desire, who needs furniture for actual use. On the other hand a number of replicas of famous old originals are valuable solely because of their irresistible charm of fidelity. Among the delightful things are some reproductions of typical Chippendale chairs at \$97, \$126 and \$127.

One of the rarest authentic reproductions in the country is a glorious settee with mahogany frame in carvings rich, but tasteful, a typical Georgian product, the original of which, bearing the signature of Robert Adam, is in the Seane Museum, London.

It is rather surprising to see a piece of this kind priced so low as \$400.

Conspicuous in one of the groupings is a set of five side and one arm chair, high-backed impressive looking pieces of the Queen Anne type. Some with damask, some with tapestry seats. \$125 to \$145 each.

It is almost a pity to describe any of these things, because there are so many others of equal charm that must be left out; but it will surely be a delight to anyone looking for things of rarity and charm to walk from one group to another.

It seems such a novel thing to offer free choice of any one of these grand-motherly old tester beds, massive library tables, and other distinguished looking pieces in the entire collection at 20 per cent below the old regular prices.

(Fifth Floor, Chestnut)

A Bale of Treasures in the Form of Persian Rugs

True and unquestionable antiques, irresistible to the rug connoisseur in the mellowed glory and incomparable softness of their colors.

Such colors—subtle, elusive, delightful, undying.

This surely is a collection of pure gems—Sennas such as rug lovers become enraptured over; Royal Kashans worthy of the regal name; charming old Fereghan pieces and Saruks of marvelous quality and loveliness.

In age they go anywhere from probably 50 to 100 years.

Sizes about 4.6x8 ft. Prices at \$750 to \$1000, and subject to a deduction of 20 per cent from these figures.

(Seventh Floor, Chestnut)

France Has Just Sent Fine Tapestries and Damasks

An interesting bit of news to everybody who has anything from a single chair up to a whole suite of furniture to be re-upholstered. They could scarcely find a handsomer fabric than either one of these.

We chose the colors and designs and they were woven to our order. The tapestry is in verdure effects, \$5.75, \$6.75, \$7.50, \$8.50 and \$10 a yard.

The damask, which is silk and cotton, is in panels, contrasting stripes of soft neutral colors and watered designs, \$8.75, \$12.75 and \$15 a yard.

These are the regular prices, they are much less than the domestic goods cost and then there is the 20 per cent discount.

(Fifth Floor, Market)

Seamless Velvet Rugs Reduced

We have taken a lot of good looking, serviceable velvet rugs, in the most desirable size, 9x12 ft., and lowered their price to \$60 each.

This is considerably less than they have been selling for and when you take another 20 per cent from this lowered price you have an uncommonly good buy.

(Seventh Floor, Chestnut)

Talcum Powder Time—What Scent Do You Like Best?

All the fragrant, pleasant scents that everybody likes are here—the spicy l'Empire, Corylopsis, carnation pink, trailing arbutus, heliotrope, rose, violet or Ayame. As for the talcum powder itself, that is of the purest quality, is soft and fine and fluffy, and absolutely free from grit. We're sure of that because these are all Queen Mary talcums, and made right in our own laboratories. 18c, 35c and 60c a package.

Rose Speciale talcum, 65c.

Double violet talcum, 25c and 50c.

Princess May Bouquet talcum, 50c.

La Fere talcum, 50c.

Yes, the 20 per cent reduction applies to these!

(Main Floor, Chestnut)