

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
Unsettled

It Is Only at Wanamaker's in Philadelphia That You Get a Horizontal Deduction of 20 Per Cent on All Sorts of Goods

FOLLOWING the example set by the Founder of this business in his historic announcement of May 3d, great stores in nearly all the cities in the United States outside of Philadelphia have announced a 20 per cent deduction from their regular prices in an endeavor to break the backbone of the high cost of living.

But in Philadelphia—it is only at Wanamaker's

There are reductions and specials innumerable cited in advertisements, and some specialty shops have brought down their whole stocks.

It is only at Wanamaker's that you can choose from the whole great collection of all classes of dry goods, from the least thing to the greatest, all subject to one-fifth off at the time of purchase, with the inconsiderable exception of about \$50,000 worth of restricted goods.

The prices marked on staple goods at Wanamaker's are the regular market prices of today—just such prices as are marked on staple merchandise in all stores that carry things as good.

And at Wanamaker's these prices are subject to a deduction of 20 per cent at the time of purchase.

Where else is there such opportunity? Where else is there such an endeavor to render genuine service to the people?

We are still in the market for a million dollars' worth of goods each week for cash

Manufacturers and wholesalers are invited to observe this offer which will enable them to secure a quick turnover for any goods that they have at the time we are selling.

The Great New York World Newspaper

speaks favorably of "the momentum the movement acquires as it progresses" . . . "initiated in New York and Philadelphia, . . . something unknown in the experience of the oldest storekeeper," in an editorial in yesterday morning's paper.

This recalls to the writer a well-remembered June interview, in the early Spring of 1883, when at luncheon with Joseph Pulitzer, at Mr. Anthony J. Drexel's table, Mr. George W. Childs being present, the four men at the table heard Joseph Pulitzer, then in the prime of his youthful good health, on his way to New York to begin his life there and to reorganize the "New York World," say what he printed afterward at the top of the editorial page, giving his intention of the way he would pilot the great newspaper his son now owns.

It was to be

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare."

Mr. Joseph Pulitzer seems to be living his life over again, in standing by the effort to stop the further increase of prices and, without injuring labor, to increase its products by improved machinery, and for larger wages required by longer hours. Many of us have always known that even ten hours a day was too short for the work that had to be done.

The misconception of a patriotic movement, now country wide, as an effort to cut prices seems ridiculous and without the least foundation, as the originator of this idea for sixty years has held to fair prices, and helped to make market levels of prices in two cities, by introducing for the first time into the business of the nation the return of money for any article brought back, if it were not wanted—not for exchange, but to have the money returned. Only an idiot would make prices by which goods were sold that could be brought back the next day and take the money out of the till.

These large businesses were built up on the basis stated above, and we did it until the storekeepers united to break down this privilege and certain other privileges in the war time, on the ground that they required more people to attend to the business at a time when every man that could be spared was wanted for the Government work and in the Army and Navy.

This Movement in Goods Was Not Known

as a positive fact to a single individual, except the writer, until late Saturday night of May 1, and set in motion by the newspaper advertising on Monday, May 3, in the two stores, New York and Philadelphia. Not ten persons knew of the movement until they read it definitely in the newspapers, as it required no preparation, but simply to clip off one-fifth of the prices that the goods had been sold at all the season.

It is fair to say that there were nine of our people, all in our employ within our two stores, who had debated a movement without any plan during the five days previous to the time it was launched.

There are splendid evidences in sight that the people who have money to pay for goods have come to the conclusion that they will not patronize the distributors of goods who agree to raise regular and fair prices by allowing their buyers to place orders for future deliveries at any advances of the present cost of goods.

And, on the contrary, the public mind has been educated to do with less goods and cut down the business of the country, and perhaps the employments thereof, unless there shall begin immediately the unlocking of hoarded goods and making a scale of prices for the coming season at some slight reductions, as much as possible, which shall be borne jointly by the maker of the goods and the storekeeper, who has the expenses of selling them and the cost of advertising them and gathering the customers.

This Kind of a Readjustment Is Due to the People

who have borne the burdens of the war. It will come the sooner by all the people uniting to bring it about.

The getting down to a better basis, though it be but a beginning, and must work out gradually as conditions can be adjusted, will bring a new spirit into the world, allaying the unrest, fear and distrust that otherwise, after an experience of four years, has become a confirmed habit.

What if the world should find a certain degree of Bolshevism among the powerfully rich and great business people, as well as among the classes that have come from foreign lands, and the poor and ignorant, who have been prejudiced to misunderstand the Government of the American people?

(Signed) John Wanamaker
May 20, 1920.

Women's Hand-Made Dresses of English Print

may be seen in the Fashion Salons tomorrow—quaint and picturesque cottons which you will see nowhere else in town. There are only a few and prices are \$60 and \$65, and 20 per cent comes off.
(First Floor, Central)

Six New Models in Jersey Sports Suits for Young Women—\$35 to \$55

They come in the prettiest colors for Spring and Summer—just such colors as young women will like to wear at the shore or in town, or in the country. There are many soft, pretty brown shades, the new sponge color, soft, becoming blues and the deeper, navy color and creamy tans.

Six new models, but all youthful and becoming. They are pleated and belted and pocketed in all the fashionable ways, are most carefully cut and well tailored.

14 to 20 year sizes.
Do not forget that 20 per cent is to be deducted from the prices.
(Second Floor, Chestnut)

Parisienne Corsets for June Brides

Three new and extremely attractive models: One of figured white silk batiste, topless, with elastic inserts and bones which are few and short. It is adapted for slender and small figures. Price \$28.

Another is of pink silk batiste, with girldle top, free hips and short bones. This is also \$28.

A third is of pink silk diagonal, and it has the novelty of a garter in the middle of the back. This is reinforced heavily and costs \$39.

Any one of the three will be much liked by June brides, and, of course, there is 20 per cent to come off the prices.
(Third Floor, Chestnut)

New Silk Moire Ribbons for Hair Bows and Sashes

Also they are the right width for trimming hats, being 3/4 inches wide.

In many colors, light and dark and the ones that everybody is asking for, 90c a yard. Then there is the 20 per cent discount to be deducted.
(Main Floor, Central)

Silk Petticoats

200 plain and changeable taffetas are just in—navy, brown and black among the plain and other colors among the changeable. They are good for \$5.50 and better for \$5.50 with the 20 per cent discount taken off.
(Third Floor, Central)

Concerning New White Waists

Batiste with heading and very close tucks; tailored collar, \$10.75.

Batiste with very fine tucking and narrow close insertion, \$12.

Dotted and striped swiss, made up with tiny Valenciennes edging, \$12.

Hand-drawn voiles, perfectly simple and dainty, \$15.75.
(Third Floor, Central)

New Undermuslins

Lots of dainty pink silk chemises have come into the Undermuslin Store—usually crepes de chine, and they are priced all the way from \$3.85 to \$20.

Corset covers of nainsook with lace are \$1 and upward.

Petticoats for travelers are of cotton crepe and need no ironing, \$1.50 and \$2.50.

Nightgowns of Japanese cotton crepe with hand embroidery are \$5.
(Third Floor, Chestnut)

In Certain Furniture the 20 Per Cent Deduction Becomes Extraordinary

Home furnishers eager for things of a distinctive individual and out-of-the-ordinary kind are having a very interesting time among the Fifth Floor displays.

Here they are finding any amount of what is generally called living-room furniture, the kind that is modeled in good taste, trustworthily constructed and admirable for home service.

In this category are included all the luxurious overstuffed sets and pieces in tapestry and velour as well as cane paneled with unattached cushions.

In itself this division constitutes a probably unprecedented assemblage of home-enriching furniture to be offered at a 20 per cent deduction from normal prices, no piece or suit excepted. But then there is the fascinating diversity of sets and single pieces of marked and really charming individuality, many of them faithful replicas of rare and prized old originals, and among these the deduction of 20 per cent is remarkable.

Chairs in which the work of the great old court designers lives again; cabinets, cupboards and chests, redolent of old times; library tables, massive and of marvelous quality; sets of dining-room chairs of stately character and hinting of Italian inspiration; mahogany four-post beds that call up memories of the days of rumbling stage coaches, cutaway coats and quaint bonnets—such things are always delightful because they are rich in associations; moreover, they carry with them an atmosphere that is pleasant and uncommon; and surely they have the distinctive, individual quality that is so refreshing in things or in people.

And the 20 per cent deduction applies to all of them.
(Fifth Floor, Chestnut)

Cabestan, Daghestan and Shirvan Rugs—A Fine New Shipment

Not for a long time have we had such an attractive shipment of Eastern rugs in sizes 3 1/2 to 4 ft. x 4 to 6 ft. as this beautiful new collection.

The variety includes antique as well as modern pieces and all are in the natural state.

The color contrasts are delightfully typical of rugs of this character; blues, reds, tans and ecrus are used with agreeable and sometimes quite lively effect, and here and there one notices a touch of sacred green.

The patterns are chiefly conventional and symbolic figures. It is doubtful if there is such another collection of these particular weaves in the country at the prices—\$50, \$75 and up to \$275—and yet these prices are subject to the 20 per cent deduction.
(Seventh Floor, Central)

Lighting Fixtures

are of great interest at this moment to people redecorating their homes as well as to people building new ones.

We have a wide range of styles, from side-brackets at \$12.00 to silver-finished electroluxes at \$37.50, and they are all ready for immediate delivery. Two great favorites in the collection are three-light fixtures at \$12.50 and four-light at \$17.50.

Also here are the scarce umbrella lamp for summer cottages; their covers are of cretonne and there are a dozen different designs, \$7.50.

Japanese silk glass shades, much in favor for porches, \$3.50. 20 per cent will be taken off any of these goods.
(Fourth Floor, Central)

Women's Sheer Handkerchiefs \$6 a Dozen

Just a little different because they have spoke-tipped hems—a style liked by many women.

The hems are narrow, the linen is sheer and snowy and Irish, and the handkerchiefs are good quality for the price—50c each or \$6 a dozen.

And, of course, the 20 per cent is to be deducted.
(West Aisle)

Delicious Chocolates at \$1.25 a Pound

Rich, sweet chocolate on the outside, and most delectable fillings within—creams, nuts, jellies and fruits.

They are fresh each day and we know they are perfectly pure and of the finest ingredients—for we make them ourselves, in our own spotless, light, airy kitchens.

Take home a box of them tomorrow and get them for 20 per cent less.
(Down Stairs Store, Chestnut)

1000 Men's New Tuscan Brown Straw Hats From London

These are among the most popular straw hats of the sea-on—and about the scarcest. We were fortunate to get this fine, fresh lot to sell at \$7 each.

Good selection of other straw hats, too, and a discount of 20 per cent on any hat in the stocks.
(Main Floor, Market)

Regarding Men and Their Suits

The great thing for a man to keep before his mind is the fact that he now has the privilege of choosing any suit in the Wanamaker stocks and of paying 20 per cent less than the regular Wanamaker price for it.

Coming from a clothing store which has never been satisfied with anything less than the highest standard quality, this offer is without a precedent or a parallel. The time to take advantage of it is now.

All our men's suits, now marked at our regular prices, \$45 to \$80, are subject to a deduction of 20 per cent.
(Third Floor, Market)

Men's Colored Silk Handkerchiefs, 50c Apiece

Men who like colored handkerchiefs and know good qualities when they see them will surely appreciate these!

They are of firm, lustrous silks, in two shades of green, two shades of purple, brown, brick, blue and black.

All in solid colors, with narrow, hemstitched hems.
(West Aisle)

Men's Athletic Union Suits at Special Prices

We bought these suits to advantage from one of the best-known makers in the country. Every one is subject to 20 per cent reduction at the time of purchase.

\$2 each for 180 suits of self-striped madras.
\$2.50 each for 450 suits of white high-eye madras and fancy white madras.

\$3 each for 825 suits of white and pink longcloth, blue, white and light gold fancy madras, with self-stripes; lavender madras with white satin stripes and fancy woven madras in open-mesh design.

\$4 each for 72 suits with white silk tops, open mesh belts and cotton trunks.
All sleeveless and knee length.
(Main Floor, Market)

Golfers, Tennis Players and Automobile Owners

are taking full advantage of the 20 per cent discount on all sporting goods and automobile supplies.

This is their opportunity to get fine golf clubs, balls and other equipment; tennis racquets, nets and the like; automobile tires and tubes and other accessories at 80c on the dollar.

The same applies to the bicycles, baseball outfit, fishing tackle and everything in the Sporting Goods Store.
(Golfers, Chestnut and Juniper)

Wanamaker's Suits for Boys

Their quality is pretty well known. It is known to be quality of the finest kind to be found in boys' ready-to-wear suits. It is such because of our own wish and our own will to sell no suits for boys except the best that any store can offer. They are here in Norfolk styles, in a good choice of fancy mixed fabrics and blue serges and in every point and essential they are models of excellence.

Sizes for boys of 8 to 18 years, regularly priced at \$20 to \$40, and subject to a deduction of 20 per cent.
(Second Floor, Central)

1500 Pair Women's Fine Pumps Special at \$9.75 a Pair

Plain, seamless pumps of black calfskin, with turn soles and baby Louis leather heels. Just the kind of shoes women want for summer.

With the 20 per cent deduction these pumps cost only a little more than half here of what they would at most places.
(First Floor, Market)