

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

# There Are More People Talking About This Wanamaker 20 Per Cent Deduction Movement Than About Any Other Subject in America Today

## The Significant Action of the National Association of Manufacturers

at its annual meeting at the Waldorf-Astoria, New York, representing 5400 manufacturers, employing 6,000,000 people, is one of the outstanding developments in the nation-wide movement to lower the cost of living and put the country on a peace-time footing. The resolution that they adopted is as follows:

*"Whereas, The cost of living has steadily advanced during the past year, be it  
"Resolved, That we are in hearty accord with all sensible efforts to reduce prices of commodities, and to that end we urge our members to co-operate in all reasonable efforts to bring about that result."*

Each day sheds new light and brings new encouragement to go forward.

It is our belief that there are many thousands of storekeepers who will stand together firmly against any further encroachments upon the purses of their patrons by the raising of prices.

We have reached the apex and we cannot even stand upon it.

We must find our way out through a downward door.

Labor must find the way to put through a larger production of articles of every kind or we must put an embargo on American manufactures leaving the country in order to stop the cry of scarcity.

We can bring on good times speedily if we work together for it.

[Signed] *John Wanamaker*

May 21, 1920.

It is the one big thing in the news. It has crowded the Presidential campaigns almost completely off the first pages of the great newspapers in New York, Chicago and Washington, and is even being respectfully mentioned by some of the newspapers of Philadelphia. It has shaken the whole structure of exorbitant prices throughout the United States. It has brought a greater advantage in the way of savings to Philadelphia than anything else in many, many years.

*It is only at Wanamaker's that there is a genuine deduction affecting all kinds of goods*

### Lovely Flower-Wreathed Hats A Special Lot at \$10 to \$20

Broad shady brims and comfortable crowns of fashionable height are two of their characteristics, and the hats themselves are of those popular coarse weave straws. The colors are enchanting—jade green and coral pinks, cornflower blue and nasturtium shades, black and brown and rose color—you'll find them all in the group. Some are wreathed with field flowers, gay and colorful. Some have a cluster of posies and fluttering ribbon ends; some are massed with flowers of the same sort, all the way round the crowns. Yes, the 20 per cent discount rule applies to these! (Second Floor, Chestnut)

### Just Think—Every Suit and Piece of Wanamaker Furniture at a 20 Per Cent Deduction

All the incoming new furniture is covered by the 20 per cent deduction, just like the goods already on the floors. The incoming is continuous and, if we do say it ourselves, it needs to be so to keep up with the outgoing. The new shipments are made up of goods of all varieties—upholstered sets of many attractive kinds from \$195 up to several hundred dollars and some up to \$335. New dining-room suits of several grades at prices going from \$450 upward. Bedroom suits, handsome, practical and excellently made are likewise coming in all the time, the latest arrivals being priced at \$830. And in wicker furniture the race is a close one between the pieces being sent off the floors and the fresh ones coming to replace them. Every suit and piece in the stock, without a single exception, is embraced in the deduction of 20 per cent. It is believed there has never been such an opportunity. (Fifth and Sixth Floors)

### 1000 New English Straw Hats for Men

Just in time for tomorrow's big demand we received this fresh shipment of fine natural color porcupine braid straw hats from London. All in the newest shapes. Moreover, we were able to keep these hats down to the old price, \$5, and with 20 per cent off that you get such value as may be had nowhere else in town. (Main Floor, Market)

### Full and Unreserved Choice of Men's Suits

As a step toward lowering the expense of living, a cut of 20 per cent in the prices of Wanamaker men's clothing is a real help, especially at the opening of the season. The particularly helpful thing about it is the kind of suits which it embraces—Wanamaker suits, equal to any ready-to-wear suits sold at the same regular prices in America and superior to nearly all other suits that we know of. Only the finest suits obtainable can satisfy this store, and there is no reason why any man should be satisfied with less, especially when he can now choose from our entire stock at a deduction of 20 per cent from the regular bona fide prices, \$40 to \$80. (Third Floor, Market)

### Women's Pumps and Oxfords Noteworthy at \$9.75

Plain, seamless pumps of black calfskin with turn soles and baby Louis leather heels. Shapely lace oxfords of black calfskin with imitation straight tips, turn soles and Cuban leather heels. Both light-weight shoes suitable for Summer wear. With a 20 per cent deduction from \$9.75, these shoes cost you less than the regular factory price. (First Floor, Market)

### Women's Summer Suits of Tricolette, \$40 and \$45

Lovely glistening things in such pleasant colors as silver gray, violet, emerald, pink and Chartreuse, besides black and navy and white. They are in fine and heavy weaves, the coats slip-on or open styles—the latter with lapel or open fronts; and occasionally they are embroidered. Prices \$40 and \$45—and the 20 per cent discount makes them still lower. (First Floor, Central)

### An Important New Shipment of Handsome Black Silks

They are the kinds, too, that are so much used for afternoon and evening gowns and by women who dress in black. All are double width and unusually fine qualities, and in price these silks are exactly what the same grades have been selling for all along. Black charmeuse, \$4 a yard. Black crepe meteor, \$5.50 a yard. Black and navy blue satins, \$5.50 a yard. Black taffeta, also light evening tints and white, \$4 a yard. These prices are all subject to the 20 per cent discount. (First Floor, Chestnut)

### Men Are Stocking Up With Summer Shirts and Ties

Taking advantage of the splendid opportunities to save that are presented by the 20 per cent discount. And in spite of the wonderful outgo of the past three weeks, the Men's Wear Store has kept its stocks well replenished. Good choosing in shirts, neckties, pajamas and other furnishings. Shirts at \$3, for one of madras or percale, to \$15 for a beauty of silk. Neckties at \$1 to \$3.50. (Main Floor, Market)

### Georgette Over-Blouses for Women

Two pretty styles, with short sleeves, silk embroidery and heading. They may each be had in white, flesh-color, bisque and tea-rose, and each is \$13.50. 20 per cent, of course, comes off. (Third Floor, Central)

### Fresh White Tub Skirts—\$4.50 for Young Women

Some of the skirts are kinds that would ordinarily sell for as much again—some are skirts for which the usual price is three times this much—and some are even higher values! They are all fresh and new and spotless. They are in the newest Summer styles. There are fine white gabardines, white tricoots and lustrous surf satins as well as novelty cottons. There are some elaborately embroidered skirts, there are gathered skirts and there are knife-pleated skirts. Many are trimmed with large pearl buttons. Sizes go from 25 to 29 inch waist measures, and from 33 to 37 inch lengths. All at 20 per cent discount. (Second Floor, Chestnut)

### The New Mohairs Are Here at Last

Cool, dust shedding and not readily mused, they are one of the most satisfactory materials for Summer suits and traveling coats that could be found. And, of course, their reputation for making good-looking and good-wearing bathing suits has been long established. In plain dark blue or black, the same with pin stripes of white, gray mixtures or tiny checks in fascinating changeable colorings. Prices \$2.50 to \$3 with 20 per cent taken off. (First Floor, Chestnut)

### Men's New Handkerchiefs—Not Expensive

Three items of particular note—60c for plain hemstitched handkerchiefs, with half-inch hems. Regular size. 75c apiece for colored handkerchiefs; attractive colors and equally attractive designs. 80c apiece for men's fine linen handkerchiefs, with shire stitched hems, in 1/4 and 3/4 inch widths. All these handkerchiefs are of pure Irish linen, and all are of good quality for the prices. The 20 per cent discount applies to them, too. (West Aisle)

### New in Sports Coats for Women

Pretty checked velour coats, for a change, with narrow belts, long pointed collar, and in tan, deer, Pekin blue and black. Also larger plaids of black and white, \$65. New white polo cloth coats, in the same style, \$75. Like everything else in the Gray Salons, there is a reduction of 20 per cent in the price of each one. (First Floor, Central)

### Women's Duster Coats Ready for the Motor Trip

Or for any journey whatever where there is likely to be dust. Quite a variety of materials may be had in these coats, and that means prices as well. But even to the least expensive they are made generously full so that they can be readily slipped over a dress or suit and cover it completely. The materials are natural colored linene at \$8.75, real linen, natural color, \$12.50; mohairs at \$16.50, Palm Beach cloth at \$25 and silk pongee at \$35. In each case 20 per cent comes off the price. (First Floor, Central)

### Women's Washable Breakfast Coats

Some of plain white voile with pink, blue or lavender hemstitching are \$3.85. Some of dotted swiss with pink, blue or lavender scallops, \$5.50. And 20 per cent will be taken off each of these prices. (Third Floor, Central)

### In Boys' Suits the 20 Per Cent "Runs Into Money"

Especially when there is more than one boy to be suited. Because of their fine, dependable quality, Wanamaker boys' suits have always been investments of the safest kind. A saving of 20 per cent on suits of that kind really means something to people who have boys to clothe, and they know it. They will find us ready tomorrow with a particularly good showing of boys' Norfolk suits of fancy fabrics and blue serges in 8 to 18 year sizes at \$20 to \$40, less 20 per cent. Also an attractive stock of washable suits and garments at the same saving. (Second Floor, Central)

### If a Woman Wants a Practical, Inexpensive Umbrella—These at \$2.50

will serve the purpose admirably. They are of sturdy black cotton, are made on paragon frames and finished with plain and carved wood handles and silk loops to make them easier to carry. They'll give good service, and they are in neat styles that women will like. And when the 20 per cent reduction comes off, the price is most reasonable indeed. (Main Floor, Market)

### Letitia Corsets for Summer

All of these are made of lightweight materials. One at \$7.50 is a topless of pink batiste with insertion of elastic, small gore in the back to give extra fullness, and long skirt. This is lightly boned. Another at \$12—a very low model with long skirt. It is of pink batiste with blue embroidered trimming. A third at \$14 is of a beautiful mercerized pink batiste, lightly boned and topless, with pink and blue embroidered organdie trimming. 20 per cent will be taken from each price at time of purchase. (Third Floor, Chestnut)

### "Mercerie De Luxe" Hair Nets \$2.25 a Dozen

"Mercerie de luxe" is the name you'll find on some of our finest notions—it is the Wanamaker stamp for the finest of their kind. These hair nets are of very fine quality and are most daintily put up—in packet form, a convenient little book, in which the leaves open and you may see each net. They are in cap shape, are of generous size and of the finest hair. There is black, all the brown shades, blond and gray. And the 20 per cent discount is to be deducted, too. (Main Floor, Market)

### Sturdy Suit Cases of Oak Tanned Cowhide

Made in the good, old-fashioned way, not acid-bleached. And made in the good, new-fashioned style, so they are slightly as well as serviceable. Mostly in tan. Prices are \$14.75 to \$38.50, which is low for such quality, but the 20 per cent discount brings them lower still. (Main Floor, Chestnut)

### The Children's White Sale Is Still Going On

and mothers who know good values are showing their appreciation of the many good things in the sale by stocking up for a long time. All the garments are carefully made; they are in simple, good taste, and there is a good assortment from which to choose. Nightgowns are \$1.35 to \$3.50—and there are 4 to 16 year sizes. Drawers are 45c to \$1.50—and 2 to 14 year sizes. Pink silk-and-cotton bloomers are \$2.25 and in 4 to 18 year sizes. And there are Princess slips, petticoats, pajamas, night drawers, Billie Burkes and many other garments at the same moderate prices. 20 per cent reduction on these prices, too. (Third Floor, Chestnut)

### Undermuslins for Large Women

Pink batiste nightgowns, lace and ribbon trimmed, \$5.50 and \$6.50. Cambric petticoats with embroidery, \$2.50 to \$5.75. Fine white sateen petticoats with simple hemstitching, \$6.75. And 20 per cent more will be taken off these prices. (Third Floor, Central)

### Warm Weather and Dust Are Hard on the Skin

But, fortunately, there are good face creams to offset the bad effects of such a combination. Few women, in these days, are willing to do without at least a cleansing cream and one to work into the tissues afterward. Cleansing cream, 65c and \$1.20 a jar. Skin cream, 65c and \$1.20 a jar. Delicate skin cream, 75c a jar. Youth and beauty cream, 65c and \$1.20 a jar. Wonderful cold cream, 25c, 35c and 65c a jar. Princess Mary face powder, 65c a box. Each item is lessened considerably in price when the 20 per cent is taken off. (Main Floor, Chestnut)

### Dainty New Neckwear Specials, \$1 to \$2

Collar and cuff sets of net and organdie, lace trimmed and some very pretty vestees. They are in the newest and most fashionable shapes for dresses, blouses and coat suits. Some are ecru in color. Deducting 20 per cent leaves even smaller prices. (Main Floor, Central)

### Narrow Patent Leather Belts 85c to \$1.35

Girls and women are asking for these narrow patent leather belts to wear with sweaters, with summer frocks and spring suits—and these are just the styles they like. Three widths, the narrowest 85c, the next \$1.25 and the widest belt \$1.35. All are of good leather and are finished with metal buckles. Yes, there's 20 per cent discount on these, too. (Main Floor, Market)

### Women's White Oxford Shoes

White canvas oxfords, with medium toes and Cuban heels, price \$12.50 in the Exclusive Little Boot Shop. 20 per cent off, of course. (First Floor, Market)