

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 Probably showers

# The Deduction of 20 Per Cent From the Prices of Almost the Entire Wanamaker Stocks Is the One Real Blow Aimed at the High Cost of Living—and It Has Struck Home

**It Must Be Gratifying to the Public**  
 to see the evidence of a general and far-reaching effort to make the burdens of life easier by placing lower prices upon wearing apparel and household articles.  
 Moreover, it does not seem fair for any one to try to keep on charging war prices just the same.  
 Much more is it insisted upon that only by an out-and-out monopoly of control of certain commodities can any one attempt to raise prices still higher, as some advertisers predict.  
 It is unreasonable so to do, and whoever attempts it should be persuaded to reconsider.  
 Better far it would be to refuse to buy any articles offered at prices newly advanced.  
 We may now congratulate each other on the many signs of progress the newspapers present.

*[Signed]* **John Wanamaker**  
 May 25, 1920.

SO many excellent goods and articles of merchandise of every imaginable description upon which so many people had set their hearts were priced probably one-fifth—at least that much—higher than the people felt they could very well pay.

And yet, in most cases they had to have the things. What was anybody to do about it? A lot of stores and people talked about it—some of them a good deal—but usually as if it were a dangerous subject to tamper with.

**Wanamaker's did something.**  
 That is a fact which no amount of prevarication or befuddling of issues can alter. Wanamaker's today is doing the greatest thing any store in the world has ever done in offering its entire stocks (about \$50,000 unavoidably excluded) of desirable, standard merchandise at a deduction of 20 per cent. This movement as is now known, has captured the whole country and the excellent Dame Partington, recently told of in an editorial on this page, trying to stem the tidal inundation with her mop, is a pretty good prototype of the few who thought they could stop it.

The fact is unchallengeable, that it has proven a real boon to the people; and the people realize that it has proven and is proving to be the greatest service suddenly offered at a time of real emergency by any mercantile institution in the land.

**It has saved them millions of dollars on seasonable merchandise and personal and household necessities. It has called a halt to the continuous up-going of prices.**

It has at least given pause to would-be profiteers. And it has brought millions of dollars' worth of fresh, new merchandise into the market at lower prices.

Still, the few remaining Partingtonites are not quite done—as yet. There are still grounds for pessimism—so it seems.

But the people now know enough to trust the Store that struck a real, smashing blow at high prices to take good care of their interests in the future.

For the present the great thing is to take advantage of the opportunity of choosing anything (with the trifling exceptions named) in the great, abounding, trustworthy stocks of Wanamaker merchandise at a saving of one-fifth—20 per cent—one good, real American dollar in every five.

**Women's Georgette and Silk Dresses at \$35 to \$50**  
 Afternoon dresses in practical tunic and straight-line style, and made of taffeta alone, taffeta combined with Georgette and Georgette alone. Some of the Georgettes are printed. There are about a dozen styles altogether.  
 The colors are navy, grays, dark and light; deep blues, black and white effects and a few brighter colors.  
 Prices are \$35 to \$50—and the 20 per cent discount makes them pleasingly less.  
 (First Floor, Central)

**New Lot of Women's Fine Special Pumps and Oxfords**  
 These are the beautiful fashion shoes, from a famous maker, that we are selling specially at \$12 a pair when the regular price is a half more. On top of that concession you get the 20 per cent discount.  
 Louis heel oxfords and plain and tongue pumps in various styles, all light-weight Summer shoes, with turn soles.  
 Leathers are patent leather, black calfskin, bronze kidskin, black suede and black glazed kidskin.  
 (First Floor, Market)

**100 White Surf Satin Skirts Specials at \$7.50**  
 Almost too good news to be true, for there never has been such a demand for these skirts as there is right now.  
 These are made of the finest quality surf satin. It has a brilliant luster and, best of all, it seems to gain in brilliancy by being laundered. The model is a slightly gathered one and has two pockets with folded-over tabs trimmed with square pearl buttons. Sizes 24 to 32 inch waist.  
 When the 20 per cent discount is deducted the price is very close, indeed, to wholesale cost.  
 (East Aisle)

**Women's Silk Stockings Specially Priced**  
 2000 pair of full-fashioned thread silk stockings, with mercerized tops and soles, \$2 a pair. Second grade goods in black only, sizes 8½ to 10.  
 1500 pair of full-fashioned thread silk stockings with all-silk legs and mercerized soles, \$2.50 a pair. Second grade, in black only, sizes 8½ to 10.  
 If first grade, the goods in both groups would be half as much again. 20 per cent off on every pair.  
 (West Aisle)

**Women's Fine Kid Gloves \$2.50 a Pair**  
 Are of a quality which ordinarily sells for quite a bit more. These were a special purchase, and we're selling them at this special price—though they'll not stay very long, we think!  
 They are of fine French kidskin, have two clasps for fastening, are mercerized and finished with Paris-point embroidery.  
 Choose black or white.  
 Yes, the 20 per cent discount comes off, too!  
 (West Aisle)

**We've a Good Supply of Pajamas in the Children's White Sale**  
 And they are in styles and sizes worn by girls as well as boys. They are mostly of percale and mostly in striped effects, though some are in white with colored frogs.  
 \$2.25 to \$3.75—and all in two-piece style.  
 2 to 14 year sizes.  
 These prices were special for the May White Sale, and with the 20 per cent discount are most economical indeed.  
 (Third Floor, Chestnut)

**Crepe de Chine Waists**  
 Tailored styles of uncommonly good crepe de chine in white, flesh-color and black. One has tucks and the much-wanted roll collar and one has cluster tucks and a high-low collar.  
 The price of either is \$7.50—and the 20 per cent discount comes off.  
 (West Aisle)

**Dressing Sacques for Women**  
 Dotted swisses, white and made in kimono style with shirring at the waist, \$5.50.  
 White lawn sacques with lace and beading, \$4.  
 White lawn with lace trimmed collars, \$2.65 and \$3.50; with embroidery trimmed collars, \$2.65.  
 The discount of 20 per cent will make these moderate prices still smaller.  
 (Third Floor, Central)

**Long, Silk Cord and Braid Girdles \$1.25 and \$1.50 Each**  
 This is a very modest price for such good quality girdles.  
 They come in black, navy blue or brown, and are in styles much liked by women to wear on their cloth and silk gowns. Each girdle is finished with two silk fringe tassels.  
 The \$1.25 girdle is 2¼ yards long, and the \$1.50 one is 2¾ yards long, this including the tassels, of course.  
 20 per cent discount comes off all of them.  
 (Main Floor, Central)

**L. R. Corsets for Summer**  
 Three cool models of open net are these:  
 One for short figures. It is of medium length over the hips, and has a medium bust, \$2.50.  
 Topless model with elastic. This is of pink open mesh and has a long skirt. Price \$2.50.  
 A third with long hips and strongly boned low bust is good for full as well as average figures, \$3.50.  
 The 20 per cent discount lessens even these prices.  
 (Third Floor, Chestnut)

**About 100 Young Women's Silk Dresses to Sell at \$45**  
 Such dresses as would cost, ordinarily, from half to three-quarters as much again—  
 Some are samples, some little odd lots that the good maker had on his racks, but they are charming and fresh and new, every one.  
 Exquisite little afternoon dresses, smart dinner frocks, good-looking street dresses are included. There are some fine hand-drawn Georgettes that will appeal to young women of the best taste, there are beaded and braided and ruffled dresses.  
 All the materials are those most in fashion—firm, lustrous taffetas, rich, heavy crepes de chine, silk tricolettes, crepes meteor and Georgette.  
 Lovely colors, too—plenty of the popular dark blue, black, China blue, turquoise blue, rich brown shades, rose pink and white.  
 14 to 20 year sizes.  
 And, of course, the 20 per cent discount is to be deducted, too.  
 (Second Floor, Chestnut)

**Many More Women's New Capes But Never Too Many**  
 Starting at \$20 is a new double cape of silvertone velour, brown, eggplant or Copenhagen blue.  
 At \$30, plated serge capes with round cape collar, fastened with silk cords.  
 At \$47.50, some exceedingly good-looking velour capes in tan and deer shades.  
 At \$57.50, dark blue tricotone capes with a deep square collar finished with tassels. It is silk lined.  
 Then, 20 per cent comes off each price.  
 (First Floor, Central)

**New English Plaid Gingham in Soft Colorings**  
 Very cool and dainty they look, and they are charming for warm weather frocks. The weave is unusually fine and light.  
 Unlike the ordinary gingham, which runs about 31 or 32 inches, these English gingham are 38 inches wide, and so cut more economically. Five yards is ample for the average dress.  
 The price is 90c a yard, from which the discount of 20 per cent is to be deducted.  
 (First Floor, Chestnut)

**Gay Sofa Cushions**  
 At \$2.50 are of a lustrous material, with a fiber silk stripe, and come in such attractive colors as rose, blue or gold. They are round and corded.  
 And for 50c there are collapsible scrap baskets in pretty flowered effects.  
 And the 20 per cent discount applies to these, also.  
 (Second Floor, Central)

**3000 Yards Printed Voile Special, 65c a Yard**  
 A brand-new shipment and such pretty patterns and good quality that one would say they cost much more than this.  
 Plenty of navy blue grounds with large and small all-over designs, these being in great demand for street frocks. Also the lighter colors with flowers for afternoon and evening gowns.  
 There is an excellent variety of styles, all are 38 inches wide and the 20 per cent holds good even on this special price.  
 (West Aisle)

**Ever See Pillows With Pockets?**  
 They have convenient little handles, too, for these pillows are cretonne-covered affairs and intended to be used on Summer pleasure jaunts, boating or motor trips, or perhaps only as far as the hammock under the trees.  
 Into the pocket one may slip a newspaper, magazine or handkerchief. The price is \$2.50 and there is the 20 per cent to make it even less.  
 (Fifth Floor, Market)

**Here's a Real Man's Traveling Bag**  
 It is made of good, stout, long-grain cowhide; leather that was made for Army use.  
 In either three or five piece style, high cut and roomy and with sewed-in frame. Tan is the color and there is choice of plaid or leather lining.  
 Prices \$27.50 to \$35, less the 20 per cent deduction.  
 (Main Floor, Chestnut)

**If You Have Photographs That Need Framing**  
 Now is the time to treat yourself to a sterling silver picture frame while the saving of 20 per cent may still be had on the price.  
 There are sizes and styles to suit almost any picture at all. Plain frames, engraved and engine-turned and, in shape, oval frames from \$4.25 to \$77. Square frames, \$4.25 to \$120.  
 (Jewelry Store, Chestnut and Thirteenth)

**An Ink-Pencil That Won't Leak**  
 An ink-pencil that feeds perfectly with ink of any color or gravity, provided that it is good ink.  
 An ink-pencil tipped with iridium and guaranteed not only not to wear out, but not to leak.  
 An ink-pencil that is always ready to write, if carried as it should be, point downward.  
 On sale in the Commercial Stationery Store at \$3 and \$7.50 each, subject to the deduction of 20 per cent.  
 A new one given for any one that proves unsatisfactory.  
 (Third Floor, Market)

**MEN! MEN! Famous Lincoln-Bennett Straw Hats**  
 A new supply at last year's prices. \$3.50, \$4 and \$4.50. The best straw hats we know of. A rather small shipment—about enough for one day. 20 per cent deduction at time of purchase.  
 (Main Floor, Market)

**So Many Men's Suits**  
 were priced at least one-fifth higher than so many men who simply must have suits felt they could afford to pay.  
 That was the situation, but now it is different.  
 For the deduction of 20 per cent applies to every man's suit in the Wanamaker stocks and every man's suit in the Wanamaker stocks represents the highest standard of value and excellence at the full regular price. And the men are helping themselves accordingly, and new suits are constantly coming in to keep up with the demand.  
 Prices \$45 to \$80, less 20 per cent in every case.  
 (Third Floor, Market)

**Good, Moderately Priced Irish Handkerchiefs for Men**  
 Fresh shipments—and clean, pure linen handkerchiefs, every one.  
 50c and 60c each for men's plain hemstitched handkerchiefs in regular size; 75c for extra sizes. All of sturdy airplane linen.  
 75c each for men's colored handkerchiefs, in attractive colors and pleasing designs.  
 Of course, the 20 per cent discount comes off, too.  
 (West Aisle)

**Pretty Stenciled Covers Are Paying Their Summer Visit**  
 It is never a very long one, however, for women carry them off almost as soon as they arrive. They are most decorative and cool looking for living rooms or porches.  
 In natural colored crash with colored stenciled designs of peacock, blue birds or flowering plants in pots. Chair scarfs, \$1. Pillow covers, \$1.25. Square table covers, \$2 and \$3.25. Round table covers, \$2.25 and \$3.25. All may be bought for 20 per cent less.  
 (Fifth Floor, Market)

**Boys' Blue Serge Suits Exceptionally Good in the First Place**  
 are now very remarkable with a deduction of 20 per cent from their regular prices, \$15, \$16.50, \$18 and \$20, in 8 to 16 year sizes.  
 At \$15, \$16.50, \$18 and \$20 they were really unusual. At one-fifth less they are too good for anybody with a boy not to come and look at, anyhow, and the sooner the better.  
 Norfolk styles, well made and lined with cool mohair.  
 Remember, how handy they are for wearing with white duck trousers.  
 (Second Floor, Central)