

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
Fair

While Economists Were Bewailing the High Cost of Living, Wanamaker's Acted

The Great Wars Over the Ocean Made Us Wiser and Braver

but walking around and talking about it will not add to the products that are scarce nor drive down prices that are high.

We get strong by discipline and we grow by using our strength upon a fixed purpose.

It was a gloomy school that cut off of their feet millions of working men and laid low their strong, skilled, serviceable hands.

The world is much poorer for their taking off. Something must be done quickly to meet these deplorable conditions.

The parading days are past until our Fourth of July.

More machinery must be set going, and longer days and nights of fairly paid labor must be found, or more of our Liberty and Victory Bonds will have to be eaten up by high prices so slowly receding.

So long as any of us live in the cold region of the shortest hours of work and the largest pay we shall not get far ahead.

Concentration to produce more of the world's needs will, in the end, bring about the permanency of wages.

Not to be thinking, all the way along, of how much work is left undone will only keep up the pinch.

[Signed] *John Wanamaker*

May 26, 1920.

LESS than a month ago nobody saw a way out. It seemed as though the vicious circle of increasing prices would keep revolving indefinitely, widening like a circle on the water and bringing hardship to millions.

There was never a topic discussed more, and never discussion that accomplished less. It was time for some one to DO SOMETHING.

Then the Wanamaker Stores in Philadelphia and New York threw \$20,000,000 worth of merchandise on the market at a 20 per cent discount.

It was a colossal thing to do, but it was the only thing to do. Special sales of this, that and the other thing had been tried all over the country and are still being tried in some places, but they were like attempting to bail the Atlantic ocean with a tin cup.

It wasn't only that the people wanted some place where they could get EVERYTHING they needed at a substantial reduction. The time had come to show manufacturers that the carnival of high costs must stop.

This first real, effective blow at the high cost of living was struck on May 3, by the Founder of this business. That is the date that will go down in merchandising history as marking the greatest achievement in retail trade.

Since then hundreds of other stores, large and small, with breadth of vision and sense of duty to their customers, have co-operated. The movement has become general throughout the country and prices are tottering.

In many cities the Wanamaker plan of a sweeping deduction on all stocks has been enthusiastically adopted. But in Philadelphia the Wanamaker Store is the only store where the people can buy anything (with the exception of a few luxuries restricted by honorable agreement) at 80 cents on the dollar.

The people know it.

Now the Fine French Millinery Is Reduced

—which is good news for every woman who would enjoy possessing one of these hats.
They are distinctive, unusual creations, every one—beautiful hats, each personally selected in Paris by the Wanamaker representative for some particular fashion feature. They are still fresh and lovely, but the season for us is advancing and we are taking this means to hurry them out.
Some of the most famous Paris names are in their linings, there are no two alike, and there are hats suitable for all Summer occasions.
Prices begin at \$25 and go to \$85.
And, of course, the 20 per cent reduction comes off, too.
(Second Floor, Chestnut)

The Furs of Fashion for Spring and Summer

are all here in the Fur Salons. There are those smart little one and two skin boas that women like so well to wear with Spring tailored suits—sables, minks and fitch, as well as other furs. Women find them most becoming.
If she admires the fluffy animal scarfs, there is a most interesting collection from which to choose—the foxes are particularly handsome.
And it is a very good time to buy furs—with the 20 per cent discount off.
(Second Floor, Chestnut)

Beautiful New Japanese Habutai Silks at Last Year's Prices

An extra fine, new importation of silks bought in Japan by our own representative so advantageously that they are on sale at the same prices as last year—less 20 per cent deduction now.
One classification of these Habutai silks is known as echizen—the finest grade of Habutai made. These are all white, 36 inches wide, beautiful for dresses, waists, lingerie, pajamas, draperies, men's shirts.
The second class is composed of very fine striped Habutais made up exclusively from designs furnished by our own artists. These are 31 inches wide.
These new silks are fine, clean, heavy goods of the scarcest kind in the market.
Prices range from \$2 to \$5.50 a yard—less 20 per cent deduction at the time of purchase.
(First Floor, Chestnut)

Lustrous, Lovely Pearl Beads —for Commencement Gifts

Strings of pearls are popular gifts for commencements because so many graduates like to wear the pearls with their dainty white gowns.
These pearls are imitation, of course, but excellent imitations, with soft luster and creamy coloring.
Necklaces in different lengths and of graduated or uniform beads are all finished with 10-karat clasps and go from \$2.25 to \$17.
Extra-length pearl bead necklaces are \$5.50 to \$30.
(Jewelry Store, Chestnut and Thirteenth)

Women's Taffeta Dresses Priced at \$28.50 to \$150

Crisp and rather quaint-looking frocks, as taffeta frocks always are, and very practical. They have among other features bolero jackets, ruffles on their skirts, fine narrow pleatings almost anywhere, skirts shirred and tiered, over-blouses, shallow necks, lace overskirts, bright colored pipings on the black dresses. Their colors are grays, browns, deep blues, navy and black, and prices are \$28.50 to \$150—less 20 per cent.
(First Floor, Central)

Smart New Summer Capes of Wool Jersey—\$45 for Young Women

They are light in weight and have just enough warmth for Summer wear—you'll see at a glance how attractive they'll be for the Boardwalk, the mountains or the resorts this Summer.
There are two styles, one all of jersey with a deep cape collar and tie ends; the other on a deep yoke and with a wide cape collar of plaid brushed wool in bright colors. This last style fastens with two large buttons in front.
China blue, tan, brown, sponge, rose and French blue are the colors, and they are in 14 to 20 year sizes.
A Few Fine Coats and Wraps at \$85

Flags for Memorial Day

Small cotton bunting flags, mounted on staffs for cemetery use, 8c, 10c, 20c, 40c, 75c; standard wool and bunting flags in all sizes from 3x5 to 15x25 feet; silk flags, flag pins and flag staffs.
All at 20 per cent less at time of purchase.
(Seventh Floor, Market)

Beautiful Suede Handbags Astonishing for \$6.75

And then to think that 20 per cent comes off this price!
Two good new styles, one oval and the other rectangular in shape. Made of an excellent quality of suede in dark brown, dainty tan and a delightful shade of gray, and lined with silk to harmonize. With covered frames and inner frames.
There is only a limited lot of these bags and they are such remarkable value at the price that we would advise your coming in early if you want to be sure of getting one.
(Main Floor, Chestnut)

Lovely New Summer Dresses for Wee Maids

The colors are enchanting and the styles are quite as pretty as the colors, so you'll know they are most attractive little dresses for small girls of two to six years.
Organdie, crisp and sheer and transparent, makes most of the frocks, though there are some dainty white nets and some dotted swisses—the swiss being quite fine and of the imported variety.
There is pale green and a lovely canary color, rose pink, orchid, delicate blues and white.
Many have ruffles and frills for their adornment, there are short and longer waisted dresses, and most all are finished with fluttering satin ribbons in those pretty two-toned effects.
\$5 to \$22—2 to 6 year sizes.
And don't forget that 20 per cent is to be deducted.
(Second Floor, Chestnut)

are of evora in soft tan and brown shades and a pretty, dull blue. They are beautifully made, are lined throughout with soft silks and are in styles for better wear. 14 to 20 year sizes.
And the 20 per cent discount comes off both the coats and capes.
(Second Floor, Chestnut)

Special Prices on Some Useful Toilet Articles

Toilet soap, 10c a cake, \$1.15 a dozen—violet, witch hazel, peroxide.
Transparent rose soap, 8c a cake, 90c a dozen.
Hair brushes, 50c, 75c and \$1.
Cloth brushes, 50c and \$1.
Rose and almond cream, 27c.
Benzoin, Glycerine and Rose water, 25c.
Metal hot-water bottles, 95c.
Rubber hot-water bottles, \$1.15.
Violet ammonia, 25c and 45c.
Bay rum, \$1.10 and \$2.
Toilet water, 60c and \$1 a bottle—violet, L'Empire, Bouquet Amour.
Lilac and Wistaria vegetal, 85c.
(West Aisle)

Women's Good Low Shoes Special at \$6

And when the 20 per cent deduction is made from the \$6 the price is very low for such quality.
Black and tan calfskin oxfords and pumps with imitation wing tips and military heels.
Patent leather and black calfskin tongue pumps with Louis leather heels.
Patent leather plain pumps with baby Louis leather heels.
Soft black glazed leather oxfords with Cuban heels.
White duck tongue pumps with covered Louis heels.
2000 pair of them, from one of our good makers.
(First Floor, Market)

300 Good White Skirts for Women—\$5.75 Each

Some are samples, some are overlots, but they are alike in being skirts of quite unusual value for this price.
Of the three hundred, over half are of the popular white surf satin—lustrous and of good quality. The others are of firm, good white gabardine, with a suede finish.
They are beautifully made skirts; there are a score or more of good styles, and they are all trimmed with beautiful pearl buttons.
And there's a good assortment of sizes.
The 20 per cent deduction is to be taken off, too.
(East Aisle)

Wash Dresses for School and Better Wear—For Girls

This is the time of year when many mothers are going over their daughters' wardrobes and making note of what is needed for the Summer. If you've made your notes, the Girls' Store is quite ready to supply your needs!
There's an excellent assortment of all sorts of gay and pretty cotton frocks—sturdy gingham, sheer voiles, colored organdies, fine dimities and other summery cottons in pretty designs and equally pretty colorings.
They are all most attractively made, in styles precisely suited to the needs of 6 to 14 year girls, and they range in price from \$4.50 to \$22.50.
And the 20 per cent reduction is to be taken off, also.
(Second Floor, Chestnut)

The Minus 20 Per Cent in Boys' Suits

is a wonderfully helpful thing. It is especially so in regard to certain blue serge suits of particular excellence at their regular prices. These are Norfolk suits of serge that is really worth the name.
We secured them specially quite some time ago with the idea of offering something extra good in this line.
They are priced at \$15, \$16.50, \$18 and \$20, and with 20 per cent off these figures the resulting value is quite remarkable.
Sizes for boys of 8 to 16 years.
(Second Floor, Central)

Women's Bronze Kid Pumps

Liked to wear with navy and tan dresses as well as with summery white affairs. They have pointed tongues and turned soles and 2-inch Louis heels, and are \$19 in the Exclusive Little Boot Shop.
The 20 per cent discount makes the price \$15.20.
(First Floor, Market)

Now It Is Breakfast Coats of Cotton Crepe

Many women are wearing these attractive garments instead of kimonos. This style comes in blue, Copenhagen, rose and lavender and it has two pockets, and costs \$3.85.
With the 20 per cent off, the price becomes very small indeed.
(Third Floor, Central)

Women's Fine Silk Stockings Special at \$3 a Pair

600 pair of full-fashioned black ingrain silk stockings with all-silk legs and mercerized soles. First-grade goods in the weight most wanted now. Sizes 8½ to 10.
Ordinarily they would be a third more, so 20 per cent discount on their present lowered price makes them splendid value.
(First Floor, Market)

Dainty Nightgowns

Simple, but pretty enough to go into a trousseau. They are of nainsook, but with low necks, both square and round, and they have good laces and the finest of tucks, together with novel touches such as tucked net inserts and very sheer embroidery medallions.
Prices are \$7.50 to \$15 and 20 per cent will be taken off.
(Third Floor, Central)

Men's Pocket Cases of English Pigskin

Wallets, pass cases, hip books, letter cases, tray purses and all sorts of bill and letter containers for the pocket. Made of fine, natural-color pigskin, hand sewed.
Prices are \$1.50 to \$15, less 20 per cent.
(Main Floor, Chestnut)

We Are Selling More Men's Clothing Right Now Than Ever in Our History

More going out—and more coming in.
We are getting plenty of new goods, and every suit brought in is a suit made especially for the Wanamaker order.
These goods are the standard of the world; they include no jobs, no left-overs, no sale merchandise.
Their regular prices are based on the wholesale market of six months ago, and from their prices 20 per cent is deducted in every case at the time of purchase.
The Wanamaker Men's Store is far and away the best place for any man to get his new clothes today.
(Third Floor, Market)