

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

Have You Thought of What This Wanamaker Anti-High Price Campaign Really Means to You and to the Whole Country?

Almost Every Man Can Be Intense If He Chooses So to Be—but few men are extensive in influence or power, for the reason that they expect somehow to get there by accident, good luck or good looks, wealth or birthright.

It was not setting type in a printing office that made Benjamin Franklin the Envoy to foreign Courts; it was his studies and his thinking that made him the first American citizen of his time.

It was not Edison's parents who endowed him with lands and place, power and medals, but the struggle of every brain-force in his head, through want, hunger, weariness to the daylight and glory he now enjoys.

General Pershing got his place of honor by being in the saddle day and night for years.

[Signed] *John Wanamaker*

May 27, 1920

A NEW Shipment of Cool and Summery Japanese Silks—Especially Good for \$2.50 a Yard

Straight from Japan to Wanamaker's they come, and, as they were bought by our own representative in Japan at such economical prices, we can sell them at prices no higher than last year. And this year there is the added 20 per cent reduction—

which makes them more noteworthy. Women will like them for whole dresses and for blouses; men will like them for shirts.

White and colored grounds, with narrow and wider white and colored stripes—and an excellent variety from which to choose.

They are cool and serviceable. They launder beautifully. They give splendid service.

(First Floor, Chestnut)

Women's Oil Silk Capes and Raincoats

Perhaps it is because they are rather gay and interesting things to see on a rainy day—but they certainly are more and more in favor with smartly dressed women. They come in brown, violet, purple, navy, taupe and Nile green, and the capes cost \$30 and the coats \$27.50, both to have 20 per cent deducted.

(First Floor, Central)

A New Shipment of Le Chypre Perfume From Paris

Le Chypre is one of the popular scents just at present, and many women enjoy its delicious fragrance. The bottles are of generous size, they are in attractive packages, and the price is \$5. The 20 per cent discount is to be deducted, too.

(Main Floor, Chestnut)

Pretty Bracelets to Wear With Short-Sleeved Frocks

Which is simply another way of saying that bracelets make most attractive commencement gifts. Gold-filled bracelets in many designs are \$2 to \$7.75. Flexible bracelets, \$5 to \$24. Novelty bracelets of silk cord with little pendants, \$1. Fancy bracelets with bangles, and bracelets of imitation jade, are \$6 to \$3.50. Sterling silver bracelets, jeweled, in bangle style, \$3 to \$10.

All at 20 per cent less. Jewelry Store, Chestnut and Thirtieth

Women's White Kid Slippers

Slippers with turned soles and 2-inch Louis heels may be had for 14¢—less the 20 per cent—in the Exclusive Little Boot Shop.

(First Floor, Market)

Japanese Table Cottons

Blue and white, very pleasant and inexpensive to use in bungalows and Summer cottages. The table runners or scarfs are \$1.75; the table covers from \$1.10 for a 58x36-inch size to \$4.75 for a 72x72-inch size; the napkins \$1.75 a dozen.

All the favorite blue-and-white patterns are here—wistaria, bamboo, cherry blossom, chrysanthemum.

(Fourth Floor, Chestnut)

Lingerie Waists of Voile

Five new styles—one with tucks and lace at \$3.85; one with Buster Brown collar, embroidery and tucks at \$5.50; two with embroidery at \$8.85 and \$10.75; and the fifth with embroidery and real filet, price \$11.50.

And 20 per cent will be subtracted from every one of these prices.

(Third Floor, Central)

Messaline and Jersey Silk Petticoats

The messaline petticoats are made with corded flounces and may be had in navy, taupe, rose, black and changeable greens. Price \$9.

The jerseys are extra sizes, made with deep pleated flounces, and come in tan, navy, black, purple, brown and green. These are also \$9.

20 per cent discount will be taken off.

(Third Floor, Central)

New Envelope Chemises

Philippine embroidered, with firm little scallops and sprays of embroidery in their fronts. Prices are \$3.85 and \$4.25—and the 20 per cent discount makes them still smaller.

(Third Floor, Central)

Letitia Corsets

Some of the new light-weight sorts just in are these: A tulle of fine pink poplin with long skirt and light binding; the trimming is embroidered organdy. Price \$14.

A model of pink batiste, made with very low top and long skirt for average figures, \$12. A tulle of pink batiste with elastic section in waist and eyelets and lacer below the front steel, \$7.50.

The 20 per cent discount obtains as usual.

(Third Floor, Chestnut)

Good, Inexpensive Handkerchiefs

35c apiece for women's colored handkerchiefs, of Irish linen in gay colors and pretty designs. 40c each for women's tape border handkerchiefs—of sheer Irish linen, finished with the finest of hems, daintily hemstitched.

40c and 50c each for boys' plain hemstitched handkerchiefs of sturdy white linen.

50c each for boys' colored handkerchiefs in good designs and hues.

All at 20 per cent less. (West Alle)

Special Sale of Women's Hosiery and Underwear (Upstairs and Down)

The prices on these goods are emphatically low in the first place. By the time you subtract the extra 20 per cent deduction that is taken off at time of purchase, the values become extraordinary.

Women's Stockings

\$1.25 a pair for second grade drop-stitch silk and artificial silk mixed, in black, navy and taupe.

\$1.50 a pair for first grade white full-fashioned thread silk with mercerized tops and soles.

\$1.85 a pair for first grade black and cordovan drop-stitch silk with cotton tops.

\$2 a pair for second grade black full-fashioned thread silk with mercerized tops and soles.

\$2.50 a pair for second grade black full-fashioned thread silk with all silk legs and cotton soles.

\$3 a pair for first grade stockings of the above.

Women's Underwear

35c, 3 for \$1, for ribbed cotton vests with hand tops; extra sizes, 40c.

40c each for ribbed cotton vests, crochet and silk ribbon trimmed; extra sizes, 50c.

85c each for cotton combination suits, low neck and sleeveless; first grade goods in regular and extra sizes.

Children's Stockings

35c, 3 pair for \$1, for second grade ribbed black cotton.

50c a pair for second grade ribbed black mercerized. (West Alle)

Lower-priced goods in these groups may be found in the Down Stairs Store.

Women's Semi Evening Dresses Reduced

Georgette crepes, usually beaded, charmeuses; chiffon and satins; a few taffetas and a few crepes de chine—chiefly in dainty light colors, although a few are in dark. They are very graceful frocks, and in good condition; here and there one needs a little freshening. The reduced prices are \$75 to \$150 and the usual 20 per cent will be taken off even these.

(First Floor, Central)

Young Women's Pongee Sports Suits at \$37.50 and \$45

Of firm, heavy pongee in the natural color, these sports suits are very summer-like and attractive.

They are very well cut and tailored, are in two good sports models, with belts and pleats and pockets.

14 to 20 year sizes. Yes, the 20 per cent discount comes off. (Second Floor, Chestnut)

Plenty of Moderately Priced Cotton Frocks for Young Women

There are any number of smart little gingham—checks and plaids in clear, pretty colorings, and made in many styles—\$14.50 to \$32.50.

An effective cotton ratine dress, in white or colors, and a new model, is \$15.

Plain cotton voids in charming colors and quite as charming styles, are \$20 to \$32.50.

And there are numbers of the popular flowered cotton void dresses—plenty of the dark blue with white flowered effects, as well as other colors and combinations. \$17.50 to \$27.50.

All in 14 to 20 year sizes. (Second Floor, Chestnut)

Women's Fine White Low Shoes Special at \$9 a Pair

They are from the leading women's shoe factory in this vicinity and similar shoes have been selling in our stocks for a third more. In addition to the special price there is the 20 per cent deduction.

White duck oxfords with white welted soles or turned oak leather soles, and military heels.

White duck tongue pumps with white welted soles and military heels.

Just the shoes women want for the coming holiday. (First Floor, Market)

Broad-Brimmed, Bright-Hued Hats—All Untrimmed for Summer

There's a particularly attractive table of these hats in the Untrimmed Millinery Section, and there are so many styles and colors it will be a pleasant task to find the one which best suits you.

There are coral shades, rose hues, jade and deeper greens, canary and gold shades, red, pale and deeper blues and black.

They begin at \$2.50, \$3.50 and go up to \$5. Wreaths of field and garden flowers and fruits to trim them are close at hand—and their prices are \$1 to \$7.

(Second Floor, Chestnut)

3500 Yards of Cotton Ratine, Special at \$1 a Yard

This is a quality ordinarily sold for half as much again—so that the saving is quite considerable on a dress or skirt length.

It is good quality cotton ratine, and there are any number of pretty colors from which to choose—pink, light blue, rose, Copenhagen, dark blue, lavender, tan, brown and plenty of white.

Women are using quite a lot of this sturdy cotton this Summer for skirts and whole dresses, so it is good news to get this shipment.

One yard wide. Yes, the 20 per cent discount comes off, too. (West Alle)

(Main Floor, Market)

Women's Inexpensive Umbrellas

Covers of American cotton taffeta; frames 8-rib paragon; handles plain and carved mission, with silk cord loops. Price \$2.50, from which 20 per cent is to be subtracted.

(Main Floor, Market)

JUDGED by the severest standard, the standard of dollars and cents and actual helpfulness, the offering of almost the entire Wanamaker stocks at a deduction of 20 per cent from the regular prices is proving itself to be the greatest actual service ever given to the buying public by any mercantile institution in the country.

At first this might sound like an extravagant statement, but just think of what it all means. Think of the deadlock that was, with millions of people needing seasonable wearables, household goods and necessities of all kinds and feeling that the prices were just so much beyond their reach!

Then think of the vast treasure houses of the great Wanamaker stocks (with only a small proportion excluded) being thrown open for unrestricted choice at a gratuitous deduction of 20 per cent from legitimate normal prices! It is something absolutely without precedent, and it brought an unprecedented measure of real service when real service was never more needed.

If the movement were to stop this very day, which it will not, it would have been the greatest thing ever done by any store for the buying public, because, apart from the millions of dollars which it has enabled people to save, the moral effect of it alone is incalculable.

Had Wanamaker's Not Acted When They Did—What Then?

The other day we said that had Wanamaker's not opened war upon high prices, people would still be paying 20 per cent more for merchandise.

That was a moderate statement. For who can tell how much higher the prices of several things might have gone in the meantime had the Founder of this Store not acted when he did.

In that light alone this is a movement of great and far-reaching significance. Since it was begun we have brought in greater quantities of fresh, new merchandise than we have ever before received probably in the same period of time, and there is more on the way.

It is really wonderful what a lot of excellent and desirable goods there are in the world for those who know where to find them.

Incidentally, if anybody should whisper in your ear that there is going to be relatively greater scarcity with higher prices later on, tell him what nearly everybody now knows—that Wanamaker's always has the goods and at prices that always bear scrutiny.

In the meantime help yourself, while the helping is so good, to almost anything under our roof at a saving of one dollar in every five!

Oriental Rugs—Three Lovely New Lots

Royal Saruks, fine Sennas and Kermanshah mats.

The Saruks are of the closely woven kind, with grounds most charming in old rose, set off with floral and figure designs in old rose, blue, tan and other delightful and elusive shades.

Typical Persian pieces in weave, fineness of texture, and charm of colors. Sizes 2x2 1/2 ft.

(Seventh Floor, Central)

Prices \$65 and \$67, less 20 per cent.

The Sennas are rugs that are now much sought after, but one will seek far for a more attractive lot than these in their wealth of "pretty" shades—rose, blue, orange and pinkish tones. Mostly all-over figures and some with medallions. Sizes 3x2 ft. approximately. Prices \$55 and \$57.50, less 20 per cent.

(Seventh Floor, Central)

Japanese Straw Rugs 9x15 ft., \$17.50

For any one needing an extra-size rug, here is the opportunity, especially with the 20 per cent off.

Natural color centers with plain band borders of blue, brown or green.

(Seventh Floor, Chestnut)

Colored Silk Neckerchiefs for Boys' Commencement Gifts

These rich and colorful silk neckerchiefs may help solve the "what shall I give him?" problem. They are unusually handsome, are of beautiful quality

and in stunning colors and combinations. \$10 each—but of course the 20 per cent discount comes off.

(Handkerchief Store, Main Floor, Central)

The 20 Per Cent Means Much in Pretty Glassware

It is especially helpful to seekers after gifts for June brides.

New lots have come in to make it more helpful still.

New cut glass, brilliant and fine. New gold-encrusted glassware, rich and ornate.

New glassware in colored decorations; pretty and effective in its manifold shades of amethyst.

(Fourth Floor, Chestnut)

A Special Holiday Package of Chocolate Marshmallows, 75c

Delicious, fat, puffy marshmallows dipped in rich sweet chocolate—a generous box filled with them, and the box tied with red, white and blue ribbon and most attractive—75c complete.

Another special box is of assorted caramels and jelly pastilles, \$1.25 complete.

Sticks of red, white and blue hard candies, 30c a jar. Patriotic Jack Horner pies for the center of the table are \$8—and they hold 12 favors.

Snapping bonbons are \$1.50 and \$2.50 a dozen. (Down Stairs Store, Chestnut)

3500 Men's New English Straw Hats at \$5

We were fortunate in coming upon this lot of fine hats that we were able to buy to sell at a price no higher than that of our famous Redleaf London hats, with which they compare very favorably.

Plain and fancy braids among them and all correct in style. All subject to the 20 per cent discount.

(Main Floor, Market)

Boys' Suits at a Saving of One Dollar in Five

That is the kind of opportunity blue serge suits in the Norfolk style for boys of 8 to 16 years now marked at \$15, \$16.50, \$18 and \$20, and subject to the deduction of 20 per cent.

Other Norfolk suits in a choice of fancy mixed fabrics at \$20 to \$40, for boys of 8 to 15 years.

We have a remarkable lot of (Second Floor, Central)



Ready for the Sports of Memorial Day

The Sporting Goods Store can supply you with equipment for any outdoor recreation and you save 20 per cent on everything.

A fine selection of golf and tennis outfitting. Tires, tubes and other equipment for the automobile.

Fishing tackle, firearms, khaki clothing, tents and camping paraphernalia.

Baseball goods, croquet sets, bicycles, canoes, rowboats and the like.

Sweaters, jerseys, bathing suits and canvas outing shoes. (The Gallery, Chestnut and Juniper)