

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

The Nation-Wide Campaign for Lower Prices Is the Greatest Thing in the Business Life of America Today

IT IS proving of immense public advantage—that fact is now clear beyond yea or nay:

It is an inspiring summons to the better business minds of America.

Also, it is no sham battle, it is the real thing; and everybody, whether manufacturer, wholesaler, merchant or consumer, who is not fighting on the right side is fighting on the wrong side, whether he knows it or not.

The public has been feeling the pinch—who can deny it?

Homes have been hard hit by the ever-mounting costs of things. Where is the American, whether employer or employe, who would dare to say that that was nothing to him?

The public has been patient, wonderfully patient.

One reason is because the great bulk of the American people, after all, are a pretty sane, solid and conservative body, and they will suffer a good deal rather than risk a disturbance of the settled order.

And yet, nobody moved; and up to now probably nobody would have moved had not one great business come forward, single handed and unheralded, and offered twenty million dollars' worth of standard merchandise—almost the entire stocks in the Philadelphia and New York Stores—at a deduction of 20 per cent from bona fide regular prices.

Here was something really American in conception and it has captured the whole country accordingly, criticisms, however inspired, notwithstanding.

Welcome to all the people to choose almost anything in the house at a saving of 20 per cent—one dollar in every five.

All of This Great Newspaper's Pages Could Not Contain

the words of letters, telegrams, printed interviews, editorials, adverse criticisms and favorable comments from all parts of the United States on the patriotic movement

of May third lowering regular prices on twenty millions of dollars' worth of fine, fresh, desirable merchandise

It is a pleasure to believe that the entire population of America has had the privilege of lower prices in their own town stores and country stores alike.

Though the people at large have saved in cash one-fifth of the usual purchase price, the storekeepers have been relieved of their stocks and received money in hand to coax out lots of wantable merchandise hidden away, and turn it into cash, which some people have told us helps to relieve the money market.

There is assuredly less of a feeling of unrest in the business world and fewer clouds in the business sky.

The entire mercantile world was as free to do as we did with whatever it owned.

The proposition of giving away your profit upon a spool of cotton and all the way up to a five thousand-dollar suit of furniture or an old piece of tapestry was something worth while.

[Signed]

John Wanamaker

May 28, 1920.

Of Those Small and Fashionable Animal Scarfs

we have an excellent assortment in the Fur Salons—and every day women come in and tell us that these little stone and baum marten, sable or squirrel scarfs are just what they are looking for.

The skins are soft and fine and carefully selected, every one. They have been made up with the greatest care, and prices go from \$25 for the pretty gray squirrel on up to \$425 for the lovely sables.

And 20 per cent is to be deducted from these prices, too.

(Second Floor, Chestnut)

Charming Tricolette Suits for Women

Lustrous, graceful suits in delightful colors—orchid, flesh, silver gray, tans, various blues, taupe, besides the staple navy and black. Most of them are simple, a few are embroidered; and there are slip-ons as well as coats. As a rule the tricolette is the plain weave, but there are enough examples of the wide wale to meet the desires of those who prefer it. Nothing more satisfactory could be chosen for a week-end or a holiday.

Prices are \$40 and \$45—and the 20 per cent makes them still smaller.

(First Floor, Central)

A New Lot of the Special \$6 Low Shoes for Women

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.

20 per cent to be deducted from the \$6.

(First Floor, Market)

Some New and Exquisite Real Lace Neckwear from Belgium

Lovely pieces they are, scarcely two alike, but wearable, every one.

There are pieces of the beautiful Point lace, others of the much admired Duchess, and quite an assortment of handsome Venise collars.

They are in many fashionable shapes, round and long, short and deep—every good style of the season seems to be included.

If you know a June bride who has a fondness for real laces, you might choose one for the trousseau—or for a wedding gift! \$8 to \$80—and of course there is the 20 per cent deduction, which makes them even more moderately priced.

(Main Floor, Central)

New White Kid Slippers

Graceful one-strap slippers with medium toes and two-inch Louis heels. They may be had for \$23, in the Exclusive Little Boot Shop.

The 20 per cent deduction obtains.

(First Floor, Market)

Washable Satin Petticoats

Pink and white with double panels front and back, and hemstitching forming scallops at the foot. Price \$6.25—and the deduction of 20 per cent makes it still lower.

(Third Floor, Central)

New Silks Have Arrived Every Day This Month

So that even with such phenomenal selling, there is just about as good an assortment of fine, new seasonable silks at the end of the month as there was at the beginning.

In some cases it wasn't possible to replace certain silks, but then we brought in other kinds to take their places. And every silk here is subject to the 20 per cent reduction.

There has arrived lately a large shipment of American silk broadcloth, first choice, at \$3.50 a yard. Everybody knows how well it wears and washes and what a satisfactory silk it is for women's summer dresses, waists and negligees.

A new shipment of fine Summer foulards, which, owing to a special concession of the manufacturer's, we shall sell for \$3.50 a yard. They are 35 inches wide and in most desirable colors and patterns.

(First Floor, Chestnut)

Graduation Gifts, Many of Sterling Silver

Gift-giving is not such a problem when there is such a pleasant variety from which to choose.

Sterling silver bar pins in fascinating designs, set with rhinestones, \$3.50 to \$24.

Bracelets in jeweled and novelty effects, \$2 to \$8.

Fancy bead necklaces, \$1.25 to \$11.

Pearl beads, imitation of course, 75c to \$15.

Sterling silver and enameled lingerie clasps, \$1.25 a pair; bar pins, collar pins and brooches, \$1.25.

(Jewelry Store, Chestnut and Thirteenth)

Smart New Handbags of Bright Pin Seal

Fine polished pin seal in black, navy, green, gray and brown makes these bags, which are a fashionable flat shape, with top handle.

They have double inner frames and are lined with moire silk to match. First lot of these bags we have had this year.

Price \$13.50, less 20 per cent.

(Main Floor, Chestnut)

Lingerie Waists

Three batiste styles first—one with high neck and hemstitching at \$5.50; one with low neck, hemstitching and embroidery at \$5.75; and one with a tucked collar and cuffs intended to show outside the coat, price \$8.50.

Then two fine voile styles—the first with frilling and hand-embroidery, price \$10.85; and the second with hand embroidery and real fillet, \$16.50.

20 per cent will be taken off any of these prices at the time of purchase.

(Third Floor, Central)

Charming, New All-White Sports and Dress Hats for the Holiday—\$10 to \$15

Fresh, new and charming white hats—that are just out of their boxes for you to see tomorrow.

They are of fine white straws, of white ribbon and white satin, and no two are alike.

There are small sailors, there are short-brimmed hats, there are tri-corner and mushrooms, as well as large hats in becoming shapes and sizes.

Some are trimmed with ribbons—one small hat is a mass of narrow white ribbon pleating; others have wool flowers or ribbons or perhaps a touch of bright color to make them prettier. Some white hats with a touch of midnight blue are particularly good looking.

\$10 to \$15—and there is the 20 per cent deduction on these, too.

(Second Floor, Chestnut)

Another Choice Lot of Oriental Rugs Just Opened

Daghestans of much beauty and charm in color and design.

Quite a number of antique, or semi-antique pieces among them and all are of true quality.

Dark blue, ivory, tan, old gold, soft green, mulberry and ecru contribute to their many delightful contrasts and effects of color.

Small figures and curious conventional devices peculiar to Daghestan rugs are the features of the designs.

Sizes 2.6x4 ft. to 3x4 ft., price \$85 to \$175, subject to the deduction of 20 per cent.

(Seventh Floor, Central)

Young Women's Dainty Cotton Frocks, Special at \$28.50

Thanks to a special purchase, they are under the usual price for such pretty frocks.

There are crisp dotted Swisses—white with colored dots, or colored grounds with white dots. There are plenty of navy blues, for instance, that so many people want. Trimmed with white organdie, they are delightful.

There are colored voiles, too, in lovely colors, and fine crepes in white with colored dots. Some are trimmed with laces, some with nets, and all are lovely and summery. And some tissue ginghams are very cool and pretty.

There's a wide choice of colors—rose pinks, deep blue, amber, pale blue, delicate greens, violet and lilac shades.

They are just such dresses as every young woman has need of during the Summer! And they come just in time to go into holiday bags for over the week-end.

14 to 20 year sizes—and the 20 per cent deduction is to be reckoned, too.

(Second Floor, Chestnut)

Children's and Girls' Fine White Shoes

Canvas Oxfords

Sizes 8½ to 11, price \$4.50.
Sizes 11½ to 2, price \$5.50.
Sizes 2½ to 7, price \$6.75.

White Buckskin Ankle Ties

Sizes 8 to 8, price \$4.50.
Sizes 8½ to 11, price \$7.
Sizes 11½ to 2, price \$8.50.

Please remember that 20 per cent will be taken off every one of these prices.

(First Floor, Market)

Brown and White Keds, Low

Sizes 8½ to 11, price \$2.
Sizes 11½ to 2, price \$2.25.
Sizes 2½ to 6, price \$2.75.

White and Brown Keds, High and Leather Trimmed

Sizes 8½ to 2, price \$3.
Sizes 2½ to 6, price \$3.75.

Good-Looking Cotton Suitings With a Linen Finish

There are a great many colors, including black, 36 inches wide, 66c a yard. Then the saving afforded by the 20 per cent deduction.

(First Floor, Chestnut)

Light Fixtures of All Kinds

Even in these days of scarcity we have plenty of such fixtures in the Lamp Store—in fact, the variety is great enough to supply something for every type of room, from the single light at \$3.50 to large chandeliers of hand-wrought iron at \$450. And, of course, there is 20 per cent deduction on all these prices.

(Fourth Floor, Central)

New Japanese Matting

Figures on green ground, flowers on white ground and fine, plain white make up the assortment.

Prices \$28.50 and \$35 for roll of 40 yards.

Extra heavy Chinese matting in plain white, \$37.50 for roll of 40 yards.

20 per cent off on all prices.

(Seventh Floor, Chestnut)

A Special \$1.25 Box of Sweets for the Holiday

It holds a tempting assortment of delicious caramels and fruit pastilles—both deliciously fresh.

Another special holiday box is of chocolate-covered vanilla marshmallows in a prettily decorated box—75c.

And there are chocolates and bonbons in tempting variety, fresh each morning from our own sunny kitchens, \$1.25 a pound.

All 20 per cent less.

(Down Stairs Store, Chestnut)

One-Fifth Off the Prices of All Our Boys' Suits

This is the kind of opportunity that really saves money for people with boys to clothe. Just think—you can select any suit in the stock at a saving of one dollar in five, and all this so early in the season.

It is something unheard of. Unquestionably it is something to look well into.

Our selection of boys' serge Norfolk suits is particularly good at \$15, \$16.50, \$18 and \$20 in 8 to 16 year sizes. The full range of choice takes in a fine variety of fancy mixed Norfolk suits, excellent in fabrics and making at \$20 to \$40, sizes for boys 8 to 16 years.

(Second Floor, Central)

For Men—A Fine, Fresh Stock of Suits

Men have a practically fresh stock of suits to select from because of the new lots that we have been opening up so constantly.

The 20 per cent deduction applies to all of them, to everything in the Men's Clothing Store.

There has never been such a large, genuine deduction made in such a full, fresh assortment so early in the season.

The suits are of our kind, every one of them made to sell for at least 20 per cent more by any fair comparison.

This is surely the opportunity for the man whose suit is still to be bought.

Prices \$45 to \$80, less 20 per cent in every case.

(Third Floor, Market)

All the Good Kinds of Straw Hats for Men

may still be bought here at one-fifth less than their already moderate prices.

And there are plenty of them, in spite of the enormous business of the past four weeks.

American-made straw hats, \$3.50 and \$4.

English straw hats, \$5.

Tuscan brown straw hats, \$5 to \$7.

Panama hats, \$6 to \$12.

Bangkok hats, \$7.

Mackinaw hats, \$5, \$6 and \$7.

(Main Floor, Market)

Men Are Buying Shirts for All Summer

while the choosing is good at the present prices and while the 20 per cent deduction continues.

We have fine woven madras shirts at \$3, \$4 and \$5, the selection at \$3 being remarkably good. All are soft cuff, plain negligé shirts.

Among silk shirts the assortment is excellent, from \$8 to \$15. The pongee and Fuji silk shirts at \$8 and \$8.50, with separate or attached collars to match, are especially popular.

Among Neckties—

we have well-replenished stocks of imported and domestic ties at \$1 to \$3.50. Plain colors, stripes, dots, figures—all sorts of designs.

(Main Floor, Market)

Two Good Special Lots of Men's Half Hose

6000 pair of lisle half hose in black, white and colors, with drop-stitch rib, 40c a pair.

1000 pair of silk plated half hose in heather mixtures and all silk in stripes, \$1 a pair.

These are all first grade goods that ordinarily sell for half as much again, and are subject to the 20 per cent deduction, too.

(Main Floor, Market)

In Furniture It Is a Golden Time

Such great and fine assortments of cabinet-work of all descriptions have never, to our knowledge, been proffered at so large a deduction from uninflated regular prices.

What it means to home-makers they can readily realize. In the dining-room furniture selections are especially diverse and attractive.

The Market and Central Sections of the Sixth Floor are covered with dining suits and pieces of the choicest types to be found in America. Here is a variety spanning the whole range from the lowest priced suit of pleasing appearance and dependable quality to the elegant and superb suits worthy of a palace.

These and all other suits and pieces in the Furniture Store can now be bought at a deduction of 20 per cent from regular prices.

(Fifth and Sixth Floors)