

# Every Individual and Every Home Stands to Gain by This Great Movement Against the High Cost of Living

It touches the needs of every man, woman and child, and of every home.

The important thing is to take advantage of it.

Excepting some \$50,000 worth of goods, excluded through honorable agreement, our whole stocks are yours to choose from at a deduction of 20 per cent from the regular price of everything. It is the first time that such a colossal and varied treasure of merchandise has been offered at such an advantage in price.

It has proven itself to be the most inspirational thing ever done in American retail business; and the readiness of merchants all over the United States to fall in with the movement is a good proof that they were waiting for a lead worth following.

Nobody pretends that we have completely solved the problem of the high cost of living, but we have at least dealt it a deadly blow.

There is no mystery about what we are doing. It is a matter of simple arithmetic, or, to be more specific, of dollars and cents.

## As Applied to Your Expenses

It means a saving of one dollar in five on almost everything that we sell and that you need. Applied to all the dry goods furnishings and articles needed by you or your home it runs into money and the money is all to the good so far as you are concerned.

It means the cutting down of your expenses by one-fifth—in so far as you look to this store to supply your needs. Think of what it would mean to you if you could buy everything, every commodity, every service you in any way utilize for one-fifth less than you regularly pay for it!

That is what people are doing every day now, who are buying their needfuls at Wanamaker's.

You can well imagine what it means to save at that rate on almost everything you lay your eyes upon in this Store.

But imagination, of itself, never lightens the burden of expense. The thing to do is to make sure when an opportunity comes along that you don't miss it.

Now is your time.

### An Old Friend of Mine of London

a marvelous preacher, in speaking of preaching, said, "You cannot move heavy wagons on land with wind. A stiff breeze, however, will move a big sailing vessel over the bay." If it is a fisherman you are starting out to be, first engage a man of the sea who knows where the fishing tribes sleep, feed and frolic.

Do not let it bother you if the fisherman is barefoot and hatless—it is fish you are after, and he will take you to where they are; this is worth a lot to you if only in time-saving.

Many deep-sea fish rarely come to the surface until they are tired out, and you can pull them in on your spoon.

A great many persons try to do everything with a short line.

The fish that lie sleeping on the coral bottoms of Turtle Harbor, twenty feet under the bottom of your boat, cannot be reached by your holiday line of twelve feet and no more.

To leave school with only half a preparation, or to run away from your trade without full training, is to go out into life with a short line that will not give you success.

No one can climb a mountain by dancing on the foothills.

[Signed] *John Wanamaker*

June 1, 1920.

### Fresh Shipment of Women's Fine Special Pumps and Oxfords

Beautiful fashion shoes, from a famous factory. Though the regular price is a half more, we are selling them specially for \$12 a pair, and you also get the benefit of the 20 per cent deduction at time of purchase.

Louis heel oxfords and plain and tongue pumps in various styles, all light-weight Summer shoes, with turned soles. Leathers are patent leather, black calfskin, bronze kidskin, black suede and black glazed kidskin.

(First Floor, Market)

### 4000 Pair of Silk Stockings "Seconds" at \$2 a Pair

This lot is unusually good and will probably all go out in a day. We can't seem to get enough of these goods, although we take about all the good "seconds" this maker can send us.

Black, white, navy and the popular brown shades. Ingrain thread silk with mercerized lisle tops and soles. If first grade they would be at least a half more, and the 20 per cent deduction comes off their low price.

(West Aisle)

### Just Out of Bond Chinese Ninghai Pongee

So few silks can be recommended for the hard usage of men's suits and riding breeches that this silk has an almost unique distinction. It can be counted on for splendid service and it washes as well as it wears.

It is one of the very fashionable silks this Summer for women's tailored suits and sports skirts. In heavy-weight, natural color, 33 inches wide, \$3 a yard, which becomes less when the 20 per cent is taken off.

(First Floor, Chestnut)

### Colorful Necklace of Many Kinds of Beads

They look well with light Summer frocks and thin blouses, and it is easy to carry out any particular color scheme, so many kinds of beads are here. There are necklaces of imitation topazes, of amethysts, sapphires, jade, coral or lapis lazuli—sometimes the beads alone, sometimes combined with metal ornaments. \$2 to \$19.

Colored bead necklaces in blue, green, pink and red, 50c to \$24.

(Jewelry Store, Chestnut and Thirteenth)

### Seldom Have We Had More or Prettier Blouses for Girls

There is a whole case full of fresh and lovely crepe Georgette and the popular silk tricolette blouse. There are delicate colors and white, as well as the deeper shades to wear with suits. Some are braided, some are trimmed with lace and some with wool or other embroidery.

Some of the blouses fasten in back, some in front and some are in slip-over style.

\$7.50, \$8, and up to \$26. All are in 32 to 36 inch bust measure.

Yes, there is the 20 per cent deduction on these.

(Third Floor, Chestnut)

### L. R. Corsets of Cool Net

We have all our Summer supplies of net corsets now in, so that there is no need of any woman waiting any longer for her cool outfit.

A short net model is \$2.50. A topless model of pink net, with a long skirt, \$2.50.

Another long-skirted corset, with low bust, is intended for women of average or full figure and is \$3.50.

The 20 per cent deduction from these prices makes the corsets very inexpensive indeed.

(Third Floor, Chestnut)

### It's Time To Be Thinking of Bathing Caps and Shoes

If you are soon going to pack a vacation trunk! And a special little shop devoted to bathing caps and slippers, bathing shoes, bathing corsets, garters and all the other accessories is now ready on the Main Floor, Central.

There is a good supply of all the necessities and the prices are moderate, starting at 25c for rubber bathing caps. And there is the 20 per cent deduction, too.

(Main Floor, Central)

### Scalloped Petticoats

Heavy cottons and piques, with hand-embroidered scallops, much liked to wear under white skirts because they render a second petticoat unnecessary. Several styles between \$3.50 and \$7.50.

The 20 per cent deduction will make these prices very small.

(Third Floor, Central)

### Porto Rican Nightgowns and Chemises

Fine and simple nightgowns with hand-hemstitching and beautiful finish, \$5.50, \$5.75 and \$6.50.

Envelope chemises with hand-hemstitching and straps \$3.50 and \$4.75. Straight chemises, \$2.75 upward.

Heavy cotton petticoats which don't show through, have fine, firm scallops and dots, and are \$4.75, \$5.75 and \$6.75.

Deduct the 20 per cent from these prices and you see what dainty lingerie is possible for moderate prices in the French Room.

(Third Floor, Chestnut)

THIS is the best time one could choose to buy

### A Diamond Bar Pin

while there is still a saving of 20 per cent on the price. The entire collection of our beautiful and unique diamond bar pins is here for selection. They are all mounted in the finest platinum, either fligree

settings or solidly paved. Only blue-white perfect diamonds are used in these mountings. Prices are \$385 to \$4800, and become greatly lessened after the deduction.

(Jewelry Store, Chestnut and Thirteenth)

### Women's Afternoon Gowns of Crepe de Chine and Georgette

"Little dresses," as women affectionately term such things, being rather simple and yet exceedingly charming in effect. They are apt to have elbow sleeves, wide tucks in the skirts and a great many narrow pleats, giving fullness and slenderness at once; and

they often have girdles of black velvet or some contrasting color; a few are embroidered. The colors are white and flesh, corn-color, pink and lavender and geranium, and prices are \$125 to \$200. With the 20 per cent deduction these are quite moderate.

(First Floor, Central)

### Wide Brimmed and Flower Trimmed Are Many of the Loveliest Summer Hats

Fitting accompaniment to Summer frocks and gowns are these charming flower-trimmed hats, which are one of the most popular millinery fashions this season.

They are of creamy Leghorns, of the pretty coarse-weave straws and of fine

hemp and Milans, and in addition to black hats there are all the gay and bright hues of the Summer.

Usually they are simply wreathed with field and garden flowers—sometimes there is a soft knot of ribbon or a fluttering bow.

Prices begin at \$15.

(Second Floor, Chestnut)

### Warmer Weather Brings New Black Silk Coats

One thing women like so much about them is that they give all the protection of a cloth coat without its warmth or weight.

Taffeta silk capes, full length, with large cape collar and ornaments at the arm slits, \$65.

Handsome radium silk coats with deep collar and strap

belt, silk lined, \$125. And at the same price silk poplin wraps on the dolman order, silk lined and with large gathered collar.

At \$150 is a very beautiful silk radium dolman, made in a novel fashion, with cords to fasten under the arms.

And there is the 20 per cent deduction on each one.

(First Floor, Central)

### The June Sale of Waists Goes on Merrily

Thousands of silk waists and cotton waists are in it—and new ones are coming in tomorrow—the silks including a great many Georgettes, mostly in light colors; and the lingerie waists, including everything from the plainest tailored bas-

tistes to blouses with hand-work and real lace.

Prices run from \$3.85 to \$5.85 for silks and \$1.85 to \$9.75 for cottons, and the 20 per cent deduction will be made at the time of purchase.

(East and West Aisles)

### Two Beautiful New Silk Handbags

One is the large, rather shallow oval shape that is so fashionable. It has a triple frame of metal and is silk lined in contrasting colors.

The other is somewhat smaller and deeper and is of self-check-

ered silk, with an ornate metal frame imitating Holland silver.

These bags are mostly in navy blue, though there are some black and brown. The price is \$10.75 each, less 20 per cent.

(Main Floor, Chestnut)

### You'd Say the Irish Had an Eye for Color

If you could see all the pretty shades in the assortment of colored handkerchiefs at 75c apiece that we've lately had from the Emerald Isle!

There are rose and pink shades, light and deeper blues, tans and browns, lilac and lavender tints and pretty greens.

(Main Floor, Central)

### New Lot of Men's Airplane Linen Handkerchiefs, \$6 a Dozen

has just been unboxed. The handkerchiefs are of sturdy weave, are made in the plain, practical hemstitched style, and are a weight that many men find very serviceable.

We'll mark them with ink or machine embroidery, if you wish, at small cost.

(Main Floor, Central)

### Women's Mourning Umbrellas

They all have black rods and handles of ebonized or enameled wood, with silk cord or black leather loops. Those covered with silk-and-cotton are \$7.50 and \$8.50; those covered with silk are \$8.50 to \$15.

The 20 per cent deduction applies.

(Main Floor, Market)

### Fashionable Summer Shades Call for Two-Toned Ribbons

And here they are—moire 6-inch ribbon, soft enough to crush gracefully and with contrasting colors on the two sides. The combinations are very lovely.

They are \$3.40 a yard, less 20 per cent, making them most moderately priced.

(Main Floor, Central)

### Serapi Carpets in Delightful Choice

It is years since we have had as choice a lot of Serapi carpets as we are now showing. We have had larger collections, but seldom have we had such an attractive group.

These are a direct import, and they have only lately come overseas.

In the richness and vigor of their color schemes and picturesque boldness of design they are very attractive types of the Serapi weave, and their prices here quoted are subject to the deduction of 20 per cent.

#### Serapi Rugs

11.1x10.5 ft., \$875.	15.8x11.8 ft., \$1635.
12.4x10.6 ft., \$1045.	17.1x11.3 ft., \$1865.
12.7x10.3 ft., \$975.	17x11 ft., \$1675.
11.7x9.7 ft., \$985.	16.9x12.11 ft., \$1875.
14.7x11.9 ft., \$1485.	12.6x9.9 ft., \$1085.

(Seventh Floor, Central)

### 20 Per Cent Saved on Wanamaker Standard Suits for Men

—is surely 20 per cent gained. And it applies to every suit in our stock—an unheard-of thing at this time of year. One-fifth off the price, but net one-hundredth part of a cent's worth off the quality—that is the situation!

We are busy keeping the stocks fresh and the choice attractive every day.

A saving of one-fifth, one dollar in five, on the price of all the suits and extra garments a man needs for the season—that is what it amounts to—for the men who take advantage of it.

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

(Third Floor, Market)

### New Cretonne Covers Invite One to Coolness

Without trying it you can hardly imagine the agreeable change they make in a room or porch, and one nice thing about them is that the various pieces may be had to match. There are a number of very pretty patterns.

Pillow slips, \$1.25 to \$2.50. Scarfs and table covers, \$1.25 to \$5.50. Also there are round pillows, already made up and in the same pattern cretonnes for \$2.75, \$3.75 and \$5.75. All come under the 20 per cent deduction.

(Fifth Floor, Market)

### Men's Fine Golf Suits at One-Fifth Less

are finding many takers among golfers who know good suits when they see them.

These are both imported and domestic. All have easy-fitting Norfolk coats and more of them have knickerbockers than long trousers.

The materials are Shetlands, tweeds, chevots and light-weight wool crashes, in grays, tans, greens and overplaid in several colors.

Prices are \$30 to \$78.50. Separate coats, \$20 to \$55. Separate knickerbockers, \$5.50 to \$16.50. Golf caps, stockings, shoes and other accessories. All subject to the 20 per cent deduction.

(The Gallery, Chestnut)

### Glassware in Brilliant Abundance for June Bridal Gifts

Recent shipments have brought new variety and new brilliance to the sparkling displays of fine cut crystal, encrusted glassware and glass pieces in manifold colored decorations.

Seekers for June bridal gifts, here is a glittering delightful choice of pretty and useful things!

In cut glass—every conceivable piece, from a flower vase at \$2 to a punch bowl at \$250, less 20 per cent.

In colored glassware the choice is the largest we have ever shown and a wealth of pretty and uncommon colors; a diversity of charming and useful pieces to

choose from; \$1.50 to \$20, less 20 per cent.

In encrusted gold glassware—a rich and impressive choice. This is a ware that is very popular just now for gifts. Novel, practical and ornate pieces in a large assortment, from \$2.25 for a bonbon dish to \$40 a dozen for goblets; every price less 20 per cent.

(Fourth Floor, Chestnut)

### Chinese Wicker Furniture Newly Arrived

Direct from China and of both the "peel" and grass varieties—the ideal furniture for Summer porches and Summer living rooms.

Tables are of the hour-glass and straight-legged type, with round and square tops, \$18.50 to \$25.

Low hour-glass stools, \$3.50 to \$8.50.

Long reclining chairs, collapsible, some with foot slides and some without, \$32.50 and \$28.50.

Straight chairs and rockers of various types and styles, \$18.50 and \$20. Hour-glass chairs, \$14.50, \$17.50 and \$22.50.

Also odd pieces such as a tea wagon, a cabinet, and so on. The 20 per cent deduction makes all this furniture very moderately priced.

(Fourth Floor, Chestnut and Seventh Floor, Central)