

Organ plays at 9, 11, 11:55 A. M. and 4:50 P. M. Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

The Whole Country Is Ringing With the Message

Of the \$20,000,000 Wanamaker Stocks, of Fine Merchandise at One-Fifth Off

Who Were the Buccaneers?

is a question often asked by visitors to Southern Florida, where tradition and some tangible proofs show that they were plunderers of the sea and robbers of the Gulf Coast. For nearly two centuries they were busy upon the Caribbean Sea and off lower Florida.

The rich city of Panama was once invaded by a shipload of these, who crossed the Isthmus of Darien. King Charles II is reported to have knighted their leader.

On a little island off Florida in the Gulf of Mexico, which we have repeatedly visited, we have seen what settlers declare to be relics of the buccaneers' days.

Buccaneering seems to have passed away, but

There Is Much Bushwhacking

these days in this and other countries. It can be seen in trade, commerce, manufacturing, promoting new stock companies and some of the professions.

Worcester's Dictionary gives the meaning of the words: "Fighting in guerrilla style, from behind bushes."

It has been proven that there is but one sure foundation for banks, trust companies and business enterprises to build upon.

[Signed]

John Wanamaker

May 5, 1920.

An Abundance of New Merchandise Is Flowing In And Every Bit of It Goes Into the Sale at 20 Per Cent Less

This is a full-action Store every day.

We are holding right now the greatest sale in our history — a sale which is the amazement of the whole nation.

To keep it going we must bring in new goods in great quantity.

Here is given a suggestion of some of the new things that have just been unpacked and put on sale. The prices marked on them are the regular normal prices at which they would be marked if this sale had never been thought of.

But just as soon as they are marked they find themselves in the sale at 20 per cent less than marked prices:

Women's Suits—Smart sports suits in wool jersey cloth and mixtures, \$25 to \$67.50.

Women's Dresses—dainty batistes, dotted swiss, ginghams and printed voiles, \$28.50 to \$125. Some printed chiffons and foulards, \$62.50 to \$130. Also fine imported gowns of beadedorgette crepe, \$100 to \$150.

Women's Capes—black or dark blue tricotine capes, \$75.

Women's Wraps—fine all-wool bolivia dolmans, brown or taupe, silk lined, \$135.

Women's Sports Coats—in polo cloth, tan or brown, silk lined, \$65.

Women's Raincoats—mercerized gabardine, changeable colors, \$57.50.

Silks—fine American striped tub silks, \$3.50 a yard.

Dress Goods—plain and figured voiles, dark and light colors, 85c a yard. Finer printed voiles, dark colors, \$1.25, \$1.50 and \$2.25 a yard.

Ginghams, checked and plaid, 65c a yard.

All-wool suitings, black and white velour checks, 54 inches wide, \$5 a yard.

Women's Skirts—more of those good specials in silk poplin, navy

blue or black, knife pleated, at \$14.50. (First Floor, Central)

Laces—imitation Bohemian, black and cream, 13 to 38 inches wide, \$4.50 to \$11.25 a yard. Imitation filet flouncings, white and cream, \$6.50 to \$12.75 a yard. Imitation Chantilly, white, cream and black, 4 to 40 inches wide, \$1.50 to \$10 a yard. (Main Floor, Central)

New Irish Handkerchiefs for Women—hand-embroidered handkerchiefs from one of the best makers; 35c each. (West Aisle)

Lovely New Flower-Trimmed Hats, \$15—fresh and charming garden and Summer hats, just out of the workshop. (Second Floor, Chestnut)

Children's Parasols, \$1 to \$1—many kinds and colors. (Main Floor, Market)

New Arrival of French Scents—perfumes, extracts and toilet waters, sachets and talcum powders, \$1 to \$18. (Main Floor, Chestnut)

Brand-New Pongee Suits for Young Women, \$37.50—in natural color.

Delightful New Evening Frocks for Young Women, \$42.50.

Smart New Cotton Frocks, \$17.50—copied from imported swisses. All in 14 to 20 year sizes. (Second Floor, Chestnut)

The Founder's signed announcement, spread broadcast by the newspapers last Monday morning, gave information of a sledgehammer blow to break the backbone of high prices.

The Facts Are These:

1. For a limited time and until further notice, we offer the whole merchandise stocks of the Wanamaker stores in Philadelphia and New York at 20 per cent deduction from the actual fair prices already marked on them. These stocks total more than \$20,000,000. The only exceptions are included in about \$50,000 worth of patented articles or high-cost luxuries that we could not have here for sale except at the manufacturers' restricted prices.

2. The statement that there is 20 per cent deduction from the prices already marked on the merchandise means an actual taking off of one-fifth from the actual prices which were marked on these goods last Saturday. There have been no changes made in the price tags; it would be impossible to re-mark them all, but the 20 per cent deduction is taken off in all cases at the time of purchase.

3. This sale, the greatest in the world, is straightforward, fair and aboveboard in every particular. We never have, in our history, marked up goods in order to mark them down again and we never will.

4. We are not selling out, nor clearing away, nor getting rid of stock. Our goods are new and fine. They are the best to be had in the world and just as fast as the sales go out new purchases come in.

5. New goods that came into the store yesterday and today in great volume are marked immediately with their usual moderate, regular profits and put into the stocks to be sold, as everything else is being sold, at 20 per cent less than the marked price. Witness an example of this: Just as our first announcement was made we were getting in our great stock of men's straw hats in preparation for Straw Hat Day, next Saturday. The prices on the famous Lincoln-Bennett, London, and Red-leaf hats, which we believe to be the world's best, were marked at the same figures as last year—\$3, \$3.50, \$4, \$4.50 and \$5. We had already decided that they should not be increased over last year, and so the same prices were marked on them—\$3, \$3.50, \$4, \$4.50 and \$5—and yet they go into the stocks almost at once to be sold at 20 per cent off, which means one-fifth off last year's prices.

6. In this great movement, undertaken solely from a conscientious sense of duty that, occupying the position we do, we ought to try to do something to help the public, we feel that we have a right to expect the co-operation of the great manufacturers whose largest customers we are in most cases. This co-operation, we have, in many cases, been assured of.

7. We are prepared to expend \$1,000,000 each week for new merchandise to enable us to carry these sales on. Manufacturers who come

The Next Great Courboin Organ Concert will be given tomorrow evening. Tickets for this concert can be had now at the office of the Concert Bureau on the Main Floor, near the Juniper street motor entrance.

forward to accept this offer will have the advantage of cash transactions and the advantage of immediate distribution of their goods through the largest outlet in America.

To Any One Who May Not Already Realize How Prices Are Affected by This Announcement

let us say this:

The thousands and hundreds of thousands of prudent shoppers who are our regular customers, and yet who keep informed at all times of prevailing prices elsewhere, will bear us out in the statement that Wanamaker prices for the merchandise of the safe and dependable kind are nearly always lower than goods of equal qualities can be found for elsewhere in the city.

Yet from these Wanamaker prices, for this limited time, until further notice, twenty per cent is deducted throughout the whole with the minor exceptions noted.

Yes, everything from a paper of pins to a \$7400 necklace of Oriental pearls; from dresses to diamonds; from the Down Stairs Store to the great furniture floors; everything in the 14-story building; everything that we sell—dry goods, wearing apparel, household articles, linens—everything (with the exceptions noted above) at 20 per cent below the market price, even though the price has already been reduced.

Even 20 Per Cent Off the White Sale and Other Special Sale Prices

In fact, we have not changed a single price as it was marked on the merchandise Saturday when the Store closed. The only change is that now for a limited time every customer is allowed to deduct at time of purchase 20 per cent from these already low prices.

If the price is \$5 you pay \$4
If the price is \$10 you pay \$8
If the price is \$50 you pay \$40

The Time to Take Advantage Is Now—Stock Up for Your Future Needs—Get All the Clothing You Need for Yourself and for the Whole Family

How long we can keep this up cannot yet be told.

Perhaps a largely increased volume of trade from this movement will enable us to hold prices down by reducing the percentage of handling the business.

Perhaps other stores will now do the big thing instead of the small thing, and the combined attack may force producers to join the leveling down movement and release their stocks also in the interest of the whole people.

We Want Still More Salespeople—Enthusiastic men and women who would like to have a part in this great movement and help us sell goods, apply at the Employment Bureau, First Floor, Gallery

Among the New Things Pouring Into the Down Stairs Store

Hand-made blouses.
Women's eyelet ties and ankle ties.
Women's brogue Oxfords.
Women's silk underwear.
Women's cotton underwear.
Corsets for all types.
Roman stripe ribbons.
Organdie and voile flouncings.
Figured voiles.
Figured white materials.
Organdie blouses.
Pongee blouses.
Blouses in extra sizes.
Navy serge dolmans and capes.
Knife-pleated skirts of plaid or navy serge.
Women's taffeta dresses.