

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

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

With a Stroke of the Pen That Was Like a Sledgehammer Blow

The Founder of These Great Businesses Has Thrown Their Twenty Million-Dollar Stocks on the Market to Break the Backbone of High Prices, With 20 Per Cent Off the Established Prices in Philadelphia and New York

Is There Anything in the Whole World Half So Good as being straight, right and four-square, able to work hard, earn an honest living, look everybody in the face and not be afraid of anybody or anything?

There can be but one end to the automobile thieves, the decamping messengers of the bond brokers, the smashers of jewelers' windows and the holders-up of banks at the point of revolvers. Know that it is inevitable that you will be caught and punished some day.

To be in constant dread of the approach of some one on the streets you must pass along, or to quiver with fear when there's a knock at your door, or when the street-bell rings, is to be living next door to "a hell on earth."

Take this kindly advice and begin again and make good.

[Signed]

John Wanamaker

May 6, 1920.

Choosing From the World's Wealth of Merchandise at Wanamaker's

It takes a floor space of nearly 50 acres, in this Philadelphia Store alone, to display, distribute and stock our merchandise; as well as several warehouses to take care of the vast quantities of new, fine goods, constantly being poured into (and out of) this great mart, sent to us from the world's four quarters.

To mention all that is comprised in these vast and varied stocks of ours would make an unreadable list, but the commodities themselves are mighty interesting, especially with the price deductions.

The May Sale of White is now in full progress, with many thousands of fine garments for women and children, in almost indescribable variety. Ordered months ago, their price scale was already notably below that of the everyday market.

Nevertheless 20 Per Cent Comes Off the price of every article, whether a silk petticoat or a dainty waist, whether an exquisite hand-embroidered Philippine nightgown trimmed with real lace, or a child's sturdy cotton play-frock.

The fine silks and the new books; the rich jewels and the high-grade housefurnishings; an elaborate trousseau, a charming hat, a trustworthy suit of men's clothing, a dainty dance frock, a Paris hat or an elegant costume with all the distinction of a French model; a pair of Summer-weight blankets, or a piece of sparkling cut-glass for a wedding gift; or maybe a single linen handkerchief; and thousands of other things not named—

All these are on somebody's list of shopping "musts" this very day. None of them is excluded from the 20 per cent allowance off.

Neither are the sterling wares of the Down Stairs Store, which were previously priced at the lowest figure for their qualities to be found in town or out.

This is no half-measur , no offer with strings tied to it.

A stranger who had arrived at Broad Street Station just before 9 o'clock yesterday morning and walked through City Hall to the East Plaza, asked a policeman, "Why are so many people gathered around the doors of that building over there?"

"That's Wanamaker's," said the policeman, "they are having a sale of their whole stocks at 20 per cent off."

"That's the place I am looking for," said the stranger, "I heard about it in Washington and I have come up to buy some furniture."

The message has gone far and wide. Business men in distant cities telegraphed their congratulations.

The manager of one of the largest stores in California, now on an Eastern visit, spent the whole day walking about the Store watching the crowds and marveling at such activities as he had never before seen.

An association of Boston manufacturers telegraphed to know what it was all about.

Reporters from New York newspapers came here to write it up as the greatest event in the history of American merchandising.

Manufacturers and wholesalers came to inquire if we could use some of their merchandise to carry on the sales. We can use millions of dollars' worth of it—for cash in hand.

And the People of Philadelphia Came by Thousands and Tens of Thousands

to take advantage, to buy clothing, to buy furniture, to buy carpets and rugs, to buy household appliances, to buy books, to buy pianos, to buy jewelry, to buy linens and bedding.

Some of them came, hardly believing, and eagerly asking if it were true. They had read it in the newspapers and heard it on the street corners that

The Wanamaker Store Is Selling Its Merchandise at 20 Per Cent Off

They said they could not credit it. It seemed impossible and unbelievable. But it was true and it is true. The impossible and incredible thing is going on here. It is the greatest sale in the world, and it is going on here in the heart of Philadel-

phia with a creamy smoothness that is amazing to every one who sees it.

It is tremendous, yet it is amazingly simple.

Somebody had to strike a great blow somewhere to stop the rising prices.

It seemed to us that it was a sort of duty laid upon this organization to do it because we are the largest retailers.

Therefore, to start the movement, we announced a 20 per cent deduction to be allowed on all our merchandise of whatever description to be found from top to bottom of the house, with the inconsiderable exception of less than \$50,000 worth of articles taken under restrictions we cannot honorably disregard.

Everybody Knows the Facts

which led to this adoption of forceful measures for relief to the purchasing public.

The mounting cost of living has been perplexing everybody; turning necessities into luxuries; changing luxuries into unattainabilities; provoking demands for high wages on the one hand, and cynically nullifying any advantage from high wages on the other.

Yet the needs of life go on. You can hire a hall to hold meetings to beseech the extravagant few to cease purchasing what is necessary; but there is no use asking the baby to kindly refrain from outgrowing his first clothes, the schoolboy to wear out fewer shoes, or the living-room carpet not to show marks of the feet that pass over it!

The one thing that could be done HAS been done by this Pioneer Store, which has been first in the inauguration of all epoch-making movements in merchandising:

Voluntarily we are taking 20 per cent off the price of the baby's wee garments, even those already priced below normal in the White Sale; 20 per cent off the prices of the boy's shoes, the girl's, the man's, the woman's, at a time when hundreds of pairs had already been specially priced and so advertised in connection with sales previously arranged for.

And the floor covering, whether it is the smallest straw piece for the Summer porch or the most superb Oriental rug in the famed

Mr. Courboin's Great Organ Concert This Evening

is scheduled for 8:15, and it is hoped that all ticket holders may be in their seats by that time. This is the twenty-fifth of these famous concerts, and the program will be representative of

Nature in Music

1. Tinel... "Hymn to the Sun" from the oratorio *Franciscus*
2. Bach... Choral Prelude on "By the Waters of Babylon"
3. Haydn... (a) "The Heavens Are Telling" (b) "With Verdure Glad" from *The Creation*
4. Wagner... "Forest Murmurs" from *Siegfried*
5. MacDowell... "To a Water Lily" from *Woodland Sketches*
6. Chopin... Nocturne in G Major
7. Rossini... Overture to *William Tell*

Wanamaker collection, will cost you exactly 20 per cent less—in other words, one dollar off every five—than it would have cost you this day a week ago.

Everybody Knows Wanamaker Merchandise

as the standard of trustworthy quality. This is what makes the bigness of this present opportunity for you.

There is probably no other store in the world whose act of service in this price-deduction could mean so much benefit to the customer; above all, to such as have been tempted to solve the price-enigma by patronizing "cheap jack" stores where they have to close their eyes to qualities—or else keep them very wide open indeed!

"Cheap-jack" never did sell goods of Wanamaker quality at less than Wanamaker prices. It can't be done. The one Store that ever did it—

Is the Store That's Doing It Now—Wanamaker's—

where all prices, goods and promises are worthy to be believed in.

It is almost needless, therefore, to say that all deductions are on actual prices, not on figures "fixed up" for the occasion. We never have marked up overvalues on tickets to create mark-downs, and we never will.

Shoppers find price-tags unchanged. It is not physically possible to mark changes on millions of tags; we are too busy selling the things to which the tags are tied!

In purchasing, you just hand the salesperson 20 per cent less than the marked price; and if you'll hand him cash, whenever convenient, and will carry home the smaller or lighter packages, and not request C. O. D. or approval privileges, you'll facilitate service to yourself and all along the line.

We Take \$1,000,000 Worth of New Goods Each Week

paying cash for it on the day of delivery, in order to continue these sales, and to influence increased production and movement of merchandise now being held for higher prices by manufacturers and speculators, who may be in want of ready money.