

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 Spirit of the Wanamaker Great Sale Is Sweeping Over the Country

Old Promenaders on the Boardwalk at Atlantic City

sometimes tell the younger generation an incident of the famous Sydney Smith's speech upon the English Parliament's vote to reject a Reform bill.

The learned gentleman said: "The attempt of the Lords to stop the progress of reform reminds me very forcibly of the great storm of Sidmouth, and of the conduct of the excellent Mrs. Partington on that occasion. In the Winter of 1824 there set in a great flood upon that town—the tide rose to an incredible height—the waves rushed in upon the houses—and everything was threatened with destruction!

"In the midst of this sublime and terrible storm, Dame Partington, who lived upon the beach, was seen at the door of her house with mop and pattens, squeezing out the sea-water and vigorously pushing away the Atlantic Ocean. The Atlantic was roused. Mrs. Partington's spirit was up; but I need not tell you that the contest was unequal. The Atlantic beat Mrs. Partington. She was excellent at a slop, or a puddle, but she should not have meddled with a tempest."

But when the women of the United States combine together for the Red Cross and the emergencies of humanity, or any great idea, they are unconquerable. Don't you forget it!

[Signed]

John Wanamaker

May 7, 1920.

Tickets Are Ready This Morning

for Mr. Courboin's Great Organ Concert of next Wednesday evening, May 12.

This concluding concert of the Spring series will have a program of most unusual interest.

Tickets may be obtained now at the office of the Concert Bureau on the Main Floor, near the Juniper Street Entrance.

In Men's Clothing the Occasion Is Unprecedented

The advantage of choosing merchandise at a saving of 20 per cent or of 50 per cent depends upon the merchandise. A saving of 20 per cent on "men's clothing" may mean much or little or nothing at all, according to the clothing involved.

But a saving of 20 per cent on what is known to be the finest ready-to-wear all-wool clothing made in the United States is something that no man who needs clothing for this season can well afford to let pass.

That is exactly the opportunity now presented in the Wanamaker Men's Clothing Store, in which a man can choose any suit or overcoat at 20 per cent less than the regular Wanamaker prices.

It is the most remarkable offering ever made at the opening of a season by any men's clothing store in America, and we want to again emphasize that the best feature of it is the KIND of clothing which it embraces.

(Third Floor, Market)

In Boys' Clothing

Here is where the 20 per cent deduction Sale is proving marvelously helpful.

Just think of what it means to any one with a boy or a houseful of boys to fit out for the Summer, to have these excellent stocks to select from at a saving of one-fifth on every transaction!

(Second Floor, Central)

In China and Glassware You Can Choose From

New American dinner sets in large variety; New colored glassware, including a number of unconventional shades;

New encrusted gold glassware, including a number of pieces not hitherto shown. And all at 20 per cent deduction.

(Fourth Floor, Chestnut)

The Twenty Million-Dollar Stocks of the Wanamaker Stores in Philadelphia and New York Are Placed on Sale by the Founder at One-Fifth Off to Break the Backbone of High Prices

Pick up your favorite morning or evening newspaper and turn it over page by page and read of reduction sales and special sales and great advantage sales—read here and there and everywhere of the downfall of prices declared by true advertisers and copying advertisers on every side.

And then go back and look over the pages of last week's papers and read the many subtle warnings and advices that were given to you to buy and stock up because prices were going up and because nothing could be done about it!

It is the sledgehammer blow that was delivered over the signature of the Founder of these businesses on Monday morning that brought about the change.

You do not read in the newspapers today of prices going up, and merchants are finding that the flock of warning notices from manufacturers of "prices to be advanced on the first of next month" has somehow dwindled away.

The Action of the Wanamaker Stores Has Gripped the Whole Country

Letters and telephone messages and telegrams from stores in distant states are asking permission to use our advertising "to make a 20 per cent deduction in our stocks, just as you have done in Philadelphia and New York."

Press associations yesterday carried news stories of what we are doing to nearly every newspaper office in the country—into Canada, Mexico and the West Indies.

Even great manufacturers who at first were startled and looked on the whole scheme as a great, impossible vision are saying, "It looks as if you are really doing a great thing and as if it were real. Let us know of a way to help you."

And the People—the People Are Wonderful

All this week the customers have been coming in increasing and unheard-of numbers each day from opening time until the closing bugle. They come by thousands and tens of thousands to share in the advantages of the greatest sale that any store has ever

had. Only a great, safe, sure building with forty-five acres of floor space could have accommodated such crowds, but it is easily done here.

And they are all so good, so patient and helpful—really the people of Philadelphia are the most appreciative in the world.

The Sale Goes Straight On—and We Are Getting Plenty of Goods

In the past five days we have taken in in our two stores

\$2,703,876 in New Goods

and the new goods go straight into the stocks, marked just as they would be if no such sale were going on—and immediately take the 20 per cent deduction when they are sold!

Please Mark This—Our 20 per cent deduction is from all prices (except about \$50,000 worth of restricted goods), and that means from special prices already made, as well as from regular prices.

There were a good many thousand pairs of shoes that were already one-third off. They are going at 20 per cent less than they were with one-third off.

There are hundreds of new dresses for women and for young women coming in now, bought to such advantage in the disturbed New York market that they would normally have been advertised at a quarter less than regular. Now they get the quarter off to make the marked price (for that is the only fair way) and then the one-fifth off in addition.

This Makes It Very Plain

(though not an arithmetic lesson) that however attractive may be any "special reduction" sale you may read of, you are pretty sure to find the same natural reductions on equally good or better things at Wanamaker's and then the famous 20 per cent more. That is where the real good of this sale is doubly apparent.

The Advantages Are as Great Today as They Have Been Any Day

New goods are coming in rapidly, and the stocks are the brightest and most beautiful on earth.

To obtain the highest satisfaction it is best to come early. From 9 until 12 in the morning are the golden hours.

Think of Having All the Far-Famed Wanamaker Furniture Stocks to Choose From at 20 Per Cent Less Than Regular Prices!

Think of what it all means to newly married couples face to face with the problem of making new homes; to cottage furnishers, to everybody needing furniture of any worthy kind for any place or for any occasion, to have this entire world-famous Wanamaker stock to choose from at a clear cut of 20 per cent from prices already strictly fair and in many cases exceptionally low!

Picture to yourself the thousands and thousands of pieces and suits in all the beautiful woods, in all the graceful, time-approved designs, for sleeping chambers, for dining rooms, for reception halls, for libraries, for living apartments, for sun parlors, for porches, for lawns, for every nook and corner and for every place and purpose.

If the opportunity applied only to Fifth Floor display alone, instead of to the entire stock, it would be something without parallel in the country. For surely this Fifth Floor assemblage of living-room, library and hall furniture has no parallel in Amer-

ica in the superb quality, unique character and delightful variety of the pieces.

The upholstered furniture shown here comes pretty near the perfection of refinement and luxury, and we are not a little pleased to say that among the finest specimens of it are the pieces produced in our own workrooms.

Another feature of the assemblage is the variety of charming individual pieces, notably chairs of fine fidelity in spirit and lines to the best work of the old master designers.

Viewing this particular collection as a whole, it is probably keeping well within the truth to say that there has never been offered in America a variety of pieces of such exquisite quality and manifest charm at such a reduction in price.

If you have furniture to buy, furniture for any room in the house, and if you want that furniture to be of the kind you can depend upon, now is your opportunity to buy it and to save money on the transaction!