

R. C. O. Band at 9; organ at 11, 11:55 and 4:50
Chimes at noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Partly cloudy

"It Was Only When I Saw the 20 Per Cent Marked Off on the Sales Slip

That I Realized What You Are Doing"

Said a Lady Who Made a Purchase in This Great Sale Yesterday

To break the backbone of high prices the Wanamaker Stores in Philadelphia and New York are offering their 20 million-dollar stocks with a 20 per cent deduction.

Is there anybody in the whole country who does not now know what this great sale means?

Considering it was a duty laid upon us as a patriotic thing to do, the Founder of these great businesses in Philadelphia and New York last Monday announced that in an endeavor to bring about a check on the still rising tide of prices for necessities throughout the country, he would offer the stocks of both our stores at retail for a limited time at 20 per cent less than actual selling prices that were already marked on them.

News went out over all the country that something big in Philadelphia was being done to solve the question of high prices.

It seemed at first impossible to believe.

But Argument and Theories Were Swept Aside by the One Gripping Fact

The sale was started and the people came in and made purchases and saw the salesmen and saleswomen marking the deduction of 20 per cent off of every sales slip.

It was something real and tangible.

It was 20 cents back on every dollar spent, it was \$10 back on every \$50 spent, it was \$100 back on every \$500 spent.

And there before their eyes were the great, incomparable stocks of the Wanamaker Stores to choose from—all at 20 per cent deduction (with the inconsiderable exception of about \$50,000 worth of patented and restricted merchandise, the prices of which we could not honorably change).

All Philadelphia knows what the week has been like.

The people know how the throngs have swept in day after day in constantly increasing numbers.

They know the excitement of customers who found themselves able to buy practically anything they wanted and save \$1 in every \$5.

Then came the realization that this wasn't just a sale of things that usually come into sales at this time of year—it was not just a sale of wearing apparel, it was not just a sale of certain odd lots of furniture and job lots of

clothing—but a sale that includes hundreds of thousands of things that nobody ever expected to see below their regular staple prices—a sale that includes even brand-new and fine Emerson-Angelus and Lindeman player-pianos; a sale in which diamonds (diamonds are going up in the market) are 20 per cent less. Whoever heard of a genuine sale of diamonds before?

Some People Said, "You Will Sell Out All Your Goods at This Rate and There Will Be Nothing Left for Us"

And, indeed, we would sell out all our goods at this rate, and there would be little or nothing left were it not for the fact that we have the greatest inflow of goods of any store in the world.

It would not take very many days for such business as we are doing now to sell us out if we were not bringing new things in.

But have no fear of that. We have plenty of goods, we are getting more goods, we are getting goods faster than we ever got them before in our history.

And they are beautiful new goods, coming in by hundreds and thousands of dollars' worth, and going into the stocks with the lowest regular prices marked on them for the people to choose from at once, and with 20 per cent to be taken off the sales slips.

We Are Doing a Big Thing, a Great Thing, and We Know It Is a Big Responsibility

There is only one establishment in the world, we suppose, where such an unprecedented step could originate, and that is the one which is as much a great institution as it is a great store, and which accepts and indeed anticipates the responsibilities of the position.

Those who have never been leaders and who never will refuse to understand it.

But the overwhelming majority see straight and appreciate the help that is being given to the people, in taking one-fifth off the cost of good, needed merchandise.

That they needed such help it is mere shuffling to deny.

Any cynic who came to this store

This Is Straw Hat Day

As All Men of Philadelphia Know

Far and away the most notable straw hats in Philadelphia are the Lincoln Bennett and Redleaf London hats.

Last year the prices of these hats were \$3, \$3.50, \$4, \$4.50 and \$5.

This year the prices are exactly the same—\$3, \$3.50, \$4, \$4.50 and \$5.

They have not been marked up and they have not been marked down—but you get 20 per cent deduction from the prices in every case.

We will try to serve everybody promptly, but remember that from 9 to 12 in the morning are the golden hours.



(Main Floor, Mark Seamy)

to observe the frailties of human nature in the form of the wild orgies of reckless expenditure in luxuries that have in some quarters been quoted as the source of H. C. L. would get the round disappointment that cynics deserve.

The people are free of our house; we do not presume to direct their purchases or order their goings and their comings.

But we see their goings and their comings, and the trend of their feet is strongest where the solid necessities of civilized and dignified living can be obtained:—

Clothing and clothing materials for themselves and their families; furniture and furnishings for their homes—rugs, upholsteries, bedding, linens, china, housewares and other necessities. It is largely for this serviceable stuff that they are coming to this house of service, and for every article purchased they pay one-fifth less than normal.

Less money and better goods than many of them had figured on for the current expenses of living!

They are not buying baubles. They are as earnest about seeing this great opportunity as we are about making it for them, and about wishing to continue it as long as co-operation of producer and consumer makes this possible.

Streams of Bright, Fresh, New Merchandise Are Pouring Into the Down Stairs Store

Hundreds of delightful new dresses for women and young women are of all the summery materials—crisp organdie, soft voile, fresh, sunshiny gingham and of taffeta and Georgette crepe.

For little girls and their junior sisters there are equally lovely things, and a special word should be said for the white dresses suitable for graduation. These are of voile, organdie, net and Georgette crepe made in the simple ways of girlhood.

The White Sale has been refreshed with thousands of pretty underthings—bloomers, nightgowns, chemises and camisoles.

New wraps and dolmans, practical wool jersey coats for women and all sorts of pleated skirts, in effective plaids and stripes, are fresh today.

So it goes, all through the Down Stairs Store. From new luggage, new gloves, new hats and new shoes to such everyday needfuls as kitchen towels and sheets, there are fresh stocks everywhere.

Gentlemanhood and Ladyhood

George Washington, Marquis de Lafayette, Bayard, Sir Philip Sidney, Joseph H. Choate, Joseph Patterson—all of these were leaders of men.

Mrs. Harriet Lane, who presided in the White House when a Pennsylvania President was at the head of the Government; Mrs. Grover Cleveland, of queenly dignity and graciousness; these and others who can be named were shining examples of nobility of character and conduct.

No one of them was born to titles or wealth. They were born simply with good bodies, good minds and good hearts. They cultivated their best qualities, and without putting on airs they created, with simplicity and good sense, an atmosphere that every one felt and admired. They were gentle and winsome, without stateliness or noticeable pride. Their polish was neither cosmetics nor raiment.

The distinguishments of ladyhood or gentlemanhood are marked as tact, unselfishness, generosity to others, refinement of speech and manner that never subordinate or exalt themselves, and a seemly desire to make true manliness and true womanliness worthy of attainment.

In a great book it is written: "Whosoever would rule, let him serve."

[Signed] *John Wanamaker*

May 8, 1920.

Women Getting Ready for the Summer Trip

are coming in by the hundreds to buy clothes they need, and the 20 per cent savings on these garments amount to a good-sized sum to go toward the expense of the trip.

Among the New Things

Paris Hats—Just out of their boxes. A few beautiful creations from the workrooms of Marcelle Demay, Evelyn Varon and Alice and Nora. But this is not all, there are plenty of new hats of all descriptions—all with the 20 per cent off. (Second Floor, Chestnut)

New Suits and Dresses—Wool jersey sports suits, cool linen suits, silk suits and some lovely new afternoon dresses have been received. Also a number of fresh little cotton frocks. They were good values in every case even without the 20 per cent discount. (First Floor, Central)

Riding Habits—Something many women are asking for. New ones have come in khaki, linen and cloth mixtures. (First Floor, Central)

As for Coats—We have just hung in the cases some exquisite new wraps in light-weight woolen materials, sports coats and capes, a new model in black velvet jackets and finally some soft white camel's hair coats. (First Floor, Central)

New Garments for Young Women

Such as wool jersey sports suits which have just arrived, smart plaid skirts, new Summer suits of linen and pongee and also the daintiest cotton dresses for mornings. They are exactly what every young woman needs for warm weather and plenty of them. (Second Floor, Chestnut)

The offering of the entire stock of Wanamaker men's clothing at a reduction of 20 per cent from Wanamaker prices would be a most remarkable thing at mid-season or even at the end of the season. Coming now, just as the season is about to open up, it is not only unprecedented, but amazing. And our stocks were never finer or more reliable or more satisfying from every point of view.

(Third Floor, Market)