

W. C. I. 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  
Fair

# The One Big Thing That Everybody Is Talking About

Is that John Wanamaker is offering his vast retail stocks in Philadelphia and New York—more than twenty million dollars' worth—for a limited time at 20 per cent or one-fifth off—in an effort to bring down prices and break the backbone of the high cost of living.

**The Golden Hours**  
to get the best results in this great selling, are 9 to 12 A. M. All of our good customers are patient and helpful, for they appreciate what a great thing this movement is. Those who can possibly do so should come in the morning hours, and leave the busier afternoon hours for those who cannot leave their homes in the morning.

## The News This Morning Is That This Great Sale Still Goes On

It is growing tremendously and steadily sweeping over the whole nation. The movement started with the Founder of these great businesses in Philadelphia and New York, and is spreading all over the whole country. It is a People's Sale, accumulating momentum, value and enthusiasm as it goes. Letters and telegrams and telephone messages from stores far and near are asking us whether they may use our advertising "to make a sale like your Sale." Go to it; it will all help to break the iron backbone of high prices and bring them down!

## There Is No Let-Up Here—We Are Going Ahead With It

Everything in the Wanamaker stocks at 20 per cent less except a few articles on which prices are fixed by the manufacturer.

What a wonderful word that is—EVERYTHING—everything you need for yourself, for your family, for the household and for gifts to others, everything, over twenty million dollars' worth, everything in the great Wanamaker Building—everything, with the few exceptions noted, offered at a deduction of 20 per cent or one-fifth from the price at the time of purchase!

We have not changed the markings on the goods. It would have been impracticable to change millions of price tags.

When you make your purchase the price of the article will be noted on the sales slip and below will be marked the 20 per cent deduction. It is genuine, money-saving right on the spot.

If you have friends who have not heard of it, tell them; it will be doing them a service.

It would be a great pity for any one not to know of this great money-saving sale.

## There's Wonderfully Fine Choosing in the Down Stairs Store This Morning—and 20 Per Cent Deduction From All Prices

There's a group of dresses of printed Georgette crepe, special at \$33.50, that are perfectly charming, and think of 20 per cent to come off the \$33.50! There are a dozen different styles in women's oxford ties, of black and brown leathers, at \$7.50 to \$9.90—less one-fifth, of course.

There are women's new suits of Poiret twill at \$28.50 and of tricotine at \$32.50. A group of women's sports coats of velour, silvertone, wool

jersey and polo cloth is now marked \$15—less 20 per cent.

The White Sale boasts some particularly good white sateen petticoats with scalloped flounces at \$2. Full-fashioned black or white silk hose for women are \$1.50. Good combination suits of white cotton are in regular and extra sizes at only 85c—and all first quality.

This is but a hint of the thousands of useful things to be had in the Down Stairs Store at 20 per cent off the marked prices.

**The Spirit of Mother's Day Has Been Hovering Over the Past Week**

We cannot be too thankful for anything that brings our mother nearer to us in our busy lives, crowded as they are with duties and cares.

Who of us can ever forget her little hands that smoothed our hair and sewed the lost button on our little jacket when found again?

Do you remember when you were in the woodshed in the yard, and you were splitting with an axe the kindling wood for the stove, and you chipped a piece off of the forefinger of your left hand, how tenderly she cleaned it, and with her two little hands bandaged it up and made it stop hurting?

Can't you see her now, in spite of the years, standing in the doorway of the small wooden country house, with a flower garden in front, that she had planted, and tended, all herself, bareheaded and smiling, waving a good-by to you with her dear hand as you trotted off to school every morning?

Such little hands they surely were. Do you mind how difficult it was to get a pair of women's gloves small enough to fit her beautiful hands?

[Signed] *John Wanamaker*

May 10, 1920.

**Please Note These Reservations**

A few conditions are necessary in so great a movement.

- 1—About \$50,000 of the goods, consisting of patented or otherwise restricted merchandise, cannot be sold with the 20 per cent deduction.
- 2—We cannot sell to dealers.
- 3—No C. O. D. Sales.
- 4—No goods on approval.
- 5—No returns.

**Large Shipments of New Goods Have Freshened Up the Store Wonderfully for This Morning**

The inflow and outflow of merchandise last week was the largest in the history of our business. There was a tremendous replenishment of goods all over the Store, especially on Saturday. You will see women's new suits, new dresses, new coats, new accessories of fashion everywhere. The Young Women's Store and the Millinery Store are like new blooming Spring gardens. There are new gloves, new handkerchiefs, new silk stockings, new waists, new White Sale merchandise and, in the Men's Stores, new shirts, new neckties, new hats, new suits—new merchandise all over the Store.

**We Are Not Letting Our Stocks Run Out!**

Since the sale began last week we have taken into our two stores three million dollars of new goods which we have placed on sale marked just as they would be marked were no such sale going on—and offered subject to the 20 per cent discount.

And we stand ready to buy a million dollars more a week if the goods are right and the prices meet ours.