

Organ plays at 9, 11, 11:55 and 4:50	WANAMAKER'S	Store Opens at 9	WANAMAKER'S	Store Closes at 5	WANAMAKER'S	WEATHER Showers
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The Wanamaker Great Sale Is the Wonder of the Nation

Here Is a Message That Is in Every Mouth in America Today:

The John Wanamaker Stores in Philadelphia and New York are offering their twenty million-dollar stocks on the market at 20 per cent deduction to break the backbone of high prices.

It is the subject of business correspondence and personal correspondence, of telegrams, telephone messages and newspaper dispatches, of stock market reports, of bankers' deliberations; it is an element in discussion of capital and labor; it is a factor in all buying and selling, domestic and foreign.

The Wanamaker Stores are selling their goods at one-fifth off to break the high cost of living.

The most amazing retail merchandising that has ever been heard of in the country!

We are going straight ahead and are getting in new goods right now actually faster than we are selling them, though we are selling faster than ever before.

The great stocks are kept filled up and the great Sale goes straight on.

Some people who are doubters that it was only an advertising scheme at first and would not come are now among the earliest inside the doors in the mornings.

For the word has gone round that it is authentic, that it is real, that it is straightforward, as all Wanamaker announcements always have been.

Everything in our two Stores is for sale at 20 per cent less than the regular market prices with the exception of about \$50,000 worth of restricted goods.

Luxuries as well as necessities are included, but we are glad to say right here that the greater part of the business we are doing is in the necessity rather than the luxury class.

People are buying furniture and floor coverings and necessary clothing, shoes and house furnishing utensils, linens and dress goods and china and bedding, more than anything else. A great many pianos are sold, too, but the piano is hardly to be classed as a luxury; it is a necessity in these days and times.

There is the finest cordiality on the part of the public. All the people are wonderfully patient and showing a most gratifying appreciation of the opportunity.

Among Many Letters and Telegrams and Some Cablegrams That We Received Yesterday Regarding This Epochal Sale

was one from Winnipeg, Manitoba, expressing anxiety regarding what we were doing and asking if our Sale were "a permanent policy to reduce stock in anticipation of panic."

Here Is the Reply to That Telegram:

The impression that you have received regarding our 20 per cent horizontal deduction has misled you.

If you were not so far away and unfamiliar with what the American spirit is you would easily understand that the underlying patriotism and the present actual solid prosperity of this great country make any such suggestion as fear of panic absurd.

For a limited time we are offering our stocks at retail at one-fifth off, for no other purpose than to prevent the skyrocketing of prices from cornering operations on the part of speculators who have been buying up both raw and finished materials and holding them to bring about exorbitant increases.

Our Stores in Philadelphia and New York closed on Saturday evening, May 1, with their millions of articles bearing their original price tags, and all these goods slept straight through Sunday with not a soul in the building except the watchmen, and when the doors opened on Monday morning, May 3, the advertisement in the newspapers was a complete surprise to everybody, but the announcement it made now seems to be in every mouth in America.

Never in the history of business, so far as we know, was there a sale that included so great a diversity of merchandise with savings so great to the people.

Many clear-seeing merchants throughout the United States are already following our example, with the result that the wholesale market and manufacturing producers are steadying down to bring about a normal movement of merchandise with normal profits.

Since our first announcement was made there have come encouraging reports of wholesale, increasing production among the industries, with a calmer spirit on the part of labor, that now begins to see some relief from the increasing high cost of living, and altogether there is anticipation now in the United States of steady work, high production and a lessened apprehension of future dangers.

It was only necessary for some one to make the start in turning the trend of prices downward instead of upward, and a gradual, wholesome readjustment all along the line may be expected.

[Signed] *John Wanamaker*
May 11, 1920.

Hundreds of Young Women Can Earn Vacation Money Now

helping us, with quick eyes as inspectors or with quick hands as wrappers of the many thousands of purchases that eager customers are making in this great sale. Apply at the Bureau of Employment, First Floor, Gallery.

The Operation of This 20 Per Cent Deduction Sale Is of Extraordinary Interest in the

Down Stairs Store

As the people of Philadelphia know, this Down Stairs Store is the only one of its kind in the world.

The most usual conception of the usefulness of a separate store below the Main Floor is to have a "bargain basement," for riddance of undesirable goods.

The Wanamaker Down Stairs Store is altogether different.

It is a complete store of fresh, new goods bought especially for it and never belonging to any other section.

It is a store developed upon the idea of having merchandise of sterling quality and proven utility at low prices. It is Philadelphia's favorite, original and incomparable lower-priced store.

It is famous for its good shoes, its smart millinery, its clothing for men, women and children; for its low-priced rugs, its gloves, its handkerchiefs, its shirtings, its undermuslins, for its fashion and dress accessories of every sort, to be found here in better qualities at lower prices than they can be found in any other low-priced store, no matter how great may be reductions claimed or special values cited.

Now Everything in This Down Stairs Store Is 20 Per Cent Less

An immense amount of new merchandise is coming into it, especially great numbers of women's garments bought at low, special prices in an uneasy market.

At the special prices at which they are marked they are almost incomparable in Philadelphia.

And yet they take 20 per cent deduction below the special price.

All this should be clearly understood, so that people can have full advantage of it.

In its steady day-in and day-out operation the Down Stairs Store has better goods and lower prices than virtually any other fashion store in the city outside of our own.

And now we offer all these stocks at 20 per cent lower.

Price tags are plain and prices are low, as every one may see, and one-fifth is taken off the amount at the time of purchase.

The Wanamaker Down Stairs Store is the natural, superior competitor of every other fashion store in Philadelphia except the Wanamaker Upstairs Fashion Salons.

The Memories of Mother Awakened in the Observance of Mother Sunday

added a sacred spell to the usual Sunday services.

Many said their prayers together as a family upon the same rosary of love for Mother.

With Kipling we thought "I know whose prayers would make me whole—Mother o' mine, O Mother o' mine!"

Most reverently we breathe her blessed name.

"In whose principles," said the dying daughter of Ethan Allen to her skeptical father, "shall I die? Yours or those of my Christian Mother?"

The stern old hero of Ticonderoga brushed away the tears from his eyes, and with the same rough voice which summoned the British to surrender, though tremulous with deep emotion said, "In your Mother's, child; in your Mother's!"

"All that I am or hope to be I owe to my Mother," was the finest speech Abraham Lincoln ever made.

[Signed] *John Wanamaker*
May 11, 1920.

The Last Great Organ Concert of the Spring Series Will Be Given Tomorrow Evening at 8:15

Tickets for this concert may be had now on application at the office of the Concert Bureau on the Main Floor near the Juniper Street Entrance.

Mr. Courboin, famous Belgian organist, will be at the console, and the program will be one of unusual interest.

Furnishing Homes New or Old, at 20 Per Cent Savings

How welcome are all these fine, fresh furnishings to the average home which has been making things "do" until they could hold out no longer!

The new rug on the floor, whether it be a superb specimen of Persian or Chinese hand craft, or a dainty yet durable rag rug, whether its size be 22½ inches x 36 inches or 12 ft. x 20 ft., its price 98c or \$3750, is subject to the 20 per cent deductions, and represents the purchaser's unrestricted selection from the largest and handsomest rug stock in the city, if not the whole country.

The Wanamaker Upholstery Store has been rather notable throughout the whole season for its moderate prices. Now prices have gone 20 points lower, while qualities are as high as ever and abundance as great as ever of airy Summer curtains and pretty window hangings, luxurious couch pillows, cool slip covers and the like, or the materials for making them.

There are all the treasures of the Fourth Floor, the haven of the homemaker, to be drawn upon—the best grades of housewares, the rich, sparkling cut glass and handsome dinner sets from the finest French, English and American potteries.

But, especially, think of having all the far-famed Wanamaker furniture stocks to choose from at a clear cut of 20 per cent from prices already strictly fair and in many cases exceptionally low!

This is 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!