

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
Rain

"Would You Accept a Check for Your Whole Stock of Merchandise in Philadelphia and New York at 20 Per Cent Off?"

"CERTAINLY NOT!"

The question was a test question that was put to the Founder yesterday. It was put by a responsible man, but it was evident that he only wanted to see what we would say.

The answer was not a test answer; it was absolute and direct.

We would like to make this answer loud enough to be clearly heard in a thunderstorm:

"No, Absolutely and Emphatically, No!"

We Are Offering Our Great Twenty Million Dollar Stocks to the Public at One-Fifth Off

but they are not offered simply to put them on sale.

The reason for this movement is as clear as daylight.

For weeks and months we have been coming more and more to realize that the people were looking to this organization to do something to stop the advancing prices.

They looked to us to do it because we were the largest retailers with the largest stocks to strike the heaviest blow.

It was known that we have first access to the principal markets of the country.

And it was known that we were strongly equipped to take the risk and the responsibility and to face the sacrifice that would be necessary.

It was like a public call to duty and what we have done was to answer the call.

Starting May 3, for a limited time, our entire retail stocks in Philadelphia and New York are offered to the public at 20 per cent deduction from their actual prices—the one-fifth taken off the price in every instance at the time of purchase with the inconsiderable exception of about \$50,000 worth of merchandise that is restricted.

We Have Started a Movement That Has Had a Serious Effect Throughout the Country, and We Accept That Responsibility, Too

Northern, Eastern, Western and Southern papers are full of advertising of clothing merchants and furniture merchants and dry goods merchants and general merchants of almost every description, who are co-operating with this movement and taking 20 per cent off their prices as long as they can afford it.

Patriotic manufacturers are coming forward to help because they tell us they can establish better relations

with labor now since there is hope of an end to high prices.

This means that they can obtain an increased production and can offer more goods at lesser prices with cash transactions.

We Are Keeping Up the Stocks

For the past nine days the people have seemed as if they were determined to take away all our goods and to stock up their homes with our furniture and linens and upholsteries, our lamps and our pictures, to fill up their closets with our clothing and shoes.

Some of them bought as if they thought there would never be a chance to get goods at low prices again.

Of course we had to go straight into the market with both hands full of cash to buy new things to replace the things that they took out, and it has been a great thing to fill up the tables and cases and shelves with new, fresh goods every morning to take every advantage we could by cash transactions to make the regular markings as low as possible, and then there is the 20 per cent off that when the customer buys them.

Somehow We Thought We Knew 'Most Everybody in and About Philadelphia

and yet we have been exceedingly busy all these days directing people who were evidently entire strangers in the

Store. We have certainly made thousands and tens of thousands of new friends. They will stick to us and we will stick by them.

We are not ready yet to say one word about when this sale is going to close. When we do say it there will be a last-minute rush that is going to sweep us nearly off our feet, and we must be prepared for that.

In the Meantime—These Are the Golden Hours

You can buy freely and confidently all over the store, choosing whatever you like at 20 per cent less than the marked price, with the few exceptions noted.

If you have any friends who do not know exactly what we are doing here, you will do them a service to explain to them. It would be a great pity if any one in Philadelphia should be disappointed and fail to get here in time before the sale closes.

Women's Shoes—a Particular Opportunity

We have just received from the greatest women's shoemaker in America 1064 pair of very fine low shoes, specially marked at \$12—and you get one-fifth off this price.

The same shoes are selling right here in Philadelphia today at half as much again.

(First Floor, Market)

The Down Stairs Store Will Open Your Eyes

to what can be done in the way of economy with the help of the 20 per cent deduction. The Shoe Store, for instance, is known far and wide for its low prices; deduct 20 per cent from these and there is but one conclusion—buy a Summer's supply today.

This holds good throughout this lower-price Store, bountifully filled with fine, fresh, new Summer merchandise. Summer rugs and draperies, men's all-wool clothing and straw hats, women's and children's fashionable apparel, these and hundreds of other Summer needfuls offer wonderful choosing at one-fifth less than the already low prices.

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It Is Only Fair to Say to the People That the Aurora Borealis of Lower Prices

has not yet appeared, but there are signs in the brightening of the skies in perhaps a hundred or more places.

A very interesting thing is that some of the stores that at first scouted the idea, and in the beginning threw broken china and empty tin cans in the way of this movement, have now got over their sourness and have opened up all of their preserve closets.

There is one thing to be considered: Some of the retail stores in this city and in New York and Chicago have wholesale departments and large jobbing businesses. Naturally enough, it was impossible for such stores as these to be hearty and ready, when hundreds of retail stores had bought their stocks from them—it was hardly to be expected that they would come into our plans to break high prices, and thus have to sell goods at retail lower than they had, in some instances, sold to their wholesale customers.

There are some people still finding fault with us for taking one-fifth off our regular prices, that were as low as we could afford to sell the goods at, but as we are not agents for any of our supply sources, and as our own goods have been paid for, we feel that we can do what we please with them, even if it does amount to giving away what belongs to us—namely, our profit.

[Signed]

John Wanamaker

May 13, 1920.

Suggestions of the New Merchandise on Sale This Morning 20 Per Cent Off All the Prices Quoted

600 bedspreads, just landed from England, the white corded dimities beloved by housekeepers. Prices, \$7.50, \$8 and \$9 for single-bed size; \$9.50, \$10 and \$13.50 for double. All extra sizes.

(Sixth Floor, Central)

New mezzotints after Blackall, Crawford, Greenhead, Hester, Stoddard and Henderson. They are all framed and may be had for \$15 to \$70 in the Picture Store.

(Fifth Floor, Market)

Women's white saten petticoats, at \$3.85, extra size, are among the new merchandise coming in. So are silk jersey petticoats at \$8 and white aprons at 35c up.

(Third Floor, Central)

Large shipments of hot-weather nightgowns for women, also corset-covers and chemises, all moderately priced.

(Third Floor, Central)

Stenciled crash scarfs, table covers, much wanted for Summer homes, are in the Art Needlework Store.

(Second Floor, Central)

Women who want new corsets, please note—Large lots of L. R., American Lady and Parisienne Corsets are opened this morning.

(Third Floor, Chestnut)

New Summer dresses in the Women's Fashion Salons; gingham, voiles and tricolettes, also veiled Georgettes. Prices from \$13.75 for a gingham to \$75 for a Georgette.

(First Floor, Central)

New velvet and Wilton stair carpets, some with plain centers, some in moire effect with band borders. Also new Japanese rush rugs and straw rugs of particular interest for porches.

(Seventh Floor, Chestnut)

New table covers and napkins of Japanese blue and white cotton, in the Oriental Store.

(Fourth Floor, Chestnut)

Thousands of yards of newly opened printed voiles go on sale in the Dress Goods Store this morning.

(First Floor, Chestnut)

New fitted traveling cases for women and men, in the Luggage Shop, \$40 to \$125. Some are very fine.

(Main Floor, Chestnut)

New furniture in the Little House, such as a fine walnut chest of drawers, a decorative satinwood commode, some beautiful decorated consoles, mirror-back lamps and other objects of peculiar interest to people who delight in fine furnishings.

(Fifth Floor, Chestnut)

Upholstered living-room furniture, easy chairs, wing chairs, davenports, covered with velour and tapestry. Fine for June wedding presents, an odd chair being always welcome.

(Fifth Floor, Central)

People in search of luxurious sables for wedding gifts will find a variety of them in the Fur Store.

(Second Floor, Chestnut)