

A Page of Clippings Complimentary to Wanamaker's

Boston Evening Transcript

CHICAGO DAILY JOURNAL, FRIDAY, MAY 14

ALLENTOWN CHRONICLE AND NEWS, MONDAY, MAY 10

PAGE

JOHN WANAMAKER

KOCH'S UPTOWN CLOTHING HOUSE, The "Old Reliable Store"

20% SPECIAL REDUCTION

WILLIAM

Following Mr. Wanamaker's Example WE WILL SELL AT A DISCOUNT OF 20% FROM OUR REGULAR PRICES...

Hon. John Wanamaker 20% Reduction Sale

Like the Mighty Movement John Wanamaker, This Entire Community Is Joining the 20% Off Sale

John Wanamaker is right All of our fine all-wool clothing will be sold at 20% less

20% This Move is Not Original

John Wanamaker, pioneer merchant of Philadelphia and New York, started making the announcement...

20 Per Cent. Off Sale

Knocking a Homer! By J. H. Cassel



DETROIT STORES CUT PRICES... CHICAGO DAILY JOURNAL... STIMULUS CREATED BY WANAMAKER EVENT

For the first time in my seventeen years' experience, I have quoted the name of another retailer in my advertising.

Read this Report from Far Away Kansas... THE KANSAS CITY TIMES

Boon to Lower Prices, Says McClain... THE PHILADELPHIA PRESS, TUESDAY

20 Per Cent Or One-Fifth Below

20% off every garment

Yes, Mr. Wanamaker, INGLIS and the Inglis Is Proud to Follow You

Like the world's greatest merchant, Mr. John Wanamaker—we have seized this opportunity...

THE SCRANTON REPUBLICAN The Reasons That Prompted America's Greatest Merchant to Feature This Reduction of One-Fifth Off Have Prompted Us To Do Likewise

Following the Example Set by John Wanamaker to Break Down the Barrier of High Prices...

20% DISCOUNT

There will always be leaders, too, along the more prosaic paths of peace and prosperity. Never were they more needed than at present.

(Signed) ...

I take off my hat to John Wanamaker. He started the merchandising world. It didn't take him long to act when he saw the handwriting on the wall.

But, of course, John Wanamaker doesn't want you to be his playing the part of Santa Claus. He isn't, but he's giving the H. C. L. an awful wallop.

JOHN WANAMAKER IS RIGHT WHEN HE SAYS—'VOLUME IS THE KEYNOTE OF AMERICAN BUSINESS'

Co-Operation Sale 20% Discount

We Know Not What Was on His Mind

20% Off the Marked Price

MORNING REPUBLICAN

Breaking the Back of High Prices A Campaign to help lower the high cost of living Inaugurated May 5th by the pioneer merchant John Wanamaker

20% DISCOUNT