

J. W. C. I. Band at 9; organ at 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Unsettled

The People Would Still Be Paying 20 Per Cent More for Merchandise Had Wanamaker's Not Started the Now Famous Movement of Selling for 20 Per Cent Less

Here Is a Night Letter That Was Waiting for Us Saturday Morning

and our answer to it. This fairly explains the present situation, except that it is made even better by the constant arrival of new goods that are coming in.

Dear Sir—The following copy from front page of Tampa Daily Times will be of interest to you. I, as a Philadelphian, object to the insinuations included, and also to the shadow of doubt thrown upon your wonderful business and the motive behind the same. If you wish to publish answer to this article, wire me at Tampa, and I will give it to papers for publication.

Cutting Prices in North Due to Overstocks. Local Merchants See No Economic Basis for It. Bad Weather in North One Cause—Can't Replace Stock With Money From Sale Prices.

"That recent price cutting in northern cities was anything but a patriotic proposition or a bona fide lowering of figures all along the line was the impression gained by Henry Giddens and Morris Wolf, prominent Tampa clothing dealers, who have just returned from New York. Their observation led them to believe there will be no general reduction in the cost to consumer of staples in any line except such as low-grade wools.

"On the other hand, while drops in raw markets might seemingly indicate lower prices, new labor wage scales in effect May 1 and June 1 will undoubtedly send prices in some lines still higher.

"Bank deflation of credits will not affect legitimate business," they said.

"Regarding Wanamaker's widely advertised 20 per cent reduction," said Mr. Wolf, "if you could realize what fierce weather they have had all spring and what great quantities of stock accumulated as the result of unfavorable conditions, it would take no wise man to decide that Wanamaker had to unload and that his and similar much-touted sales were made from motives of mere business expediency. They can't replace at same prices if the goods sold at these sales were actually marked down as advertised," continued Mr. Wolf. "The merchant will be unable to replace them under a 50 per cent increase.

"This means higher prices this fall and, as a matter of fact, most of the marked-down goods are anything but seasonable. There is absolutely no indication of lower prices on staple goods of merit until other lines begin to break. There is no reason for supposing that clothing will drop to any marked degree."

WALTER L. OWENS.

Philadelphia, Pa., May 22, 1920.

Walter L. Owens,
Tampa, Florida.

Thank you for your kindly interest in telegraphing me the rignarole of some one published in the Tampa Times. No such statement ever reached me in my life that had so many falsehoods in it. Our business never was so large as it has been this year before the patriotic movement. We had no overstock and were especially free from old stock, the large sweep of daily business flushing the pipes and keeping us with a clean stock. The rainy weather did not sensibly affect our business. The creating cause of the inception of the movement was the pressure to sell on owners of Liberty and Victory Bonds, under the influence of the Federal Reserve Banks, the poverty of the people who had taken small amounts to reduce a Government Bond to a discount of between 15 and 20 per cent.

The action of the Federal Reserve Bank in Washington, stating publicly in the newspapers that the tendency of prices for the Autumn would be upward, led me to resolve that I would do my utmost to stand in the way of raising the high prices already current.

We have sold practically one-half of our stock with which we began, and we have bought with cash at retail selling prices seven millions of dollars. If you have any one in Tampa or anywhere else who would offer to take our entire stock and give us a certified check on any bank or trust company for the full regular prices, without the 20 per cent deduction, they could not have it.

For the great purpose of halting the disposition of some manufacturers and corporations to continue to raise prices, we have undertaken to serve notice that we will not stand for any increase of prices. We are not agents for manufacturers or corporations. We own the stock we have, and it is paid for. We are not cutters of prices, but we have used, temporarily, the opportunity to awaken the people to some duty besides simply making profits, irrespective of what is due to our patient customers who, during the war, have met the high prices, and who are restive at the idea that they have got to continue to be at the mercy of people, that, by combinations and selfishness, insist on getting out of their business all that they can, with powerful influence and great wealth back of them. You are at liberty to use this in any way you like.

[Signed]

John Wanamaker

May 24, 1920.

P. S.—Cut this out and pass it along to the unbelievers.

Parisienne Corsets

New models of these most beautiful corsets are coming in constantly—models made of exquisite materials, such as satins, silk broches and tricoes, besides the fine cotton coutils and batistes required for the strongest corsets.

And the trimmings, which have always been a notable feature in Parisiennes, are prettier than ever.

Prices \$10 to \$39.

(Third Floor, Chestnut)

Colored Dress Linens at \$1.50 and \$2 a Yard

Irish linens of ramie weave, which makes them the right weight for either dresses or suits. They are 36 inches wide and come in a good collection of colors—pinks, blues, lavenders and so on.

Prices \$1.50 and \$2 a yard.

20 per cent will be deducted as usual.

(First Floor, Chestnut)

A New Style in Artificial Silk Slip-Ons

is an airy, light-weight garment in a sort of drop-stitch weave. It comes in black, white, navy, brown, jade green and burnt orange, and the price is \$18.50, less 20 per cent.

(First Floor, Market)

Warm-Weather Scarfs Such as English Women Wear

In fact, they have just arrived from England and they are particularly suitable for one's more summery frocks.

They are made of soft English crepe in exquisite shades of rose, jade, orchid, Copenhagen and other colors, \$10 and \$12 each. 20 per cent makes a nice little saving in the price.

(Main Floor, Central)

Any Woman Who Needs Good, Practical, Everyday Handkerchiefs

will find these, of pure Irish linen, eminently suitable for the purpose.

\$3.75 a dozen for sheer Irish linen, with narrow hemstitched hems.

\$3 a dozen for a heavier weight linen, in plain hemstitched style.

We'll mark them with ink if you wish, or machine embroidery—both kinds are satisfactory and not expensive.

Don't forget the 20 per cent discount.

(West Alais)

Women's Summer Frocks of Gingham

Crisp and cheerful little summer frocks, in all the quiet and bright colors that naturally belong to Summer. Some are combined with organdie, some with solid-color Japanese crepe, some are entirely of gingham. There are chemise frocks and bolero frocks and frocks with a distinct waist line; there are shallow necks and wool embroidery and other similar fashion features, and they are altogether a very attractive gathering from which to choose one's holiday dresses.

Prices are \$13.75 to \$47.50, minus 20 per cent.

(First Floor, Central)

Some New and Charming Taffeta and Foulard Frocks for Young Women

have just been unpacked. They are in dark blue and lighter blue shades, as well as black, and the styles are quite delightful, quite new and not expensive.

Several pleasing models from which to choose—14 to 20 year sizes—and \$42.50 and \$55.

The 20 per cent discount comes off, too.

(Second Floor, Chestnut)

The Newly Unbaled Oriental Rugs Are Truly Beautiful

The most beautiful lot of Oriental rugs brought to this country in some years lately came to the Wanamaker Stores direct from overseas.

The collection embraces carpet sizes and smaller rugs and is noted for the uniform fineness and high quality of each piece.

Conspicuous among the carpets are Persian Serapis of striking and characteristic boldness and charm in color effect and pattern—\$850 to \$1000.

Feraghan carpets of fine texture in soft colors and all-over designs.

The principal group of smaller rugs is made up of a delightful lot of Daghestans, Cabestans and Shirrans, rich in pleasing color contrasts and effective patterns. These pieces run in size about 3.6x4.6 ft. and are priced anywhere from \$50 to \$275.

But the gems of the new collection are a group of antique pieces, Dennas, Saruks, Kashans—of the real quality and in colors of captivating softness and beauty. These are amongst the rarest group of rugs now on sale in the country. They are marked at \$750 to \$875.

All of these prices are subject to the prevailing deduction of 20 per cent.

(Seventh Floor, Chestnut)

Women's Blunt-Tipped Umbrellas at \$7.50

Blunt tipped, and with the short handles of leather or bakelite, and the rings or loops and the "teeth"—which are so much favored in more expensive umbrellas. But these are covered with black union-taffeta (silk and cotton) and are only \$7.50 in consequence—\$6 with the 20 per cent discount deducted.

(Main Floor, Market)

More of Those Pretty French Dotted Veilings

Most becoming, the majority of women find them and they look better than almost any other kind with the small turbans.

In black, navy blue, brown, taupe and either white or flesh color with black dots, \$1.50 a yard, which is less than these same veilings have been selling for and there is the 20 per cent off, too.

(Main Floor, Central)

Women's Short Fabric Gloves \$1 a Pair

This is a new shipment of a popular style—and one we're glad to get again.

Of chamois-finished lisle thread, the gloves are in gray and mode, self embroidered, or white with black embroidery.

All fasten with 2 clasps—and all are washable.

The 20 per cent discount applies to these, too.

(Main Floor, Central)

Girls' Wash Silk Petticoats All the Way From Japan

They were ordered in Japan months ago and were made up for us and over our own patterns. They are all of firm, good wash silks—genuine Japanese silks, of good quality.

There are lustrous white silk petticoats, and others of the natural color pongee, as well as dark colors—black and blue. They are all hand embroidered and finished with hand scalloping.

\$12.50 to \$14—and 32 to 36 inch lengths.

White muslin petticoats in the same lengths, and in different styles, are \$2 to \$5.

And the 20 per cent discount is to be deducted from these prices!

(Third Floor, Chestnut)

It Means Much to a Man Needing a Suit

to be able to choose any suit in the Wanamaker stock at a saving of one dollar in every five on the regular, fair price of it.

Unrestricted choice of the best ready-to-wear suits made in America at a deduction of one-fifth from the legitimate normal prices—that is such an opportunity as never was at this particular time.

If you have not as yet taken advantage of it you cannot begin too soon.

Suits at \$45 to \$80, minus 20 per cent in every instance.

(Third Floor, Market)

Some Special Reductions in Men's Low Shoes

We have taken some hundreds of pairs of men's low shoes and lowered their prices materially. By the time you subtract 20 per cent from these lowered prices you get the shoes for an extraordinary reduction.

All sizes in the collection, though not in every style.

At \$7.90 a pair—black calfskin oxfords with straight tips.

At \$8.90 a pair—black calfskin oxfords with wing tips.

At \$11.75 a pair—six styles of men's low shoes, chiefly in small sizes. Good shades of tan and some Cordovan.

(Main Floor, Market)

It's a Mighty Good Thing to Get Razors for Less

The man who has been struggling along making an old razor do, now has a fine opportunity to buy a new one more economically than he thought possible.

Safety razors, \$1 to \$10. Safety razor strops, \$2 to \$5.

Straight razors, \$1 to \$12. Strops, \$1 to \$6.

And the 20 per cent discount is taken off each razor price and each strop.

(Jewelry Store, Chestnut and Thirteenth)

Office Furniture

A deduction of 20 per cent from the standard prices of office furniture is something that every wide-awake man of business appreciates.

This deduction applies to our entire office furniture stock, from a chair cushion or an inkstand to a safe.

Roll and flat top desks, in oak and mahogany, \$28 to \$490.

Office chairs from \$7.50 to \$135.

Office tables from \$19.50 to \$190.

Directors' tables from \$50 to \$240.

All of these prices are subject to the prevailing deduction of 20 per cent.

(Third Floor, Market)

Fresh Shipment of Japanese Grass Rugs

These very satisfactory porch and cottage rugs are low-priced in the first instance. The 20 per cent deduction makes them astonishingly inexpensive.

9x12 ft., \$12.50.

8x10 ft., \$8.75.

6x9 ft., \$6.

(Seventh Floor, Chestnut)

White Sateen Petticoats

Four styles of these extremely satisfactory and useful petticoats—one with a deep, plain flounce at \$2.85; one with a deep ruffled flounce at \$3.85; one with a plain and one with a sectional flounce, each at \$4.50.

These last two styles are double-paneled, and the sateen in them is very fine and lustrous.

(Third Floor, Central)