E
ago, with their famous 20 per cent deduction movement, put an end to priceraising throughout the United States. It was a patriotic, costly movement, undertaken and carried out against the most bitter and vigorous opposition.

It started the fall of prices.
It checked profiteers. It was a success. It was in the interest of the public and it was bound to succeed.

Following that movement, the Wanamaker stores, upstairs and downstairs, have straight along insisted upon lower prices from manufacturers, and with every invoice of new goods at lower rates everything similar in our stocks came down to the new basis. In this way the vast Wanamaker stocks have been for months replaced by 100 per cent new goods at lower prices.

The list herewith, of standard, mostly non-special merchandise in the

Showing How the Prices of Muslin, Sheets, Towels| Have Come Down

## Seamless sheets, $81 \times 90$ inches, that last

Bleached white muslin, 36 inches wide, that last year was 45 c a yard is now 25 c .

Unbleached muslin, 36 inches wide, th last year was 42 c a yard is now 15 c .

White satin-finish bedspreads, $78 \times 88$ inches, that last year, were $\$ 6$ are now $\$ 2.75$.

Pillow cases, $42 \times 36$ inches and $45 \times 36$ inches, that last year were 45 c each are now

Turkish towels, $22 \times 44$ inches, plain white,
Showing How the Prices of Women's Blouses Have Come Down
Striped tub silk blouses of the kinds that Striped tub silk blouses of the
$\$ 4.90$ last year are now $\$ 2.90$.

White voile blouses, in various styles, were $\$ 2.50$ last year, blouses of the same qual y are now $\$ 1.65$
Showing How the Prices of
Women's Skirts and Coats Have Come Down
Gleaming Baronet skirts that last ye
$\$ 15$ are now $\$ 8.75$. -Market. Mercerized white gabardine skirts the quality that last year was $\$ 3.75$ are now
$\$ 2.50$. $\$ 2.50$. White Venetian skirts of the quali that last year was $\$ 4.75$ are now $\$ 3.50$.

Women's polo coats of the quality that Bolivia wraps of the quality that was $\$ 89$ are'now $\$ 55$. $\quad$ Market.
Wool velour. wraps of qualities that Wool velour wraps of qualities that la

## Showing How the Prices of

 Flouncing, Handkerchiefs and Neckwear Have Come Down Georgette crepe, 4 inches wide, in allcolors, that last year was $\$ 3$ a yard is now $\$ 1.75$ a yard. Accordion-pleated voile flouncing, inches wide, that last year was. $\$ 2$ a yard is
now $\$ 1.25$ a yard. Men's linen handkerchiefs of the kinds that last year were 50 c are now 25 c . entral.
Women's plain white linen handkerchiefs were 25 c last year; a better quality is now 1

Women's colored linen handkerchiefs that last year were 55 c are now 35 c .-Central.
Women's white linen embroidered han kerchiefs that last year were 3 है are now 18 c . Neckwear, collar-and-cuff sets, collars,
vestees, etc., that last year were 75c and $\$ 1$
Showing How the Prices of Yard Goods Have Come Down

## Figured and striped percale, 36 inches wide, that last year was 50 c a yard is now 25 c

 a yardOrgandie, in many colors, 40 inches wide, that last year was 60 c a yard is now 35 c

Plaid, striped and checked gingham, inches wide, that last $n$ now 30 c y yard.
-Central.

White voile, 44 inches wide, that last ye
75 c a yard is now 48 c a yard. -Central
75 c a yard is now 48c a yard. - Central.
Printed voile, 36 inches wide, of the quality that last year was 55 c a yard is now 38
a yard.
-Central.

## Silks, Also

Taffeta, 36 inches wide, in various colors, that last year was $\$ 3$ a yard is now $\$ 2$ a yard.
Crepe de chine, 39 inches wide, that last
year was $\$ 2.50$ a yard is now $\$ 1.65$ a yard.
All-silk striped shirting, 36 inches wide, that last year was $\$ 2.50$ a yard is now $\$ 1.40$ a yard.

Foulard, 36 inches wide, that last year
Showing How the Prices of Children's Clothes Have Come Down
Heavy dark blue overalls, for children of
to 8 years, that last year were $\$ 2.50$ are now

## 3 to 8 $\$ 1.50$

$\stackrel{\text { Wh }}{1.50}$
year to 3 years, that last year were $\$ 1.35$ are
Boys' regulation suits, of a durable blue cotton suiting, sizes 3 to 8 years, were last year $\$ 4.50$; suits of a similar quality now $\$ 3$.

Little girls' plain-color gingham frocks, sizes 2 to 6 years, of the kinds that last year C4 are now $\$ 2$
years, of the kind that last year was $\$ 10.50$ now $\$ 7.50$.
Showing How the Prices of
Women's Corsets and Under clothes Have Come Down Women's corsets of the kinds that
$\$ 2.50$ and $\$ 3$ are now $\$ 1.50$.
Royal Worcester corsets that last
re $\$ 2.50$ are now $\$ 2$. -Central.
Front-lace Gossard corsets that last y
Front-lace Gossard corsets that last
$\$ 5$ are now $\$ 3.75$.
-Central.
Adora corsets that last year were $\$ 2$
Georgett
Georgette crepe envelope chemises,
pretty colors, of the kinds that last year we
Bloomers, of
year were 75c are now 50 c . -Central.
Envelope chemises, of white nainsook, of
$\$ 1.50$.
Women's nightgowns, of white nains plain or trimmed, of the kinds that last y
were $\$ 2$ are now $\$ 1.50$.

Women's white petticoats, with embroid. y founces, that last year were $\$ 1.50$ are n

Showing How the Prices of Aprons and House Dresses Have Come Down
finds that last year were $\$ 2.50$ are now of the $\$ 1.50$.
Striped percale house dresses of the kinds
last year were $\$ 2$ are now $\$ 1.00$.
Gingham house dresses of the kinds that
year were $\$ 3$ are now $\$ 2$. - Central.
Kimonos of cool cotton challis of the kinds that last year were $\$ 2.50$ are now $\$ 1.50$.

## Showing How the Prices of <br> Hosiery and Underwear Have Come Down

Men's mercerized black cotton half hose
Children's union suits, Summer weigh sizes 2 to 12 years, that last year were $\$ 1.25$

Women's full-fashioned silk stockings,
black and colors, that last year were $\$ 2.50$ are
$\$ 1.75$.
Women
that last year were 35 c are now 20 c .

Down Stairs Store, indicates the tremendous drop in prices which has taken place in every part of this Lower Price Store within the last year

In most cases prices are 20 per cent, 25 per cent, $33 \frac{1}{3}$ per cent, 50 per cent and even 66 per cent less. Not only are costs less, but qualities are better, so that the difference is even greater than a mere comparison of last year's and this year's figures shows.

The items in this list are taken largely from regular stock and do not represent the additional savings to be had on special lots of merchandise. Therefore, they clearly show where the Down Stairs Store stands in the ranks of pricefore, they clearly show where the Down Stairs Store stands in the ranks of price-
lowering-where it, being indissolubly part of the Wanamaker business, has ever lowering-where it, being indissolubly part of the Wanamak
stood when the interest of ita customers has been concerned.

The Down Stairs Store will start its powerful May Sales next Monday, and people will come hundreds of miles from all directions to take advantage of them.

Showing How the Prices of Women's Suits Have Come Down

## Women's serge suits of the kinds th

year were $\$ 35$ are now $\$ 25$.-Marke
Tweed suits that were $\$ 37.50$ last now $\$ 25$.
at last year were $\$ 75$ are now $\$ 55$.
Wool jersey suits of the kinds that last
were
S25 are were $\$ 25$ are now $\$ 15$. -Market. Pin-stripe navy suits of the kinds that

Showing How the Prices of
Rugs Have Come Down
Hit-0.-miss rag rugs, $9 \times 12$ ren
year were $\$ 19.50$
are now
$\$ 11.75$
Wool-and-fiber rugs, $9 \times 12$ feet, that
were
22.50 are now $\$ 15$. -Chest
Tapestry Brussels rugs, $9 \times 12$ feet
Seamless velvet russ, $9 \times 12$, feet
ast year were $\$ 60$ are now $\$ 32.50$.
hat last year were $\$ 70$ are now 837.50 .
Other rugs are proportionately dow
Showing How the Prices of Women's Shoes Have Come Down Women's tan
hair.

| that |
| :--- |
| pair. |

 Women
ion wing t t
how 86.90 a

## Showing How the Prices of

Boys' Clothing Have Come
Down

| with one pair |
| :---: |
| 18.75 |

are $813.755^{\prime}$
Boys
with two pair

| \$29.255; |
| :--- |
| $\$ 18.55$ |

Beys' khaki knickers of the qua
year was 8185 ne

Showing How the Prices of Millinery Have Come Down quality that last year was $\$ 8$ are now $\$ 5$. Women's tailored sailors of the the kinds
that last year were 83 are now $\$ 2$.
Children's hats of the kinds that last
r were 81.50 are now 75 .

- Market.
Showing How the Prices of Handbags and Luggage Have Come Down
Handoags of leather and silk of the
uality that last year was $\$ 5$ are now $\$ 3$ and ${ }_{8}^{\text {quant. }}$.

Enameled luggare of the kind that last
Showing How the Prices of Toilet Articles Have Come Down
$\qquad$
$\qquad$
$\qquad$

## Showing How the Prices of

 Things for the Home Have Come DownShowing How the Prices of Men's Clothing Have Come Down
$\qquad$

Showing How the Prices of
Women's Gloves Have Come
Down

