

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  
Partly Cloudy

# This Mighty Movement That Originated in Wanamaker Square Is Doing Good for the Whole Country

## The Dear Old Stars and Stripes Inherited From Our Fathers

After "a Union Flag" with a red field was hoisted in New York, in March, 1775, and a series of proposed flags was presented by the different Colonies, a "grand Union Flag" was raised on the heights, at Boston, on January 2, 1776. This flag was referred to in the Pennsylvania Gazette, of January, published in Philadelphia.

The idea of a stripe for each State was generally accepted from the first, though several of the States, South and North, had proffered suggested flags which were used for a short time in the localities where they originated.

In July, 1777, the blue Union with the stars was added to the stripes, and the flag established by law.

At the beginning a new stripe was added for each new State admitted to the Union, until the flag became too large; when, by Act of Congress, the stripes were limited to thirteen.

The standard of the Army was fixed at six feet six inches, by four feet four inches; seven red stripes and six white stripes; and a white star on a blue field for each new State admitted, now numbering forty-eight.

The first stripe at the top is red and the next white, alternating to the last stripe, which is red.

It represents to the wide world freedom of conscience and liberty alike for all. The blessing of Heaven has rested upon it since the Declaration of Independence, and it is loved today more than ever before, and its value to the world is greater than ever.

[Signed] *John Wanamaker*

June 14, 1920.

Who is there that does not remember that as recently as seven weeks ago the word on every side was that prices were going up and still up?

It was the gravest question of the hour.

It was a situation almost of desperation.

It was looming seriously as an issue of national politics.

Then, like a thunderbolt, on the morning of May 3, came the announcement of the Wanamaker twenty-million-dollar stocks in Philadelphia and New York, offered to the public at 20 per cent below regular market prices

## It Was the Sledge-Hammer Blow That Smashed the Market

It went like wildfire throughout the country.

It brought about a sweeping recession of prices in all directions.

Hoarded supplies came pouring into the open, eagerly seeking for disposal.

Foodstuffs ceased to go up in price and began to recede.

Speculators hushed their clamor about crucial scarcities.

Manufacturers began to talk cheerfully of improving relations with Labor, now that Labor could see a dawn of better conditions and lower prices for necessary articles.

## The Emergency Was Met—the Echo Was Heard Around the World

English and French papers now coming in are filled with news of reductions going on in all directions. The fall in silk prices was the sensation of Japan. A thousand cities and towns throughout the United States and scores in Canada found their newspapers vitalized with announcements of merchants announcing the adoption of the "Wanamaker plan."

## And the Talk of Rising Prices Stopped

A great load of apprehension was lifted from the minds of the people.

Nothing more was heard of the coming crisis.

No one could any longer be found to listen to calamity talk.

Liberty Bonds began to recover, and gloomy predictions in the financial columns of the newspapers gave way to cheering predictions of "sensible readjustment."

And the threatened gloomy political issue was forgotten. The whole subject was passed over in the platform of the National Republican party with a few perfunctory words.

## It Is a National Campaign Seeking a National Good

But the greatest demonstration of its effect has been right here in our own old home city, Philadelphia.

It was here that the people had daily opportunity to make selection from the world's finest and best assemblage of merchandise, and to do their choosing in the most convenient and comfortable store building in the world.

It was here, where the large stores are all more closely adjacent than elsewhere, that there was the clearest demonstration of the Wanamaker values, for shoppers could go readily from one store to another and quickly prove for themselves how much less they had to pay at Wanamaker's than elsewhere.

## And Here in Philadelphia the Battle Still Goes Forward

We have new goods coming in—plenty of new goods—and lots of them at lower prices.

We have largely increased our working force to meet the needs of a so much greater business, and we are going straight on ahead with it until something still more definite and real is accomplished.

**We have the goods, we have the resources, and we have the support of the people!**

## Cool Linen Suits for Women—\$23 to \$27.50

After all there is nothing like our old friend linen when the sun begins really to get in his fine work!

These suits are in differing weights and several styles—the coats with wool embroidery, with tuxedo fronts, or with many pleats

in the back, or with one of the inverted kind; and with narrow belts. Colors are natural, rose and blue, besides white.

Prices are \$23 to \$27.50—and the 20 per cent deduction makes them even more attractive.

(First Floor, Central)

## 766 Women's Sweaters and Slip-Ons Reduced

Oddments taken out of our own good stocks and lowered in price a third to a half! On top of that you get the extra 20 per cent deduction.

At \$1.75, 120 sleeveless wool slip-ons.

At \$2.50, 50 wool slip-ons with sleeves.

At \$5, 36 wool sweaters in Tuxedo model, 110 wool slip-ons with round collars and full-flaring sleeves and skirts and 180 hand-crocheted sleeveless wool slip-ons.

At \$6.75, 60 mohair wool slip-ons with sleeves and Eton collars, 120 mohair wool sweaters in sleeveless Tuxedo models and 90 mohair wool sweaters with Eton collars and sashes.

At \$15, 50 sleeveless slip-ons of artificial silk braid.

(West Aisle)

## Young Women's Smart New Silk Frocks at \$45

They are dresses of unusual value for this price, and there are not more than 80 dresses in the whole group, so it will be wise to come early.

They are most attractive dresses for street and afternoon wear—midnight blue and black taffetas and charmeuses, blue or black silk tricolette, and dresses of fine crepes Georgette in blue, black, white or flesh pink.

The taffeta dresses are quite smart and have fine embroidery collars or perhaps a lacy vest beneath the bodices; the Georgette dresses are beautifully beaded; the tricolette frocks are embroidered.

There are many good models from which to choose—the dresses are very well made.

14 to 20 year sizes. And there is the 20 per cent to come off, too.

(Second Floor, Chestnut)

## 300 Surf Satin Skirts Specials at \$5.75

Less than wholesale cost in some cases, but there is the 20 per cent saving on each one.

A half dozen notably good styles in nice qualities of surf satin with high luster. Some have plain fronts, others are slightly gathered and, in certain models, sizes go up to 40-inch waist band.

These surf satin skirts are the most popular of all white tub skirts this Summer.

(East Aisle)

## New 75c Bordered Voiles Are Less Than Half Price

Nevertheless the 20 per cent comes off just the same.

They are a fine chiffon weave, 44 inches wide and in very pretty

navy blue, tan, brown or taupe with elaborate borders of white or contrasting color. They are most effective when made up.

(West Aisle)