

Great Organ plays at 9, 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Cloudy

The 20 Per Cent Deduction Privilege Is Now a Matter of Days

To Do the Right Thing at the Right Time

is not always popular or successful.

Fifty days ago, single-handed and alone, we threw down the gauntlet to fight vigorously against holding up war prices for necessities of life and to resist the efforts of legalized corporations and private speculators. Who seek to not only maintain existing high prices, but to serve notice of intentions to demand further advances of prices at points of production.

Without changing a ticket on the regularly priced twenty millions of dollars of merchandise in our stores and warehouses in Philadelphia and New York, we told the people to take, for a brief time, what they liked at one-fifth less than the usual prices, which practically stripped off our profit.

These goods were our own!

Why not do what pleased ourselves?

We believed then, and believe now, that it was true patriotism to let our merchandise go without profit, to put up our merchandise at lowered prices as a wall against higher prices, just the same as the wall of Liberty Bonds we helped to build was necessary to show the enemies of our nation that we would do our utmost for the public good. Others were free to do the same with their merchandise, had they seen fit. We have no patents on business.

Though the record of our whole business life is clear that we never made baits of books, jewelry, rugs or what not to attract patrons, and though we stated plainly that our trade movement was based upon a great idea to benefit the public at large, there at once appeared interviews from antagonistic sources, published in newspapers and trade papers supported by manufacturers and devoted to their interests.

We were also quickly besieged by numerous producers of goods not to sell their goods at less than current prices, as though they considered us only as their agents, and not merchants working for the public good in this time of great discontent because of high prices.

We resolved to use the merchandise we owned and paid for, as an entering wedge in a new movement to protest against the double and treble prices current, lopping off our usual profit in its entirety in many cases and making a beginning of a straight movement against prevailing high prices and the notice in some quarters of probable further advance.

We have an interesting list of manufacturers, corporations and "others" who by letter, telegram and other methods of protest, urgently and persistently demanded that prices must be kept up to their standards on pain of etc., etc., etc., the publishing of which would clearly indicate where and how high prices originate and are upheld.

It would be contrary to our principles and practices to make this list public, though it added serious hindrances in the practical work we had in hand, and we have only this one word to say, that high wages of the labor classes are not entirely to blame for the ruling high cost of living.

Now, Then and Finally

Agreeably to the contract with the public in the first statement made on the third of May, we now give notice that on the third of July, with the close of next week, we shall terminate the privilege of the deduction of one-fifth off from our usual prices, which we affirm will always be as they have been, just and right, quality considered.

Counting from today, there remain only the ensuing ten business days of the privilege of taking our goods at one-fifth off.

We modestly submit that

We Have Kept the Faith

The invoices we hold in proof of new merchandise that came into our stores during this great Patriotic Movement show the actual cost, without profit, of \$12,224,506 (twelve million, two hundred and twenty-four thousand, five hundred and six dollars), which put into circulation that sum, and to that extent relieved the financial stress in certain quarters.

It seems proper to add that the stamp of approval of the measures we adopted, with slight exceptions, has encircled the world, and that the insistence first given here that our buyers shall not make commitments for merchandise at advanced prices has been effective for the public good.

By this we will stand.

The doing of the right thing at the right time, in making a practical protest against combinations holding up war prices and attempting to persist in advances.

It is a mercantile "Declaration of Independence" from the old City of Philadelphia.

[Signed]

John Wanamaker

June 23, 1920.

Gay and Colorful Are These Bead Necklaces

They are in the pretty colors that look so well with white and other light Summer frocks, and one may choose from a wide assortment — from the warm brown of the imitation topaz to bright red shades. The beads are in different styles and graduated in size—\$6 to \$24.

Novelty necklaces in many colors, combined with metal ornaments, are \$2 to \$19.

And the 20 per cent deduction brings the price down still lower.

(Jewelry Store, Chestnut and Thirteenth)

Women's \$6 Low Shoes of Most Unusual Value

Unusual enough at this low price, but extraordinary by the time you subtract the extra 20 per cent.

Black and tan calfskin oxfords and pumps with imitation wing tips and military heels.

Patent leather and black calfskin tongue pumps with Louis leather heels.

Patent leather plain pumps with baby Louis leather heels.

Soft black glazed leather oxfords with Cuban heels.

White duck tongue pumps with covered Louis heels.

(First Floor, Market)

Last of This Importation of Chinese Ninghai Pongee

A silk so good that we have sold about 8000 yards of it since May the First.

At \$3 a yard, minus the 20 per cent deduction, it is the best kind of investment for men's and women's suits or any garment that has to stand hard wear and many tubbings, such as riding breeches, sports skirts, motor coats or children's clothes.

As this is the last of the importation and there is no telling when another one will be here, the safest plan is to buy what is needed now.

(First Floor, Chestnut)

PINK SILK CHEMISES

Uncommonly pretty ones just put on the counters are shirred and hemstitched or lace trimmed. You have choice of three styles for \$5.50 each; while a fourth with a great deal of lace is \$5.85; and the 20 per cent makes these prices still more moderate.

(Third Floor, Central)

NEW PINK WASH SATIN FOR LINGERIE GARMENTS

Hardly here before it goes out again and it is used for all kinds of undergarments, linings and foundations.

It is a lovely shade of flesh pink, 40 inches wide, \$2.50 a yard and the 20 per cent comes off besides.

(First Floor, Chestnut)

FIVE GOOD GROUPS OF CHILDREN'S STOCKINGS

25c a pair for full-fashioned, white cotton socks in second grade, ages 2 to 8 years.

50c a pair for white ribbed mercerized cotton three-quarter length stockings with turn over tops, second grade, ages 7 to 14 years.

50c a pair for black, white and brown ribbed mercerized stockings with fashioned feet, second grade, ages 2 to 14 years.

75c a pair for white ribbed silk stockings of first quality, ages 6 months to 5 years.

75c a pair for boys' and girls' black, ribbed, mercerized three-quarter length stockings of first quality, ages 4 to 14 years.

(First Floor, Market)

Sterling Silver Table Ware Reduced Is a Rare Event Indeed

People look forward to such an occasion for months ahead, and tomorrow there is such an opportunity.

A number of fine pieces have been chosen from our collection—all the way from a tiny bonbon dish up to a magnificent banquet centerpiece. They will be found all together on a special table with new and very much smaller prices.

It is an excellent opportunity for people who want to fill in certain pieces in their set or who have future gifts in view. Notwithstanding the reduction, 20 per cent comes off each piece.

(Jewelry Store, Chestnut and Thirteenth)

Young Women's Fine Wraps for the Shore or the Mountains

These are the fine, one-of-a-kind wraps that young women who are particular about their clothes will highly approve. Of beautiful fabrics, they are made in quiet, yet distinctive styles, and beautifully lined with rich silks.

Some are of fine Bolivians, some of evoras, some of silky duvetynes. They are in Pekin

blue, reindeer, raspberry, sand and tan shades, and the linings harmonize.

Embroidery ornaments some coat; others are unadorned. There are coats and wraps, and quite a number of models.

\$85 to \$165—and 14 to 20 year sizes.

The 20 per cent comes off these prices, also.

(Second Floor, Chestnut)

Afternoon Dresses Designed for Large Women

In other words, they are cut with as many vertical lines as possible to give slenderness, and they allow the necessary length from shoulder to waistline in front, the necessary ease in the armholes and the necessary ease around the hips.

Also the proper colors are chosen to make their wearers look slight. For instance, there are voiles printed in small patterns.

(First Floor, Central)

in white and color effects; crepes de chine in taupe and navy; charmeuses in navy; jerseys in navy and black, and tricolettes in navy and taupe.

Sizes are 44½ to 54½ inches.

Prices run from \$18.50 for a printed voile to \$77.50 for a Georgette, and the 20 per cent deduction makes them smaller.

(First Floor, Central)

Georgette Over-Blouses

Graceful things in white, bisque or navy, each color being embroidered with self-colored silk and beads; except that the beads on the bisque-colored blouses are gold, and the blue ones on the navy blouses are iridescent. The price is \$12.

Another Georgette waist

(Third Floor, Central)

with three-quarter sleeves and square neck opening comes in white and flesh for \$15.85, and there is a great variety of waists in these two favorite colors at \$7.50 to \$45.

20 per cent will be taken off whatever the customer purchases.

For Early Summer Afternoons—Young Women's Crepe de Chine Dresses

If you are at the shore or the resorts you may prefer a flesh-pink frock—if you are home then your preference will probably be for dark blue—all are here!

The dresses are of soft, fine crepe de chine and are made in a fetching style with accordion-pleated skirts, and youthful jacket-like bodies which are both beaded and embroidered, and held in at the waistline with a silken cord.

They are quite new and dainty, are youthful and becoming, and the price is \$42.50—with, of course, the 20 per cent to be deducted. 14 to 20 year sizes.

(Second Floor, Chestnut)

The Best 75c Voiles We've Been Able to Find

And that means in quality, beautiful patterns and most desirable colors. They are special at 75c a yard and there is the 20 per cent off besides.

A new shipment has plenty of navy blue, Copenhagen, tan, taupe and black grounds—all of which are very popular. There are many designs in tan and blue combinations, large Georgette patterns and smaller ones. 38 inches wide.

(First Floor, Chestnut)

NEVER WERE PRETTIER SILKS FOR LAMP SHADES AND CURTAINS

Or, in fact, for any drapery purpose you choose to use them, and they are much liked for kimonos.

Both Japanese and American varieties, plain and figured, 32 and 36 inches wide at \$2.25 to \$3.75 a yard, with the 20 per cent still to be deducted.

(Fifth Floor, Market)

FRAGRANT SCENTED PRINCESS MAY BOUQUET

toilet preparations are gaining more friends each day. The scent is a pleasant bouquet perfume, and the packages are particularly attractive.

Princess May Bouquet extract, \$1.50 a bottle.

Princess May Bouquet toilet water, \$1.50 a bottle.

Face powder, 65c.

Talcum powder, 50c.

(Main Floor, Chestnut)



HUGE "UNCLE SAM" HATS WITH FAVORABLE INSIDE

will make attractive centerpieces for your Fourth-of-July luncheon or dinner party. They are \$8 complete.

Red, white and blue snapping bonbons to add to the fun are 75c, \$1.50 and \$2.50 a dozen.

And small red, white and blue baskets for the table are 35c each.

The 20 per cent is to be taken from these prices, of course.

(Down Stairs Store, Chestnut)

WOMEN'S TAPE-BORDER HANDKERCHIEFS, \$6 A DOZEN

The linen which makes them is sheer and snowy, and of course, Irish. It is fine and of good quality, and the handkerchiefs were made expressly for us.

They have narrow hems with tape borders in various styles above the hem.

\$6 the dozen—and there's the 20 per cent deduction to make the price lower, too.

(West Alais)

Men's Cool Tropical Clothes Ready in Full Selection

Palm Beach suits, breezewave suits, mohair suits, silk suits, tropical worsted suits—these are here in ample choice.

In fashion and tailoring they are suits of character, showing the style and set of higher-priced woolen suits.

And to this excellence of style and makeup they unite a maximum of coolness and comfort for hot, humid days. It is a fine combination.

Their prices, like the prices of all other suits in stock, are subject to the deduction of 20 per cent, something unprecedented at this period.

Palm Beach suits in fancy and plain shades, \$25 and \$30.

Mohair suits, \$25 to \$35.

Silk suits, \$40 to \$55.

Tropical worsted suits, \$35 to \$60.

White flannel trousers, \$18.

Gray flannel trousers, \$13.50 to \$18.

Gabardine trousers, white and cream, \$8.50; striped serge, \$10; white duck, \$5.

All prices minus 20 per cent. (Third Floor, Market)



A Splendid New Shipment of Kazak Rugs

Considering the prevailing scarcity of this type of rug in the market, we might well call this a veritable treasure shipment.

The rugs have come to us direct from overseas. They are typical of the best Kazaks commercially obtainable.

Kazaks are rugs of much interest, expressing in their boldness and strength of color the wild, virile instincts of the tribes who produce them.

They are distinguishable from other Caucasian rugs by their heavy and firm texture, long, lustrous pile; large, striking figure designs and brightness and richness of coloring.

Red, a strong and pronounced red, is the predominating shade, the figures being worked out in ecru and various blue tones, while soft greens are not infrequently introduced with impressive effect.

These pieces are in sizes as scarce as they are desirable, ranging from 6.6x3.10 ft. up to 9.4x5.7 ft., the average size being about 7x6 ft.

We have priced them on a basis of normal commercial value at the present time, at \$150 to \$375, and these rates are subject to the prevailing deduction of 20 per cent.

We hope the many furnishers on the lookout for just such pieces will take timely notice.

(Seventh Floor)

Beautiful British Bedspreads in Old-Time Plentifulness

It is good to see such a fine variety of these wonderfully white and dainty spreads as we are now showing.

Our representative chose these at the English mills and we imported them direct.

The sun that shines on the land of their origin does surely bleach fabrics to a wonderful whiteness.

These are marvelously white and very finely woven.

Dimity in corded stripes, satin stripes, pique, spot, figured dimities. Floral patterns are well represented.

72x99 inches at \$7.50, \$8 and \$9.

90x99 and 90x108 inches, at \$9.50, \$10, \$12 and \$13.50.

Many with cut corners and scalloped edges in single-bed sizes at \$9.50 and \$10; in double-bed sizes, \$11 and \$11.50.

The finest spreads of all are the English satin-finish ones, marvels of whiteness and beautiful in texture, at \$18 to \$30 in single-bed sizes (72x88 inches), and \$20 to \$35 in double-bed sizes (90x99 inches).

(Sixth Floor, Central)

Chinese Furniture—Grass and Peel Varieties

Braided grass armchairs, very strong and comfortable, with low round backs, are \$18.50; rockers of the same material are \$20.

Peel chairs, hour-glass style, are \$14.50 and \$17.50. Armchairs for bedrooms, \$25. Peel tables—various hour-glass styles—\$10.50 and \$18.50. Large, roomy armchairs, \$25.

Hongkong armchairs of the durable red, \$20.

Braided grass tables, oblong and square, \$22.50.

Besides which are odd pieces such as tea-wagons, book cabinets, reclining chairs, and little stools which can be turned upside down to serve as waste baskets.

20 per cent will be taken off each price at the time of purchase.

(Fourth Floor, Chestnut; Seventh Floor, Central)

Beautiful Seamless Chenille Rugs

These rugs have plain centers with double band borders in green, tan, blue, gray and taupe.

They are very effective and go well with any style of furnishing.

9x12 ft., \$168 to \$192; 8.3x10.6 ft., \$142.50 to \$159.

All subject to the 20 per cent deduction.

(Seventh Floor, Chestnut)