

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 Probable Thunderstorms
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There Has Been a New Declaration of Independence —and It Has Achieved a Great Purpose

The Most Striking Outcome of the Past Two Months

in the mercantile world is the evidence of unanimity, nationwide, and on both sides of the sea, of the conclusion of the people, statesmen, commoners and the humble citizens, that it is neither just nor right to make people pay the old prices that were current during the war for merchandise, food and the various articles of home-making.

LONDON, June 26.

KING GEORGE has given practical support to the price-cutting movement in England by refusing to renew any contracts for goods or services at present prices.

The king has notified sellers of bread, flour, soap, candles and coal, which are supplied to Buckingham Palace under contract renewal every three months, that he will not continue to do business with the same firms unless they grant a 10 per cent reduction in price.

The same decision affects laundry work, the king having demanded a reduction in the charges for washing the linen of the members of the royal household.

What we hoped for in committing ourselves to a new scale of low prices and to measures insistent that no purchases should be made of people who advanced prices at first hands for the Fall of 1920 has come to be true, and down under the sea, in the darkness of Saturday night, the great King of Great Britain sent out a note, which we have verified and copied word for word.

King George, With His Good Common Sense,

feels for his people and speaks to them the way the people of America are now feeling, that they are entitled to a new deal, and that they would rather do without goods than to pay more for them from this time on.

We are not disposed to be oppressors of anybody.

The manufacturers have had their day, and the people must now have their day. Of course, prices can only be reduced little by little, but we must assuredly take a strong stand against the raising of prices in any direction.

There may be failure of crops, and for want of labor, a smaller crop of potatoes, corn or flax, or a shortage of certain classes of wool or leather, but these must be the exceptions and not the rule.

Prices Have Got to Come Down

and we have all got to try to help the people to get a reasonable deal.

It is but fair to say that when we began the patriotic movement of twenty per cent deduction we thought that we might stop it in ten days, but the people were so gratified that we could not shut them off.

In ending this program on Saturday night we do it with a sense of having done a great duty, as it appeared to us.

More than this, it must be said, that we were encouraged by the grateful spirit that hundreds of thousands of people showed, that they felt we were with them in the effort to prove, not only to our city, but to the whole country, as it appears, take notice, that the new day has dawned for legitimate business to organize against the speculators and the spoils manufacturers, who when goods were scarce were able to put any prices on them that they wished.

Be it understood that we shall still keep store and it shall be better than it ever was, if it is within our power to make it so.

We open at 9 o'clock on Tuesday morning and close at 5.

[Signed] *John Wanamaker*

June 30, 1920.

Women's Finer Fashion Pumps and Oxfords at \$12

Beautiful shoes, from the factory that makes the finest women's shoes in Philadelphia. \$12 a pair is much less than the regular price, and besides that you get the 20 per cent deduction at time of purchase.

Louis heel oxfords and plain and tongue pumps in various styles, all light-weight Summer shoes, with turned soles.

Leathers are black and tan calfskin, bronze kidskin, and black glazed kidskin.

(First Floor, Market)

France Again Sends Fine Wool Skirting Plaids

As pretty in their colorings and as fine weaves as the first importation which women liked so much.

These plaids are especially nice for the fashionable pleated skirts and they are light enough in weight to be worn now and later in the Fall. Some have combinations of tan.

They are 50 inches wide and \$6 a yard, less by 20 per cent if purchased this week.

(First Floor, Chestnut)

Silk Handbags Ornamented With Cut-Steel Beads

Black and navy moire silk makes these bags, which are in the smart shallow oval shape. Artistic designs of cut-steel beads are worked on them.

There are three styles, one with plain metal frame, another with etched metal frame and the third with silver finish frame.

\$9 each, less 20 per cent.

(Main Floor, Chestnut)

The trend of prices at home and abroad today is downward. With some exceptions you can go into both the wholesale and retail markets and buy for somewhat less than two months ago.

It was just two months ago, lacking four days, that the Wanamaker Stores in Philadelphia and New York made the famous announcement putting their great stocks on the market at 20 per cent below regular prices to stop the upward trend.

Day in and day out the evidences grow and accumulate of the downward trend that has resulted.

More evidence will appear. Large effects will be proved.

In the meantime the 20 per cent deduction privilege remains for those who care to take advantage of it, all the remaining days of this week, but not after 5 o'clock Saturday evening.

The Women's Fashion Salons Look Like a Flower Garden

in the quarter where the Summer dresses hang—with their reds and pinks and blues, their greens and grays and tans. They are cool and pretty enough for any daytime use; gingham, crepes, voiles, dotted swisses, organdies and linens—a few of the last being imported. Women looking for dresses especially for holiday week-end are fairly certain to find what they want, as well as women whose outfits for the entire Summer are not yet complete.

Prices are \$17.50 to \$60, and the 20 per cent will be taken off.

(First Floor, Central)

A First-of-the-Month Sale of Waists

4500 of them, all told—and all at special prices.

At \$1. Slip-on waists of voile, with pink and blue dots.

At \$2. Samples and small surplus lots, organdies, batistes, voiles, all-white or color trimmed. A few are mussed.

At \$2.85. Voiles and organdies in white mostly, a few with a little color. Sleeves long and short.

At \$3.85. Voiles, batistes and organdies; a great many with embroidery and lace, others with tucks and frills. A few slip-on styles.

At \$2 to \$8.75. Over a thousand samples, cottons in semi-tailored and lingerie styles, with laces and hand-embroidery. A few voile over-blouses are included.

At \$5 to \$6.85. Porto Rican waists with draw-work and hand-embroidery and tucks.

At \$3.85 to \$5.85. White and flesh-colored Georgette crepe with self-frills, and laces.

The 20 per cent deduction holds good on all these waists.

(East and West Aisles)

Candlesticks and Lampshades

The candlesticks are solid mahogany with fine finish and are \$2.50 each.

The shades include—

Little collapsible paper shades from Japan, which look like Japanese parasols and can be folded into six different shapes. They are 7 1/2 each.

Undecorated parchment paper shades, for artists who wish to put on their own decoration; sizes 8 to 16 inches, prices \$3.50 to \$7.50.

Parchment paper shades with delightful hand-done figures of Bo-peep and Boy Blue, intended for children's rooms, \$6.50.

The 20 per cent deduction will be made on these.

(Fourth Floor, Central)

Ruffled Muslin Curtains to Woo Summer Breezes

There are many reasons why people like them.

One reason is enough. That is because of the Old Colonial fashion in which they drape. We bought ours at such a time and in such a way that the prices at which they are marked are very moderate—much below today's values.

Along with that they are subject to 20 per cent deduction, but only for this week.

Ruffled voile as well as ruffled muslin in the collection.

Prices \$3 to \$7.50 a pair, minus one-fifth.

(Fifth Floor, Market)

Cool Japanese Rush Rugs for Hot Summer Days

These fine rugs are just what the porch, the bungalow and the camp need right now.

9x12 ft., \$32.50

8x10 ft., \$27.50

6x9 ft., \$21.50

And an oval shape, 9x12 ft., \$32.50.

All 20 per cent less at time of purchase.

(Seventh Floor, Chestnut)



Fresh, New Gingham Frocks at \$14 for Young Women

Clear, pretty plaids, small checks and broken plaids and such pretty colors—lavender and cool greens, pinks and blues and browns, usually combined with white—make the frocks, which are quite fresh, brand-new and have just been unpacked.

Three good models—two in Eton-jacket style, one with frilly dotted swiss down the front and on the cuffs; one with crisp collar of white organdie.

They are youthful, summery frocks, and \$14 is a moderate price—and remember that you get 20 per cent off this sum!

14 to 20 year sizes.

(Second Floor, Chestnut)

Young Women's Smart Wool Jersey Sports Suits—\$35

These suits are of good quality wool jersey in beige, navy blue, brown, heather and other good colors, and they are in good sports models, belted and with pockets.

\$35—and 14 to 20 year sizes.

Of course, the 20 per cent deduction makes the price considerably lower.

(Second Floor, Chestnut)

Dust Coats Are Useful to Protect Light Frocks

Most women feel that they save their cost many times over in keeping white or light-colored clothes fresh and dainty. And they are used, not only for motoring, but on trains and trolleys as well.

Starting at \$5.75 for a generously full crash coat, prices are \$8.50 for linene capes, \$16.50 for either real linen capes or palm beach coats, and \$40 to \$87.50 for the finest silk pongee coats and capes.

All prices are counted a fifth less during this week.

(First Floor, Central)

Plenty of Fresh Handkerchiefs Here!

Which is simply to say that if you need some fresh handkerchiefs to take away over the holiday or your vacation, you'll find all the kinds you want, right here and at the right price.

Plain handkerchiefs—thousands of them—initial handkerchiefs, colored handkerchiefs and fancy handkerchiefs for women. And they are pure linen, all of them—we sell nothing else.

25c to \$25—less the 20 per cent deduction, also.

(Main Floor, Central)

Stunning New Hat Pins of Imitation Jade

Such a vogue there is for this pretty imitation jade jewelry it was quite to be expected that hat pins of it would appear soon!

These are in round and spear-pointed effects, and the green, which is a very good imitation of the Oriental jade, is ornamented with sparkling rhinestones in rows or in pleasing designs.

They'll look very well in Summer hats.

\$2.50, \$2.75 and up to \$14 each.

There's the 20 per cent to come off, too.

(Jewelry Store, Chestnut and Thirteenth)

SOME new hair nets from France have just come into the Salon de Beauté—all colors except white and gray. Prices are \$1.50 a dozen and the 20 per cent makes that less.

(Third Floor, Chestnut)

Those Silk Squares for Bathing Caps

which are so much in fashion this season, may be had in the Handkerchief Shop. We bring them from England, and you will find here exclusive designs and beautiful colorings to be found nowhere else—people tell us so every day.

The silks are of beautiful quality, and they make such attractive caps to be worn with dark bathing suits—they add just the dash of color needed.

\$3 to \$10 each—with 20 per cent more to come off at the time of purchase.

(Main Floor, Central)

New Silk Petticoats

Silk jersey with messaline flounces, black and navy, \$5.50.

Tub silks in flesh and white, cut with straight lines and plain hems, \$5.75. In white only, with flounces, \$8.

These washable silks all have double panels.

Washable satins, flesh color, with lace trimming, \$6.

The 20 per cent deduction holds.

(Third Floor, Central)

Bath Towels, Late to Arrive, Low in Price, 85c Each

With 20 per cent off that price if bought this week.

We bought these towels many months ago, but they have been late in getting here. The price marked on them is based on the old low market value, so that at 85c each they are exceptional. Still more so, of course, at one-fifth less.

Of heavy, full-bleached cotton in a good size, 21x44 inches, and with hemmed ends.

(First Floor, Chestnut)

Men's Tropical Suits for Torrid Days

There are tropical suits and tropical suits. Some tropical suits are cool, but that is the best that can be said of them.

A man will wear one of these with a certain degree of comfort, perhaps, but at the expense of his appearance.

Tropical suits should do more than keep a man cool—they should also dress him with sufficient dignity.

Wanamaker tropical suits keep a man cool and well dressed at the same time.

That is because in design, in style and in making they have many of the best features of regular suits. In every respect they represent the top-notch of value. And the man who buys one here this week gets the advantage of the 20 per cent deduction from these regular prices.

Palm Beach suits in plain colors, \$25.

In fancy shades, \$28 and \$30.

Mohair suits, \$25 and \$35.

Khaki-color silk suits, \$40 and \$55, including suits of Shantung silks.

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

All may be obtained just now at one-fifth from regular prices.

(Third Floor, Market)

New Shipment of Men's Redleaf London Straw Hats

Just in time for the coming holiday are these handsome hats from the center of men's styles.

Correct in shape and finished in a way that keeps them cleaner longer than most straw hats.

Price \$4.50, less 20 per cent.

(Main Floor, Market)

Men's Golf Stockings New From England

In this shipment are some of the lighter shades and weights in demand now. Made of those soft, fine wools that are so comfortable and easy on the feet.

Prices \$7.50, \$8.50 and \$10 a pair, less 20 per cent.

(Main Floor, Market)

Dusters for Motorists Planning Trips

Now that people are taking more care of their clothes than formerly, dusters are in great demand to protect motorists from the oil and dust of the road.

We have dusters of cotton, chambray, crash, poplin and mohair, in tans and grays, at \$1.75 to \$22.50, less 20 per cent.

(The Gallery, Chestnut)

An Exceptional Layout of Cabistan and Daghestan Rugs

These are among the choicest of Caucasian rugs, and probably the oldest weaves produced in that region.

They are woven after the same patterns as those of centuries ago; and in these the latch-hook, fretwork, geometrical figures and medallions are noticeable.

Light and dark blue, red, yellow, ivory, green and ecru are the colors frequently used.

Among small rugs there are scarcely any that are more desirable for excellence of texture and artistic worth.

An Oriental rug lover may well say, "all this is quite true, but where can one find a selection of these rugs worth the name today?"

Undoubtedly they are scarce, so far as the open market is concerned, but we can show what is probably the best assortment to be found in the country just now.

These are a recent importation brought over directly by us, the sizes being 4x5 to 4.6x7.7 ft., and the prices \$125 to \$250, with a deduction of 20 per cent on all purchases made this week.

Some fine antique pieces in the collection.

(Seventh Floor, Chestnut)



Independence Monday Will Be a Great Day for Sports

And so will the Saturday preceding it.

For which reason it is advisable for all who need any sporting equipment for those days to get it soon. It will still be 20 per cent less this week.

Golf clubs are \$5 to \$7.50 for the wood and \$5 to \$6 for irons.

Golf balls of standard makes, \$7.20 to \$13.20 a dozen.

Golf bags, \$2.50 to \$40.

Tennis racquets of leading makes, \$2.50 to \$15.

Championship tennis balls, \$7.20 a dozen.

Nets, posts, tapes, markers, racket presses, racket covers and all other accessories.

If you want to take a cycling trip over the week-end, here are Columbia and Wanamaker bicycles of great excellence at \$50 to \$72.50.

For the fisherman we have a fine assortment of tackle for both fresh and salt water angling.

(The Gallery, Chestnut and Juniper)

If you are having a three-day holiday it will be long enough for the joys of a camping trip. Here are tents, cots, camp chairs and all manner of camping paraphernalia.

And there's one thing that every man will need who goes to seashore or lake—a bathing suit. One-piece suits are \$3 to \$5.50; fancy bathing suits, \$7.50 to \$8; sleeveless jerseys, \$3.50; flannel bathing pants, \$4.