

Store Closed  
All Day Monday

WANAMAKER'S

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WANAMAKER'S

WEATHER  
Fair

# The Spirit of '76 at Wanamaker's Has Accomplished Something Worth While for the Country

## Great Opportunities Often Come Unexpectedly

Those who are not ready can only stand still while the chance goes by.

### Today Ends the Patriotic Movement of the Past Two Months

Faith in facts is a force as well as a terminal.

We believe we have made a steady advance on a predetermined plan of potential value affecting the price rulings of articles and commodities of living expenses.

In this view, we have received from almost every direction hearty approval of the business world of the position we have taken to stand resolutely against any further advances in rates of merchandise.

Let those who have stored up their holdings for larger prices suffer a few losses, which they can bear, as they have had large profits for four years.

It will be a profound satisfaction to labor not to have to lay out more money for everything its members need.

It would also encourage manufacturers to meet the new conditions upon them if workers were to find a way, not hard to find, to increase the production of the present shortened hours.

We may be depended upon to

### Lend a Hand

to meet the exigencies that arise day by day, of which the past two months of service will go upon record.

[Signed]

*John Wanamaker*

July 3, 1920

ONE hundred and forty-four years ago at this time, the eyes of the world, as far as those eyes could then read signs, were on a building on Chestnut Street in Philadelphia, the then capital of the royal colony of Pennsylvania.

Here the gage of defiance to the tyranny of monarchy had just been thrown down, with a force and earnestness there was no misunderstanding. On July 4, 1776, the thirteen American colonies' Declaration of Independence of the oppressive interference of Great Britain in their affairs was passed by the Continental Congress, then in session in the Pennsylvania State House, probably the most imposing building in the city at that time. The actual ceremony of signature, and the picturesque incidents of ringing the Liberty Bell and reading

the document to the populace assembled in Independence Square, did not follow until several days later; but the Fourth is "the day we celebrate," although this year the public holiday will be generally observed on Monday, the 5th.

## For a New Store to Declare Independence

of existing commercial methods, wherever they involved injustice to the customer, or his coercion, was as bold a step in its way as for a new and self-created nation to cast off time-worn conceptions of government.

Yet it was without any precedent for his policies, that have since become famous and used as a model the world over, that the Founder of the Wanamaker business opened in 1861 in Philadelphia, not only a new store, but a New Kind of Store. Its original location, by the way, was just one square East of the ancient building, then still standing, in which Thomas Jefferson wrote the Declaration of Independence and just one square North of the venerable State House, now still standing, in which the Declaration was passed.

In this Store, and in the greater one in Wanamaker Square, at Chestnut, Market, Juniper and Thirteenth Streets, that succeeded it, the buying public has never known aught but liberty and fair dealing, and for two generations has been accustomed to have its interests looked out for here to an extent that at times has been characterized as quixotic by those not willing to go the same lengths in the same business.

May, 1920, found the people of these many more than thirteen States facing a crisis that called for another declaration of independence.

## They Needed Deliverance From the Rising Prices

loaded on them in great part by hoarders and speculators quite as much as the colonists of 1776 needed relief from the exactions of the Stamp Tax and from voracious troopers quartered on their homes.

Everybody was just awfully sorry about it—do you remember?—but nobody moved—until we did. It seemed time for an old Store to declare independence.

May Third, 1920, is the date that will stay in many memories. On that day came the unprecedented announcement which again drew the eyes of the world toward a notable building of Chestnut Street, Philadelphia, Pennsylvania:

"For a limited time—20 per cent off prices on practically everything in Wanamaker's."

This movement—now famous as "the Wanamaker 20 per cent movement"—concludes today with the withdrawal of the universally applying 20 per cent deduction. But with it

## We Started the Big War for Fairer Prices for the People—And Are Winning!

Manufacturers said, "Don't shoot, I'll come down"; and many were very glad to come down with their hid-away merchandise and get cash for it. (More than \$12,000,000 altogether; no slight easement of circulation!)

But that has not been all.

The people of this city and State will not quickly forget that for two long months they freely satisfied their needs from the splendid, well-kept-up Wanamaker stocks, and got twenty cents back every time they bought a dollar's worth—even two cents back on every dime's worth!

But that hasn't been all.

Retailers who had the courage and the public spirit to follow us by sacrificing individual profit to public weal sprang up in every town and village. The movement crossed the seas. Like an atmospheric pressure, it made a dent in many a soaring price-balloon.

The trend of prices today is downward at home and abroad.

With some exceptions you can go into either the wholesale or the retail market and buy your goods for somewhat less than you could two months ago, when the Wanamaker challenge was flung.

But even that is not all. Day in and day out, the evidences of the downward trend grow and accumulate.

More evidence will appear. Larger effects will be proved. They will be proved more outstandingly in the Wanamaker Store than, likely, anywhere else.

## We've Accomplished the First Step That We Planned—Now for the Next!

On Tuesday, July 6th, the Store will reopen with the usual abundant, fresh and excellent stocks of seasonable merchandise.

Those entering it will find unmistakable demonstration of what this Wanamaker war against war prices has already effected.

It has ever been the purpose of the Wanamaker Store to keep up the worth of living and keep down the cost of it. These efforts have not come to an end.

# John Wanamaker Philadelphia