

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 and unsettled

# One Thing Upon Which All Real Americans Agree Is That Prices Should Be Kept Well Within the People's Reach

## In the Boyhood Days of Some of Us Still Living

much of the money in circulation was fips, levies and shillings, which were circulated, respectively, as six cents, twelve cents and a quarter of a dollar.

The copper cent, a big, heavy coin, was proposed in 1782 by Robert Morris, the financier of the Revolution and the founder of our first bank, the Bank of North America, still in successful operation.

The cent coin appeared in 1792 and received its name from Thomas Jefferson, who wrote the Declaration of Independence.

These first cents bore the head of Washington on one side and a chain of thirteen links on the other.



Much of the history of the nations of the world is preserved in the coins they issued. Many of the children of our first customers, their fathers, are sending the writer almost every week gifts of copies they preserved of our first advertisements and cards and pictures we issued when there was little advertising done in Philadelphia.

[Signed]

*John Wanamaker*

June 15, 1920.

## Lovely Tricolette Wraps for Women—\$150 to \$350

Wraps no two of which are alike except in being charming and luxurious looking.

For instance, there is one light tan cape of tricolette and duvetyne combined; there is another model of tan with bands of brown embroidery and a rich kolinsky collar, and another still of navy tricolette lined with geranium crepe which glows through the navy. Other wraps again are trimmed with brushed wool or moleskin fur.

Prices are \$150 to \$350, and the 20 per cent deduction obtains. (First Floor, Central)

## Women's Gingham Dresses Cool and Crisp Priced at \$20 to \$55

Scores of them, gay and quiet in color, large and small in checks, simple and smart in line. You may have them with surplice bodices and extended skirts, or with loops of white braid for trimming, or with wool stitchery, or pique bindings or lingerie collars. Or you may have chambray dresses with pleated frills of checked gingham.

Prices are \$20 to \$55, and the 20 per cent makes them smaller. (First Floor, Central)

## Women's Light Oiled-Silk Raincoats From London (In the London Shop)

These raincoats are made in London, of a fine, light-weight Japanese oiled silk. They give uncommonly good protection against rain, yet are comfortable on warm days, a thing which cannot be said of every raincoat.

Made with raglan shoulders and with or without belt. In bottle green, blue, brown, purple and yellow. Price \$38, minus 20 per cent. (The Gallery, Chestnut)

## Hundreds of Cool, Pretty Wash Frocks for Girls—\$3.25, \$4 and \$5

Fresh, pretty little cotton frocks, brand-new and well made, in styles just suited to girls who wear 6 to 14 year sizes. The materials are good, the dresses have been carefully made, and the prices are surprisingly moderate.

At \$3.25 are gingham and chambray dresses in plain colors, checks and plaids. At \$4 are dresses of finer ginghams and solid-colored linens, as well as some dainty cotton voile frocks. At \$5 are linens, gingham and novelty cotton dresses in a dozen attractive styles. And remember that the 20 per cent deduction brings the prices down much lower! (Second Floor, Chestnut)

## Women's Good Silk Stockings at \$1.65 a Pair

1000 pair of first quality black silk stockings made with the cluster drop-stitch rib that is so popular this Summer. Any woman will recognize this as a remarkably low price, and it will be 20 per cent less at time of purchase. (West Aisle)

## Women's White Shoes at \$5.25 Average Half Price

About a thousand pair, all priced very low, yet every pair to have 20 per cent more subtracted from its price at time of purchase. White buckskin pumps with low heels. White buckskin high button shoes with Louis heels. White canvas pumps with military or Louis heels. For case of access we have assembled these shoes on the Main Market, adjacent to the Shoe Lotions Counter. (Main Floor, Market)

THE offering for a limited time of practically our entire stock at a deduction of 20 per cent from regular prices has given rising costs their one real setback so far. A saving of one-fifth on practically everything sold in the Wanamaker Store is a thing of tremendous significance. It has proved sufficiently strong to shake to its foundations the fabric of high prices, and it has proved sufficiently appealing to find sympathy and support from the best business minds of the whole country. But its real significance must be judged by what it means to each and every individual, and that is something for each and every individual to say. Everybody is wishing for lower expenses. This store is working for that end—it is actually doing something to bring prices to lower levels. Put the fact squarely before your mind that you can buy practically anything in the entire Wanamaker stocks at a saving of one-fifth and ask yourself what does it mean to you or to your home.

## Beautiful Engagement Rings In Unusual and Artistic Designs

Though most people prefer the conventional solitaire, it is by no means necessary to follow a conventional design, for just now the Wanamaker Jewelry Store is showing some exquisite rings, solitaires, all beautifully mounted, and in charming designs.

They are all in platinum, of course. The single stone in the center is decorated with smaller, sparkling jewels of the highest quality and the effect is most pleasing.

One may choose from a number of settings—the low crown, the bezel, octagonal, hexagonal or square.

Prices begin at \$365 for a charming ring and go on up to \$4450 for a perfectly handsome piece, with a very large and unusually brilliant stone. And we might add that this is a particularly opportune time to purchase diamonds, which show no signs of lowering in price for years to come, and with the 20 per cent deduction are of particular interest. (Jewelry Store, Chestnut and Thirteenth)

## An Important Sale of Used Oriental Rugs

"Used" means that they have done service here in the Store in merchandise displays. But they are in remarkably good condition, not one of them being damaged or seriously blighted, while many are almost perfect. Customers will please ask the salesman to point out any existing defects. All the prices here quoted are exceptionally low, and are subject to the 20 per cent deduction as well.

- Kazak, 9.2x3 ft., \$155.
- Mahal, 18.8x14.5 ft., \$875.
- Anatolian, 8.11x3.8 ft., \$297.
- Kazak, 6.10x3.9 ft., \$77.
- Shiraz, 7.4x4.7 ft., \$97.
- Beluchistan, 4.3x2.2 ft., \$25.
- Ghorevan, 4.6x2.2 ft., \$115.
- Kazak, 8x5.3 ft., \$225.
- Kermanshah, 6.4x4.3 ft., \$85.
- Saraband, 16.7x2.11 ft., \$165.
- Mahal, 10.4x7.4 ft., \$127.
- Mahal, 13.8x7.4 ft., \$175.
- Mahal, 10.3x7.3 ft., \$127.
- Anatolian, 17.7x10.11 ft., \$535.
- Mosul, 10.1x3.8 ft., \$155.
- Mosul, 5.11x3.1 ft., \$45.
- Mosul, 5x3.9 ft., \$57.
- Mosul, 5.11x3.4 ft., \$49.
- Mosul, 5.6x4.5 ft., \$72.
- Anatolian, 4.4x3.8 ft., \$27.
- Anatolian, 5.8x2.9 ft., \$57.
- Mosul, 6.1x3.3 ft., \$49.
- Kermanshah, 5.10x2.10 ft., \$85.
- Chinese, 11.1x9.1 ft., \$485.
- Anatolian, 12x8.5 ft., \$445.
- Chinese, 10.6x8.3 ft., \$285.
- Shiraz, 8.1x5.2 ft., \$97.
- India, 15.6x9 ft., \$295.
- Chinese Mats 3x2 ft., \$17.75.

## Beaded Handbags at Special Prices

Two good styles, one with covered frame and the other with shell-finish frame. Both roomy, well-made bags in a variety of pleasing colors with a predominance of the favorite blue, and each bag having purse and mirror. The covered-frame style is \$16.75 and the other is \$19.50, both of which prices are much less than regular. Yet 20 per cent will be deducted from both at the time of purchase. (Main Floor, Chestnut)

## Women's Becoming Sports Hats of Imitation Panama—\$5.25

With three good shapes from which to choose, women will not find it difficult to select becoming hats from this group. The hats are all of imitation Panama in the natural color, and they are light in weight, which means they will be cool and comfortable for Summer wear. There is a sailor shape, a mushroom style and a hat in the regulation Panama style. Some are trimmed with light, some with dark silk bands or bows or scarfs. They are specially priced—and with 20 per cent still to be deducted are very inexpensive indeed for such millinery. (Second Floor, Chestnut)

## 25c Handkerchiefs for Women

Some are embroidered in white and some in colors, but they are all in the much-loved one-corner embroidered style which is always popular. The designs are attractive, there is really a surprising variety, and 25c is very little to pay for them! There is the 20 per cent deduction, too. (West Aisle)

## Voile Smocks

are probably the simplest, coolest garments a girl or woman can possibly wear. These are white, with V-shaped necks and blue and red stitching, and are priced at \$3.50. The 20 per cent will be taken off. (Third Floor, Central)

## More Cotton Crepe Kimonos

are here from Japan. They are of the striped white and colored persuasion, embroidered with birds and flowers, and may be had in pink, rose, gray, blue and lavender effects, for \$6.50—or rather for that sum minus the 20 per cent. (Third Floor, Central)

## A Little Sale of Imitation Ivory Toilet Articles—"Seconds"—at 25c to \$4.50

Spread out on four Aisle tables to-morrow you will see these good toilet articles, which the careful maker labeled seconds. They are seconds, but the flaws are very slight, and there is nothing to hurt their good service to you.

- Combs
  - Brushes
  - Mirrors
  - Nail polishers, Pin boxes
  - Military brushes
  - Bonnet brushes, Trays
  - Hair receivers
  - Puff boxes
  - Cloth brushes
- Prices begin at 25c for combs and go to \$4.50 for the largest mirrors. And there is the 20 per cent deduction to be reckoned, as well! (West Aisle)

## Brilliant Arrival of Gold Decorated Glassware

There has never been such a demand for this ornate ware as we have been experiencing, and by good fortune we have been able to keep our supply well replenished with new lots, latest arrivals comprising—

- Candy jars, \$3.75 to \$13.50.
  - Relish dishes, \$7.50 and \$9.
  - Bowls, \$4 to \$7.50.
  - Footed jelly dishes, covered, \$6.
  - Butter ball dishes, \$4.
  - Sugar and cream sets, \$6.
  - Bonbon dishes, footed, \$3.
  - Flower vases, \$3.75, \$5, \$6.50 to \$20.
- Many other pretty articles are also shown, all of them of particular interest to gift-seekers and all at the deduction of 20 per cent. (Fourth Floor, Chestnut)

## Cool Clothes for the Boys

We have washable Norfolk suits in a particularly good choice, in linens, crashes, Palm Beach cloths, cool cloths and some of pongee, in sizes for boys of 8 to 17 years, at \$10 to \$20, minus 20 per cent.

Washable trousers for chaps of 6 to 8 years are \$2.25 to \$4, less 20 per cent. Washable blouses—a large assortment, including sports models at \$1.50 to \$2.25, less 20 per cent, in sizes for boys of 7 to 15 years. Other washable blouses with or without collars, in 7 to 13 year sizes, are \$1.50 to \$2.25. (Second Floor, Central)

## Just Received—A New Bathing Corset

"La Nymphe" ideal for bathing or even swimming, being made of pink rubber, with very low bust, short over abdomen and medium long on hips. The price is \$4.50, and the 20 per cent deduction makes it smaller. (Third Floor, Chestnut)

## White Corduroy \$2.25 a Yard

One of the standard materials for women's skirts, coats and suits and for children's coats, especially for wear at seashore and mountains. It is of the wide-wale sort, is a yard wide, and is \$2.25 a yard, minus the 20 per cent. (First Floor, Chestnut)



## Now Is the Golden Hour to Get a Piano or Player-Piano With One-Fifth Off the Price

We have 70 fine new Emerson and Lindeman player-pianos at prices going from \$750 to \$1150—and 20 per cent to come off.

We have 60 new upright pianos, Emerson and Lindeman, at prices going from \$500 to \$675—and 20 per cent to come off.

And we have 25 pianos and player-pianos that have been used—various good makes taken in exchange—with prices going from \$175 to \$600—and 20 per cent to come off.

When you can get good instruments at these low prices, when you can get 20 per cent off the price—and when you can get exceptionally favorable terms of payment—

Then's the time to buy. It is only at Wanamaker's that opportunities of this sort are to be had. (Egyptian Hall, Second Floor)

## Fine Hand-Braided Rugs for Colonial Furnishings

These are the better grade of hand-braided rugs and no floor covering harmonizes better with Colonial furniture. They are oval in shape, made of cretonne, gingham and wool cloth, and are in a variety of sizes. Among them:

- 24x36 in., \$5
  - 30x48 in., \$8
  - 36x60 in., \$12.50
  - 25x38 in., \$10
  - 31x52 in., \$13.25
  - 37x62 in., \$23
  - 42x72 in., \$32.50
  - 31x86 in., \$30
  - 51x84 in., \$46.50
- All these prices subject to the 20 per cent deduction. (Seventh Floor, Chestnut)

## Beautifully Fine Napkins of Irish Linen

Of heavy, full-bleached, double damask in a choice of striped and floral patterns, rich, tasteful and lovely. In yarn, weave, bleach, finish, these are goods of splendid quality. All are so constructed as to allow one inch in the length so that when they are hemmed they will be exactly square. Size 22x23 inches, prices at \$17.50 a dozen, less 20 per cent. (First Floor, Chestnut)

## We Can Show You 100 Dining-Room Suits and Hundreds More Back of Them

Every one of them, like every piece of furniture on these floors, is subject to the deduction of 20 per cent. As a collection they are unequalled; they are unique. In quality, looks and desirableness, they are uniformly up to a very high standard—otherwise they would not be here.

The designs are in good taste. They are mostly adaptations, or interpretations of the recognized periods. The choice of types and grades is wonderfully broad and interesting. We can show you hundreds and hundreds of living-room pieces in tapestry, mohair and muslin.

They include some of the finest specimens of upholstered furniture to be found anywhere. And they include a large variety of the good-looking, practical medium-priced pieces.

It is an unheard-of thing to have such a choice of excellent goods at a deduction of 20 per cent from the price of everything. (Fifth and Sixth Floors)