

Grand Organ, 9, 11 and 4:50
Chimes at Stroke of Noon

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER
Fair

One Page Can Hardly Tell All the Fine February News of This Cheery, Thriving Down Stairs Store at Wanamaker's

Hundreds of Fresh Blouses Usher in the Month

A Fine Sample Lot at \$2.90

brings blouses of wash satin, crepe de chine, Georgette crepe and tub silk. Many of the Georgette crepes are beaded and embroidered, the others are in simpler styles. They come in white and flesh color and the tub silk also comes in navy and black.

Another Sample Lot at \$3.90

These are of Georgette crepe in elaborately beaded and embroidered styles. And they are in the new suit shades—brown, taupe, navy, bisque and black—as well as flesh and white.

All-Around Service Waists
of natural-color pongee are \$2.35. They are made with convertible collars and long sleeves with turn-back cuffs.

Fresh Voiles at \$1.25
show much tucking, hemstitching and lace trimming, but there are some rather plain ones, too.

The Little Salon

has just received an attractive new blouse at \$5.75. It is the new round-neck style with a deep knife-pleated collar. And you may have it in bisque, horizon blue, white, flesh and salmon. Also two new models of crepe de chine in white, black and flesh color.

Boys' Blue Serge Suits Special at \$12

These suits are of pure wool serge and are guaranteed for color, tailoring and service. Seams are all taped; trousers are lined throughout and have faced pockets; and jackets are fully lined with self-striped mohair.

The jackets are made with loose backs and slash pockets and the belts fasten with buckles.

Sizes 7 years to 17.

(Galleries, Market)

Women's Underwear at Little Prices

White-ribbed cotton Vests, 25c. They have trimmed tops and are "seconds," but the imperfections are slight ones.

Union Suits, 65c. Three good styles, all first quality, in regular and extra sizes. They have hand tops and shell knees or lace-trimmed tops and knees. Some are of fine mercerized cotton.

(Central)

Slips for Sofa Pillows Special at 45c

The tops are of madras in shades of green, brown or red and in some combinations. The backs are plain. They are all ready to have the pillows slipped in.

Long White Scarfs Special at 45c

They are made of fresh, white linen and good-looking insertion and edging.

(Central)

New Gingham Special at 30c a yard

That is the lowest price we have been able to quote on such gingham for a long time. These are of a good, sturdy quality in many plaids and checks and in plain colors. All are 32 inches wide. These are suitable for dresses, children's frocks and so on.

Longcloth 19c a Yard

Fresh, clean white longcloth suitable for all sorts of Spring underclothes. This is all 36 inches wide and can be bought by the yard at 19c, or in 10-yard pieces at \$1.90.

(Central)

All Fur-Trimmed Coats for Women Are Reduced

Many women wait until the first of February to buy such coats and this is their opportunity of saving money—and a worth-while amount, too.

From \$15 to \$29.75

Included are coats of velour, pompon, broadcloth, plush, kersey, etc., with cape or shawl collars of sealene or nutria. Many of them are fully lined with silk.

From \$32.50 to \$67.50

All our finest Winter coats and wraps may now be bought within these prices. Many are heavily trimmed with handsome furs and all are beautifully lined. Materials are of the best and comprise silvertone, bolivia, pompon, suede velour, etc.

(Market)

Women's Suits Are Springlike

\$25. Several models of mannish serge or wool poplin are trimmed with bone buttons or with braid—some show both.

\$27.50. Women will like this model of wool poplin. The pockets and the belt are trimmed with braid, and there is an over collar of silk poplin.

Many, Many Other New Suits

show interesting new features of vests, box-coat effects and collarless jackets. Pointe twill, serge and wool poplin seem to be the favorite materials.

\$32.50, \$35, \$37.50 to \$75.

(Market)

Smart Veils—55c

A good-looking veil will add a pretty touch to a spring hat. These are in black, brown, taupe or navy with chenille or velvet dots and scrolls.

(Central)

4000 Fresh, New Rag Rugs at 10% to 50% Less Than Usual

The prettiest, freshest, springiest things you can imagine and all are marked at old-time prices. All are absolutely first quality, and are woven with good strong warps that will give service.

Colonial Rag Rugs
(Hit-or-miss Pattern)

| | |
|-----------------------|---------------------|
| 24x36 inches, 65c. | 4x7 feet, \$3.40. |
| 27x54 inches, \$1.10. | 6x9 feet, \$5.85. |
| 30x60 inches, \$1.35. | 8x10 feet, \$8.50. |
| 36x72 inches, \$2.25. | 9x12 feet, \$11.50. |

Plain-Color Rag Rugs

In this collection there are blue, green, brown, gray and yellow rugs, though not all colors in every size.

| | |
|-----------------------|----------------------|
| 24x36 inches, 75c. | 6x9 feet, \$6.50. |
| 27x54 inches, \$1.50. | 7.6x10.6 feet, \$10. |
| 30x60 inches, \$1.75. | 8x10 feet, \$10. |
| 36x72 inches, \$2.25. | 9x9 feet, \$10. |
| 4x7 feet, \$5.50. | 9x12 feet, \$12. |

Gingham Rag Rugs

| | |
|-----------------------|---------------------|
| 24x36 inches, 90c. | 8x10 feet, \$10.50. |
| 30x60 inches, \$1.75. | 9x12 feet, \$12.50. |
| 36x72 inches, \$2.25. | |

Aisle Specials

| | |
|---------------------------------------|--|
| 2x50-inch Colonial rag rugs, 90c. | 27x54-inch plain-color rag rugs, \$1. |
| 24x48-inch plain-color rag rugs, \$1. | 36x72-inch plain-color rag rugs, \$1.50. |

(Cheerful)



The Down Stairs Millinery Store Has a Birthday

Eight years ago tomorrow the lower-priced Millinery Store came into being—the nucleus of the biggest and best lower-priced store all on one floor that is to be found in the country. These eight years of steady growth and improvement have been proof conclusive that fashionable hats of good materials need not necessarily be expensive.

Tomorrow 1500 Lovely New Spring Hats at Special Prices

will be ready in the Down Stairs Millinery Salons. These delightful hats, expressing every new millinery idea of the Spring season, are marked at \$2 to \$5 less than the usual prices for such hats. There are hats of lisere, hemp, and the new braids trimmed in more ways than you would think possible. Some are copies of Paris models, lately handed, and all are smart and wearable. In the whole collection there are surprisingly few duplicates—a point that will appeal to women who like individual things. And see how low the prices are—

\$3.65, \$3.85, \$5, \$7.85

(Market)



Organdie Neckwear in Delightful Colorings

Collars and sets in many attractive shapes come in rose, flesh color, white, red, Copenhagen blue and tan. Most of them are for the new round neck frocks and many are pleated, hemstitched and picoted.

Also imitation filet collars and sets, and net collars.

SPECIAL AT 50c. (Central)

300 New Silk Petticoats Are Special at \$3.85

—and just in time for the new suits! They are in plain navy or black or in dozens of beautiful changeable colors. You may have all taffeta and all messaline or messaline with Jersey silk tops. Flounces are unusually pretty with cordings, accordion-pleated ruffles and the like.

(Central)

Silk Specials in the Down Stairs Store

Pure silks, perfect silks and all marked at much less than the usual prices. They are all typical Spring silks of the sorts you are needing right now.

36-Inch Charmeuse, \$1.50 a Yard

In black, taupe, navy, coral and Belgian blue.

40-Inch Charmeuse Is \$2.25 a Yard

In navy, black, plum, brown and Belgian blue.

35-Inch Satin Messaline, \$1.45 a Yard

In Belgian, sapphire, navy and old blues, white, myrtle, brown, steel, black, Burgundy, old rose and plum.

35-Inch Foulards, \$1.25 a Yard

In navy and black grounds with many different figured designs.

36-Inch Radium Foulards, \$1.60 a Yard

In navy, black, steel, tan and French blue grounds, with many designs.

40-Inch Georgette Crepe, \$1.35 a Yard

In navy, black and white.

38-Inch Crepe de Chine Is \$1.35 a Yard

In white, navy, flesh, orchid, maize, pink, silver and black.

35-inch wash satin is in flesh and white at \$1.45 a yard.

35-inch chiffon taffeta is in navy blue at \$1.60 a yard.

35-inch Chinese shantung in the natural color is 58c a yard.

Black Silks

26-inch all-silk twill rajah in a rough finish is 70c a yard.

(Central)

Practical Skirts At \$3

Black cotton ramic wash skirts, for business or house wear, made with pockets and belt. Also good-looking white pique skirts.

At \$5

Skirt of wool serge, in navy blue and black, faille poplin in navy blue, black and taupe and velvety corduroy in navy blue.

For Large Women

there are navy blue and black wool poplin skirts, well tailored in good models, for stout figures. Waistbands are 32 to 36. \$7.75 to \$15.

(Market)

Bandeaux—Special at 65c

Pink bandeaux fasten in back where there are inserts of elastic. They have tape shoulder straps. One model is trimmed with lace; the other is neatly plain.

Youthline Corsets for Heavy Figures—\$5

They are made of pink coutil and are heavily boned. Three hooks below the broad front steels hold the corsets firmly over the figure. There are strong elastic inserts in the sides of the long skirts.

You may choose a low or medium-high bustline. The corsets are for medium to very stout figures.

(Central)

Spring Won't Catch These Overcoats Napping!

No, sir! It's going to find them giving good service and going strong for next Winter.

REDUCTIONS

that should put every overcoat in our stock into immediate use have been prepared for Saturday. Men who know good coats and good value will come hurrying. These coats are all from our own stock, are of pure wool fabrics of tested strength and durability. Not only will they finish out this Winter but they should see you through next Winter in fine shape. That's a point worth considering.

Box Coats

Single-breasted box coats of dark Oxford mixtures are marked at two prices.

15 Overcoats Are \$22
50 Overcoats Are \$26.50
Usters and Usterettes

These are of heavy-weight coatings in staple patterns and good colorings. All are made double-breasted with convertible collars, half belts and deep, roomy pockets.

91 Overcoats Are \$29.50
68 Overcoats Are \$32

There are fittings in all regular sizes in both groups.

(Galleries, Market)

If Your Old Soft Hat

is the worse for the wear you should see these, Mr. Man, at

\$1.65—Many Half Price

It is a manufacturer's "close-out" of about three hundred good hats. They are in the good shapes of the day—browns, gray, greens and other light shades. Mighty good for you, you'll say.

(Galleries, Market)

Men's Half Hose 15c a Pair

Medium weight cotton half hose have re-enforced feet and tops and are first quality. They are in black, gray and tan.

(Galleries, Market)

Men's Shirts at \$1.55

Madras and percale shirts with soft cuffs are in neat, clean-looking patterns. You will find plenty of black-and-white effects among them.

(Galleries, Market)

Men's Knitted Four-in-Hands Special at 60c

An immense variety of knitted silk four-in-hand neckties are in dozens of different color combinations, including many striped designs. Many are first quality; others have slight imperfections which do not affect the appearance of the ties.

1200 Silk Neckties at 50c

Four-in-hand neckties in good open-end shapes show figures and stripes in great variety. They all have satin-lined neckbands and make an assortment from which any man may choose.

(Galleries, Market)

Shoes for Well-Groomed Men

Shoes with a trim, neat appearance aren't found every day, everywhere. We have excellent shoes of tan or dull black leather that will go well with a finely tailored suit. They are made on English lasts and have welted soles, \$8.40 a pair.

At \$2.90 a Pair

Many sizes are left in special shoes of tan leather and black patent leather.

(Cheerful)

Special Gloves for Women

—600 Pair Fine White Glace Lambskin Gloves at \$1.65 a Pair. They are full pique sewn with self or black stitched back—the black-stitched ones are piped with black at the wrist. Their regular price would be a third more.

Washable Fabric Gloves

White and black chambray like gloves, 2 clasp, at 85c a pair. Strap wrist chambray like gloves in white and gray are \$1.25 a pair. Duplex chambray like gloves, two clasp in gray, mode and white, at \$1.35. Duplex strap-wrist gloves in gray and mode at \$1.50 a pair.

Double Silk Gloves

in gray, pongee, brown, black and white with Paris point stitching on the backs are two clasp, \$1.25 a pair. Many women are wearing them.

(Central)

Splendid Dresses of Serge Are Special at \$10.75, \$12, \$13.50, \$15

These are all simple, tailored dresses of the kind that women find so indispensable. There is no end to their uses, and their smart prettiness is beyond question.

A great many are made with collarless bodices. Skirts are narrower, and often boast overskirts that are edged with fringe. Braid is the most popular of all trimmings and is used in rows, in scrolls and as binding. Bone buttons or buttons covered with serge are much used, too.

There are dresses for young women and for older women, with fittings in all sizes from 14 to 44.

In Taffeta

Taffeta has the true rustle of Spring and the freshest, prettiest frocks are made of it. Here you will note the bell-shaped sleeves and much cording. Navy, black, taupe and brown are the principal colors, \$16.75, \$18, \$19.75, \$22.75 to \$42.50 are the prices.

Georgette Crepe Frocks

are in lovely colorings, ranging from the staple blacks and navy blues to glowing rose and orchid or soft bisque and flesh pink. Most of these dresses are beaded or embroidered with heavy silk thread and are elaborately draped. They start at \$25 and go to \$59.75.

Four New Styles in Wool Jersey

These frocks are of the better sort and are cut on new lines and trimmed with wool embroidery or with tiny metal buttons. They are in taupe, twilight blue, rookite, Pekin and tan at \$28.75 and \$37.50.

(Market)

Fluffy Dancing Frocks

Gleaming taffeta frocks are fetchingly puffed and have a wide taffeta bow across the back. They are in orchid, pink, Nile and maize, at \$25.50. Other lovely party frocks of tulle and silvercloth are \$22.50, \$24.75 and \$29.75.



\$15

\$12

6000 Pair of Women's Shoes in Ten Styles at \$4.90 a Pair

You save, on the average, \$3 on each pair. They all lace high and have good welted soles.

Five Styles in Gray Kidskin

—with plain vamps, cloth tops and high, curved heels.
—all of gray kidskin with high, curved heels.
—with imitation straight tips and medium heels.
—with cloth tops, plain vamps and high, straight heels.
—with imitation wing tips, cloth tops and medium heels.

One of Black Kidskin
show tops of gray kidskin. The shoes have imitation wing tips and medium heels.

Four Styles in Tan Calfskin

Three styles have double tips. They have high, straight, medium or low heels. The one with the high heels is attractively perforated. The fourth is made with imitation square wing tips, and attractive perforations on the uppers. The heels are a little higher than medium.

(Cheerful)