

Band plays at 9; organ at 11, 11:55 and 4:50
Chimes at noon

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER
Rain

New Rooms for Old—

HELLO Frank," I said, "Did you get my wire to reserve my old room for me?" "Yes sir," the clerk replied, "I'll be glad to do that for you."

"That's a little hard to explain, sir," he replied. "Take this one anyway and tell me over the phone what you think of it. If you don't like it I'll see what I can do."

Leaving the elevator I followed the bellboy down the familiar corridor. Sure enough he stopped in front of my old room—436. What the deuce is the matter with Frank, I thought. The "hop" opened the door, and I could see the dim shape of the bed—everything the same as of old. Click! and by George, it wasn't old 436 after all—yes it was, too, but you could hardly believe it. Bright and cheerful? Why, it looked like a runaway boy's recollection of his mother's kitchen at suppertime.

"New wallpaper, Henry?" "No, sir." "New furniture? Fresh paint?" "No, sir, it's just exactly your old room only except old man light in the ceiling. Everybody who comes here says new paper or new something but they never seem to think of old light in the ceiling—yes sir, and that's what does it. They call it Duplexite. Mr. Frank wanted to surprise you."

He did. I couldn't believe that the light alone made all the difference. I was just going to climb up and take the thing to pieces and see why, when there was a knock at the door.

It was Mr. Grieg, one of the buyers I had come to see. "Hello, old timer," he greeted me. "How are you—why, what has happened to this old hotel? This new wallpaper makes me feel as if I might really buy something."

I did some rapid thinking. Don't wake him up. "Let me show you a few nice things, just to pass the time," and I got the samples out of the bag.

"I'll admit those were good samples. But they certainly took on additional beauty under that light. Grieg said, "Why didn't you show me stuff like this last season?" "I did, but you wouldn't see it." "I didn't attempt to explain why he could see it better this time, not just then. I was too busy with the order book. When he got through spending his firm's money I let him in on the truth about the Duplexite. Like me, he wouldn't believe it at first. So we both climbed up and gave it a good inspection."

There was a flat glass diffusing disc at the bottom, and a curved metal deflector, with a Mazda Lamp inside. The deflector spread most of the light throughout the room, lighting up even the far corners, while other rays came directly downward through the diffusing disc making an extra intensity for reading—or showing samples!

I jumped down and started for the telephone. "Where are you going?" he asked.

"I'm going to wire my wife to stop the painter who's due at my house tomorrow and tell her to buy Duplexite and redecorate with light instead."

A Page Full of Spring News and, as It Is From Wanamaker's Down Stairs Store, It Is Sure to Be Good News

350 New Taffeta Dresses, Specially Priced—\$22.50 to \$32.50

There is no need of reminding any woman of the charm of taffeta this Spring, and these frocks make the most of taffeta's charm and grace.

Beige, rose, Copenhagen, tan, navy, brown, taupe and Pekin are the colors, all at their best in gleaming taffeta.

Three Special Groups of Jersey Dresses \$16.50, \$23.50 and \$25

"I shall never be without at least one dress of jersey in my wardrobe," said a woman who always looks well dressed.

"It is a most serviceable material and very easy to keep looking well pressed."

At \$16.50 the dresses are mostly in straight-line models or made with overskirts. Embroidery, buttons, etc., are used as adornment.

Other well-tailored models in navy and reindeer are in sizes 36 to 44 at \$23.50.

At \$25, a smart chemise model for young girls who wear sizes 14 and 18 is made with flowing sleeves and is attractively embroidered. Navy, mouse and Copenhagen are the shades.

Another, in sizes 36 to 42, is a coat dress in navy or mouse.

Sizes 42 to 50

are here in new wool jersey dresses, navy, tan and taupe, with long overskirts and embroidered vests. \$30.

(Market)

Handsome New Spring Suits With the Appearance of Exclusive Distinction \$45, \$50, \$57.50 to \$82.50

Many are copies of French models and there is a great diversity of styles, including those for young girls as well as those for women who wear sizes 36 to 44.

The materials are Poret twill, tricotine, silvertone and serge, all of which tailor beautifully.

Tweed Suits at \$23.50

Gray and brown tweeds with envelope pockets are finished with broad belts and are partly lined.

Other tweed models with roll collars and narrow belts are \$35 to \$45.

Tweed is smart for Springtime wear.

The Fine Serges Like This Season

for they are allowed to ripple and flare as well as be mannishly tailored.

At \$25, there are navy and black serge suits trimmed with braid.

Special at \$37.50

Tiny pleats individualize the jacket of a navy serge suit and the unusual is carried out by the yoke. It is typically a young woman's suit and the jacket is lined with figured silk.

Rippling suits of fine wool poplin and serge are \$37.50 and \$39.50.

Large sizes are well represented in serge. Poret twill and tricotine suits at \$50 to \$82.50.

(Market)



\$25 \$37.50 \$69.50

200 Men's All-Wool Wanamaker Suits at \$35

With Easter showing signs of coming out of its "just around the corner" position, a man might as well realize that it's time to get a new Spring suit. And, with this sale, now is a *timely* time!

The mixed chevrons are of the right weight and in the correct color tones, the suits are splendidly tailored, the price is low and—the rest is up to you, young man!

Yes, "young man" means *you*, even if you have gray hairs, for we're all young when it comes to Springtime, aren't we? And, anyhow, there are conservative suits as well as semi-conservative in the lot.

(Gallery, Market)

Sports Coats and Skirts Form a Happy Combination

for Springtime! The smart lines of the short coats and the gay hues of the plaid skirts go well together.

The tricotine coat that is sketched is a plainly tailored and semi-fitted style in navy blue at \$39.50.

The skirt is a pleated model in a two-tone tan combination with a narrow red or blue stripe and is \$21.50.

Other Sports Coats

to go with the plaid skirts are of jersey, checked velour, tricotine and Bolivia at \$19.50 to \$75.

And an attractive variety of plaid skirts, either pleated or gathered, are \$9.75 to \$35.

Over 500 Attractive Spring Coats Bear Special Prices \$19.50 to \$25

Velour Jersey Tinseltone Burella

The most of them are made of these materials and there are many of sports or conservative styles to please women or young women.

(Market)



Hats That Rival Spring Flowers Are in Easter Readiness

It is not quite two weeks away and you'll want to choose from such an array as this. Surely the hat you're looking for is among these!

There are hats large and small, dark and light—little piquant shapes, shapes not so small, and large ones.

So they go, each one prettier than the last! Prices begin at \$9.50.

(Market)

Three New Coat Models for Schoolgirls

and for young girls are well tailored and moderately priced.

At \$15, navy serge coats in full-length style are lined throughout. Sizes 8 to 16 years.

At \$16.50, coats of a mixed light coating that is quite attractive are half lined. Sizes 8 to 16 years.

At \$19.50, a blue or tan box coat model for girls who wear sizes 10 to 14 years has an air of exclusiveness—perhaps imparted by its simple, graceful lines and rather mannish double-breasted closing.

(Market)

Short, Kimono Sleeves Characterize Georgette Blouses for Easter

The dainty blouse sketched is embroidered Georgette crepe in flesh-pink, white, bisque or dawn blue, and is \$7.50.

Special at \$1.85

Novelty white voile blouses with Peter Pan collars and blouses of colored striped voile.

Also tailored madras shirt-waists with convertible collars.

(Market)



A Comprehensive Sale of Stockings for Women, Children and Men

Part of it is upstairs and part Down Stairs, but all of it is Wanamaker quality merchandise.

Those who realize the conditions at the hosiery mills, where prices are going up all the time, will be rather surprised at such a sale, but our friends are learning to expect such good surprises from Wanamaker's Down Stairs Store.

- #### Women's Stockings
- 25c a pair—black lisle, seconds.
 - 37½c a pair—black mercerized lisle, seconds.
 - 65c a pair—full-fashioned lisle in black and cordovan.
 - Black, cotton, extra sizes, seconds.
 - \$2.15 a pair—full-fashioned pure silk stockings with cotton tops in black and white, seconds.
 - full-fashioned black silk stockings with embroidered clocks, seconds.
 - \$2.50 a pair—full-fashioned silk in black, cordovan and white, plain and embroidered.
- (Central)
- #### Children's Stockings
- 20c a pair—mercerized cotton socks with fancy tops, seconds.
 - 25c a pair—ribbed black cotton stockings, seconds.
- (Central)
- #### Men's Half Hose
- 18c or 3 pair for 50c—black, navy, cordovan and gray cotton, seconds.
 - 25c a pair—black cotton with unbleached feet, seconds.
 - 35c or 3 pair for \$1.
 - Mercerized lisle in black and colors—black cotton with unbleached feet, seconds.
 - 40c a pair—black cotton with unbleached soles, seconds.
 - 50c a pair—silk in heather mixtures, seconds.
- (Gallery, Market)
- This is only half the sale; the higher-priced groups are for sale on the West Aisle, Main Floor.

A New Shipment of Japanese Crepe In Plain Colors and Stripes At 65c a Yard

The women who have been asking for it will be glad to know of its arrival.

In plain coral, sunset, green, maize, orchid, gray, pink and several light blues.

Or various kinds and colors of stripes on white grounds; these are suitable for men's shirts.

30 inches wide.

(Central)

Lustrous Crepe de Chine, \$2.25 a Yard

- A good quality, 38 inches wide, in
- | | | |
|-------|----------|-----------|
| Flesh | Sunset | Navy |
| White | Gray | Turquoise |
| Pink | Wistaria | Dawn Blue |
| Maize | Green | Brown |
| | Black | |
- Other fashionable Easter silks in abundance are moderately priced.
- (Central)

Delightful Ruffled Flouncings of Net or Organdie

The net in soft creamy-white or white and the organdie in lovely colors.

27-inch net flouncings, some have tiny pink, blue, yellow or white satin ribbon edging the ruffles, are \$3 a yard. It is just the width for children's frocks, and they need such frocks for confirmation!

40-inch net flouncings in several styles are \$3 and \$3.50 a yard.

40-inch organdie flouncings in light or Copenhagen blue, pink, white, flesh, orchid, Nile green and maize are \$2.25 and \$2.75 a yard.

(Central)

A New Kimono From Japan Special at \$3.85

Of light or Copenhagen blue, lavender, pink or rose crepe, it is made in a loose, graceful style, bound around with white and hand-embroidered.

A Lovely Crepe de Chine Negligee

It is one that slips on over the head and which for adornment takes bands of satin and shirring. In orchid, maize, rose, light or darker blue or plum, \$10.50.

(Central)

Plaid Skirting Special at \$1

Black and white with lines of color, plaids of navy with tan and of green with tan—these are the plaids and the material is a fine cotton gabardine that, at a short distance, has the appearance of wool. 36 inches wide.

(Central)

Coconut Oil Soap 85c a Dozen

At this price it is about half of what it would ordinarily be.

Made of coconut oil, scented with almond, it gives a good lather.

(Chestrut)

A Touch of Bright Ribbon Will Often "Make" a Pretty Frock

It is so, you know. The greatest designers use it; a gleam of rose ribbon beneath dark Georgette, a twisted bit of narrow two-tone ribbon at the waist of a dark taffeta, a picot-edged ribbon as a narrow sash on a white frock—and so on through many uses.

Yards and yards of it and many kinds, two-tone, picot-edged or gilt-thread ribbon; the variety ranges from a narrow width at 25c a yard to 2¼ inches at 60c a yard.

(Central)

Rugs

- Wanamaker quality rugs at really worth-while savings
- 4.6 x 7.6 Feet
Straw rugs are \$3.
 - 6 x 9 Feet
Wool-and-fiber rugs are \$7.50 and \$10.
 - 9 x 12 Feet
Wool-and-fiber rugs are \$12.50. Seamless velvet rugs are \$47.50. Seamless Brussels rugs are \$35. Wilton rugs are \$87.50.
- ### Oval Plaited Rag Rugs
- New shipments have again added to the already large assortment. The splendid quality makes these rugs exceptional.
- 18x36 inches, \$2.75.
 - 24x36 inches, \$3.
 - 30x60 inches, \$6.75.
 - 36x72 inches, \$9.50.
 - 42x72 inches, \$4.75.
- (Chestrut)

With Dainty Steps Toward Easter, Come New Instep Ties at \$9.90

One of them is sketched and their lines are surely kind to the feet, giving a slender, high-arched appearance. Soles are turned and heels are high and covered.

As for leathers, there are black suede and black calfskin.



Excellent Choosing in the Sale of Easter Footwear at \$3.90

Gray kidskin Oxford ties; Pumps of black calfskin or patent leather; Shoes of black kidskin or patent leather, some with light tops.

There are almost all sizes in each style.

(Chestrut)

Men's Brogues

Black Oxford ties are \$10.50; Tan Oxford ties are \$11.50; Tan shoes are \$12.50; All brogues!

Men's Shoes and Oxfords for Spring Wear, \$7.50 to \$12.50

The leathers are black, dark tan and a lighter tan; styles are straight-lace and blucher with medium or round toes, some with full wing tips and perforations.

(Gallery, Market)

Pleasant Variety in Narrow Belts

There are dozens of them to choose from, of black dull or shiny leather, tan or combinations of colors. And prices range from 50c to \$1.

(Chestrut)

Breakfast Napkins 20c Each

Fully bleached cotton damask napkins, 18x18 inches, are neatly hemmed.

Satin-finish, double damask cotton tablecloths, in an assortment of pretty circular designs, 68x64 inches and 70x70 inches, are \$2.75 and \$4.

Imported Cotton Damask, \$2 and \$2.25 a Yard

Made in Ireland on the linen looms and in the linen patterns, they are often taken for linen until closely examined.

There are several pretty designs in good heavy qualities, 70 inches wide.

(Central)

A Special Lot of Little Girls' Frocks at \$2

Gingham, linene and chambray or combinations of them are carefully made into charming little frocks such as mother, herself, would plan. There are plaids, stripes and plain colors. Sizes 2 to 6 years.

(Central)

72-inch Unbleached Muslin Special, 88c a Yard

It is a sturdy muslin of standard quality. And, at this price, most women will want to get a supply.

(Central)

Half-Linen Kitchen Crash, 25c a Yard

An absorbent, cream-bleached toweling is 17 inches wide.

(Central)

An Appropriate Necklace

for every dress; colors, beads, lengths, etc., are in great variety in the Jewelry Store.

(Chestrut)

Exquisitely Fine and Delightfully Plain Porto Rican Undermuslins

Camisoles at \$1; Envelope chemises at \$3; Nightgowns at \$3.75.

Finest nainsook, wee stitches—for they are all made entirely by hand—and hand hemstitching—nothing daintier in the way of undermuslins. You will want to buy by the half-dozen at least.

(Central)

For the Summer Cottage

Blankets of white or gray cotton with pink or blue borders are 64-70 inches at \$3 each.

Comfortables, filled with soft cotton and covered with figured material on one side and plain on the other, are 72 inches square at \$3 each.

People with cottages at the shore or in the country quite often like to get them fixed up before Easter so as to be ready for week-ends, Easter included.

(Central)



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