

Organ plays at 9, 11, 11.55, and 4.50

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER
Showers

All Ready for the Great Dress Sale in Wanamaker's Down Stairs Store—3758 New Easter Dresses in 100 Styles at Prices Under the Cost of Materials



(Note that the Ripest Apples are the First off the Tree)

This sale is the most remarkable one of its kind of which we have knowledge, looking a long time back. We do not know when its like will occur again.

It took the co-ordination of many forces to create for you the opportunity to buy

- a silk or wool dress for \$10
- a dress for \$20 that compares favorably with a dress at \$55
- a dress for \$20 that a dressmaker would charge \$30 to make
- a dress for street, business or afternoon wear at less than half of what you would expect to pay, and probably finer than you'd hoped for.

519 fresh, spring dresses of serge, taffeta or wool jersey at—

\$10.00

307 dresses of serge, wool jersey, wool poplin or taffeta at—

\$12.50

837 dresses of serge, tricotine, taffeta, satin foulard and wool jersey at—

\$15.00

804 dresses of tricotine, serge, jersey, taffeta, crepe meteor and silk and Georgette combinations at—

\$17.50

1291 dresses of printed Georgette, crepe meteor, Georgette combinations, foulard, taffeta, tricotine, serge and jersey at—

\$20.00

Good Coat News, Too!

A Real Opportunity for Women, Young Girls and Older Women

A sale of Wanamaker coats is worth looking into at any time, but a sale of fashionable Spring coats, Wanamaker quality, before Easter is doubly interesting.

There are four special groups, with women's and young women's sizes in each group but not all sizes in every style.

50 Sports Coats at \$18.25

—every one of which was marked more in regular stock. There are good-looking models of jersey, silvertone and burella. A few have smart Tuxedo fronts and some are trimmed with brushed wool.

Coats of Polo Cloth at \$37.50

As well as the light tan, there are coats in dark or light green and every coat is lined throughout. Some have the toppy three-pleat backs and others are trimmed with ball buttons and loops.

80 Full-Length Coats at \$48.50

Bolivia Tricotine
Suede Velour Poiret Twill
All fully lined and worth a great deal more!

Special, Indeed!

40 Camel's Hair Coats at \$58

These are taken from regular stock and reduced to make an Easter special. Both full-length and box coats are cut on mannish lines.

(Market)

A Thousand Charming New Easter Hats



Delightful affairs, trimmed or tailored, start at \$5.

At \$6 there are very smart hemp sailors in black or navy faced with white. They're just right with sports suits or coats.

Bright Colors at \$6 and \$8

include little taffeta hats with bobbing tassels of wool or bindings of striped hemp braid. Turbans with upturned brims are faced with feathers. In turquoise, jade green, Copenhagen, rose, toast and cherry red.

Black Basket Straw at \$12.50

These hats are new in every particular and make their first bow on Saturday. The straw is glossy and is often combined with filmy hairbraid or crepe ribbon. Most becoming with silk frocks.

Untrimmed Hats and Their Trimmings

Broad-brimmed hats in many colors are \$2 to \$8. Little rosettes of fruit or flowers start at 25c. Wreaths start at 35c for cherries and go to \$3.75 for fine field flowers.

(Market)

500 Georgette Blouses Special at \$5.90

Pretty blouses of a good quality Georgette crepe are in flesh and white. Some have short sleeves and others long, and there are both tailored and lacy styles. As light and Spring-like as the Eastertide!

(Central)

Women's Drop-Stitch Stockings Special at \$1.50

They are of gleaming, durable silk-and-fiber in various combinations—brown with navy, gold or green, navy with purple, black with white. Quite the thing for oxfords and pumps!

(Central)

Lightly Boned Topless Corsets \$1.35

Of white coutil with elastic insets in the top.

Pink Bandeaux, 50c

Of pink marquisette with tape shoulder straps and elastic inset in the back.

(Central)

Women's Easter Footwear \$5.40 to \$9.90

Pumps
One-eyelot Ties
High Shoes

Oxford Ties
Instep Ties
Practical Shoes

In all the fashionable leathers 4000 Pair of Children's Shoes and Ankle-Strap Pumps, Special

Shoes in sizes 1 1/2 to 2 are \$3.90 a pair.
Ankle-strap pumps in sizes

1 to 5, \$2. 8 1/2 to 11 1/2, \$3.
4 to 8, \$2.50. 11 to 2, \$3.50.

They are in white leather (like buckskin), black patent or dull leather.

(Chestrnut)



\$12.50 \$10 \$12.50 \$10

Taffeta Dresses

are in rose, taupe, navy, black, Copenhagen, brown and tan, and their prices range \$10, \$12.50, \$15, \$17.50 and \$20.

Wool Jersey Dresses

are in brown, Copenhagen, navy, reindeer, tan, Pekin and French blue at \$10, \$12.50, \$15, \$17.50, \$20.

Serge and Tricotine Dresses

are all in navy blue. Serges start at \$10, tricotines at \$15, and both go to \$20.

Satin Dresses

are in navy, Copenhagen and black. Foulards and Georgettes are mostly in blue-and-white combinations. Crepe meteor is in navy blue and black. Satins start at \$15; the others are mostly \$20.

We Have Carefully Shopped Around for You

and we find that the cheapest Eton dress in Philadelphia is \$23.50. Our Etons start at \$10.

The lowest price on a tricotine dress elsewhere is \$25—ours start at \$15.

There are very few foulard dresses of moderate price shown anywhere. We have plenty at \$15 and \$17.50.

The nearest comparisons to our \$20 tricotines are marked \$35 and \$40 elsewhere.

Dresses similar to our \$15 dresses are \$30 elsewhere.

So goes the comparison all along the line; in every instance the savings are astonishing.

In Eton Dresses Alone There Are Fifteen Different Styles

and you will find Etons and pleated skirts in every group from \$10 to \$20. For women who prefer the straight, chemise lines there are more than a score of styles. Women in their middle years will prefer the tunic dresses of foulard and soft crepe meteor. The printed Georgettes will be summery and cool all Summer long.

At \$10

A navy blue serge frock has an Eton jacket, a plaid silk sash and an accordion pleated skirt. (Sketched.)

Navy serge chemise dresses have heavy silk embroidery on the skirts, done by hand, or are trimmed with black silk braid.

Taffeta dresses in Copenhagen, reindeer, navy and black have quaint little pinked ruffles for trimming.

At \$12.50

Navy blue serges are embroidered in black silk braid, and wool jersey dresses in Copenhagen, reindeer, brown, navy and Pekin are embroidered in contrasting wool.

Wool poplin dresses are smartly tailored and taffetas are made in a simple, wearable way with roll collars.

At \$15

Here are fresh foulards in cool blue and white combinations. Satin in navy, black or Copenhagen and taffeta in navy or black are also in the silk group.

Tricotines begin at this price and are made in a tunic or straight-line style trimmed with black silk braid.

Navy blue serges and wool jersey dresses in many styles are also included.

Navy-and-white foulard is trimmed with buttons.

At \$17.50

Tricotine and serge are made in a number of Eton styles with knife-pleated, box-pleated or gathered skirts.

A pretty dress of serge has unusual embroidery in tinsel and red or blue silk outlining the sleeves, neck and pockets.

A tricotine bolero frock has steel beads on the bodice and a black satin sash which ends in silver tassels.

A navy-and-white foulard dress has short blue Georgette sleeves and Georgette vestee.

At \$20

Dozens and dozens of pretty frocks of printed Georgette, charmeuse, crepe meteor, satin-and-Georgette combinations, taffeta, foulard, tricotine, serge and jersey.

Navy serge is made with a long bodice and an accordion-pleated skirt. Circular motifs of embroidery in red, Copenhagen or ochre trim the bodice and sleeves.

Navy tricotine is embroidered or trimmed with steel beads.

An Eton dress of navy serge is made with a tunic and embroidered in red wool.

Black or navy crepe meteor is embroidered with tinsel. A coat dress of navy tricotine is particularly suited to women who wear large sizes.

(Market)

Fashions Are of the Season's Best

- Eton jacket effects
- Accordion-pleated skirts
- Knife-pleated and box-pleated skirts
- Short sleeves or long
- Tinsel embroidery in gold or silver
- Embroidered motifs in wool
- Beading and heavy silk embroidery
- Plaid or moire silk sashes
- Long, straight lines and narrow belts

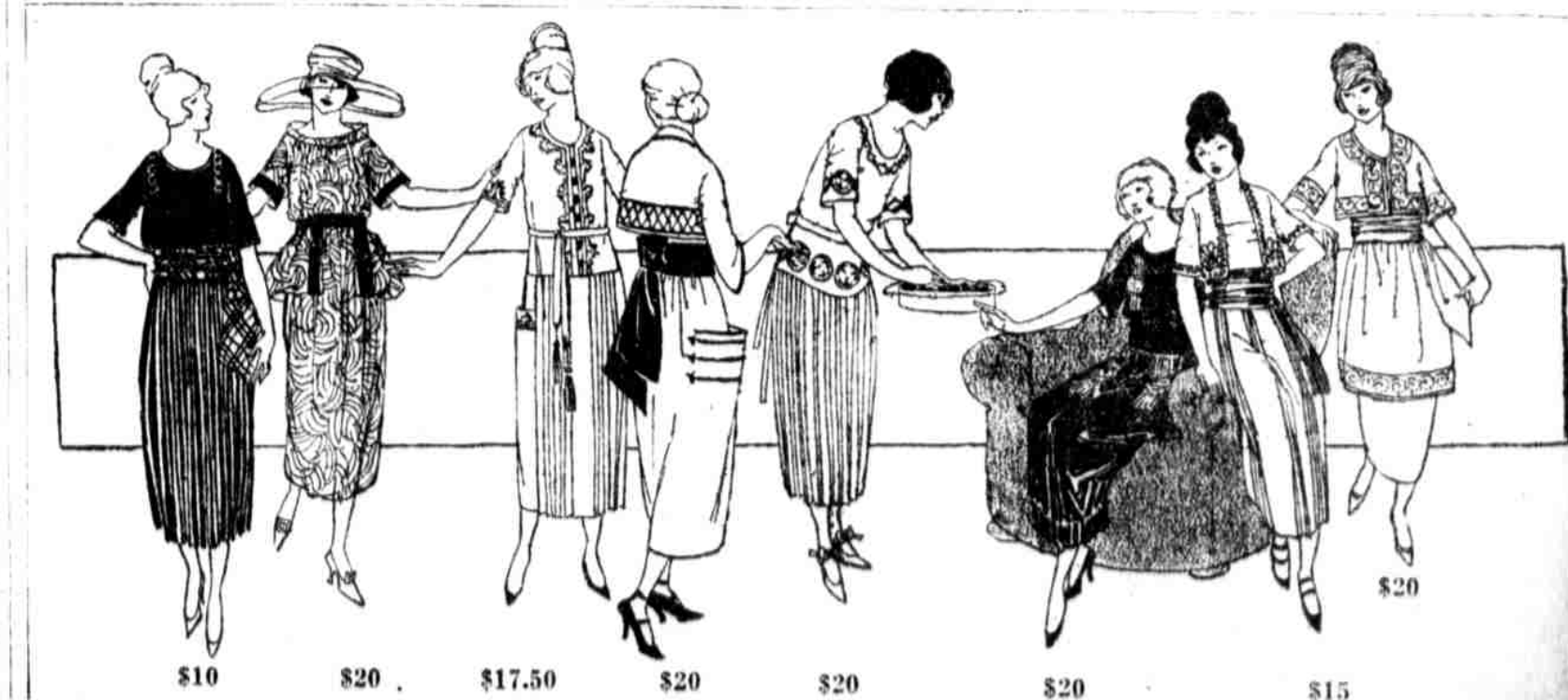
There Are Sizes for All

Hundreds of dresses are in sizes 14, 16 and 18 for young women and there are fittings in all women's sizes from 34 to 44 and, in some styles, up to 50.

Extra Space Has Been Requisitioned for This Sale

Other sections have been condensed so that these dresses may be easily examined and chosen. Upward of 200 salespeople will be here to help you and extra forces for wrapping will promote quick and efficient service.

Nevertheless—Come Early



\$10 \$20 \$17.50 \$20 \$20 \$20 \$20 \$15