

WANAMAKER'S DOWN STAIRS STORE WANAMAKER'S

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Men's Real Winter Overcoats All-Wool—\$34

Big, warm, woolly, overcoats, rough and ready for anything the weather man may have on tap. Wanamaker quality, through and through, down to the last hand-made button-hole.

They're of thick, warm all-wool coatings, dark brown or grayish mixtures on the outside with dull harmonizing plaids on the inside. All are double-breasted and have belted backs, convertible collars and roomy pockets.

Men's All-Wool Suits, \$25

Good choosing among mixed chevrons in the weights that men want now. Real business suits, tailored in the careful way that means real service.

(Gallery, Market)

Lovely Figured Voile About Half Price 50c Yard

It's the prettiest that we've seen in a long time. Colors are beautiful and the flower and conventional designs are charming. Plenty of blue grounds, both dark and light, as well as taupe, green and brown tones.

With material such as this for inspiration, Spring frocks should be delightful, indeed! 38 inches wide. (Central)

Big Boys' Shoes Special at \$4.90

Blucher shoes of good black and dark brown leathers are made for real winter service. The leathers are thick and tough and the soles are sturdy and carefully welted. Wide-toe shapes make for comfort. Sizes 1 to 5 1/2.

The Juvenile Shop (Gallery, Market)

Useful Umbrellas, \$1.65

Men's, women's and children's good rainy day umbrellas at this less than usual price.

Made of American cotton taffeta. Plain and carved handles with loops for women; crook handles for men; crook and loop handles for children.

Find them in the cozy new Umbrella Shop near the Little House of Home Ideas, 13th street, center.

Women's Scarfs and Sweaters, Half Price

Miscellaneous collection of "odd" garments priced half the early season rates. Sizes are broken and quantities limited or the saving could not be so large.

Young girls' scarfs in bright colors with fringed ends are only 75c.

Women's woven scarfs with contrasting Tuxedo revers are only \$2.

Women's pullover wool sweaters—just a handful—at \$2.

Flare sweaters with drawstring at waist, \$3.50.

Finer sweaters with crochet trimmings are now \$10.

Fiber and Silk Scarfs

Fiber scarfs with deep fringe are considerably less than half price at \$3.50.

Pure silk scarfs in rich color combinations are not quite half at \$7.50.

Artificial Silk Sweaters Now \$7.50

Made of fiber silk, which looks like pure silk and wears well. Dark and light colors, suitable for Winter or Summer. Save a crisp \$5 bill on the price of each one. (Central)



\$10.75

\$20

\$18.75

\$25

Charming Tricotine Frocks \$15 \$16.50 \$18.75

Navy blue, wonderfully smart and delightfully youthful! Some are embroidered with rows of colored silks or with black braid touched with gold. You'll see gay and colorful sashes of tricotette, charmeuse or moire ribbon.

Charmeuse Dresses, \$15

New dresses designed particularly for women wearing sizes 36 to 42. In navy blue or black, the dresses have sleeves and overskirts of Georgette crepe, banded with charmeuse.

New Serge Frocks, \$10.75

Dozens of Spring models at this small price. They are embroidered in colored wool or in beads. Some show heavy silk stitchery, done in colors, on the skirts. One has a sash of colored tricotette. (Market)

Poiret Twill Frocks, \$25

Redingote models are trimmed with clusters of black beads and embroidery. They have Georgette vests and satin sashes.

Newest Spring Models

Arriving are of Canton crepe, crepe de chine, crepe de chine, Georgette, tricotette and taffeta. All are refreshing in their newness and the breath of Spring that clings to them. Prices begin at \$15, \$16.50, \$18.75 and go up to \$75.

Center Aisle Opportunities



1200 New House Dresses

At Less Than Half the Early Season Prices — All \$2.25

Not one of these dresses sold retail at less than double. And many were almost three times \$2.25. Made by a manufacturer who prides himself on quality and style.

Of chambrays and gingham, many of them soft and silky, in plain colors, plaids and popular checks. Eight different models carefully designed to be becoming and a little more "dressy" than ordinary house frocks. Some are trimmed with organdie, others with white poplin, good buttons or touches of embroidery. Every dress will sell on sight because everything about them is a recommendation. Long and three-quarter sleeves.

Sizes 36 to 44.

It has been a long time since we have been able to offer house dresses anything like these for so little as \$2.25.

Bungalow Aprons, \$1

Another special purchase of those exceptional aprons which were snapped up so quickly recently. Plain and plaid gingham trimmed with rick rack. Short sleeves.

Dainty Voile and Batiste Blouses, \$1.35

Most of the prices have been cut in half, others are within a few cents of half price. Majority are in pretty ecru color, the remainder are flesh-pink. Collarless or with roll or Peter Pan collars, many trimmed with the fashionable eyelid embroidery.

White Sale Corsets, \$1 \$1.50 and \$2

A dozen or more good models at these three prices. All fresh and new, of pink or white broche or coutil. Topless, low or medium bust styles, light or heavily boned. In fact, almost any model to fit a slight to average figure.

1000 Pink Bandeaux, 35c

Plain or fancy materials in flesh-pink. All open-back style with tape shoulder straps.

Pink Nightgowns, 50c

Limited quantity. We cannot promise how long they will stay here. Soft pink batiste with short sleeves, low neck, trimmed with blue stitching.

Printed Cotton Petticoats Half Price at \$1.25

They were double about a month ago. Made of a standard grade marked cotton with all sorts of fetching flowers. The maker used up his remaining material in them.

White Flannelet Petticoats, 65c

Something that a great many customers have been wanting. Nicely made and finished with a short flounce.

Huck Towels, 19c

Good weight huck towels with red borders. Kinds that laundry men keepers will find very useful.

Women's High Shoes, Special \$4.90

More of those splendid Winter shoes that women have been talking about—and no wonder that they are so indispensable about them, for values like these are not found every day!

Brown Lace Shoes

Have full wing tips, welted soles and low heels. Exactly the good-looking, fashionable shoes that so many women and girls are wearing.

Black Calfskin

You may choose full wing or straight tips. The shoes have welted soles and medium heels and the leather is good quality. (Chestrnut)

A One-Sided Affair of White and Rose



By CORINNE LOWE

Plants have received an unanimous encore, particularly when expressed in white satin acting as a delightful foil for the one-sided tunic of rose petals bordered with fringes of the same delicate tone. The long sleeve is properly balanced by the high collar, and the unexpected happens in the frilled front with the button-adorned center. The overblouse is a one-sided affair which takes its cue, evidently, from the tunic. A frock of this sort commends itself for wear at southern resorts or for informal affairs at home.

Next Complete Novelle—Hilda's Jail-Bird

“Open the outside door,” sang the house-birds, flying around the sun-room. “Indeed! I will not open the outside door. You’d freeze to death out there,” declared PEGGY.

“Look! Look! Look! Is that some one behind the snow?” screamed Blue Jay from his cage. Both PEGGY and Billy looked out anxiously. Sure enough, there was a drift that looked as if it might be some person who had been overcome by the storm. Peggy and Billy ran to the door, threw it open, and plunged into the drift. They dug into it with their hands and kicked through it. No one was there. But as Peggy and Billy dug and kicked they heard a shriek of joy, and five birds darted past them.

THE DAILY NOVELETTE

That Awful Furniture

By HAZEL GRAY WOOD

“My darling Jerry,” ran Stephen’s note. “I am enclosing the key of my birthday present to you. Had to rush the deal through. Only wish I could be with you when you see it. Hang this confounded business trip! But never mind, sweetheart. If I neglected business, I wouldn’t be able to marry the dearest girl in the world!”

“Yours,”

“STEPHEN.”

Gertrude picked up the key and eagerly read the label. “81 Wayland avenue.” Why, that was the address of one of those attractive houses she had so often admired during the walks with Stephen, just off the city’s residential boulevard. Was it possible—why, Stephen must have bought one! Well, of all things!

Jerry knew that Steve had been extremely busy the past few days—so busy that he had been unable to run in as usual, and tentative queries over the telephone had elicited from his landlady only the unsatisfactory response that “Mr. Stephen was terribly busy about something.”

Now Jerry was an enthusiastic young woman and wasted no time in getting out to 81 Wayland avenue. As the hastily summoned taxi bore her thither, she reflected that the only fly in her ointment of perfect happiness over the prospect ahead—the inspection of the home she was to enter so soon as a bride—was the absence of the man who had given it to her.

Arrived at her destination, Jerry paid the driver, fished out the key from her pocketbook, and ran up the steps to the door of the good-looking little bungalow which corresponded to the address on the label. So preoccupied was she in entering that she scarcely observed the curtains drawn with languid fingers of a man who had been expected of an unannounced dwelling.

“It’s a joy of a house!” breathed



Would your husband marry you again?

Fortunate is the woman who can answer “yes.” But many a woman, if she is honest with herself, is forced to be in doubt—after that she pays stricter attention to her personal attractions.

A radiant skin, glowing and healthy, is more than a “sign” of youth. It is youth. And any woman can enjoy it.

Beauty’s basis is pure, mild, soothing soap. Never go to sleep without using it. Women should never overlook this all-important fact. The basis of beauty is a thoroughly clean skin. And the only way to it is soap.

There is no harm in cosmetics, or in powder, rouge, if you frequently remove them. Never leave them on overnight.

The skin consists of countless glands and pores. They clog with oil, with dirt, with perspiration—with refuse from within and without.

The first requirement is to cleanse those pores. And soap alone can do that.

A costly mistake Harsh, irritating soaps have led many women to omit soap. That is a costly

mistake. A healthy, rosy, clear, smooth skin must be a clean skin, first of all. There is no need for irritating soap. Palmolive soothes and softens while it cleans. It is based on palm and olive oils.

Force the lather into the pores by a gentle massage. Every touch is balmy. Then all the foreign matter comes out in the rinsing.

If your skin is very dry, use cold cream before and after washing.

No medicaments Palmolive is just a soothing, cleansing, soap. Its blandness comes through blending palm and olive oils. Nothing since the world began has proved so suitable for delicate complexions.

All its beneficial effects come through gentle, thorough cleansing. There are no medicaments. No drugs can do what Nature does when you aid her with this scientific Palmolive cleansing.

Millions of women get their envied complexions through the use of Palmolive soap.

The Palmolive Company, Milwaukee, U. S. A. The Palmolive Company of Canada, Limited, Toronto, Ont.

Volume and efficiency enable us to sell Palmolive for 10c

There are soaps which cost five times as much as Palmolive. Most facial soaps are higher priced. But there are no soap ingredients more costly than palm and olive oils. There is nothing so luxurious. It is only because we make it for millions that Palmolive sells at 10c. Palmolive factories work day and night to supply the demand. The only oils are bought in enormous quantities. Hence, the popular 10-cent price and the most popular toilet soap in the world.

