| Band plays at 9; Organ at 11 and 4:50
Chimes at Noon | WANAMAKER'S | DOWN STAIRS STORE | WANAMAKER'S | WEATHER
Unsettled |

Thousands of Inexpensive Well-Cut Fashions Ready for Easter in Wanamaker's Down Stairs Store

Women's

Dresses—$8.65, $10, $15, $18.75, $20 to $45

Coats—$8.75, $15, $19, $25, $35 to $49

Suits—$15, $16.50, $18, $20, $25 to $55

Juniors'

Dresses, sizes 6 to 14 years, $1.50 to $21.50

Coats, sizes 6 to 14 years, $11.25 to $20

Dresses, sizes 12 to 16 years, $5 to $37.50

Coats, sizes 14 to 18 years, $10 to $47.50

SPRING days, budding leaves, singing birds, radiant daffodils—and Easter barely two weeks away! Wanamaker's Down Stairs Store is keeping tabs on the calendar just as you are. Our special interest is that Philadelphia shall have the best-looking Easter fashions it has ever been able to secure. By ceaseless endeavor we have been able to gather thousands of new Wanamaker quality garments at prices likely to make most women open their eyes wide. Some of these purchases were made at discounts of a quarter, a third and a half—and of course, those savings have been passed on to you. All the garments are new and pleasantly fresh. All are fundamentally satisfactory in quality. All express the changed fashions of the Spring. All are moderately priced. Many of them are one-of-a-kind samples, in which case you are not likely to see **your** choice worn by some one else.

Fully 3000 dresses for women—the prices start at $8.65 for serge; $10 for taffeta, satin or serge; $12.75 and $15 for the very popular tricolette; $16.50, $18.75, $25, $35, $39, $45 for the finer kinds of charmeuse, taffeta, foulard, Canton crepe and Georgette crepe. Plenty of fascinating taffeta frocks are among them. Extra-size frocks (42½ to 52½) are of serge or charmeuse at $16.50 to $22.50.

Fully 1100 coats of every new style and material—prices start at $15 for capes that are unlined and many other styles can be had up to $49 and beyond. Polo coats, camel's-hair coats, embroidered and simple wraps, silk lined (as low as $19), straight coats, fully silk lined, capes of knitted wool, satin wraps with the new quilting (as low as $43.50)—in all the fashionable colors.

Fully 1000 suits at $15, $16.50, $18, $25 and up up $55—favorite wool jerseys and tweeds and great variety among plain and trimmed navy serges and tricotines. New heather jersey coat suits combined with plaid skirts are just in at $25.

Children's and junior frocks are also at high Easter tide. Gingham frocks start at $1.50, silk frocks begin at $13.50, top coats at $11.25, according to size — simple or frilly, gay or somber — surely many that will please your critical little daughter.

In addition to these large fashion gatherings—this week extra space and extra salespeople in order to serve you satisfactorily.

(Market)

Blouse Sweaters $2.75
Knitted wool sweaters in tuxedo style just to the waistline, where a belt is attached. Quite good looking! in buff, peacock, brown, navy and black.
(Central)

Cheesecloth, Special —7½c Yard
White gauze that has a hundred household uses. 36 inches wide.
(Central)

Easter Silks
Textures and colors are all that could be desired and, if one may judge by the materials, dresses will be lovelier than ever this Easter.

40-inch Charmeuse, $2.75
This better quality is in brown, navy and black with a wonderful softness and luster of finish.

40-inch Canton Crepe, $4
In sea foam, brown, navy, Copenhagen, henna, cinnamon and black. It is a delight just to see the grace of its folds.

40-inch Sports Satin, $3
In old rose, gray, white, pink, tan and Copenhagen.

36-inch Charmeuse, $2
In brown, navy and black.

Striped Silk Shirting, $1.40
36 inches wide, in various colored satin stripes on white ground. Women will like it for tailored blouses, and men for shirts.
(Central)

Women's New Blouses
Typical of Spring
All semi-tailored, crisp and fresh looking—something of the Spring itself about them!
$2.50—white dotted Swiss blouses are trimmed with white organdie and little frills. Voile blouses are very soft and pretty.
$3.25—white blouses of plaid Swiss have woven dots of rose, blue or yellow in them. The collars and cuffs are finished with narrow pointed frills of pleated white organdie.

Blouses to Wear With Sweaters $3.90
The round flat collars of these white batiste blouses are trimmed with wee pleatings of rose, blue, green or yellow organdie. Cuffs are trimmed to match and the blouses have tucked bosoms.
(Market)

Easter Coats for Little Children, $6 to $13.50
(For Girls and Boys of 2 to 6 Years)
All are of Springtime coatings, in styles with as much individuality as grown-ups' coats! Well tailored, too!
The $6 coat is a fully lined one of tan coating, particularly nice for small boys.
At $13.50 there are two models. One is of fine French serge in navy blue. The other is a soft-finish heather cheviot in tan or brown.
In between are about fifteen styles in polos, serges and soft coatings. Colors include navy, brown, blue, strawberry, tan and buff.

Tailored Hats Special at $2 to $3
Quite a variety of good tailored straws trimmed with grosgrain ribbon. Sizes 2 to 12 years.
(Central)

Those Good Old-Fashioned Honeycomb Towels 35c Each
(20 x 40 Inches—a Good Size)
Do you remember them, those soft, absorbent towels in honeycomb weave? At this special low price you will probably want to buy a half dozen or more, for many people consider them the best cotton towels for bath use.
(Central)

Center Aisle Opportunities

Round Cretonne Pillows, 75c
This lot of pretty puffy ones has just come in at this very special price. Filled with kapok (silk floss) and covered with printed cotton or cretonnes. One couldn't begin to make them for such a small sum.

Exquisite Hand-Made Blouses, Half Price, at $3.90
Lovely, French voile or sheer batiste in four attractive models with high or roll collars. For adornment they show hand embroidery, much drawn work and hemstitching. Women will be mightily pleased to find such dainty blouses for so little just now when they need them for Spring suits.

500 Women's Nightgowns & Envelope Chemises, $1
The gowns are dainty styles, of soft white nainsook trimmed with laces; the chemises are pink or white batiste, hand embroidered or adorned with laces—many of them quite elaborately trimmed.
Also extra-size white nightgowns stitched with blue. $1.

Women's Practical Striped Gingham Petticoats, 75c
Short ones of neat blue and gray striped gingham with deep flounce.

Polly Prim Aprons, 75c
Prettiest plaids in all sorts of colorings with rickrack braid trimming.

Axminster Rugs (27 x 46 inches), $2.85
About a dollar less than the ordinary price for these good-looking rugs—medallion pattern on rose background or Oriental pattern on tan background.

Rompers, $1 to $1.50
Cunning styles for little girls and boys of 1 to 6. $1 for 1 to 3 year creeper styles of white madras, striped seersucker or colored chambray; the last with decorative stitching. $1.25 for 2 to 6 year peg-top rompers of colored cotton ramie or chambray. $1.50 for charming creeper and romper styles (1 to 6 years), some with colored trousers and white waists.

Easter Handkerchiefs
All linen, of course.
Women's gay colored handkerchiefs—pink, blue, rose, maize and orchid—15c, 25c and 35c each. Dainty all-white embroidered ones are 18c and 25c each.
Men's plain white linen handkerchiefs are 35c each.

New Plaid and Striped Skirts in 8 Different Styles, $13.50
Box pleated or knife pleated, they're of fine serges and prunellas in stripes or plaids. Lovely combinations of navy-and-green, black-gray-white-and-apricot, brown-tan-and-gray are among them. One striped skirt has a band of the stripes used round-ways to form the hem.
We have had several of these same models in our own stock at considerably higher prices.
(Market)

3000 Yards of Bordered Curtain Scrim at 20c
36 inches wide, in white, cream and ecru. There are various kinds of tape borders, and the scrim is a good quality for this low price.

Inexpensive Spring Curtains
$1 a pair—white scrim curtains with hemstitched borders.
$1.50 a pair—ruffled muslin curtains and Dutch curtains of marquisette with hemstitched borders.
$1.85 a pair—marquisette curtains trimmed with hemstitching and lace edging.

Window Shades
Water Color—75c   Oil—$1
All in two shades of green, two of tan and in white, mounted on good spring rollers. All the small necessaries are included.

Tapestry—$2.75 to $5 a Yard
A special purchase of artistic tapestries enables us to sell this lot at a third less. 50 inches wide, in various verdure designs, richly colored. Time for re-upholstering furniture, you know!

Cheery Cretonnes Radiant With Spring, 25c to 65c a Yard
Cretonnes of every kind, from those that blend into a good background to those with striking designs in brilliant colors. 36 inches wide. Many of the finer grade cretonnes are represented.

Shirtwaist Boxes at $3
Covered with pretty cretonnes, the boxes are 28 inches long, 15½ wide and 13 high.
(Central)

Axminster Rugs Special
9 x 12 Feet
$42.50, $55 and $62.50
Three grades of these most desirable at this time of every rug good quality and seamless. Many good Oriental designs and plenty of the Chinese patterns in artistic colorings.
At these prices you are getting the rugs, no matter which grade you buy, at an actual saving on today's prices.

Rag Rugs
27 x 54 Inches, $1.25
These homelike hit-or-miss rag rugs are especially durable because they are woven on hand looms.
(Chestnut)

Wool-Filled Quilts Special at $6
Quilts of this quality were selling for almost twice this price around Christmas time. The filling is of soft, clean wool mixed with a little cotton. The quilts are covered with figured cambric of good quality and have plain pink, blue or green sateen borders.
(Central)

Half-Linen Roller Towels, 60c Each
2½ yards in each towel. All ready for use.
(Central)

Good Tablecloths $3.50
(72 x 72 Inches)
Some are square and hemstitched and others are round and scalloped. Both kinds are of exceptionally fine cotton damask with a linen finish, fully bleached and in several pretty circular designs.
(Central)

Jacquard Blankets Special, $4.50
66x80 inches or 72x84 inches. Warm, pretty colorings—blues, tans, rose, yellow and combinations of color. They are all of softest, finest cotton.
(Central)

White Dimity Bed Sets, $5
The bedspreads are 80x99 inches, scalloped all around and with cut corners. The bolster throws are scalloped to match.

Bedspreads at $2.50
These are cool-looking striped dimity bedspreads, 80x90 inches.
(Central)