

WANAMAKER'S

DOWN STAIRS STORE

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WEATHER
Fair

6000 New Dresses, Suits and Coats in an Autumn Exposition and Sale—Wanamaker's Down Stairs Store

Center Aisle Opportunities

200 hats at \$3 and \$3.85—styles different from those shown heretofore; velvet or chenille.

100 blouses at \$5.90—the new long tunic style of crepe de chine in navy and black.

900 yards ribbon, 38c—satin, moire and grosgrain in brocades, Roman stripes and plain colors, 5 to 6 1/2 inches wide.

200 nightgowns, \$3.85—all-silk crepe de chine, plain or with enchanting lace.

300 envelope chemises, \$3.85—pink and white satin and Georgette crepe with lace or many ribbons.

1000 women's belts, 50c—plain and patent leathers in dozens of colors.

1000 corsets, \$1—special purchase at half the standard price for these "slender-figure" topless corsets.

100 petticoats, \$3.85—special purchase of new ones and also oddments from our higher-priced stocks; taffeta or with jersey tops.

200 lace veils, 55c—close to half price for 1 1/4-yard veils of charming laces.

200 handbags, \$3—pannier shape in brocaded velvet, pouch shape in brown and beaver duvetyn.

500 tablecloths, \$1—breakfast and luncheon size; hemstitched or scalloped edges. Hemmed napkins, 18c.

250 "sleepers," 65c—sizes 2 to 6 years in cozy flannel night drawers of extra quality.

600 women's sweaters, \$3.50—probably the last shipment of these heavy all-wool Tuxedo coats and slippers that we shall be able to get; dark and light colors. Other sweaters, some imported, half price and less at \$2.75 and \$5.75.

East Aisle Opportunities

Mussed Neckwear, 10c and 25c—vestees, collars and sets of finer grades; slightly mussed from handling.

600 tea aprons, 25c—fine white lawn, with frilly ruffles; 25c is half last year's price.

600 brassieres, 50c—a third, half and two-thirds less for odds and ends just taken from our regular stocks; a few are soiled; some have sleeve caps.

Stocking Sale 15c to \$1

5700 pair of stockings of extra-special quality for women.

\$1 for 1200 pairs of real silk and fiber twisted together in the thread—not plated—first quality—black, gray, navy and white.

75c for 1500 pair of all-silk or all-fiber stockings, plain or with ribbed instep, second quality, black and cordovan.

25c for 2100 pair of a famous maker's black cotton stockings, second quality, in regular and extra sizes; every pair ticketed with the maker's name.

15c for 900 pair of mercerized lisle stockings in black and colors. Not every size in each color.



AN EXPOSITION of beautiful Autumn Fashions and a sale of delightful dresses will mark the opening of October in the Down Stairs Store. Every dress is correct in fashion and many are specially priced, thus coupling beauty with economy. The whole gathering is a delightful revelation of the Autumn mode.

Special at \$25, \$35 and \$39

(Many Are Samples—Some a Third to Half Less) Afternoon dresses and dinner gowns of exquisite materials, distinguished in style. Black or brown lace over charmeuse makes frocks at \$25. Dresses of satin-back Canton crepe in navy, gray and beaver are \$35. (Petal frocks are among them.) Frocks of Russian crepe and Canton crepe with Egyptian ornaments or monkey fur fringe are \$35. Handsome Canton crepe dresses in the new Hindu and rose shades as well as the fashionable navy blue and black are made on the simplest lines or trimmed with heavy fagoting, \$35 and \$39.

Bewitching Evening Frocks \$16.50 and \$25

Radiant frocks of soiree taffeta in sunset, rose, orchid, Nile, pink and white. They're a-glimmer with tinsel and some have the most frivolous flying panels edged with a fringe of ostrich. These are sample dresses—just one or two of a kind—and they are a third to a half less than usual.

50 dresses in sizes 16 to 40 at \$25
38 dresses in sizes 16 to 38 at \$16.50

Special—\$5

Straight-line velour frocks in navy, brown and deer have collars and cuffs of red or white leatherette. Navy blue serge frocks are embroidered or braided in self-tone or contrasting colors.

Junior Girls' Silk-Lined Coats \$19.25

Blue or brown velour coats, fully lined with peau de cygne, have raglan shoulders, inverted pleats and belts. Sizes 15 and 17 years.

\$25 for tailored velour coats with Australian opossum collars and silk linings. Other juniors girls' coats are \$30 to \$45.

Special at \$16.75

For Miss Six-to-Twelve years is a brown or blue velour coat, lined throughout and interlined, with an Australian opossum collar.

Noteworthy School Clothes

Gingham frocks, in checks, plaids and plain colors are in sizes 6 to 12 years, some bloomer frocks among them, at \$3.

Slip-on frocks of tan or blue chambray with white lawn guimpes, for girls of 12 to 18 years, are \$4.75.

Navy serge dresses with dark blue gingham blouses are in sizes 8 to 14 years at \$3.75.

Serge skirts with detachable white bodies are in navy and brown. Sizes 8 to 16 years, \$6.75.

(Market)

Fine Blanket Value at \$7.50

A soft, thick blanket which is 100% wool in the filling measures 70x80 inches and is one of the best values we have seen in years for \$7.50 pair. In white with pink or blue borders.

(Central)

Pearl Bead Necklaces, \$5

New importation of indestructible pearls which we have not been able to match anywhere in America. Ten-karat gold clasps. 18 to 30 inch lengths.

(Central)

Smart Autumn Suits Special at \$10.75, \$20 to \$25

Suit Frocks, \$10.75

Youthful affairs of wool jersey in blue or brown heather colorings. Each with a sleeveless dress and a jacket to match. Sizes 14 to 38.

Herringbone Tweed Suits, \$22.50

Excellent material, that should wear and wear. It is a hard-finished tweed in gray or brown, strictly tailored, with bellows pockets. The jacket is silk lined.

Navy Tricotine Suits, \$25

Tailored blue suits, finished with crow's feet and a fancy silk lining.

(Market)

A Sale of the Finest Coats We Have Ever Had for \$38.50

(Even Before the War We Never Had Better Coats Than These)

A group of 175 beautiful Winter coats will go on sale tomorrow. In style, material and tailoring they are absolutely perfect, and the price is a fourth, a third and a half less than even today's lower prices.

They are of broadcloth, velour, bolivia, silver-tip bolivia and other fashionable new coating materials, and more than half of them have deep collars of

Australian Opossum
Gray Squirrel
Beaver
Beaver-dyed Coney
Mole
Skunk-dyed
Opossum

Linings are of printed radium or satin or plain-color peau de cygne or heavy crepe de chine. Some of the coats have the loose backs and belted fronts, flaring sleeves (with snug inner sleeves for warmth) or unusual pockets. The skirts of others are embroidered almost to the belt.

Reindeer, brown, navy, French blue black and taupe are the principal colorings. All sizes from 14 to 53, though not all sizes in any one style.

Just a few coats of a kind, so the variety is wonderful.

(Market)



\$38.50

\$38.50

Special—\$7.50

Navy serge frocks embroidered in silk or crystal beads. Coat-dresses of serge with roll collars, braid-trimmed. Straight-line dresses of serge with skirts embroidered in henna or blue.

Special—\$10

Twenty different models in tricotine, serge and wool jersey dresses. One serge frock is trimmed with many rows of braid and has a cape and flowing sleeve of Georgette.

One and two piece jersey frocks, in navy or brown, have contrasting leather collars and cuffs.

Special—\$15

Tricotine, crepe de chine, Canton crepe and charmeuse dresses are trimmed with shining black cire ribbon, with embroidered medallions in lovely colors and with all sorts of beaded and braided adornments. Mostly in black, navy blue and brown.

(Market)

Splendid Sale of 1748 Men's Shirts Now Marked Down to \$1.30

Men, do you remember last October's sale of shirts at \$1.95? Took place just about this time and men came and bought by the half dozen.

These shirts in this sale at \$1.30 are far and away BETTER than those of last year and are sixty-five cents LESS.

All of them have been freshly reduced in price from our own stocks. 672 of these shirts were thirty to fifty cents more right here this present season.

1076 of the shirts were from one dollar and seventy cents to two dollars and seventy cents more.

And cotton has jumped! Plenty of fine woven and printed madras and only a few printed percales. Fast colors. Smart and conservative color combinations. All cut over the famous Wanamaker dimensions.

2400 Four-in-Hand Neckties, 25c Half and Less Than Half the Standard Rate

Some of these fine-looking ties sold here earlier in the season at four times twenty-five cents. None is valued at less than double. Plenty of silk grenadines, plenty of lustrous striped satins, plenty of rich silk-mixed jacquard patterns.

Included are as dashing or as quiet colors as a man or boy can wish. Extra salespeople!

(Market Street, Gallery)



Children's Beaver Hats Special, \$3

Becoming shapes of good beaver are in navy, brown and black for children of 4 to 10 years.

Hand-Embroidered Long White Coats for Babies \$6.75

Lowest price we remember for white wool cashmere coats, fully lined with silk and warmly interlined. Other beautifully hand-embroidered coats of cashmere, long and short, are in sizes 6 months to 2 years. \$7.50 to \$14.50.

\$21.50 for pastel broadcloth coats in pink or blue, sizes 1 and 2 years.

Children's Dark Winter Coats, \$6.50 to \$25

Coats of chinchilla, broadcloth and warm coatings are all lined throughout and interlined. Colors are brown, Copenhagen, navy, rose and cinnamon. Some of the coats have nutria or Australian opossum collars. Sizes 2 to 6 years.

(Central)

Women's New Silk Blouses Special, \$5.90

Very newest are tie-on blouses of flesh or white Georgette crepe with whole vest fronts of narrow creamy lace, which also finishes the long sleeves in an equally charming manner.

Tailored crepes de chine have Peter Pan or roll collars and are in navy, black, flesh and white. College girls will like these. Business women will appreciate their excellent quality.

Some dark Georgettes are also in this special group.

(Market)

Pleated Prunella Skirts—Special \$5.90 and \$7.25

All sorts of pretty skirts in Autumn browns, dull blue, navy and black-and-white. They're box pleated and knife pleated and quite often a gay stripe or checked design in color is concealed on the under side of box pleats.

We have had skirts similar to many of these in our own stocks at nearly double these prices.

(Market)

Women's Strap-Wrist Gloves \$1.90, \$2.65, \$3

Strap-wrists are the fashionable gloves of the season just beginning and these prices are unusually low.

\$1.90 a Pair—Special

for strap-wrist gloves of capeskin in brown and beaver in all sizes and in tan up to 6 1/2. They have 4-inch cuffs and are outseam sewn. Some have contrasting gores and straps.

\$2.65 a Pair—Special

for imported strap-wrist gloves of fine glace lambskin with 6-inch cuffs. They are overseam sewn and have embroidered backs; in white, tan and gray. Also in black with white stitching and embroidery, very smart.

\$3 a Pair—Special

for strap-wrist gloves of the finest quality South African capeskin, with 5 1/2-inch cuffs. In beaver, brown, gray and coffee. A third under price!

(Central)

Boys' All-Wool Suits With Two Pair of Trousers Special at \$12

(Sizes 8 to 17 Years)

Norfolks in plain belted, knife-pleated and box-pleated styles are in good-looking gray, brown or green mixtures—cassimeres and chevots of exceptional quality.

Coats are lined with mohair. Both pair of trousers are lined throughout and every seam is taped.

(Gallery, Market)



A Room Full of Becoming New \$5 Hats

Practically every Autumn color and style is represented. One sees gold, green, scarlet, tangerine, rose, Copenhagen, king's blue, taupe, navy, light blue, gray, brown, black, buff and pink—sometimes a facing or trimming and others in entire hats.

Velvets and soft felts are trimmed with ribbon, lace, chenille or various feathers, smooth and tailored or delightfully fluffy.

Shapes small, large and medium! (Market)

Boys' and Girls' Good School Shoes Special at \$2.90

Girls' tan laced high shoes, with sensibly shaped toes and durable soles are in sizes 6 to 2. (Chestnut)

Boys' shoes, which are on the Gallery (Market), are of black or tan leather, strongly built for the utmost service. Soles are welted and every point about these shoes assures durability. Small boys' sizes, 10 to 13 1/2; larger boys' sizes, 2 to 5. (Gallery, Market)

Shoes for Larger Girls, \$5.25 (Sizes 2 1/2 to 6)

Well-built tan laced shoes with welted soles and the right toe shapes for growing feet. (Chestnut)

Shoes for Larger Boys, \$3.75 (Sizes 1 to 5 1/2)

Tan or black leather shoes, with welted soles, are in wide-toe or English shapes. (Gallery, Market)

Women's Black Shoes and Oxfords Special at \$5.25

High shoes are of kidskin or calfskin, lace style, with welted soles and Cuban heels.

Oxfords, also of calfskin or kidskin, have medium heels and welted soles.

Still Good Choosing at \$3.75

Wonderfully fine value among these street-weight pumps and oxfords of tan leather, if you can find your size.

(Chestnut)

