

Sounding Off the Great Spring Fashion Sale in Wanamaker's Down Stairs Store

The Most Important Fashion Event in Philadelphia, Presenting Upward of 8000 Charming, Sprightly Spring Garments at the Lowest Possible Prices

Best of all, this Sale comes early—not trailing along at the end of a season, when anybody can get goods at special prices—but at the very beginning of a new season, the threshold of Spring.
Here are the best efforts of a hundred makers of high-grade dresses, suits, coats and children's apparel, everything of the very freshest and newest.

All of the approved Spring fabrics are here—taffetas, silk crepes of soft, heavy quality, including the delightful new crepe eponge, wool jersey, smartly tailored Poiré twills, tricotines, serges, tweeds and homespuns.
Women (girls, too) of every age, of every size, of every type, have been provided for—in fact, the only girl or woman who couldn't find the right dress in this collection would be the one who didn't come here tomorrow to find it!



Lovely Hats at \$5 in the Opening Exhibition

Hats with bright silk brims of red, Spring green or blue are gay with flowers and fruit and will make welcome sunshine on the duller March days.
Very smart and trim are the tailored hair-cloth hats in brown, navy and black.
Hats of light straw and ribbon are optimistic about early Spring.
Dark hats, light hats and bright hats; large hats, small hats and medium-sized hats—surely there is a hat here for every face and fancy!
(Market)

Men's Special Shirts \$1

Kinds a man likes to wear. Fast color, generously cut shirts of striped percale or madras. Plenty of good black and white combinations. Sizes 14 to 17. Fresh and new, ready to wear. All at least a third less than the standard price.
(Gallery, Market)

Men's All-Wool Suits With Two Pair of Trousers, \$25

New Spring suits in Oxford gray all-wool chevots are good quality and the tailoring is reliable.
Both conservative and semi-conservative suits, with two and three button coats. Each suit with two pair of trousers.

For All Men Besides the regular sizes, there are suits for men who are taller, shorter or stouter than the average. (Gallery, Market)

French Lambskin Gloves, 90c

Imagine women's two-clasp gloves of fine French lambskin at this low price! Better still, see them! In white, tan, brown, gray and beaver with self stitching. In white with black stitching and in black with white.
Slip-on Gloves, \$1.85
Six-button length French lambskin gloves are in black, white, tan, brown and beaver with self stitching; in white or black with contrasting stitching.
(Central)

Hand-Made Blouses Marked Down to \$2

Two hundred lovely white batiste blouses that have been re-priced because they show marks of handling. Every stitch made by hand and delightfully hand hemstitched, hand drawn or hand embroidered. Tailored styles, some with Peter Pan collars. Sizes 34 to 44.

Peter Pans of Checked Cotton, \$2.50

Charming new tweed suit shirtwaists of lavender, blue or rose-checked cotton, trimmed with tiny points of pleated organdie.

Dimity Waists, \$1.65

New shipment of these waists which almost everybody buys by twos and threes because they are the biggest value at \$1.65 they have seen anywhere. Peter Pan and other collars, some trimmed with checked gingham or dotted swiss.
(Central Aisle)

Fifteen Kinds of Peter Pan Waists, \$2.25 to \$5.90

Plain white dimity, cross-bar dimity, plain voile with real Irish lace, batiste with real fillet, checked dimity and many other kinds.
(Market)

Fine Gossard Corsets in Broken Sizes \$2.50

Various models in sizes 22, 23, 25, 27, 29, 30, 34 and 35. This is a rare opportunity for women who wear these sizes. There are models for all types of figures, and, of course, all the corsets lace in front.

Satin and Elastic Girdles, \$2.50

14-inch girdles formed of alternating bands of the elastic and satin in pink. Four hose supporters. Sizes 27 to 32.
(Central)

Double Panel Satin Petticoats, \$3.85

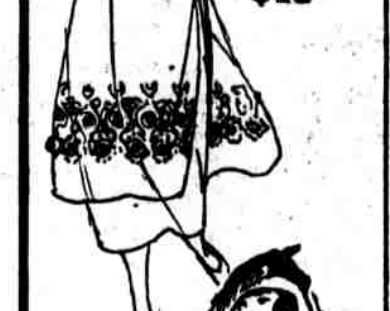
Flesh or white satin petticoats have double panels both front and back, elastic at the waists and neat hemstitched hems. Most unusual at this price!
(Central)

Women's Crepe Bloomers, 50c

They go out as fast as we can get them. Crepe of good quality in plain pink or pink printed with blue butterflies, they are made with knee ruffles and are cut plenty full.
(Central)

Women's Oxfords Special, \$6.50

Made by a good Philadelphia manufacturer, so we are as sure of the way they will wear as we are of their attractive appearance. They have full wing tips and perforations. The soft fine leather is in a rich dark shade of brown. Soles are welted and heels low.
(Cheerful)



200 dresses of navy serge, embroidered with gray or Copenhagen, or of navy wool poplin in a pleated model, trimmed with narrow black braid. **\$3.75**

300 dresses in fifteen different models are of navy tricotine embroidered with bright or dark colors or trimmed with cre ribbon. Also navy, henna or black wool jersey dresses in two-piece style with white leather collars and cuffs. **\$6.00**

500 dresses are of homespun tweed in tan, Copenhagen, brown, henna and lilac with capes or leather collars; and of navy Poiré twill or wool jersey in twenty different models; taffetas trimmed with braid, frills or embroidery, some with Georgette sleeves. **\$10.00**

200 dresses, including some very remarkable taffetas, Canton crepes and wool jersey dresses—in navy, brown, beige, reindeer and black. **\$13.50**

200 dresses of Canton crepe are in charming styles and colorings for afternoon. Two-piece crepe de chine dresses have shirred bodices and pleated skirts. **\$15.00**

500 dresses which include nearly every fashionable kind, beaded or embroidered Georgette crepes, taffetas, crepe eponge, crepe de chine, wool Canton crepe, black lace and charmeuse. Sixty-five different styles. **\$16.50**

Hundreds of Exquisite Frocks at \$18.75 to \$25 Many Lovely Sample Dresses a Third Less to Half Price

\$18.75
for beaded and embroidered dresses of Canton crepe or fine Russian crepe—henna, navy, black, beige, periwinkle and Copenhagen.

\$20
for fiber silk jersey with wide lace stripes, for satin-back Canton crepe dresses, Georgette combined with taffeta and Poiré twill combinations. Daytime and evening shades.

\$25
for nearly every kind of lovely dress! Canton crepe combined with crepe eponge, cape dresses of wool jersey with silk guimpes, Canton crepe and Georgette, fine tricotine and taffeta.

Silk Dresses of the Finer Types \$35 and \$38.50

Most of these are samples—just two or three of a kind—of some only one frock. Handsome afternoon dresses of black or sand color Canton crepe, of brown with beige sleeves heavily braided. Cape costumes of Canton crepe. Sports frocks of crepe eponge with colored pearl buttons. Draped dinner gowns of Canton crepe and Georgette. Beaded dresses done in crystals, sapphire beads or steel.

14 Models in Sizes 42 to 48—\$15 to \$25

Dresses cut on the proper lines for comfort and smartness—they really make one look slender. Mostly in navy and black, they are of taffeta and heavy crepe de chine.
(Market)

Coats Start at \$10.75

For that small sum a good tan polo coat with a buckled belt can be had in all sizes from 14 to 40.

Sports Capes, \$15

Circular sports capes are tan on one side and bright green or rust color on the other. They are bound with silk braid.
Other capes of herringbone tweed with camel's-hair finish and of navy tricotine full-lined with silk, also \$15.

Special at \$18.50

A group of sample coats, including polo coats in rose, Copenhagen or reindeer and sports coats of herringbone mixtures... navy blue serge wraps with armholes and yoke back handsomely embroidered... velour wraps with blouse backs... illama cloth wraps with loose sleeves and tassels... velour capes with wool embroidery. All silk lined.

Special at \$20

Tan polo coats with fringed throw collars. Double-breasted tweed sports coats. Double-breasted chinchilla-finish tan sports coats.
Light-weight velour capes.
All of these are silk lined and extra value.

Special at \$25

Dolmans and capes of velour and illama cloth are trimmed with self stitching, fringe or soutache braid. In reindeer, taupe, navy and brown, all silk lined.
Dolmans of navy blue tricotine are scroll-stitched in tan and silk lined.
Bolivia capes in tan and Copenhagen are trimmed with contrasting colors and silk lined.
Many other handsome new Spring wraps are special at \$35 to \$55.
(Market)

New Tweed Suits, \$12.75

Pretty Springlike suits in two-tone colorings. Each jacket has four patch pockets and an inverted pleat down the back. In tan and blue mixtures.

Tweed Suits, \$15 and \$18

Tailored suits in mixed colorings, small checks and herringbone weaves. Jackets are silk lined. Sizes 14 to 42.

Wide Choosing at \$25 to \$32.50

Lilac, rose, Copenhagen, periwinkle, bobolink, mist and Scotch mixtures are some of the delightful colorings among the Spring tweeds at this price. All of the jackets are silk lined.
Navy blue and black tricotine suits, some strictly tailored, some with box jackets braid trimmed, also \$25.
(Market)

Girls' Coats, Special, \$7.50

Homespun tweeds in brown, tan and Copenhagen, made with patch pockets and belts; full lined. Sizes 6 to 14 years.

Special at \$11.25

Coats of homespun tweeds and circular capes of tan material. Coats are full lined in sizes 8 to 16; capes are button trimmed, sizes 15 to 17.
Half-lined tweed coats, double breasted, are in sizes for girls of 10 to 16 years at \$16.50.

Girls' Taffeta Dresses, \$13.50

Little more than the usual wholesale price for such dresses. Six different models in brown, Copenhagen and navy, ruffled or trimmed with hand embroidery. Sizes 8 to 16 years.
(Market)

Women's Plaid Skirts Special, \$2.90

Block plaids in tan-and-black, gold-and-white and brown-and-black, box pleated. All regular sizes.
(Market)

