

October Sale Extraordinary of Dresses, Coats, Suits in Wanamaker's Down Stairs Store Saturday

Boys' All-Wool Two-Knicker Suits, \$9.75

Serviceable dark gray and brown cheviot mixtures made in the sports styles that give so much freedom. Coats have inverted pleat or yoked back, and are mohair lined. Both pair trousers fully lined and carefully taped and reinforced. Sizes 10 to 17.
(Down Stairs Store for Men, on the Gallery, Market)

Boys' and Men's Pajamas, \$1.35 and \$1.50

\$1.50 for men's plain-color cotton pajamas with frog fastenings. Blue, tan, pink, gray, lavender and white. All sizes.

\$1.35 for boys' plain-color cotton pajamas with jacket front and diagonal fastening. Blue, tan and white. Sizes 8 to 15 years.
(Down Stairs Store for Men, on the Gallery, Market)

Women's Special Artificial Silk Scarfs, \$1.85

Soft, luxurious-looking tubular scarfs in attractive fancy stitches and an almost endless variation of colors. Fringed ends. Plain colors, stripes and heather mixtures. One style has a wool stripe.
(Down Stairs Store Sweater Shop, Central)

New Pongee Blouses, \$3.50

All-silk natural color pongee blouses in Peter Pan and rolled collar models, with long sleeves and turn-back cuffs. Trimmed with wee self-pleated edgings. Sizes 34 to 44.

Crepe de Chine Overblouses, \$5.90

In navy and barberry, that new glowing shade of scarlet. Colorless, short kimono sleeve models with sashes which tie jauntily on each hip. Effectively braided and stitched in contrasting colors.
(Down Stairs Store, Central)

"Bertha" Collarings 95c to \$4.50 Yard

Deep, becoming collarings for every frock. Net, chiffon, lace, Georgette crepe and metal-lace, according to the price. 3 to 9 1/2 inches wide. White, cream and ecru. Pleated, gathered and tucked styles.

Pattern Veils, Special at \$1

All-black ones, black ones with blue or red scroll patterns, brown ones with brown or sand scroll patterns. Straight veils and square veils; some that remind one of Spanish mantillas, with their all-over-lacy patterns and close mesh.
(Down Stairs Store, Central)

Women's Special Underclothes, \$1

One would expect to pay considerably more for such nice materials and make, but a special purchase makes this low price possible.
\$1 for three styles of soft cotton nightgowns. Strap or short-sleeved tops. Lace-trimmed or with contrasting hemstitching. Flesh, white, orchid and blue, though not perhaps in all styles.
\$1 for three styles of white cotton envelope chemises. Strap tops with imitation Irish lace or Valenciennes lace and embroidery.
\$1 for six styles of lovely silk camisoles. Strap tops with lace or hemstitching. Wash satin, radium silk or cross-barred novelty silk. Nice and deep, with elastic at waist. Flesh and some white.
(Down Stairs Store, Central)

Central Aisle

Peter Pan Blouses, \$1.65

Special purchase of a manufacturer's freshly made-up stock of checked or plain white voile and batiste blouses. Some are trimmed with ruffling, some with lace edging. Sizes 34 to 44.

Lovely Silk Umbrellas \$3.85

Silk taffeta in rich shades of blue, green, brown, garnet and purple. Novelty handles of hardwood and white or amber-colored bakelite with matching tips and stub ferrules.

Men's and Women's Umbrellas at \$1

and children's umbrellas at 85c are of strong black cotton taffeta with wrist cords and wooden or bakelite handles.

Brassieres Less Than Half at 35c

Their front fastening, the solid contour of their soft basket-weave mesh and their materially lowered price are three good reasons why women will get them by the dozen!
Sizes, 32 to 46.

Women's Silk or Sports Stockings, 50c

A third less than usual for drop-stitch cotton stockings in brown, green and tan heather effects. First quality and made by one of the country's best hosiery manufacturers.

Also pure silk stockings in black, cordovan, gray and nude have cotton tops and soles and seamless backs, at 50c. First quality. Sizes 8 1/2 to 10.
(Down Stairs Store, Central Aisle)



Serge dresses will start at \$5. Tricotine or crepe de chine dresses will start at \$5.50. Thirty-nine styles of tricotine, Poiret twill and crepe de chine dresses will be \$10. Lace dresses will be \$15. Velvet dresses will be \$15. Fifty styles of dresses will be \$25. Other dresses will be \$8.50, \$12, \$13.50, \$15, \$16.50, \$20, \$23.50 and to \$57.50.

Coats will start at \$8.25 for embroidered serge with peau de cygne or crepe linings. Diagonal tweed coats with contrasting backs will be \$13.50. Polo coats with quilted satin linings will be \$22.50. Fur-trimmed coats will be \$25. Extra-size coats with furs will be \$58.50, \$78.50, \$92.50. Other coats in regular sizes will be \$16.75 to \$100.

Suits mostly with fur will be \$25, \$32.50, \$42.50, \$55.

This first October Sale is extraordinary in that nearly eighty manufacturers have turned over to us wanted new Autumn garments of Wanamaker-standard quality to sell at from a saving of several dollars to fully half less.

It is extraordinary, too, because there are thousands of new garments, so many of them that the Down Stairs Fashion Store has been greatly enlarged to accommodate them.

Also it is extraordinary because every single garment has been carefully inspected by our own expert inspectors to make sure that each is absolutely perfect and desirable.

Dresses Are \$5, \$5.50, \$8.50, \$10 and to \$57.50

\$5 dresses of navy serge in five styles.

\$5.50 dresses of black crepe de chine and navy tricotine in four styles.

\$7.50 dresses of crepe de chine. Some with jet fringes, crochet insertions, etc.

\$8.50 dresses of wool jersey in two styles.

\$10 dresses of brocaded crepe, plain Canton crepe, satin, crepe de chine, tricotine, Poiret twill and lovely ones of crepe de chine or satin with lace yoke and long lace panels.

\$12 dresses of Jacquard crepe de chine, plain Canton crepe and wool crepe.

\$13.50 dresses of wool crepe, tricolette

and crepe de chine quite different in style from any we have had.

\$15 dresses of beautiful black or brown laces, some over black satin, also twill-back velveteen in charming styles.

\$16.50 dresses of crepe de chine, Canton crepe and satin crepe in regular sizes. Extra size dresses of crepe de chine, Poiret twill and tricotine in sizes 40 1/2 to 52 1/2, also \$16.50.

\$20 dresses include extra sizes 40 1/2 to 52 1/2 as well as regular sizes 14 to 42; there are Canton crepes, Poiret twills, elegant charmeuse and satin-black crepes in many delightful styles; some are so simple they look doubly expensive.

\$23.50 and \$25 dresses include the new satin matelasse, plain satin and Canton crepe frocks, chiffon velvet and satin combinations and many others.

\$35, \$38.50 and \$45 dresses include adaptations of Paris models; presenting the new shades, the new artistic trimmings, the new sumptuous fabrics of the season, including chiffon velvet with metal brocaded bodies, twill-back velveteen with circular skirts, heavy Canton crepe with the new cape collars of Chinese embroidered net.

Evening dresses are \$18 to \$57.50; exquisite chiffons, taffetas, lace with metal cloth or silver embroidery; long and slender or long and bouffant. Exquisite shades.

Suits Are \$25 to \$55

\$25 suits are of velour or llama cloth; sometimes with embroidered coats and all with fur collars, including gray squirrel, mole, narrow beaver bands and dyed coneys; many of these are half the standard prices.

\$25 and \$32.50 sample suits are of velour and llama cloth with embroidery and fur collars; navy, blue, brown and black.

\$32.50 to \$55 suits are of velour and trade-marked woollens with wolf, beaver and other fur collars. Many of these are a third less.

\$55 suits include a few of the new three-piece costumes as well as beautiful two-piece styles in large sizes.

Coats Are \$8.25 to \$100

\$8.25 coats are less than half price; of serge or velour with gaily colored embroidery on sleeves and collar, peau de cygne or crepe linings.

\$12 and \$13.50 coats are of diagonal tweeds, soft, warm, woolly ones.

\$22.50 polo coats are of tan coating lined throughout with warm quilted satin.

\$25 polo coats have shoulder lining of quilted satin, or are of velour with embroidery and usually fur collars and cuffs, fully lined.

\$35 coats are of bolivia with full sleeves gathered into tight cuffs and caracul collars; crepe de chine lining.

Fine coats with handsome furs are \$58.50 to \$100—many of them samples. Extra-size coats at \$58.50, \$78.50,

Girls' and Juniors' Dresses and Coats

\$92.50 and \$125 are of beautiful coatings, many with fur collars of caracul, wolf, kit fox, nutria and beaver.
8 to 14 year girls' wool jersey dresses are \$6.75; velveteen dresses are \$7.75; 8 to 16 year velveteen dresses with crepe de chine tops are \$16.50; 8 to 14 year coats of bolivia and velour are satin lined at \$16.75; 7 to 10 year coats in green or blue coatings are \$7.50.

12 to 16 year dresses of serge and crepe de chine are \$10.75; of duvetyne with wool poplin, \$15; 15 to 17 year diagonal plaid-back coats, half-lined are \$10.75; 14 to 16 year coats with beaver-dyed coneys collars are \$20; 15 to 17 year coats of bolivia, silk lined, with nutria collars, \$30.

6 to 12 year dresses of plain and checked gingham with bloomers, \$2.



These Men's Shoes at \$4.35 Were Especially Made for Wanamaker's

Recognizing the large market there would be for a good leather shoe for working men and business men at a very low price, we had these shoes made specially for us to sell at this special price of \$4.35.

Tan leather oxfords and high shoes, black kid and dull black leather high shoes, all blucher cut. Extra heavy welted soles, broad, comfortable toe shapes, wide heels with rubber heels attached.

They do not sacrifice too much good looks to their stout, comfortable serviceability, and we believe they are just what men whose business takes them out of doors in all weathers are looking for.
(Down Stairs Store for Men, on the Gallery, Market)

Women's Good New Wanamaker Shoes in Autumn Styles, \$5 and \$6

Well cut, properly proportioned and beautifully finished shoes in the style the majority of women are wearing this season.



New Shoes at \$6

Fine black or brown ooze calf one-strap, two-button pumps with welted soles and medium heels. The brown ones are trimmed with brown kid; the black ones with patent leather.

New Shoes at \$5

Tan calf, black calf and patent leather one-strap, one-button pumps with welted soles and Cuban heels. All but the patent leathers have rubber heels attached, and the perforations in each case are conservative.

Tan calf one-strap, one-button pumps with medium-low heels also have rubber heels attached; welted soles and perforated tips.
(Down Stairs Store, Chestnut)

Women's Special Shoes, \$2.75

Just about two hundred pairs of women's tan one-strap pumps and oxfords have Cuban heels and welted soles. Originally they were a great deal more in our own stocks. All sizes to start with.

"Inside Prices" on Room-Size Wilton Rugs

Next shipment of these rugs which will come to the Down Stairs Store—and that will be just as soon as this particular lot is exhausted—will be considerably higher priced, much to our regret. But the rugs are too good not to have, even though prices do go up. Right now, however, is a good time for home folk to buy while prices are still down.

Colors and patterns are exceptionally good; qualities the sort that are rich-looking and long-wearing.
6x9 ft. Wilton rugs, \$39.
8.3x10.6 ft. Wilton rugs, \$65.
9x12 ft. Wilton rugs, \$67.50.
(Down Stairs Store, Chestnut)

Children's Shoes, \$3.75 to \$5.75

All designed on the wide-toe lasts which keep little feet straight and comfortable while they are still growing. Black calf, tan leather, and patent leather high-lace styles, all with welted soles. Sizes from little tots' 6 to big girls' 6.
(Down Stairs Store, Chestnut)

Sale of Women's Long French Kid Suede Gloves Nearly Half, \$2.25, \$2.65, \$3.25

Fashionable French dress gloves in exquisite shades of mode and platinum gray have come in this fortunate purchase from a large importer. They were among the finest French kid suede gloves in his stock.

8-button length now \$2.25. 12-button length now \$2.65. 16-button length now \$3.25.

These prices are a third to almost half less than our own lowest "special" prices this season. Comparing them with gloves of this quality elsewhere all the prices are nearly half less.

These beautiful gloves are overseam sewn, with Paris-point backs and every length can be had in all sizes to start with. Find them in the regular Down Stairs Glove Shop, Central Section, where expert glove fitters will help you find your exact size.
(Down Stairs Store, Central)

Many Charming Hats Just \$5

One Whole Shop Filled With Them

Rich Autumnal ones of wine-red velvet designed with utter disregard as to how much of the lustrous stuff was used, so lavishly are they shirred and draped and folded into bewitching lines.

Dashing rust-color ones that could afford to be quite small because they are so glowing in color. Black ones that affect facings and shirrings and swirls of vibrant blue, or are brightened with metallic ornaments.

And all-black ones, of course, that lend such an adorable air of sophistication to youthful wearers and visibly subtract from the years of older wearers.

New hats for every one—and all at a price every one seems to like to pay.
(Down Stairs Store, Market)

