

## Wanamaker'sDown Stairs Store

## Why, I didn't know that it was like this!

Two women were talking at the Subway Entrance of Wanamaker's Down Stairs Store. They saw the straight aisles and bright lights. They noticed that the air was fresh. They saw a veritable fashion show of dresses and coats and furs and hats at remarkably low prices.

Why, I didn't know that Wanamaker's Down Stairs Store was like
this Yes, Philadelphians are coming to know and like this different kind of Down Stairs tore. It's an easy place in which to do one's shopping because all the women's and children's goods are on one level floor, stretching from Market to Chestnut and from Thirteenth to inside the Subwey do

Then the whole idea of this Wanamaker's Down Stairs Store is not to have cheap pre tentious merchandise but to have an all-round good store with moderate prices for reliable articles. All the goods are fresh. All are selected to give satisfaction for the smaller amount of money that is charged for them.

Many Higher-Priced
Frocks Join the
Remarkable \$10and\$16.50 Groups


Sonetimes the size or style assortment was badly broken-
sometimes there were only one or two frocks ramaining of a
kind-sometimes there was a single dress at an odd price.
For one of these reasons, many
frocks have lost their orisinal frocks have lost their original
higher price and gained s new higher price and gained a new
and extremely interesting lower one for Tuesday. The $\$ 10$ and
816.50 groups which these dresses joined were already pleasto be wide and unusually satis-

At $\$ 10$ there are tailored seys with side draperies. Sating, hhine with fagoting, beading,
quaint girdle ornaments and traceful draperies.
At $\$ 16.50$ there are rich-look
ing twill-back velveteens, velve-
teens with brocaded bodices and Canton crepes with picture-stitched blouses or longer-than-
thoskirt pleated side panels. Wool eponge frocks, warm and serviceable, are pretty with contrasting color embroid-
ery. Fine Canton crepe dresses in severely straight lines are exceptional in quality
of their braided trimmings

Novelty Printed Crepe de
Chine, \$2.50 and \$2.75
Oriental in design and coloring are the fascinating all-
patterns of luxurious crepes de chine. They make over patterns of lixurious crepes de chine. That mait blouses,
charming straight-line, untrimmed frocks and suit plain dress materials. 40 inches wide

All-Silk Satin, \$2 Yard



## School Girls



Navy Blue Wool Serge Dresses, $\mathbf{8 5}$
 Navy Blue Pleated Serge Skirts $\$ 4.50$ to $\$ 5.75$

Other Coats for Junior Girls Are Priced 15 to $\$ 38.50$

## Wool-Mixed Plaid Blankets

 \$6.50 PairDouble-bed blankets of good weight. There's plenty of
wool in them to give them warmth and the "feel" one likes, wool in them to give them warmth and the "feel" one likes,
and cotton to keep them in shape through many tubbings. Blue, pink, gray and tan plaids on white, with mohair bind-Hand-Blocked Unbleached Dimity The end of a manufecturer'a lot, so the


A World of Coats Crowded Between \$22.50 and \$32.50


Rich-looking bolivia coats, in one
Distinguished black bolivia coats with well-placed
stitchery, wide sleeves and collars and soft ings are $\$ 28.50$.
Soft tan polo coats of specially good sport coating and
really lovely tan Deep-pile bolivias, plain or with nutria collars, are satin

Fashionable Fur Scarfs for as Little as \$5
In the Down Statro bitle Fur Shop,





Men's and Women's Cotton Umbrellas, With Silk Cases, \$2
The most practical umbrellas one could imagine. When keeps one guite dry. When the sun shines, one's umbrella
looks simmy aritcoratic in its sike cose

2000 Pairs of Wanamaker Shoes Have Been Price-Lowered Seasonable shoes for men and women in the styles most
in demand right now All W anamer uadity
cially purchased under conditions which qualt
$\qquad$

| Women's High Shoes | Women's Low Shoes a |
| :--- | :--- |
| Unusually Good at \$1.50 | Third to Hes | Unusually Good at $\$ 1.50$ Third to Half Less



$\qquad$
Women's Pumps and Oxfords Less at $\$ 3.75$


Men's High Shoes and
Oxfords Third to Half


