

# Welcoming Spring Fashions at *Wanamaker's*—and Inviting You to Several Interesting Sales

## "Give Us the Individual Gown"

—Say the Fashion Salons

"FOR Morning, for Sports, for Formal Afternoon Wear, and for the 'Grandes Toilettes' of the Evening, We Give Our Undivided Attention to the Gown That Is Unlike All Other Gowns."

THIS is the spirit of the collection in the Fashion Salons today. Not to collect the most extravagant, the most, shall we say overpowering?—the most glittering array of gowns possible—but the most individual. To open one of our

### Little Gray Cases

that contain gowns for afternoon or for Southern, or for evening wear, is like opening the fastidiously kept wardrobe of an exquisite woman of many changing moods; a woman with a gown for each of her moods. You see, the gowns have that personal intimate air. There are



### The Afternoon Gowns

Gowns of tricotine, serge, satin, tricolette and cloth.

Gowns that begin with a naive little Lanvin copy of midnight blue tricotine, all trimmed with vertical rows of midnight blue gros-grain ribbon, applied in loops.

From neck to hem these ribbons go—right straight down the straight lines of the frock. When we tell you this gown is \$95, you will realize the significance of this fashion story. Another

Simply lovely frock of beige tricotine is bound in brown gros-grain ribbon; Cheruit originated this; \$98.

Quite different in spirit is a close-clinging frock of black cloth, slim at the feet and close-fitted of bodice. The only hint of trimming on this gown is a great bow of black tulle on the shoulder, with a streamer and to go around the throat; \$98.

**Tan Tricolette**  
forms another frock, absolutely untrimmed and with a panel back and "pantalon" hem to distinguish it; \$95.

### Of Soft Silk Duvelty

in fine, wool jersey embroidered in *chinoiserie* patterned after a Chinese vase; in lustrous satins and soft taffetas in dark beautiful colors are other afternoon gowns that range in price from \$75.50 for a slim wool jersey frock in a wonderful Chinese blue, \$158.50 to \$175 for a *cafe au lait* silk duvelty frock embroidered with a light silk braid.

### Gowns for Sports and Morning Wear

WE call the cases that contain them our "Sunshine cases." We love to open them on gray days and see the flower gardens within.

Delicately tinted handkerchief linens, exquisite organdies, crepes de chine, Georgette crepes and chiffons, and quaint frocks of imported chintzes, these are the frocks we have planned for your lighter moments.

### Little Frocks

of fine batiste, made simply, but embroidered all over with exquisite designs are making their rapid appearance. They seem to be a direct reaction from the conserve-time-and-labor frocks we've been so used to these last years. These little frocks just go and get all the embroidery they can. In rose or white or lovely vivid colors, they are finished with a frill of net at the neck and a wide band of rather heavy linen around the bottom. \$56. Then there's—

### Our "Orange Frock"

White cotton crepe or Georgette crepe embroidered with great fruits in different shades of orange. In other color combinations, too; \$75.

A little green silk frock has an apron of white chiffon, white chiffon bands on its loose sleeves, and a garland of colored wool flowers outlining the neck and sleeves; \$98.

The frocks of chintz do a great deal with wool stitching and are made in quaint little modes with aprons and gathered skirt; \$60 to \$75.

Evening Gowns that say, in every line and spangle, "C'est la Victoire"

Gowns that sparkle with iridescent sequins and billow with tulle are some of the newest in the Fashion Salons. One we call

The "Portrait Gown" pretends to have a prim old-fashioned bodice and panel front all of sequins—but the flowing lengths of tulle over each hip give it away as being a very frivolous gown after all; \$137.50.

Blue charmeuse—all simple and straight is trimmed with blue charmeuse flowers lined with silver cloth—just a line of them around the hem; \$145.

These are two of the newest. There are cases of them in pale shimmering metallic brocades in gold and silver cloth, in trailing velvet and in taffeta.



## Too good! Can't go on making them. So Girls' Silk Stockings \$2.50 Grade for \$1.65

The manufacturer of these stockings wants to make a lower-priced stocking. The price of silk is too high to permit of his using the good quality of silk he has been using. So—as he wishes to keep his product uniform—he has turned over to us

564 Pairs —all he had on hand—at about cost of production. They are plain black, or plain white; a medium heavy fashioned in grain thread silk; with double tops, high spliced heels and double soles; sizes 7 to 9½ in black, 7½ to 9½ in white. First-rate stockings for \$1.65 pair. Main floor, Old Building

## Women's Lingerie—Reduced

SOME of the charming styles that have been sold out except for a few odd pieces so that the sizes are broken. They are in nainsook and batiste. Nightgowns (nainsook), \$1.45 to \$4.50. Were \$1.75 to \$7.50. Petticoats, 75c to \$3.75, were \$1 to \$5.

Envelope chemises, \$1 to \$3.85, were \$1.50 to \$4.50. Pink batiste nightgowns, \$1.80 to \$2.45, were \$2 to \$2.75. Pink batiste envelope chemises, 75c to \$1.50, were \$1.50 to \$2.50. Main Aisle, Main floor, Old Building

## A "Perfection" Oil Heater

will help greatly on chilly mornings. Safe and sanitary. Several hundred at... \$5 each. An electric heater, light and portable, for use in any room in the house... \$8.75. Seventh Gallery, New Building.

## 500 Kreamer's Wash Boilers

No 6 No 7 No 8 No 9  
Now... \$2.80 \$3.65 \$3.85 \$4.40  
Were... \$3.30 \$4.25 \$4.85 \$5.35  
These substantial reductions will appeal to every housewife who knows the quality of Kreamer's wash boilers. Made of heavy grade polished tin, with substantial copper bottoms. Seventh Gallery, New Building

## Women's Low Shoes

This collection is a very creditable introduction to the sort of shoes one may expect to find on "The Avenue of Shoes" for wear now and in early Spring. In addition to the very necessary asset of quality, they are very smartly cut.

For example: The low-heel pumps cut on long plain lines and small ribbon bows—in dark brown and black calfskin and patent leather; \$10 pair. Oxfords of tan and black calfskin, with indicated wing tips, low "walking" or Cuban heels; \$10 pair. Oxfords of patent leather, with Louis XV. heels; \$10 pair. Pumps of patent or dull leather—a model which will go well with spats; \$10 pair. First floor, Old Building.

# Keeping Up the Standard--But Keeping Down the Price--Down-Stairs

## Silk Frocks, \$15 Special Styles for Women

Satin and taffeta frocks with uneven tunics full of the spirit of Springtime, as gay as the picture shows them—are yet discreetly colored navy or black. Later on their owners will be glad that the sleeves and tucked chemisette are of Georgette crepe, also French blue.



Russian tunic dresses are of taffeta and while the skirt is plain the tunic is braided all over in Arabesque patterns. Navy, gray or black. Sizes up to 42. Down-Stairs Store, Old Building

## Organdie & Voile, 38c yd

SALE of 2000 yards of wonderfully pretty checked and cross-barred organdies and flowered cotton voiles. Unusually attractive patterns in light and dark colors including pink, blue, green, yellow and black on white or tinted grounds. All are 40 inches wide so that six or seven yards will be ample for a woman's dress. 38c yard is much the lowest price of the season so far. Down-Stairs Store, New Building

## Victory Capes, \$22.75

Designed purposely for misses of 14 to 20 years. Made of navy blue serge partly lined with Victory red silk. The serge is all wool, there are sleeve effects and the cape gives long straight lines in front and has a buoyant, youthful sweep in back. Down-Stairs Store, Old Building

## The Unexpected in Women's Shoes \$4.90

TWO spring styles—bought many months ago. High cut—shapely—but with full regard for comfort. Made of soft kidskin—one style with black cloth tops. Cuban heels.

A Little Foresight is worth a bundle of apologies. It occurred to us to buy these shoes, and hold them for Spring. A comparison on your part will tell you how well the idea has worked out in your favor. Down-Stairs Store, New Building.

## Crash Toweling Remnants

3,000 yards of crash toweling linen and part linen for tea glass and hand towels. Lengths of 5 to 10 yards. Sold at the rate of \$1 to \$3 a length. Specially priced.

## Cotton Table Damask, 50c yard

Ten floral patterns in mercerized cotton damask; full bleached, 58 inches wide. An unexpected find. Good weight.

## Soiled Blankets a Third Less

Slightly soiled on the outside folds. 30 pairs gray and plaid cotton blankets, were \$8.50... \$5.65  
20 pairs fine cotton plaid blankets, extra large, were \$9.50... \$6.30  
24 white wool and cotton mixed blankets, were \$14... \$9.25  
40 pairs all wool plaid blankets, were \$18... \$12  
28 pairs extra fine all wool plaid blankets, were \$25... \$16.60  
Down-Stairs Store, New Building

## Dainty Spring Dresses for Children

A check gingham—oh, so pretty. It is green and yellow combination and has the same colorings in its stitchings on the white (ruffled) collar and cuffs—\$3.95.

Then what about that fine Peter Pan cloth in tan or a lovely refined gray? This little dress has a deep yoke and dotted pique collar and cuffs all outlined in colored stitchery. You never saw such cut pockets—\$4.75.

A new bloomer dress comes in tan or blue chambray and is



adorably smocked and embroidered. Little French knots trim the collar and cuffs and has a bow tie—\$6.50.

Third floor, Old Building

## Spring Blouses, \$5.95

Tailored Silk Models

THIS little group of five models in crepe de chine tub silk and radium silk emphasize all the important points in the new flesh or white tailored blouses.

pleated on a tub silk model that has a convertible collar finished with tucks.

At \$6.75

a washable blouse of handsome, hard-wearing radium silk, with a square, braided collar and the same 1/2-inch silk braid on the cuffs. It has a black bow tie and a cunning little pocket over the left breast.

Also a radium silk model, with a rever collar and a vestee so attached as to give an unusually beautiful neckline. Trimming of large pearl buttons.

Third floor, Old Building.

At \$5.95

a tucked front crepe de chine waist with a square collar and a yoke shoulder.

Also a crepe de chine model, with a double row of large pearl buttons on the front panel, tucked sides. Low neck.

And a shirt bosom front closely

## 1000 Lbs. Writing Paper—Special

102 Sheets, 30c  
25 Envelopes, 10c

WHITE linen finished paper which we could not duplicate elsewhere for less than 40c for 72 sheets and we are offering 102 sheets for 30c. Stock up now for your vacation needs. Commercial Stationery Section, Down - Stairs Store, New Building.

## Sun or Rain PARASOLS

A TWO-IN-ONE investment for the woman who likes to carry a pretty parasol—one that she can use for an umbrella in an emergency. Made of rainproofed taffeta in plain colors, with satin borders or fancy striped silks. Wood handles with silk wrist cord loops, some trimmed with bakelite or leather. \$3.75 to \$12.

Main floor, Old Building

## New Quilts

Some new quilts have come in from our factory, in colors assuring a satisfactory selection to harmonize with virtually any color scheme of the bedroom.

Filled with lamb's wool. Jap silk covers, \$18. Satin covers, \$27.50. The colors of the covers are dyed to our special order. Fourth Gallery, New Building.

## What Are We Doing For Men... Reducing Prices!

Good work—for YOU and for US.

BECAUSE—

These are the days when Winter stocks must be reduced—closed out, if possible. So—

### In the Broadway Store

We have reduced GOOD Overcoats that were \$18.50 and \$23.50 in the January Sale to... \$15.50  
GOOD Suits that were \$23.50 in the January Sale to... \$18.50  
Broadway, Corner Eighth street.

## B-I-G Ulsters Drop to \$34.50

Fine coats, these—coats that were \$45, \$60 and \$75. For the man who motors—who wants warmth and protection NOW and next season, these grays, browns, heathers and dark oxfords—at \$34.50—are a REAL buy. The Motor Shop, Burlington Arcade floor, New Building.

## Pajamas { 600 pairs—of good outing flannel } \$1.50

Were \$2.50 a pair. Now... \$1.50  
1,200 Handkerchiefs { that were \$35c... } 18c  
1,200 Handkerchiefs { that were 25c... } 12½c

Burlington Arcade floor, New Building.

# Keeping Up the Standard--But Keeping Down the Price--Down-Stairs

## Satin Blouses with Georgette Vests, \$5.75

In the picture you will notice that the pin tucks run across the vest of filmy Georgette giving quite a new effect. Made in flesh pink satin that is easily tubbed and the buttons are also washable.



Georgette and Crepe de Chine Blouses at \$5.75 include many exceptionally attractive styles. Georgette crepe with pleated ruffles in contrasting colors—navy Georgette with Victory red collar and embroidery—beautifully plain heavy crepe de chine blouses with square effects

at the neck or long buttoned-up collars or vests, plain yet not too plain.

Flesh pink, sunset, League blue, taupe, navy and other colors in the collection. Down-Stairs Store, Old Bldg.

## Spring Sport Hats \$3.95 and \$5

SPECIAL display of hundreds of bright colored sport hats of popular straws, including the rough basket weave, the shiny pineapple braid, the interesting milan hemp and various lacquered straws.



Black Rose Purple Navy Cherry Copenhagen Brown Dust Taupe  
Down-Stairs Store, Old Building

## Half Linen Towels at 25c

\$1.50 half dozen, \$3 dozen; sold only in half-dozen or dozen lots. Telephone orders filled in rotation. 200 dozen towels ready Wednesday. Half linen, half cotton. Hemmed ends. Classed as "seconds," but you will find it difficult to detect any imperfections.

## 120 Comforters, \$5 to \$25

Our standard \$7.50 cotton filled comfortables, with Persian printed borders, at... \$5  
Our standard \$10 wool filled comfortables, at... \$7  
Our standard \$30 and \$35 silk covered comfortables, with wool filling... \$20 and \$24

## Boys' Wash Suits

The January Sale took all but 250 of these good suits. Still, 250 is plenty for the mother who has an eye for economy and summer Junior Norfolks; sizes 3 to 8—\$3.50 to \$5 grades—first sale price \$2.95—now

\$1.50

100 Boys' flannellette pajamas—were \$2.25... \$1.25  
Down-Stairs Store, New Building