

Fashions Are at Flood-Tide, Prices at Low Ebb in the Great Spring and Easter Fashion Sale Wanamaker's Down Stairs Store



\$18.75

\$25

\$16.50

\$16.50

Easter Suits
Easter Capes

Easter Coats
Easter Dresses

What a Spring season it is with fashions like these! Never have clothes seemed so gay, so light-hearted and optimistic. They're the most exhilarating tonic conceivable! Best of all, prices are so low that everybody can afford something new for Spring. Dresses start as low as \$4.75 for three styles of wool jersey. There's an excellent assortment of new Spring capes and coats at \$15. Suits of real charm and smartness begin at \$12.75.

Many, Many Garments Are Specially Priced for Tomorrow

\$4.75

Henna, brown, reindeer, navy and Copenhagen wool jersey frocks in three styles—one-piece straight-line dresses and two-piece frocks with shirred bodices and pleated skirts. All have Peter Pan collars, either of embroidery or white leather.

\$10

Rustling taffeta dresses, some with Georgette sleeves. Crepe de chine dresses made in pretty ways. Tweed frocks with sleeveless coats. Tweed frocks, piped and trimmed with tiny buckles. Navy blue Poiret twill in many models. A great variety in sizes up to 38.



\$4.75

\$10

\$25

\$10

Read Your Character

By Digby Phillips

According to the "Square" Man

By the "square" man the character of a man is determined by the shape of his body. The man who is square in build, whose full face seems to be built on square lines. It is not much, if any, wider across the cheeks than across the forehead and jaw. He is big-boned, usually tall, nearly always muscular. His only real bones big but his frame is big and rangy. He has a lean, "clean-cut" look whether he has taken no fish or is thin. His stomach is comparatively so even in middle and old age.

Action and motion are the "middle notes" of this type of person. The rule for appealing to or persuading a man of this sort is simple. It consists of one word, "Demonstrate!"

Show him or her "how it works." Show what "makes the wheels go round," and particularly, let the wheels go around. If you're not talking about something material and tangible, draw diagrams, use gestures. Point out with your hand where you and the other fellow stood. Describe the manner in which somebody came in the office.

If the person you are trying to persuade has a convex profile, accompany your demonstration with facts; it convinces, explains theories while demonstrating; if perpendicular, do both; but in all cases, demonstrate. To sell such a person an automobile, show him a person's quickest route to access to the immediate demonstration. Show the engine and go at once for a ride. If dealing with a convex, tell exactly how many miles an hour the car will go and exactly what hills it will climb; mention the specific number of feet in which the machine can be stopped, and demonstrate. If convex, talk about "speed"; tell how "swift" it can be brought to a quick stop. Explain the theories by which the designers accomplished these things, and demonstrate.

Tomorrow—"Persuading Thinkers"

The Woman's Exchange

A First Wedding Anniversary

By the Editor of Woman's Page:

Dear Madam—An you have given me advice before, I am wondering if you would print what the first anniversary I will be married one year next Sunday and was thinking of having a few friends on Saturday. D. A.

The first anniversary is cotton. This makes possible a very interesting celebration, as you can use cotton tablecloths and napkins and have balls of shirred cotton on the table. Or you can use your centerpieces instead of real raw cotton.

She Has One Gray Hair

By the Editor of Woman's Page:

Dear Madam—I am a young lady of twenty-two years, although I don't look it. I have a very early gray hair, but there is one thing that worries me. In the center of my hair is one gray one. I keep pulling it out. It grows back. Being of a certain nationality, not having a beau, and being my age and getting a gray hair—that is the climax and is my only worry.

A FRIEND IN NEED.

I wouldn't worry about this if I were you. Is your hair very dark? Lots of people who have very dark hair start getting gray hairs at a very early age. There is nothing you can do about it, for if your hair is good condition a tonic would probably not have any effect upon it. It's too late about the hair, but you have plenty of time to have one. He'll appear when you least expect him, so be sure that you're not nodding in your sleep over that one harmless little gray hair when it does.

Adventures With a Purse

THE marmalade jars were marked for a special sale, and while I am not sure how long the sale will last I think that if you are interested in what I shall tell you and go right away to see about them you will be there in time. They are of glass, with a little design of flowers on them, which is in what makes them so different. It is the spoons that really set the jars apart. They are of glass and the bowl and tip of each spoon is colored. One may be dull pink, another green, but always in a distinctive class, while the price places them within reach almost any woman who would like one for her table, for they have been marked at forty-five cents each.

A few days ago I told you about the green candy boxes that could be used as favors, or pieces of fun, at a party on the 17th of March. And now I want to tell you about the candies which make such appropriate table decorations. They are—need I say—green. The little round ones are in a band of white, on which is related a head backed by a shamrock. These candies cost but ten cents each.

The names of shops address Woman's Page Editor or phone Walnut 3000 or Main 1001 during the hours of 9 and 5.

Did You Know—

That new sweaters which are really almost more like the blouse of a dress than a sweater are crocheted in chess-tile?

And that other sweaters, equally good looking and interesting, are made of silk knit, the narrowest width?

Both garments are made in the wide waist that is so popular for everything this season. It is a great year for fillet-crochet and weaves that resemble it.

WHAT'S WHAT

By HELEN DECIE



A little delicate fragrance, such as comes from a good quality of sachet powder, is a very agreeable. The late James Thurmer wrote a monograph concerning the desirable perfume, properly blended and properly used, is a Symphony of Scent. Orientals prefer spicy or aromatic fragrances, and now many Americans are following the custom of burning Oriental incense in their doors, in order to create some semblance of the odors of Arabia.

"Loud" perfumes, like loud clothes and loud talk, are always in bad taste. Any one concerned with cheap cologne, strong musk, or other blatant "extracts," a disagreeable impression of vulgarity wherever encountered. The following perfumes at all, and a well-bred woman may follow suit, or else use only the best and very little of that.

THEY CALLED THE "BRY BRIDE" the most "out Mount Bachelor to be the best" and they were married on the summit. The bride was Mrs. Ed. Hamilton. "The Bride of the Mount" is a Public Ledger—adv.

Women's Tweed Suits \$12.75 to \$27.50

Between these very moderate prices there are all sorts of delightful suits in the lovely colorings so fashionable this Spring—lilac, Copenhagen, rose, strawberry, tan, reindeer, mist and various smart herringbone mixtures.

\$12.75 for two-tone tan suits with four patch pockets on the unlined jackets.

\$15 for belted tweed suits with silk-lined jackets and for cape suits in tan, lilac and Copenhagen.

\$23.50 and \$25 for plain-tailored tweed suits in a great variety of colorings and models.

\$27.50 for three-piece suits—jacket, skirt and knickerbockers, of green, gray and brown mixed checks.

(Market)



\$25

\$27.50

Fringed Tweed Skirts—\$3.75

Pretty brown or blue mixed tweeds, made with fringe edging the belt and skirt, and showing the "overlap side" effect. Plain tweed skirts in tan, rose, Copenhagen blue and grayish mixture are fine to wear with sweaters. \$3.75.

(Market)

French Slip-on Gloves for Women \$1.85 Pair

White, tan, brown and black, made with Paris-point stitched backs and 6-inch cuffs.

Long Gloves Are the Fashion of the moment and the Down Stairs Store is well supplied for Spring-time needs. Prices are low, too!

White French lambskin gloves, 12-button length, \$3.75 pair; 16-button length, \$4.50 pair.

Black, tan or brown lambskin gloves, 12-button length, \$4 pair; 16-button length, \$5 pair.

(Central)

24-inch Pearl Bead Necklaces Special at \$2

Strings of graduated pearl beads, in the deep cream or white, are finished with 10-karat gold clasps. All 24 inches long and evenly graduated.

(Central)

Spring Blouses, \$2.50—Like a Bouquet of Sweet Peas

Dotted voiles, pin-checked voiles, striped voiles, white voiles and dimities are made in more pretty ways than one would think possible. Some have checked gingham collars and cuffs. White blouses have colored frills, colored ones have white frills. Dimity blouses have long roll collars and cuffs of fine with quite a bold plaid.

Surely in this collection there's a blouse to harmonize with every Spring suit.

Extra-Size Dimity Waists, \$2.50

The roll collar and cuffs are bound with pink or blue, and the blouse is in sizes 48 to 54.

(Market)

AIRY SILK MALINE, SPECIAL, 20c YARD; in black, navy, brown, creamy tan, Harding Blue, sorrento, cherry, red and white. 27 inches wide.

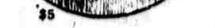
(Central)

Here's Cheery Color—300 New Hats, \$5

There is a beautiful silvery luster over some of the straws and silks, and it is particularly pretty on the brightly colored little toques that Fashion is wearing.

Small or Medium Hats are to the fore, and the comfortable medium-sized hat has come into its own. Trimmings are varied and pretty—ostrich, perky ribbons, fruit, flowers; in fact, anything to make them delightful.

All at \$5



\$5

(Market)

Girls' Spring Coats, \$6.75 Junior Girls' Capes, \$10.75

Both of these are sketched and they are extra good for the money. The little girls coat is of homespun tweed in Copenhagen or tan, full lined. Sizes 6 to 10 years, \$6.75.

The cape is cut full and long and is in tan or Copenhagen, button trimmed. Sizes 14 and 16, \$10.75.

Other interesting new capes for juniors are \$12 to \$25.

New Taffeta Frocks \$11.25, \$13.50 to \$16.50

Gaily ruffled, they're as Springy as you please. Some show bright touches of hand-embroidery or a bit of ribbon. In brown, navy, Copenhagen and henna. Sizes 8 to 14 years.

New Shirtwaists

Of white lawn and voile or of chambray and gingham in maize, green and pink. All very dainty and fresh with simple stitchery or frills for trimming. Sizes 8 to 14 at \$1, \$1.50 to \$3.

For 6-Year-Olds

Dear little capes and coats of checked velours, plain velour, flannel, homespun and Spring coatings in strawberry, Copenhagen and tan. Prices start at \$3 for a cape and go to \$13.50 for a coat.

(Market)



\$10.75

\$6.75

Charming New Spring Capes, \$10—Special for Women and Young Women

Velour capes, charming ones, in the becoming shade of tan so fashionable this season, are stitched with self or contrasting color. Tweed capes, long and flowing, are in lilac, rose and Copenhagen.

Reversible Sports Capes, \$15

Tan, faced with bright green and bound with silk braid. Also herringbone tweeds. Very smart, indeed. Others, with big gray plaids on the inside or outside, are \$25.

Polo Coats and Sports Coats \$18.75, \$25, \$30

Full of Spring and youth, these coats are cut on tailored lines with slot pockets, belts and mannish collars. They're in tan, lilac, reindeer and gray mixtures, some in herringbone weave.

Dolmans Start at \$15

for one of navy blue tricotine lined throughout with silk. At \$25 there is the dolman of velour which is sketched. It is silk lined and quite elaborately embroidered on the sleeves and back. In reindeer, mahogany and Sorrento. Other beautiful Spring dolmans and capes at \$37.50 to \$95.

(Market)

March Sales on the Central Aisle

Women's "tweed" stockings of silk and fiber, very slightly imperfect, \$1.

Shirtwaists in nine new, gay styles, including gingham and dimity, \$1.85.

Spring hats trimmed in many different ways, \$3.85.

Women's black cotton stockings with reinforced soles, first quality, 15c.

All-wool slip-on sweaters in "block" effect, seven colors, \$1.85.

Aprons of cretonne and dotted percale, 85c.

Petticoats of silk jersey and changeable taffeta, \$3.85.

Envelope chemises with embroidery or lace, \$1.

Brief Cases, \$5

It has been years since such brief cases have been available for \$5. These are of good, heavy cowhide, perfect in every way. They have two pockets, a long steel bar across the top and a bag handle with straps all around and an extension lock. 15 and 16 inch sizes in dark brown or black.

(Central)

Boys' All-Wool Two-Trouser Suits, \$10.75

All-wool chevots in gray and brown mixtures, some in indefinite checked patterns. Coats have plain fronts, patch pockets and inverted pleats in back and are fully lined with mohair. Both pairs of trousers are lined throughout. Sizes 7 to 17 years. Just 55 suits.

(Gallery, Market)

The Right Spring Footwear for All the Family Thoroughly Good Shoes at Low Prices

Women's Low Shoes at \$5

Never, even before the war, have we had better shoes at \$5. A certain manufacturer has worked with us a long while to perfect lasts and workmanship at lower costs. None but good, durable leather is used. Altogether they are low shoes that any woman might be proud to wear.

Oxfords are of medium tan leather or black leather. They have medium, low and flat heels. One has a soft composition golf sole with tread. (Imagine that at \$5!) The others have welted soles of leather outlined with white stitching.

Pumps are the new low-heel, one-strap, plain-vamp style that promises to be so fashionable (and as comfortable as it is fashionable!) One is of light tan leather and another combines pearl-gray with tan.

800 Pair of Women's and Girls' Lace Shoes at \$2

The walking shoes for March! Low and medium heels, solid welted soles and the comfortable, good-looking lines that women like. Even the most conservative estimate grants that these shoes are half price. Some have rubber heels. All sizes in black or tan leathers. (Not in every style, of course.)

(Chestrut)

Girls' Shoes, \$2.90

Black and tan shoes of sturdy quality are in sizes 6 to 2. They have square tips, thick soles, low heels and they lace high.

(Chestrut)

Boys' Shoes, \$2.90

Sizes 10 to 13½ in shoes for hard wear. Reliable welted soles like these are rare in low-priced shoes. Of tan and black leather of quality to match.

(Gallery, Market)

Men's Oxfords, \$4.50

Four styles of dark tan and mahogany leathers. Two are the perforated styles that young men like. These have rubber heels. Others are the more conservative oxfords with straight tips. One style is of kidskin. They have welted soles.

(Gallery, Market)

The Most Popular Sports Oxfords of the Season \$6.25

The style is sketched, but to appreciate the quality of the leather you must feel it for yourself. It is about the best-looking oxford in five years and the best value. You may choose a combination of smoked elk-skin with mahogany or ruddy tan with brown. Both have corrugated rubber soles and heels.



\$6.25

6 Styles of Women's Oxfords, \$6.50

Black grained leather, black calfskin, mahogany and medium tan calfskin in styles with applied wing or straight tips, carefully welted soles and low or medium heels. These oxfords have an air that only genuine quality gives.

Plain Vamp Oxfords at \$7.25

are of tan or black calfskin, well cut, with very low heels and welted soles.

(Chestrut)