

A Spring Trade Chorus: WANAMAKER'S

Various, important, interesting and profitable to our Public are the statements about the store, the goods, the prices, printed in the news of today. Note carefully the classification of special offerings.

First. The store at large presents numerous items, including several very important and attractive bargains.

Second. The Under-Price Store, in which every offering advertised is a very special bargain, of the sorts that are exceptional and peculiar to this business.

The Store at Large

The metaphor of the double team—stale, perhaps trite—fits. Regular merchandise and regular bargains. The coming and going seasons are reflected with the certainty of natural process in our merchandise for the person—man, woman, child—and the home—town house, apartment, Summer cottage. Standard staples and passing novelties fill the house with our globe-trotters' trophies in merchandise. But remember that all the stocks are emphasized with the price-advantage that comes from contact of consumer and producer through the Wanamaker magnetism.

Hence the Basement does not hold all the bargains.



Seven Hundred SILK DRESSES

Facts, Exact and Extraordinary

They are all new—made within two weeks.

It came about thus: A great costume manufacturer, of international fame, had too many dresses—very much too many. Not being a silk merchant he couldn't sell them. May has been cool—Spring backward. Dresses at our prices—your prices—solved his case. They're on sale today. That's all the argument. You, our great Dress and Cloak constituency, gave us the power. The price-victory is with the seven hundred that will take them.

At the head of this "news" is a picture that was composed from the actual dresses. They are made from recent Paris models exclusively, by silk dress tailors. Details are pretty and perfect; a limited number are in the Tyrolean Bretelle styles.

The materials are varied—stripes, checks, dots, fancy shots, iridescent colors. You'd pay more for making alone, or material alone. The price for the choice is

\$10.75

Intelligent women need no more information upon this topic.

Second floor, Broadway.

A Sale For All Who Need Good SHOES

A Sale that puts no price-penalty on good looks and honest shoemaking. Most of the shoes have been specially made up for us, when regular orders fell off in the factories. We had picked the leathers and styles, and accepted deliveries at the convenience of the manufacturers. They were glad to make big concessions—though the shoes are epic-span-new, and size-ranges complete.

Other groups are composed of odd lots of shoes that have accumulated in our own stocks, and are now marked at half price. Then there are certain lots that were purchased from manufacturers at much below regular prices. All are sold with the WANAMAKER guarantee of good service. Quantities are large as the selling starts; but those who come early will have many advantages, of course. The items follow:

Men's Low Shoes

At \$1.20 a Pair.

Kid and calf Oxfords; welted soles, medium toes. \$2.50 quality—a great chance.

At \$1.90 a Pair.

Equal to most \$3 shoes—better than any \$2.50 grade we can find.

Patent calf Blucher Oxfords, pointed toes; tan Russia leather Blucher Oxfords; welted soles; yellow calfskin Oxfords, smooth and fine; black kid Blucher Oxfords, full toes with tips.

At \$2.40 a Pair.

Some small lots of Men's Oxfords, that sold at \$3, \$2.90 and \$5 a pair. Sizes are not complete.

At \$1 a Pair.

White canvas Oxfords, with heavy rubber soles, sewed on. Shapely, durable and correct shoes for boating and seashore. All sizes, 6 to 10.

Children's Shoes

At \$1.40 a pair—This for girls' sizes 11 to 2. Patent leather, vamp cloth top Button Shoes. All sizes in this lot—\$1.20 to \$1.30, worth \$1.50; 11 to 2, \$1.40, worth \$2; 2½ to 4, \$1.80, worth \$2.50. Fourth avenue.

Women's Low Shoes

At \$1 a Pair.

Worth \$2 and \$2.50; but sizes are broken—mostly small. Splendid value if your size is here.

At \$1.20 a Pair.

Black kidskin Oxford Ties, with kid tips; sewed soles of oak-tanned leather. Equal to \$2 shoes in every way.

At \$1.75 a Pair.

Half price for high-grade Oxfords, including patent kid Oxfords with turned soles and Cuban heels; champagne kid Ribbon Ties, with Cuban heels; patent calf and tan kid, welted-sole Oxfords; kid Oxfords with Louis heels. Regular prices were \$3 to \$5—but sizes are broken, or widths are narrow in the higher grades.

Boys' Shoes

At \$1.50 a Pair.

Sturdy box calf lace, with heavy soles of oak leather; sizes 1 to 5½.

At \$2 a Pair.

Tan calf Blucher Oxfords; patent leather, tan, calf, black kid and box calf Lace Shoes; welted and stitched soles; widths to fit all feet and all sizes, 1 to 5½.

Covert Cloth Jackets

They are in the popular Spring mixed drab color. Made in the 22-inch length, corset-fitting, strapped gore style. They started the season at \$22. But this offering is new and did not start with the season. They have caused a price-battle and a maker's defeat. Thus you can buy them to-day at

\$6.75 Each

Our stock and the maker's combined will number about two hundred and fifty. This is the end. There'll be no more.

Second floor.

Men's UNDERWEAR and HALF-HOSE

Good, well-made, seasonable, attractive sorts, quite inexpensive in price:

Men's Underwear.

At 25c each—Eccu cotton open-mesh Shirts; white gauze cotton Shirts; eccu cotton Shirts or Drawers; white ribbed cotton Shirts.

White Jean Drawers with string ties. At 37½c each—Eccu cotton Shirts or Drawers, light weight, fine gage.

At 50c each—White ribbed lisle thread Shirts or Drawers; white English gauze cotton Shirts; American-made white gauze cotton Drawers, with double seats; French balbriggan Shirts or Drawers.

At \$1 each—English lisle thread and gauze cotton Shirts or Drawers; German open-mesh cotton Shirts or Drawers; French merino or white gauze lisle thread Shirts or Drawers.

Ninth street.

Men's Half-Hose.

At 12½c a pair—Of fast black cotton or tan cotton; fine gage, light weight. Basement.

At 15c a pair—Plain black cotton; with unbleached feet or split soles; others striped; also of imported fast black cotton, with embroidered fronts or side-clocks. Tan lisle thread, striped. Navy or cadet blue or tan cotton, with white polka-dots.

At 25c a pair—Of imported black lisle thread, plain, or with lace clocks or all-over openwork. Black cotton, with white or colored embroidered fronts; all-black, or black with unbleached feet.

At 37½c a pair—Of German lisle thread, cadet blue or tan, with embroidered fronts, tan, openwork with side-clocks; navy blue, with white figures all over; tan, gray or blue, in changeable effects. Ninth street.

SILK PETTICOATS

\$6.75, Worth \$8 to \$9.

Exceedingly fine taffeta, brilliant, rustling, and strong, in rich and radiant colors. Light or dark shades, changeable combinations and black.

Broad and full with just the correct flare. In two strikingly handsome styles. Both with deep graduated accordion-plaited flounce, with full ruche, silk foundation and dust ruffle.

At \$6.75, Worth \$8 to \$9.

An exceptional offering.

Rotunda Balcony.

A Gala Array of Summer RIBBONS

First of all, we've gathered a superb collection of exactly the Ribbons most sought for this Summer. After securing patterns and colorings most desired, we placed orders for quantities that brought prices down to a point unmatched in lowness this season, anywhere else. You'll realize this the moment you see the Ribbons:

Flowered Ribbons.

3½ inches wide, at 22c a yard.
3½ and 4 inches wide, at 25c a yard.
4½ inches wide, at 30c a yard.
4½ inches wide, at 35c a yard.
5½ and 6½ inches wide, at 40c a yard.
7 inches wide, at 50c a yard.

Black Taffeta Sash Ribbons.

6½ inches wide, at 35c a yard.

Satin Taffeta Sash Ribbons.

6½ inches wide, in light blue, mals, pink and cream, at 40c a yard.
Same Ribbons, 7½ inches wide, in white, light blue, cream and pink, at 50c a yard. Tenth street.

Taffeta Ribbons.

3½ inches wide, in white, cream, light blue, pink, cardinal and black, at 15c a yard. Basement Store.

Three Fine Offerings in SILKS

First is a lot of 36-inch Domestic Pongee Silks, in the attractive linen color, now so desirable for coats and dresses. The fabric is absolutely all-silk and washable. Regular 75c quality, at 55c a yard.

Another offering presents heavy, all-silk Crash, 24 inches wide, for coats, walking suits and shirt-waists, in plain white, pongee color, brown, Delft blue, reseda, champagne and black. These silks are closely and firmly woven, and as serviceable as they are handsome. Regular \$1.25 quality, now at 75c a yard.

The third and largest group is composed of a handsome collection of \$1 Shirt-Waist Silks, at 75c a yard. They include 19 and 20-inch fancy taffetas, Louisines and other novelty Shirt-Waist Silks, in many different patterns and color-combinations.

The assortment also includes black-and-white Louisine in shepherd's checks and jacquard figures. Regular \$1 silks, at 75c a yard. Rotunda.

Trimmed Hats at Half Price

Nearly every good Spring and Summer Style is here expressed. Two hundred and fifty stylish hats and just as many kinds as there are hats. Each individual and different in color, in shape, in make.

There were some slight signs of handling, but those have been repaired.

\$5 to \$15 Each, Were \$10 to \$30

Millinery Salon, Second floor.

The UNDER-PRICE STORE, Basement

Some expansion of our Basement space is possible by the approaching completion of our new South Building. Hence we are enabled to reconstruct our UNDER-PRICE STORE upon the lines that existed before building operations compelled contraction of salesrooms. The great audience that formerly filled our Basement will now and in the future find a larger number and greater variety of attractions than ever before. Today's offerings will give the keynote of present and prospective interest. They are logical. The vast trade of our expanding nation creates exceptional incidents. It is our specialty to find and to use them.

Woolen Walking Skirts Three Dollars

Four hundred.

Cheviots and cassimeres of this season's late tweed and homespun styles.

Formed upon the latest models.

Just a little arithmetic will show to even slow-going minds the price-advantage of this peculiar offering. You cannot make a skirt with less than 3½ yards of 54-inch cloth. The lowest cloths in this lot are worth 75 cents a yard.

3½ yards Fancy Cheviot, 75c.....\$2.63
Making and Trimming.....\$3.00

Total.....\$5.63

Many are worth much more—some \$9. They were marked \$4 for a bargain in the regular store, but just to emphasize the day they go to the Under-Price Store at

Three Dollars

They will not linger.

Basement.

Fifty Cents Each Trophies in Men's Fancy Shirts

Only 1740 Shirts in this offering. Therefore, the filling of mail orders is very doubtful.

1140 shirts of this lot bear a well-known trade-mark. They have retailed in this market at \$1 and \$1.50. Patterns of material are varied, numerous, elegant, and not a poor style in the lot.

Six hundred shirts of this lot bear our own trade-mark, and are the best we have ever produced to sell directly at fifty cents.

Sizes 14 to 17-inch neck.

All plain negligee, with one pair of separate cuffs to each shirt. Basement.

A Sale of Women's Extra-Size Underwear

It is very seldom that stout women—women who require Underwear in extra-size—have a chance to get underwear at reductions like these.

Fine materials, with lace or embroidery trimming.

The lot is very slightly soiled—but that sole fault inflicts these price penalties:

Corset Covers

At 35c, were 50c to 65c—Of cambric; three styles; square or round neck; trimmed with embroidery insertion and ribbon.

At 50c, were 75c to \$1—Of cambric; three styles.

At \$1, were \$1.50—Of lawn or cambric; elaborately trimmed.

Nightgowns

At \$1, were \$1.50 to \$1.75—Of muslin, cambric or nainsook; three styles.

At \$2.50, were \$2.25 and \$3.50—Of nainsook; three styles; long or short sleeves.

At \$3.50, were \$4.50—Of nainsook; three styles; elaborately trimmed with lace, embroidery and ribbon.

Drawers

At \$1, were \$1.50 to \$2.25—Of nainsook or muslin; three styles; trimmed with lace and ribbon. Basement.

Women's Knit Underwear

At Half Price

Lisle-finished white ribbed Vests; low necks, with narrow shoulder-straps, and crochet-trimmed fronts; at 12½c each, worth 25c.

White ribbed lisle thread Drawers; wide, knee-length, trimmed with embroidery, 25c, worth 50c. Basement.

Women's Stockings

At 25c, worth 50c

German lisle thread Stockings, in white or fast black, with openwork ankles, in neat new patterns. Splendid stockings to buy just when most wanted at half price—25c a pair. Basement.

\$2.75 Table Cloths, \$1.90

This offering embraces the purchase of some four hundred Table Cloths from a prominent manufacturer, at a big sacrifice.

They are a fine heavy quality of loom damask table linen, 70 inches wide by 3 yards long, with fancy drawn-work border.

Actually worth \$2.75 each; to-day, \$1.90. Basement.

Splendid Handkerchiefs

Much Reduced

Men's and Women's

\$1 a Dozen, worth \$1.50

Initial Handkerchiefs of sheer all-linen. All letters. Men's have machine embroidered initials; on the women's the initials are hand-embroidered. \$1 a dozen, worth \$1.50.

Men's \$1.50 a dozen, worth \$2.40.

Women's 85c a dozen, worth \$1.25.

Plain, linen hemstitched Handkerchiefs. With one-quarter inch hems only.

Women's and Children's

60c a Dozen, worth 75c

Fine, all-linen hemstitched handkerchiefs. Basement.

Children's Pique Reefers

And Three-quarter Length Coats

At \$1 to \$3.50, worth \$1.50 to \$5—Richly trimmed with embroidery insertions and ruffle of embroidery on cape and collars. Some Russian effects, prettily. Sizes for 1 to 4 years. Basement.

Children's Cloth Reefers

And Three-quarter Length Coats

At \$1.50 to \$5, worth \$2 to \$6.50—A large selection. Various colors and trimmings. Sizes for 2 to 5 years. Basement.

Well-wearing Corsets Reduced

At 50c, worth 85c—"Wanamaker Special" Corsets, of fine coutil; sizes 18 to 30. Ask for style 450.

At \$1, worth \$1.75—R. & G. Corsets, of white batiste; straight-front model; with supporters. Sizes 18 to 26.

At \$1.50, worth \$2.50—R. & G. Corsets, for long-waist figures. An attractive and comfortable model. Sizes 18 to 30. Basement.

Batiste and Dimity

At 25c a Yard, worth 40c and 50c

Our strong selling facilities won over one of the leading houses in New York, and they elected to give to us this splendid lot of batiste and dimity.

The quality is fine and sheer. Silk and cotton stripes—seven different stripes—run through the material, giving a most pleasing effect.

For waists and entire dresses this beautiful, soft, silky fabric is particularly desirable.

25c a yard, worth 40c and 50c.

Basement.

Blankets

\$2 a Pair, worth \$2.90

Seventy-five pairs of fine white Wool Blankets; five pounds. Red, blue and pink borders. Silk binding.

Very desirable for cool Summer nights—right in weight, right in comfort.

\$3 a pair, worth \$2.90.

Basement.

1200 Tray Cloths

17c Each, worth 25c

Splendid quality satin damask; spoke stitch; 18x37 in. Sold always at 25c each; now 17c each.

Formerly
A. T. Stewart & Co.

JOHN WANAMAKER

Broadway, Fourth Avenue,
Ninth and Tenth Streets