Confidence Lies at the Root of

Permanent Patronage

living, tangible testimony to the fact that our customers must have received entire satisfaction, both in Quality, Price and Service otherwise this business could not have developed to such gigantic proportions.

An Opportunity to Test the Best Cheese Made at 28% off Regular Price

We never apply the superlative degree term Best to any commodity unless it fully measures up to all the term implies.

This Coupon is Value for 5°

deemable at its face value when you purchase a can of Elk-

Not redeemable after May 29th, 1920.

Cut it out and present in any American Store. It is re-

of every clean business enterprise is always measured by this standard.

where we operate than any other business we know of.

Best Potatoes 1/3 Peck

Cut out the coupon below, and present in any American Store.

horn Kraft Cheese.

The very finest quality dry, mealy potatoes to be had-always buy by weight.

Public confidence spells success to every firm or individual that enjoys it,

This may seem a terse statement, but it is none the less true—the success

Our hundreds upon hundreds of wide-awake, bright, clean stores are visible,

We enjoy the confidence of more homes in the four States

ASCO ASCO

no further need of masquerading in her negly clothes.

The house was dark when Anne reached home. Her father was late Anne tied an apron on over her dress and hurried to get the simple meal ready. She always left everything so that it would take her only a short time to prepare the food, and she soon had the table set, and the meal prepared. She glanced at the clock, and with a start noticed that it was 6:30. Her father hadn't been it was 6:30. Her father hadn't been it was 6:30. Her father hadn't been to be a so late in a long time. Her hands were like loc with the nervous strain of knowing that she was about to confess the him, that she was about to confess the fact that she had been deceiving him, and that she intended to live her own life.

The minutes ticked on, and Anne real-minutes ticked on, and Anne real-

The minutes ticked on, and Anne realized that she ought to be getting back to the Carpenters in order to have time to dress. Suddenly she realized that she could postpone the issue, that she could leave a note for her father, explaining everything. That would at least give her tonight. No matter what came afterward, she would have that to remember.

with trembling fingers she pulled some paper out of the old desk in the dining room and found a pencil. She wrote quickly and propped the folded note on the table before his glass. She left a light burning, and with hurrying feet was out of the house and closed the door behind her. Her footsteps down the street sounded loud in her ears, and her heart beat fast. Once out of sight of the house she drew a long breath. She was safe now, her father came from the other direction on his way home from work. The sense of freedom was so great, so cestatic that it was almost rain.

Once in Geraldine's boudoir the two women were alone.

Geraldine whirled about on the low chair where she was sitting before her dressing table, and flung out the one

"Well?"
"He didn't come home, so I left a note for him." Anne explained breathlessly. Geraldine considered. "Well, perhaps it's better so," she said after a minute. "I want you to have a good time tonight, Now go into my dressing room, Marie has laid your things out there. O. Anne." as the girl moved mechanically

Of Life

By HAZEL DETO BATCHELOR
(Coggright, 1936, by Public Ledow Co.)

Anne Carter inherited love of beauty and a certain sweet acquisescence from her mother. Did she inherit mough of her father's will to offeet this yielding in her nature. All of her life she had submitted to her spirit resolutes watti the time when he estected a mate for her, when her spirit resolutes watti the time when he estected a mate for her, when her spirit resolutes came into the givit life, and enter that he intended to tell her father that he intended to the life her own life, and Anne finally resoluted to do this.

A Tesdy to go home, the house was beginning to breathe a festive atmosphere. The rooms were all lighted, and some of the sucets were expected on the train that reached Greenville at 5:40. Edward Carpenter had arrived earlier in the afternoon, and Geraldine was upostairs having her nails done by the competent Marie. Dinner was to be at 7:30. Anne wore the blue dress that she had worn all afternbon. Geraldine felt that she ought to do. this, that it she were going to announce to her father the father was further need of masquerading in her will be the was directly and with a last touch of her gilitaring black drapatch home. Her father was late. Anne who moved as if she were in a dream.

(TOMORROW THE DINNER)

BEAUTIFUL **FASCINATING** 

EYES

At all Department and Drug Stores

# PRETTY

# Best Pure Lard 16 92°

SWEET Corncan 121c Sugar corn of exceptional quality—sanitary tins.

ASCO

and failure to gain it means disaster.

Elkhorn American Cheddar

Kraft

-

Best Onions 1 9° Very mild, appetizing sliced in vinegar—unsurpas-sed as a side dish.

Sugar Beets Big 12c Sweet and tender, cook

American Stores Co.

ASCO

S

"Asco" Butter tumbler 13° Made in our own New Modern Plant

under the eye of an expert. We try to be modest, but without a doubt it is the best we ever sampled. You will say so

Mirosa Cakes \* 23°

Baked especially for this special sale. Very tasty, enjoyed by most every one. A very popular N. B. C. product.

The Purest of Pasteurized Cream Is the Answer for Louella Quality



Why pay 45c, 50c or 60c

Pennies count, watch

lips at 42c the pound.

Richland Butter 15 68°

'Gold Seal" Eggs carton 55°# Fresh Eggs doz 50°

Tender Peas.....can 14c

Celburn's Mustard ... can 20c New Rich Cheese ... lb. 35c

American Maid Catsup.bot.10c

Pride of Farm Catsup,bot.17c Table Sauces .... bot. 8c-15c Lea & Perrins' Sauce, bot. 27c

Candles . . . .

"ASCO" Blend (Our Very Best) Coffee ib 42° when you can get the Best Cup that ever passed your

India Relish bot. 15c
Sour Pickles big bot. 15c
Salad Dressing bot 15c
Salad Oil bot. 12c-27c Evaporated Super Cream ......can } 25c
It's Cream, not milk—
very rich. Contains at least
24% Butter-fat. Mazola Oil ... pt. can 35c Pure Olive Oil, ½-pt. can 40c Pure Olive Oil, pt. can 70c

"Asco" Ginger Ale......bot. } 12½c
Carbonated ready to drink—a little cracked ice and you will have the satisfying beverage supreme. Unmatch-



"ASCO" Blend (Our Very Best)

Teas 15 45°

Do not judge our Teas by the price but measure them by the quality. We

guarantee you better sat-isfaction than Teas being sold at Sixty and Eighty cents elsewhere.

We repeat our many times stated contention that Victor is truly-"the loaf without a fault." It is utterly impossible to make a better loaf of bread than Victor; whether viewed from the standpoint of quality or quantity it is in a class entirely by itself.

These Prices in All Our 160 Quality Meat Markets Finest Quality Meats Sold Only in Our Stores and 16 ozs. to Every Pound.

Rump or Steak is 37° Finest Steak is 42°

Milk Fed Chickens 15 45° Thick Rib Roast is 30° Lean Soup Meat is 15° Standing Rib Roast is 35°

Milk Fed Veal

Breast ..... lb. 22c Neck . . . . . . . lb. 25c Rack ...........lb. 30c Shoulders ...lb. 22c Rib Chops ... lb. 35c

Neck ......lb. 16c Wether Rack ......lb. 28c Mutton Shoulders ... lb. 25c Rib Chops ... lb. 35c Loin Chops . . lb. 45c

Loin Chops ...lb. 38c Stores Everywhere in Philadelphia and Throughout Pennsyl-

vania, New Jersey, Maryland and Delaware ASCO ASCO ASCO ASCO WANAMAKER'S

WANAMAKER'S

# Wanamaker's Down Stairs Store Has a Great Part in the Sweeping Twenty Per Cent Deduction Sale

Every day is telling in the scale of economy and lower prices! This great movement of the Founder's is like a Liberty Bell of economy and lower prices, whose echoes are reverberating throughout the nation—and

the bell is still ringing! Every one who buys \$1 worth of merchandise for 80c is having a part in the splendid movement—helping the cause as well as saving money.

Fresh New Summery Merchandise

coming in each day is being marked at the regular low rate of profit, for Wanamaker's never has and never will mark up goods in order to mark them down. That was one of the principles of business which the Founder changed when he started this business on a plan of utmost fairness to the customer.

#### The 20 Per Cent Is Deducted

from the marked price at the time of purchase, so that often one gets the double advantage of a sale price and the additional 20% off.

# Among Women's Wash Frocks:

The 20% Deduction Taken From the Special Prices Makes It Well Worth While to Buy Three or Four at a Time!

And women are doing it. They, knowing the values of the materials alone, and the added cost of making, realize what they are saving in so Voile dresses begin at \$5, which the

20 per cent brings down to \$4. Gingham and voiles and other tub frocks in many pretty styles are \$6.25, \$7.50 and so on up to \$15-really \$12 with the deduction.

Silk Dresses Are \$15 to \$25

Various styles in taffeta, satin, foulard, Georgette, etc., are here a-plenty, but, of course, the best choosing is in the morning, as, judging by the way women are taking advantage of these splendid values, they will not last long. although the quantity is large.

# Sheer White Voile 65c a Yard

A soft, fine quality suitable for women's blouses and frocks and for the kiddies' frocks is 44 inches wide. And there is 20 per cent taken from

this price!

# Children's Sturdy Drawers at 40c

(with 20 per cent taken from this price) are of white muslin with tucks for trimming; sizes 2 to 12 years.

Two-piece pajamas in white, pink and blue, sizes 4 to 12 years, are \$2 to

One-piece pajamas of white muslin, 2 to 12 years, are \$1.25 to \$2.

# Light Topless Corsets

Of pink coutil or soft mesh material, they have elastic insets at the top and good hose supporters. \$3.50, less the 20 per cent deduc-

Adora Corsets, \$2.50 to \$7.50

are sold only in the Down Stairs Store at Wanamaker's, and are in many styles for all figures from the slight to the very stout.

#### Women's Fashionable Footwear, \$6.90 to \$9.90 a Pair Instep Ties Plain Pumps One-Eyelet Ties

Brown or black calfskin and black patent leather to choose from! The shoes have baby French or high heels and the soles are turned or welted.

The 20 per cent deduction makes the originally low prices lower still: \$5.52 to \$7.92 a pair!

Low Shoes for the Kiddies Sizes 81/2 to 2 \$3.75 to \$5.50 a Pair

Oxford ties are of tan, dull black or patent leather and strap pumps are of patent or dull black leather. 20 per cent deducted at time of

purchase.

# Women Find the Coat Store a Fine Place to Take Advantage of the 20 Per Cent Deduction

for prices are already low and there is an assortment of fashionable styles. The smart, short sports coats are well represented-almost every imaginable shade and about all the seasonable materials.

All the girls and women in the younger set are wearing them and every woman wants at least one coat of this type

\$15 to \$40

150 Gleaming White

Tub Skirts Special at \$4.75

Well tailored, attractive skirts of Venetian (or wash satin, as it is quite often called) have good-looking pockets and belts and are nicely finished.

Ordinarily, these would be marked much more, but this is a special lot, The 20 per cent deduction makes the price \$3.80—think of it!

(Market)

# Printed Georgette Crepe, \$2 a Yard

A good quality in grounds of black, turquoise blue, white or tan is printed with the large floral designs that are so attractive. 40 inches wide.

#### Georgette Crepe in Plain Colors, \$2.50 a Yard

40 inches wide, it is in navy blue, tan, orchid, white, flesh, rose and Nile

There is the usual 20 per cent deduction on these.

(Central)

# To Keep Out the Little Pests-Plenty of Mosquito Netting

In white, gray or black, there are yards to a piece, 68 inches wide, splendid quality. \$2.25 a piece.

When one saves 20 per cent on standard essentials like mosquito netting, one realizes more than ever the benefit of this movement of the Founder's.

Summer Door Curtains of lustrous madras in various colors

are quite new and pretty. They are 27 inches wide and 2 3-8 yards long. \$9 and \$11 a pair.

85c Chair Cushions Shaped to fit the chair seat, they are covered with durable cretonnes and are

(Central)

# Lovely New Flouncings!

They go out so quickly that it's hard to keep a supply of them for women who want to start their Summer frocks now.

Accordion-Pleated Voile Flouncing

In white, flesh-pink, orchid, tan and Nile green, 38 inches wide. It is \$2 a yard for the plain and \$2.50 for the tucked.

The plain voile flouncing to match in the same shades is 80c a yard; 40 inches wide.

#### Ruffled Organdie Flouncing

In white, flesh, pink, Nile green, maize, Copenhagen blue and orchid, 40 inches wide, at \$2 and \$2.75 a yard. 20 per cent deducted from these

All Shirts & Ties All Socks & Underwear All Pajamas & Nightgowns All Tailoring Fabrics to measure 33½% Off

of

OneThird Off

EVERY article of merchandise in our

Store is genuine—every-

body knows it is and no

The offer applies

without partiality to

one questions it.

**All Suits** 

**All Overcoats** 

**All Raincoats** 

All Straw Hats

No charges. No exchanges. Sale to end without notice. Alterations, if necessary, charged for.

William H. Wanamaker 1217-19 Chestnut Street