

98th ANNIVERSARY SALE

TO CELEBRATE
the founding of **The Hager Store** in 1821



Unusual Economies In This Great Selling Event Starting Next Saturday For Two Weeks

May we be indulged in expressing just price of having enjoyed public confidence for ninety-eight consecutive years.

Old in years this store is, old in the finest merchandising tradition and experience, old in people's confidence, buy young in spirit and vision, young in industry and ambition, young in faith in the future, and determined to serve the good folk of Lancaster county well and faithfully.

The satisfaction of each and every customer is the building material used to enlarge our business. With each sale, we set up the equivalent of a "protectorate" over the merchandise, to make sure that your expectations are fulfilled to the letter.

This sale will be typical of the House of Hager—backed by years of traditional accomplishments—an event that fittingly celebrates

the achievement of an institution identified with the interests of Lancaster all these years.

Months of untiring endeavor and most careful preparation by our competent corps of buyers have been put into this notable sale and we have had the willing co-operation of our many friends among the manufacturers who have done business with Hager's for many years.

Remember, no comparative prices are quoted in Hager advertising—we discontinued that method a long time ago. You will often find former regular prices quoted, but you may always depend on their genuineness.

If you live within a day's journey of Lancaster, come, because this is pre-eminently the retailing event of the whole year; a merchandising occasion of great proportion and vast helpfulness.

Mens Furnishings Very Attractively Priced In Anniversary Sale

- SILK FRONT SHIRTS**
Carefully made madras shirts, with beautiful silk fronts and silk cuffs that match perfectly with the madras body. Ideal for warm days when the waist-coat will be discarded.
One of the best values we have ever offered.
Special.....\$1.98
- GOOD PERCALE SHIRTS**
Real winners in this showing. Excellent grade percales that will launder like a handkerchief. Attractive stripe patterns, full large sizes.
Special.....85c
- ATHLETIC UNION SUITS**
A worth while special, and just at a time when you are thinking of cool underwear. Excellent quality check nainsook, nicely finished. A very superior value at.....98c
- MERCERIZED COTTON HOSE**
Excellent hose in medium light weight for wear right now. Double toe and heel, in blue, black and gray. Special, 5 pairs.....98c
- BOYS' ATHLETIC UNION SUITS**
Shepherd athletic union suits, with trouser seat. Splendid grade nainsook. Mothers of boys should take advantage of this special.....98c

Womens Silk Gloves Very Exceptional Values

WOMEN'S EXTRA FINE QUALITY PURE SILK GLOVES, Milanese weave. Double finger tips, guaranteed. Paris point and heavy 3-row silk. Two-clasp; colors white, pongee, gray and black; self and white embroidered. Special.....98c

Childrens Dresses

Very pretty Gingham Dresses, in sizes 2 to 6 years. Materials are excellent quality ginghams and chambrays, trimmed with contrasting collars and cuffs; many styles to select from.....\$1.28

Carpet Sweepers

Good dependable carpet sweepers—these are strongly made, nicely finished, and will do the same work that a high priced sweeper will do. Special at.....\$1.19

Congoleum

This splendid floor covering is hard wearing, and dependable; all choice patterns, very clean looking. During Anniversary, sq. yd.....55c

Womens Pure Linen Handkerchiefs

Women's pure linen hemstitched handkerchiefs with one corner embroidered in white and colors. Large assortment of designs. 3 for.....25c

Mull and Fine Cambric Handkerchiefs

Women's fine mull and cambric handkerchiefs in white and colors. Hemstitched and roll hems, white and colored hand and machine embroidery.....59c

Two Anniversary Silk Specials

White Habutai, good heavy quality for lining dresses. 36 in. wide. Regularly \$1.25, special.....98c

BLACK WATER-PROOF SILK; fast color, does not rub off. Used for waists and dresses. 27 in. wide. Regularly priced \$1.25, special.....98c

Sale of Womens Coats & Capes

A special purchase of coats and caps, regular and extra sizes. Material is fine serge and poplin; coats in regular sizes only.
Colors navy, tan and open in coats and capes. You will find many unusual values in this grouping. Special at.....\$14.98

Special Purchase Fine Silk Dresses

In Taffeta, Satin, Georgette and combination of georgette and silk. Colors navy, open, tan, gray and henna.
The newest summer styles in overskirt and draped effects. More than 25 different styles in this large assortment for this event.....\$17.98

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| Gingham Dresses
Popular adjustable styles and straight line dresses. Very good quality gingham in checks, stripes and plain colors. Full width skirt, with deep hem; regular Hager quality.....\$2.69 | Childrens Coats
Smart style coats, belted, two pockets; materials cloth and silk in colors tan, navy and open.
These are splendid coats for girls 6 to 14 years, and are all reduced from much higher priced lines.....\$7.98 |
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Mens' and Young Men's Suits Qualities Fine--Values Typical

These suits are taken from our regular stocks of new Spring Suits, that are sold regularly at \$28.00, \$30.00 and \$32.00. Models are one and two button waist line in single and double breasted effects; one and two button high waist line, slant front models, and 3 and 4 button conservative models. Materials are blue flannels in plain and stripes, scotch mixtures, finished and unfinished worsteds, in oxfords and fancies and blue serges.....\$24.98

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| Boys Serge Suits
BLUE SERGE NORFOLK SUITS , sizes 8 to 18 years. Waist line, removable belt, slant pockets; lined trousers; strictly all-wool and fast color. Reduced from \$10.00, Special.....\$7.98 | Boys Play Suits
BOYS' ROUGH AND TUMBLE SUITS , sizes 2 to 8 years. The economical play suit; light and dark blue denim, also dark blue and white stripes. A one piece suit made with attractive trimmings of white cotton braid; 3 patch pockets; opens in back.....98c |
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A Farmers Account Book Free to Our County Friends

We have secured a quantity of Farmer's account books that we are going to distribute to our farmer friends who call during the Anniversary. This book will make the book-keeping of the farmer simple, in fact, any school child can keep the farm books with one of these. Free to you, if you ask in our Clothing Department.

Womens Radmoor Silk Hose

Women's Radmoor Pure Thread Silk Hose, full-fashioned with lisle garter tops, high spliced heels and double soles. Comes in white and black. Good regulars of \$1.75 and \$2.00 quality. Special.....98c

Boot Silk Hose

Women's Odd Sizes, Pure Thread Silk Hose (Wayne Knit), full regular made, lisle tops and soles. Irregulars of \$2.00 quality. Special.....63c

Womens Cotton Vests

Women's Fine Cotton Vests, all first quality, comes in low neck, no sleeves. Also v-shaped neck. Also, bodice styles with tape shoulder straps, white and pink. Special 4 for.....98c

Cotton Union Suits

Women's Cotton Union Suits, come in low neck, no sleeves, hand and crocheted trimmed tops, lace and tight fitting knee, regular and extra sizes in some styles. Regular 65c quality. 2 for.....98c

Womens Strap Pumps

Women's Very Stylish Strap Pumps or dull kid, turned soles, Louis heels. This is a splendid pump for Spring, and is sold by us regularly at \$2.79. Special at.....\$2.79

Nu Buck Oxfords

Beautiful White NuBuck Oxfords, English last, long vamp pattern, straight tip, Military heel. This oxford is sold regularly at \$7.....\$5.98

Envelope Chemise and Gowns

Beautiful Envelope Chemise in fine nain sook, empire style, ribbon run through embroidery heading, self trimmed at neck. Also a style in pink batiste, lace trimmed, gathered at front, ribbon strap over shoulder.

Creme Gowns in Kimona Style, trimmed with torchion lace, very neat pattern in flesh and white. Also gowns in pink batiste, shirring stitched in blue, puffed sleeves. Special at.....98c

Anniversary Specials In Domestic, Linens, Cottons and Bedding

- Purchased Months Ago In Anticipation of This Event and Offered At Far Below Purchasing Prices**
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| HAND HUCK TOWELS , good absorbent quality; 18x34 in., 6 for.....\$1.10 | LADLASSIE CLOTH , the extra strong fabric for boys' and girls' school clothes, mighty good for long wearing house dresses. Also stripes, pink, blue, navy and gray, 27 in. wide. Our regular 35c quality, reduced to yd.....29c | FANCY TICKING
Mill lengths in fancy Ticking, excellent straw tick. Width 30 in., special yd.....29c | Tarrytown Bleached Sheets , 90x90 in., \$1.75 |
| HAND HUCK TOWELS , corded border; 18x36 in., 25 ea., 6 for.....\$1.50 | COLORED DIMITY , soft finish for lingerie; pink, blue, lavender; neat checks and stripes, fine weave; 27 in. wide, special, yard.....29c | SHEETING
Conestoga Unbleached Sheet-ing, Bleached Fruit of Loom Sheet-ing, Comfort Covering, Challies and Sateen. Bleached Muslin. All are priced for Anniversary Sale at Saving of 25 per cent. | PLAID SUMMER BLANKETS
Medium Weight Blankets for summer use, block plaid design in tan, blue and pink. Cut apart and bound singly 66x80 in., each.....98c |
| HEMSTITCHED HUCK TOWELS , special 35c. Plain borders 20x38 in. Good heavy quality. 6 for.....\$2.00 | ORGANDIE , printed checks and stripes; very attractive and stylish midsummer dress 32c | PILLOW CASES
Sergeant Pillow Cases 45x36 in., each.....25c
Empire Pillow Cases 45x36 in., each.....37c | WHITE PLISSE CREPE for Rompers and undergarments. Requires no ironing. 30 in. wide, yard.....29c |
| DAMASK TABLE CLOTHS
A collection of odd patterned cloths, consisting of hemstitched damask cloths, scalloped damask cloths. Also to be hemmed and already hemmed. Sizes 1 1/2 yds., 1 3/4 yds., 2 yds., and 2 1/2 yds. Special prices for sale \$1.25, \$1.50, \$2.00, \$2.50, \$3.00 and \$3.50 each. | PRINTED MADRAS SHIRT-ING , attractive colored stripes; foremen's shirts, shirtwaists, etc., 32 in. wide; our regular 35c quality reduced to.....28c | Rosedale Pillow Cases 42x36 in., each.....19c | WHITE POPLIN , extra fine firm weave, highly mercerized finish permanent width, 36 in., yard.....48c |
| ODD DAMASK NAPKINS
Heavy weave, 21x21 in. Special, dozen.....\$2.00 | FLESH PINK BATISTE for fine lingerie; a beautiful shade and of fine texture; 38 in. wide, yard.....32c | BOLSTER CASES
Raveloe Bolster Cases 42x72 in., each.....68c
Raveloe Bolster Cases 45x72 in., each.....72c | WHITE DIMITY , neat pin stripes and check also, cluster checks, fine weave, semi sheer. Width 27 in. yd.....25c |
| TURKISH FACE CLOTHS
50-dozen lot Turkish face cloths, many fancy colored borders. Special, white thist, 4 for.....20c | MILL LENGTHS TICKINGS
Strong Ticking 8-oz., Conestoga Feather Proof. Width 31 in. Special yd.....39c | BED SHEETS
Crescent Bleached Sheets, 72x90 in., each.....98c
Pavonia Bleached Sheets, 81x90 in., \$1.35
Regina Bleached Sheets, 81x90 in., \$1.50 | PAJAMA CHECKS , firm woven B. V. D. quality. For undergarments of all kinds, 36 in. wide, yd.....17c
WHITE PIQUE good weight, suitable for separate skirts, children's dresses, etc., 36 in., yard.....27c |
| ONE JASPER GINGHAMS
plain garbs, extra quality, 32 in. wide, yd.....65c | | | WHITE DRESS VOILES AND FLAXONS , showing neat cord, stripes and checks 32 to 36 in. wide. Our regular 50c quality reduced to.....39c |

ANNIVERSARY SALE OF TOILETS RIGOROUSLY LOW PRICE

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| SOAP
Pear's Glycerine Soap, cake.....13c | CREAMS
Witch Hazel Cold Cream.....20c |
| Cuticura Soap, 3 for.....25c | Hind's Honey Almond Cream.....40c |
| Woodbury's Facial Soap, cake.....18c | Cocoa Butter Cream.....36c |
| POWDERS
Bourjois Java Rice Powder.....38c | TOOTH PREPARATIONS
Luxor Face Powder.....40c |
| Djer-Kiss Talcum.....35c | Pebeco Tooth Powder.....37c |
| Mary Garden Talcum.....50c | F. E. L. Tooth Paste.....35c |
| TOOTH PREPARATIONS
Kolynos Tooth Paste.....22c | Outex Manicure Sets.....38c |
| FRENCH IVORY
Hair Brushes.....\$2.98 | Listerin, 3-oz.....18c |
| Comb & Brush Tray.....89c | Garden of Allah Toilet Water.....52c |
| Puff Boxes.....89c | |

THE HOUSEFURNISHING SECTION OFFERS VERY EXCEPTIONAL VALUES

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| CUT GLASS CANDY JARS , 1-pound size, with beautiful floral designs. Crystal amber and rose colors.....98c | FRUIT BOWLS , large size, with fine floral cut.....98c |
| SUGAR AND CREAM SETS of several shapes and designs of floral cuttings, set.....98c | FLOWER VASES in assorted sizes and cuttings, each.....98c |
| CUPS AND SAUCERS , best white porcelain, large & medium sizes, 6 for.....98c | DINNER PLATES , best white porcelain, 12 for.....98c |
| PANTRY SETS , 4 pieces jappaned tin, set.....98c | |

LIP SAUCE PAN, 3-qt., size and PRESERVING KETTLE, 4-qt. size each ENAMEL VICTORY KETTLES, with enamel covers, 4-qt. size.....98c

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| ENAMEL VICTORY KETTLES , with enamel covers, 6-qt. size.....98c | ENAMEL WATER PAILS , 10 and 12-qt. size.....98c |
| ENAMEL DISH PANS , 14-qt. size.....98c | ONE GOOD FLOOR BROOM AND ONE LARGE WALL DUSTER.....98c |
| THREE WINDOW SCREENS , best ready-made kind, 18x33 in.....98c | |
- SAMPLE LINE OF LADY RUTH LACE FRONT CORSETS**
- This is the manufacturer's sample line of the famous Lady Ruth Corset models, that sell regularly right here in our department at prices \$3.00 to \$9.00.
- Beautiful pink silk broche, fine coutil, heavy coutil and batiste. All late fashionable models, made with tongue front, some have ventilating backs. These are the traveler's samples, and come in sizes 20, 23, 24, 25, 26, 27 and 28 only.
- Your choice, special.....\$1.98
- R. AND G. CORSETS**
- R. & G. fine quality of coutil, heavy boned; for average to stout figure. Medium low bust, long skirt. Sizes 22 to 30.

West King St.,

The HAGER STORE

Lancaster, Pa.