

75 Years Older Bigger, Better

In 1846 R. E. Fahnestock, the founder of this business, began his mercantile career, at the corner of North Queen and Orange Streets, in one half of the room now occupied by Gansman's Clothing Store. As his capital was very limited, so necessarily was his stock, but he worked hard and his trade and stock grew until at the end of the Civil War in 1865 he bought the old Coleman property belonging to the estate of James Evans, next to the Court House, which until now had been used as a residence. The first floor was converted into a store room to which he moved the following year. The upper floors were let for residence purposes and dental offices. In his new and larger quarters, business grew rapidly and prosperity attended his labors. Seven years later, in 1873, he built the handsome home at 432 N. Duke street, now owned and occupied by Mr. Paul Heine. In this mansion he lived until he passed to the larger life in 1895. Because of failing eyesight and hearing he decided in 1894 to retire from business, after completing a mercantile career of forty-eight years. Mr. Fahnestock was a successful business man as the term was understood in his day. It is almost impossible for this generation to realize the conditions thought necessary to carry on merchandising a half or even a quarter century ago. The hours were long. In Winter at 6:30 A. M., and while it was yet dark, the stores were open. In summer, on market mornings, (Wednesday and Saturday) five o'clock was the hour thought necessary to be ready for customers. Stores were open every evening of the year round till eight or nine o'clock and Saturdays often until eleven. Chapters could be written on the primitive methods of those days.

With the taking over of the business by the present firm in 1894, mercantile ideas, which had long been put up awaiting opportunity, were given birth and M. T. Garvin & Co. began a new kind of store governed by new principles and higher ethical standards. Those standards were thought by some to be too visionary and impractical for the times but we had faith in their integrity and that faith was justified. They worked.

Those principles are all well known to the older citizen of the community, but to the younger generation and the new resident, they need to be briefly told.

They are: Buying for Cash. Selling for Cash. No discounts to any one. One Price to All. Everything marked in plain figures. No trading stamps or gift schemes of any kind. Purchases exchanged or money cheerfully returned if customer desires. Our reputation back of every sale. Kind, courteous, helpful service to every customer which has made shopping here always a pleasant experience.

Twenty-seven years ago, when we acquired the old business and adopted our new methods, we also adopted a new name significant of the New Era upon which we were entering. That name was THE LEADER, as we believed this store because of its new policies, would lead the mercantile progress of this community and in that we were not mistaken. After a few years, when our faith had been vindicated and the name was no longer necessary, it was discontinued for economic reasons in advertising. But the leadership of this store in progressive methods has never passed, and the newest and best is ever being sought after and adopted into our system of public service in merchandising. And while we may be 75 years old, never in our history have our vision and ambitions been more young and keen than now, to grow in usefulness and service to the people of this community and Eastern Pennsylvania.

Twenty-seven years ago, when we took over the business, it occupied the first floor and a small room in the rear of the second floor of the one building next to the Court House and twelve clerks were sufficient to conduct its affairs. Today, three full buildings are required, covering from No. 29 to No. 37 East King Street and during busy seasons the number of assistants often reach more than 250.

Our Diamond Jubilee Celebration

The seventy-fifth Anniversary is always known as the DIAMOND JUBILEE, so we shall accept that name for the big celebration of our 75th birthday anniversary which begins Wednesday, September 21st, at 8 A. M., and lasts intensively for the following three weeks and interestingly for the next three months; the closing months of the Anniversary Year. The news of our Jubilee has reached foremost manufacturers and wholesalers of the Nation and they have gladly offered to co-operate in providing at a loss to themselves, many thousand dollars worth of special items of merchandise for this big celebration. If manufacturers and wholesalers are willing to lose money for our event, so should we be willing to do likewise. Therefore the Celebration, which begins Wednesday morning, will be the most stupendous in our history and indeed the history of the City. It will be our thanks-offering to the people of our community for three quarters of a Century of Friendship and Good-will.

Throughout our Diamond Jubilee Celebration, as indeed at all times, BUT ESPECIALLY NOW, the public are invited to roam through the store, enjoy the decorations and Fall display of New Merchandise and be at home, whether they desire to purchase or not. The store is yours, Come and Be Welcome.

M. T. Garvin & Co.

DIAMOND JUBILEE CELEBRATION

1846--75th Anniversary Sale of the Founding of Lancaster, Pa.--1921

THE GREAT SALE HAS BEGUN. Throughout the entire day there will be a continuous out-pouring of new offerings. Watch for them. Real economy means too much to let such opportunities pass.

The lots advertised are all large and have been secured from the original Wholesalers who have co-operated with us in this sale. Every lot advertised will remain on sale until all is sold. Mornings will be a good time to shop since new merchandise comes in each morning.

Store Closes Saturdays at 6 P. M.

M. T. GARVIN & CO.
29-37 East King St., LANCASTER, PA.

DIAMOND JUBILEE CELEBRATION

Here are a Few of the Merchandise on Sale Saturday

On Sale Saturday
Flannelette Petticoats 2 for 75c
Regular 75c to \$1.50 Values

White, grey and striped pink and blue flannelette Petticoats in long and short length; some extra size. Made with embroidered flounces. They are truly wonderful at 2 for 75c.
GARVIN'S SECOND FLOOR.

On Sale Saturday
Women's \$1.98 Flannelette Gowns at 75c

Made of good, heavy quality pink and blue Flannelette with double yoke front and back. Long sleeve styles, some prettily trimmed. All full cut. This is far the biggest bargain offered in a good Flannelette Gown for years. Sizes 16 to 17.
GARVIN'S SECOND FLOOR.

On Sale Saturday
\$1.25 to \$2.00 Silks 75c a Yard

1200 Yards of assorted fine silks. The lot consists of black and colored messaline, taffetas, surahs, satines, pongee, crepe de chine and also fancy stripes and plaids in variety of color combinations. All new goods this season, direct from a large manufacturer. These goods are all perfect and first class in every respect. They are the Mills accumulation of irregular lengths running from 2 1/2 yards to 20 yards, but in most cases will be cut to suit purchaser. Come early while the assortment is at its best.
GARVIN'S DRESS GOODS SHOP—FIRST FLOOR.

On Sale Saturday
18c Striped Gingham 10c Yard

Fast color heavy striped Gingham suitable for boys blouses, shirting or general use when a good strong fabric is required.
GARVIN'S—DRESS GOODS SHOP—FIRST FLOOR.

On Sale Saturday
89c and \$1 Brassiers 2 for 75c

Made of very good quality cambric trimmed with embroidery or lace trimmed yoke; reinforced underarm; sizes 36 to 46.

Anniversary Specials Tomorrow in the Knit Underwear Shop First Floor

Women's Union Suits 75c Irregulars of \$1.89 to \$2.00 Quality

Fine ribbed, fleece lined Union Suits of good quality in high neck, long sleeve and Dutch neck, elbow sleeve styles; sizes 36 to 44.

Children's 50c Vests and Pants 3 for 75c

Fleece lined Vests in long sleeve style, and ankle length Pants in white and cream; sizes 2 to 16 years.

Boys' \$1.25 to \$1.59 Union Suits 75c

Fleece lined Cotton Union Suits and random wool in long sleeves, ankle length in gray and cream; sizes 6 to 16 years.

Women's 85c Vests and Pants 49c

Fleece lined cotton vests in high neck, long sleeves and Dutch neck, elbow sleeves; ankle length pants. Sizes 36 to 44.

Women's Smart New Fall Boots and Oxfords at \$3.75 a Pair

Attractive offerings every day in the Shoe Shop. In this Special Anniversary Sale Group tomorrow are six extra Special Numbers in values up to \$6.50.

Women's Brown Kid lace shoes in neat narrow toe last with goodyear welt soles and military heels with rubber heels. Sizes 3 to 7.

Women's Black Kid lace shoes in slender last with goodyear welt soles and military heels. Sizes 3 to 7.

Women's Brown leather shoes in smart narrow toe last with imitation tip, goodyear welt soles and rubber heels. Sizes 3 to 7.

Growing Girls Brown calf leather shoes in English last or nature toe with goodyear welt soles and rubber heels. Sizes 2 1/2 to 7.

Women's Brown calf leather Oxfords in fashionable last with goodyear welt soles and military heels with rubber heels.

Women's Brown Kid Oxfords with imitation tip, goodyear welt soles and military heels. Sizes 3 to 8.

GARVIN'S SHOE SHOP—FIRST FLOOR.

The Third Floor Most Wonderful this Great

Extraordinary efforts in getting the biggest variety of seven or eight years, we

Facts are if women in New Fall and Winter Coats, Suits and Dresses, being offered in the Anniversary Sale, every lot would be sold out the same day that it would be placed on sale. Come tomorrow for these—

200 New \$19.50 to \$25 Dresses at \$9.75

About twenty styles in this great assortment. You'll see charming Dresses of Canton Crepe, Crepe De Chine, Kitten's Ear Crepe, Charmeuse and Tricotine in beautiful shades of brown and blue as well as pretty blacks. The trimmings are daintily applied and consist of fringe, beads, fancy braid, embroidered effects and inserts of contrasting colored materials. Half, three-quarter and full length sleeves. Sizes 16 to 46.

Women's \$15.95 to \$24.50 Coats at \$9.75

New Autumn Coats made of good serviceable materials in clever styles and smart colorings. Mostly straight-line belted styles, some with yokes, some with pleated backs and others finished with silk stitching and buttons. All with collars that can be buttoned closely to the neck. The materials are of velour All Wool Polo Cloth, Yaloma Cloth, Silvertone and Kersey with self collars or fur collars of Coney Beaverette. Black and various shades of brown and blues as well as new heather mixtures in this great lot of coats at \$9.75. Sizes for Women and Misses.

Women's \$24.50 to \$34.50 Suits at \$15.75

Not a handful of Suits to select from at this price but several hundred New Fall styles, including Fine Yaloma Cloth Suits with big shawl collar of sealine fur—Velour Suits with smart fur collars and beautifully lined—smart tailored Suits of All Wool Tricotine lined with radium silk—new dark mixed Suits closely resembling Broadcloth—Silvertone Suits and every good fabric seems to be in this extraordinary lot at \$15.75.

Plenty of brown, blues, reindeer—the favorite fall and winter shades—all silk lined. Sizes for Women and Misses.

Women's \$4.95 and \$5.95 Skirts at \$2.75

All Wool Skirts in knife and box pleated styles in Velour plaids and checks and Scotch plaids—all new patterns in new lengths and widths for fall and winter wear.

Little Girls' Coats at \$2.75 \$4.95 and \$5.95 Values

Made of Silvertone, Velour and Polo Cloth in cute little belted style—all lined throughout, some with quilted lining. Made with collars that button close up to the neck. Mostly in popular blue, brown and gray shades. Sizes 2 to 6 years.
GARVIN'S—THIRD FLOOR—FASHION SHOP.

Women's Fall Weight Coats at \$3.75 and \$5.75

Grey Wool Tweed Coats, All Wool, Velour Coats, Polo Cloth and Silvertone Coats in finger tip, three-quarter and some full length coats. Mostly in shades of blue and tan. A few Jersey Sport Coats in the lot. Sizes for Women and Misses. Originally worth from \$9.50 to \$24.50.
GARVIN'S—THIRD FLOOR—FASHION SHOP.

Women's Tricotine Dresses at \$6.75 made to sell at \$12.50

A special purchase of new Fall Dresses of navy Tricotine in eight different styles—three-quarter and full length sleeves, one piece styles collarless frocks in new length and widths, elaborately trimmed with fancy silk braid, silk stitching and embroidered in silk and wool; have narrow tie belt of self material or silk cord at waist line. Sizes 36 to 44.
GARVIN'S—THIRD FLOOR—FASHION SHOP.

Women's \$4.95 to \$5.95 Sweaters at \$2.75

Pretty Tuxedo Sweaters in jade, orange and orchid finished with long roll collar effect in white; have knitted belt. Also Black with white or silver with peacock. Long roll collar, all sizes 36 to 46.
GARVIN'S—THIRD FLOOR—FASHION SHOP.

Boys' \$1.50 and \$2.00 Caps at 75c

All new Fall Caps, just unpacked. Made of all Wool materials in tweeds, checks and plaids—also Navy Serge Caps and plain colored Flannel caps. Silk lined, exceptionally well tailored. Newest pleated back style. Sizes 6 1/2 to 7 1/2. These are all high grade caps and at 75c they are the most wonderful bargains offered in years. The shapes are all in mannish styles, the kind older brother will appreciate.
GARVIN'S—BOY'S DEPARTMENT—SECOND FLOOR.

Wonderful Anniversary Specials Tomorrow on The Fourth Floor

Co-Co Mats at 75c each
Heavy, Co-Co Mats in four different sizes. Regular \$1.25 to \$3.25 values. While they last at only 75c each.

9x12 ft. Velvet Rugs at \$17.75 Values to \$29.50
Popular room size, seamless Velvet Rugs in a fine selection of patterns. By far the biggest bargain in seven years at this Anniversary Price.

9x12 ft. Matting Rugs at \$2.75
One size, extra heavy quality China Matting Rugs. Regular \$5.50 Values at only \$2.75.

\$2.69 Pictures at \$1.29
Baby subjects, message of Roses, home Builders, etc., with Mahogany frame. Gutman's popular line of pictures at very special price of \$1.29 each.

\$9.50 Wool Fibre Rugs at \$5.75
Size 9x12 feet Reversible Wool Fibre Rugs in green and brown colorings.

\$2.50 to \$4.50 Curtains at \$1.75 Pair
Marquessette, Net, Lace and Voile Curtains with cluny lace edges. 2 1/2 yards long. Extraordinary at \$1.75 a Pair.

Bed Pillows at \$1.75 Pair
Special lot of Bed Pillows filled with good, clean chicken feathers covered with a splendid quality of ticking. Special at only \$1.75 a pair.

672 Turkish Towels 3 for 75c
Bleached Turkish Towels of extra size and good, absorbent qualities. These towels sell today at 39c each. Come tomorrow and get your share at 3 for 75c.
GARVIN'S—LINEN SHOP—FIRST FLOOR.

Wool Blankets at \$3.75 Regular \$5.98 to \$6.50 Values

Gray and white blankets and also pretty plaids in assorted colors, of good heavy weight, firmly woven and full double bed size.
GARVIN'S—BEDWEAR DEPARTMENT—FIRST FLOOR.

Tremendous Anniversary Bargains in Our Self-Serve Grocery Department

On Sale Friday and Saturday

Swifts Plain Carton Butterine on sale Friday 5 lbs. 75c. 29c Blended Coffee at 4 pounds 75c. 35c Large can Extra Fancy California Peaches 3 cans 75c. Big 20c can Blackberries 6 cans 75c. Best sliced Bologna in quarter lb. packages only 5c a quarter. On Sale Friday and Saturday. National Biscuit Co., American Beauty Ginger or Lemon Snaps on Sale Friday and Saturday 22c a box. Regular price 35c. 20c can Delicious New York State Plums 6 cans 75c.

On Sale Saturday

30c Goldex Butterine 4 lbs. 75c. On sale Saturday. Limit 4 pounds to one customer. Best Refined Granulated Sugar, on sale Saturday, 14 lbs. for 75c. Limit 14 lbs. to one customer. Bordeux Eagle Brand Condensed Milk, (regular 25c can) 4 cans 75c. Big 45c bag (12 lbs.) O. K. Flour on sale Saturday 2 bags 75c. 59c Quart Jar Falcoln Queen Olives on sale Saturday 2 jars for 75c. 35c large can California Royal Ann. Cherries, extra heavy syrup, 3 cans 75c. 35c. large can California Apricots, 3 cans 75c. Extra large and heavy syrup. 29c large can California Apricots 4 cans 75c. 20c can Delicious N. Y. State Plums 6 cans 75c.

\$1.25 Table Damask 75c a Yard

Extra heavy double weight imported Linen finish Table Damask in beautiful patterns—about a half dozen to select from. 70 inches wide. Good, durable quality that will hold its lustre for a long time. Can hardly be detected from pure linen. This Linen Damask is sold as high as \$1.50 a Yard.
GARVIN'S—LINEN SHOP—FIRST FLOOR.