

Abbotts E5Kima PIE


Join the joyous army of Eskimo Pie eaters! Just march up with your nickel and try the greatest treat you ever tasted.

Eat as many as you like-and you'll like a good many.
Abbotts Eskimo Pie-made the Abbotts way-is pure, wholesome and delicious.
And that's going some!

## Get it at the Abbotts Ice Cream Dealer

ABBOTTS
ALDERNEY
DALRIES.Inc.

## Yes, Wanamaker's Down Stairs Store Is Really Wanamaker's

The Down Stairs Store was originated by the founder as a store of low and moderately priced GOOD merchandise in 1916 . It was a distinctly different thought then-and year by year it has grown to be of greater value to all families of limited income. It does not sell cheap" trashy goods-it sells only me Thandise really worth buying.

The Down Stairs Store has twenty-seven sections specializing in low and moderately priced mer chandise, including hats, dresses, coats, gloves, blouses, rugs, linens, etc.

These goods sell out almost as fast as they come in-and an average of a hundred thousand dollars of new purchases arrive every week in the year.

> Advance Notice of the Amazing October Sale of Dresses, Coats and Suits for Women and Girls It will start at 9 o'clock Saturday in the Down
Stairs Fashion Store, which has been specially enlarged for the occasion.
> It will be the most remarkable sale of the Autumn season.

> All the garments are new. Qualities as usual are We give this advance notice so that friends of the Down Stairs Store who live at a distance may make for first chance along with our regular city customers.

Remarkable Sale of Beaded Bags From France Fully a Third Less
 $\begin{array}{lll}\$ 4 & \$ 6 & \$ 7.50\end{array}$


DownStairsStore Central Aisle Inexpensive Hats for Sports Wear, $\$ 1.65$ to $\$ 2.50$


Surplus of Strange Costume Ornaments-All \$1


Radium, Silk Jersey and Messaline Petticoats Special at $\$ 3.85$
 and Hair Brushes, 18c to $\$ 1$
tamped Unbleached Muslin Aprons, 25c

Stamped Kitchen Towels se and 20c

Good Sieel Scissors
50c Pair


## Announcing a Sale of Men's Suits Made-toMeasure at \$37.50

In Wanamaker's Down Stairs Store for Men, on the A remarkable collection of fine all-wool fabevent, offering a breadth of choice in weave, pattern and color which will include, we believe, somehing to please everybody.
eds in distinguished pencil cassimeres and worplaids, herringbones and a score of indefinite mixcures. Plenty of conservative dark grays; plenty These suits will be made to a man's individual measure, tailored in good, businessman-like styles and no additional charge will be made for extra sizes. Men preferring a double-breasted or nov-
elty-back model will have to pay just enough more to cover the actual additional cost of tailoring and

Men's Striped Poplin Shirts, \$1.85 Winter seazon-especially good cotton poplin shirts with just that bit of extra wight which will make them comfortable.
They are cut full nid ing in rezular Wanamakor strle and havee
fast-color cluster stripes of black blue lavender and combing.

Men's Exceptional Cotton Half Hose 121⁄2c Pair


New Collars and Vestees, $\$ 2.25$ to $\$ 6.50$


Handkerchief Linen "Squares" 17c Each


Fine French Linen, \$1 Yard

Boys' Specially Reinforced Cotton Stockings
35̄c Pair-3 Pair \$1

Children's Silk-and-Cotton Relled-Top Socks. pecially Priced

Special Purchase of Women's New One-Strap Pumps, $\$ 5.40$


A Wholesale Dealer Asked Us $\$ 37$ for the Selfsame 9x12 Axminster Rugs We Offer at $\$ 33.50$

