

**\$15,000**

worth of high grade Dry Goods, Ladies' and Children's Wearing Apparel, Ladies' Furnishings and Millinery, etc. Will be placed on sale, Wednesday, May 25th, at 9 a. m., that will defy the cost of production.

For 10 Days Only at

**E. S. COPPERSMITH'S STORE.**

# FAIR WARNING

**Free Free Free**

To the first ten lady customers making a purchase of 1c or more

Wednesday Morning, May 25th

at 9 o'clock, will be given three pair ladies' hose free.

**Be one of the Ten**

## Another Earthquake!

**E. S. COPPERSMITH'S STORE, EMPORIUM, PENNA.** Entire \$15000 Stock of New and Up-to-date Merchandise, consisting of Wearing Apparel for Women, Children, Dry Goods, Ladies Clothing, Millinery, and Furnishings, to be sold in TEN DAYS time,

**Beginning Wednesday, May 25th, 1910, 9 a. m.**

A Terrific Sale, sending death and destruction to high prices, demoralizing competition; will bring thousands of people from far and near to attend the sale of E. S. COPPERSMITH'S.

## The Cause is Briefly This: E. S. Coppersmith

Bought heavily, anticipating a big spring trade, but owing to backward conditions and a tardy season we have more stock on hand than we care to carry—in fact, more than good business judgment warrants; besides

**WE NEED THE MONEY AND MUST HAVE IT.**

This fact combined with still other reasons gives the strongest incentive to make this an unusual event.

In order to make this sale QUICK and DECISIVE we have employed the most effective weapons known to modern merchandising, that is; not only the eliminating of every vestige of profit, but the cutting deep down into the vitals of the original cost on every article, item and garment in our peerless assortment of the choicest creations of the world's greatest work shops. THIS IS THE SUPREME MASTER MOVEMENT IN UNDERPRICED MERCHANDISING.

This is the bargain event that will surpass anything ever attempted in the value giving line in Emporium. Save this and wait for Cameron County's Greatest Sale.

## Immense Stocks! Magnificent Bargains! Thousands of Surprises!

Read on. Read every line. Then wait for the 20th Century's most remarkable and stupendous sale. It will be characterized by enough thrilling, sensational selling for a hundred sales. Don't hesitate. NOW is the time. Act at once, when the Bargain Flood Gates open.

**Wednesday, May 25th, at 9 a. m.**

Our store will remain closed Monday and Tuesday, May 23rd and 24th, arranging stock and marking down prices for this sale. Therefore, save this and wait for the opening WEDNESDAY, MAY, 25th, at 9 a. m. The prices quoted below have their real significance only in conjunction with the high quality of merchandise offered. Read these items. Read every line. It will be the most profitable reading you have done in years.

## Free Trip to Emporium

During this Sale we will pay railroad fare to all out-of-town buyers of \$25.00 and over within a radius of twenty-five miles. The Most Sensational Bargains Ever Offered. Read Prices Carefully.

Ladies Man-Tailored Suits	
Lot Ladies Suits that sold up to \$10.00	\$5.98
Sale price	
Lot Ladies Tailor Made Suits, in all the leading shades, good \$12.00 and \$15.00 values	\$7.98
Sale price	
Lot Ladies Suits in a large variety of fabrics and styles, handsomely tailored and finished	\$10.69
Regular \$20.00 values. Sale price	
Lot Ladies Tailor Made Suits in all the latest shades and styles. Handsomely finished	\$14.98
Regular \$25.00 values. Sale price	
Ladies Kimonas	
Ladies' Short Kimonas, 59c values	42c
Sale price	
Ladies' Short Kimonas that sold up to \$2.00	79c
Sale price	
Ladies long Kimonas, \$3.00 values	\$1.29
Sale price	
Lace Curtains	
Special Notice. E. S. Coppersmith has two dozen pairs of lace curtains. During this sale they are	1-3 Off
Ladies Gloves	
One Lot Black and White Lisle Thread Gloves, 75c values. Sale price	38c
One Lot 12 and 16 button Black and Tan Silk Gloves, \$1.50 values. Sale price	89c
Embroideries	
Hamburg Embroideries, Edges and Insertions, Worth 10c and 15c per yard. Sale price	7c
Corset Cover Embroideries worth 35c per yard. Sale price	18c
All Laces and Ribbons reduced in proportion.	
Silks	
Black Taffeta Silk, 32 in. wide, regular \$2.00 values. Sale price	\$1.19
Black Taffeta Silk, 32 in. wide, every yard guaranteed to wear, regular \$2.50 kind. Sale price	\$1.39
Fancy Taffeta Silks guaranteed to wear, regular \$1.50 values. Sale price	79c
Children's Dresses	
One Lot Children's Dresses that sold regular for 75c. Sale price	39c
One lot better grade Children's dresses, regular \$2.00 and \$2.50 values. Sale price	\$1.69
Baby's Dresses	
One Lot Baby's Dresses, neatly trimmed and finished, regular 75c values. Sale price	39c
One Lot Baby Dresses, elegantly finished, regular \$1.50 values. Sale price	69c

Millinery	
We have worked to sustain a reputation in every hat we show—so you can come here Wednesday with the assurance that modes will not be waded elsewhere at our prices.	
You Will Appreciate These Hats—Hardly two alike; so many styles that there's not room enough here to tell of half. New large shapes, new small shapes, new medium size shapes—conservative and ultra fashionable modes. Every wanted shade is here in its most refined tone. Trimmings of quality so placed as to add grace and beauty far beyond the little price.	
Ladies' Trimmed Hats, regular \$5.00	\$1.98
valc, Fair Warning Sale Price	
Ladies' Trimmed Hats, regular \$7.00	\$3.39
valc, Fair Warning Sale Price	
Ladies High-Grade Hats, Extraordinary values at \$8.00, Fair Warning Sale Price	\$4.10
Untrimmed Millinery	
Rough Straws, regular 75c values.	48c
Sale price	
Horse Hair Braid, regular \$1.50 values.	98c
Sale price	
Milans, in all the new shaps, regular \$3.00 values. Sale price	\$1.39
SPECIAL PRICES on all Pattern Hats during this sale.	
Pillow Tops	
Lot of Fancy Pillow Tops that sold as high as \$1.00 reduced	1-2
Maline Bows and Dutch Collars	
One Lot Hand-Made Maline Bows, regular 35c values. Sale price	24c
One Lot Dutch Collars and Jabots in all the leading styles, regular 35c values. Sale price	19c
Ladies' and Children's Hose	
Ladies and Children's black and tan 2 for 25c	9c
Hose Sale price	
Ladies and Children's beat 20c hose, sale price	11c
Ladies imported Gauze Hose, black or tan, best 35c grade, sale price	18c
50c Ladies black and tan Silk Lisle Hose, double heel and toe, Sale price	37c
Ladies' Underskirts	
Ladies Underskirts, 75c values, sale price	42c
Ladies Heatherbloom Underskirts \$1.50 values, Sale price	89c
Ladies Silk Underskirts	
One lot Ladies' Silk Underskirts, that sold up to \$12.00, Sale price	\$5.48

Waists	
Lot Indian Lawn White Waists, nicely trimmed, 85c values, sale price	38c
Lot of White Embroidered Waists, \$1.50 values, sale price	98c
Lot of white Embroidered Waists \$2.00 values, Sale price	1.18
Lot white Embroidered Waists, \$3.00 values, Sale price	1.49
Lot of black and white Silk waists, elegantly finished \$3.50 values, sale price	\$2.19
One lot of Lace Waists that sold up to \$10.00. During this sale	1-3 Off
Lot of black and white Silk Waists, hand sewed, \$4.50 values, Sale price	3.48
Ladies Skirts	
Lot Ladies Skirts that sold up to \$2.50	98c
Sale price	
Lot Ladies White Washable Skirts, \$4.00 values. Sale price	\$2.19
Lot Ladies' Skirts in black, blues and Panama latest styles, \$4.50 values.	2.69
Sale price	
Lot Ladies' Skirts in black and blue Voile and Panama, \$7.00 values. Sale price	3.48
Lot Ladies Skirts in all the leading shades and qualities, \$11.00 values. Sale price	6.23
Laces and Ribbons	
All our staple Ribbons, all colors and numbers, at less than manufacturers' cost.	
Valenciennes and Torchon Laces, 5c to 8c values. Sale price	3c
Lot 15c Laces.	5c
Sale price	
All other Laces reduced in proportion.	
All our Ribbons, all colors and numbers, at less than manufacturers' cost.	
Ladies' Corsets	
50c and 75c Corsets.	39c
Sale price	
\$1.00 Corsets.	79c
Sale price	
\$2.00 Corsets.	\$1.49
Sale price	
All other grades reduced in proportion.	
Corset Covers	
One lot Corset Covers, regular 35c values.	21c
Sale price	
One lot of better grade Corset Covers.	42c
Hand Embroidered, 75c values. Sale price	
Ladies' Muslin Underwear	
Assortments of Drawers, nicely trimmed with lace and embroidery, 35c values. Sale price	19c
Lace and Embroidery Trimmed Drawers, 60c values. Sale price	42c
Elegantly trimmed and finished Underskirts and Gowns, 75c and \$1.00 values. Sale price	48c
Drawers and Underskirts, high-class garments nicely trimmed, \$1.50 values. Sale price	78c

Ladies' Gauze Undervests	
Ladies Vests, 10c values.	4c
Sale price	
Ladies' Vests, 2 for 25c value.	7c
Sale price	
Fine quality Ladies' Vests, worth 25c.	12c
Sale price	
Ladies Handkerchiefs	
Ladies' White and Bordered Handkerfs, 10c value. Sale price	3c
Ladies' White Checked Hemstitched Handkerchiefs, 15c value. Sale price	6c
Ladies Pure Linen Handkerchiefs, good 25c values. Sale price	18c
Ladies better grade Pure Linen Handkerchiefs, 50c values. Sale price	39c
Chambrey and Gingham	
One lot of Colored Chambrey, 20c values.	11c
Sale price	
One lot of Dress Gingham, 20c values.	11c
Sale price	
One lot of French Dress Gingham, regular 35c values. Sale price	19c
Shrunk Cotton	
One lot of Shrunk Cotton in all colors, 20c values. Sale price, per yard	11c
Notions	
Good Toweling by the yard, 15c values.	8c
Sale price	
Good Toweling by the yard, 25c values	12c
Sale price	
Good Safety Pins (all sizes) regular price 10c.	6c
Sale price, per card	
Good Hooks and Eyes, regular price 5c.	3c
Sale price, per card	
15c Back and Side Combs.	9c
Sale price	
35c Back and Side Combs.	19c
Sale price	
Merrick's Cotton, all colors.	4c
Sale price	
25c Ladies' Hose Supporters.	19c
Sale price	
35c Ladies' Elastic Belts, all colors.	21c
Sale price	
20c Ladies' Belts, all colors.	11c
Sale price	
Hair Pins, a package,	1c
Sale price	
Our entire line of Hand Bags at one-half of manufacturers cost.	
Extra Special	
We are going to close out our Crockery and China Ware Department at less than manufacturer's cost. We have a complete line of Imported Hand Painted China, also complete line of Glassware. All must go.	

## Beware of Fraud

Owing to the magnitude of this gigantic sale, many unscrupulous merchants and small fry will take advantage of the extensive advertising we have done throughout the country and try and lure you in through fictitious signs. Don't enter the building until you see the name in big red letters over the door, E. S. COPPERSMITH'S STORE, you will then know you are right.

### STORE CLOSED

Monday and Tuesday, May 23rd and 24th. No goods sold and no one admitted

Until the Opening  
**Wednesday, May 25th**  
at 9 A. M.

Our Entire Stock in the Hands of the People for Ten Days Only

Emporium's Greatest Sale of Merchandise

# E. S. COPPERSMITH'S STORE

EVERY DAY A MONEY SAVER

### Correct

**Business Principles**

Bring us success. A visit does not obligate you to buy. Don't fail to come early. Get a memorandum of just what you want. And come early if you possibly can.

WANTED—20 Salesladies and Bundle Wrappers. Apply at once.