



\$50,000 Among the People of Cumberland and Vicinity

Prices 50%, 75% and 100% Lower Than Same Goods Can Be Duplicated at the Market Prices of Today.

Never, in all the History of Cumberland Retailing, Was Merchandise Sold at Prices Like These at the Beginning of the Season.

Entire Stock of Spring and Summer and Fall and Winter High Grade Merchandise, Consisting of Clothing, Shoes, Hats, Caps and Furnishing Goods for Men and Boys; Ladies' and Misses' Suits, Coats, Dresses, Skirts, Waists, Underwear, Millinery, Furn-

ishing Goods, Shoes and Oxfords——In Fact, Everything in Wearing Apparel for Every Member of the Family

This Great Cltohing T7 Sale Will Begin

ednesday, April 10, 1918, at 9 o'clockam, and Confinue FCR TEN DAYS ONLY

Clothing the family at less than half other stores' prices

What this sale means to the people generally is best summed up in the few words to the left. It's a fact—we can clothe the family at half other stores' prices, and we will convince you if you'll only take advantage of the many good values herein mentioned. If we can save you 50 per cent to 100 per cent on your clothing purchases is it not good judgment on your part to do your buying at this store? So, during the ten days of this sale come in and see how much merchandise you can get for a dollar as com-

pared with other stores, whose merchandise is identical to ours.

CONVINCED PATRONS OF THIS STORE ARE DAILY GROWING IN NUMBERS—WON'T YOU BECOME ONE?

COMPARE THE PRICES HERE GIVEN WITH THOSE OF OTHER STORES, GO AND SEE THE GOODS—THEN COME AND SEE OUR LARGE AND VARIED LINES OF MERCHANDISE FOR THE FAMILY WHICH WE HAVE TO OFFER YOU.

MEN'S AND YOUNG MEN'S SUITS

This Sale \$7.95, \$9.95, \$12.95, \$14.95, \$17.95. Worth double, and we can prove it.

SUITS FOR BOYS

50%, 75% and 100% below market pri-This Sale \$2.95, \$3.95, \$4.95, \$5.95, \$6.95, \$7.95. These suits are worth double and you'll say so.

MEN'S AND YOUNG MEN'S PANTS

LADIES' AND MISSES' SUITS

50%, 75% and 100% below market prices This Sale \$9.95, \$12.95, \$14.95, \$17.95, \$22.95, No No merchant can match these prices

LADIES' AND MISSES' COATS

50%, 75% and 100% below market prices This Sale \$4.95, \$6.95, \$8.95, \$12.95, \$14.95, \$17.95, \$19.95, \$22.95, \$24.95, \$29.95.

LADIES' AND MISSES' WAISTS

50%, 75% and 100% below market price This Sale 49c, 98c, \$1.69, \$2.49, \$2.95, \$3.95. You'll pay double for the same waists elsewhere

LADIES', MISSES' AND CHILDREN'S SHOES AND OXFORDS

This Sale 98c, \$1.49, \$1.95, \$2.39, \$2.95, \$3.49. Every pair of these shoes worth double.

BOYS' AND GIRLS' SPRING COATS

Trunks,