

EXTRA

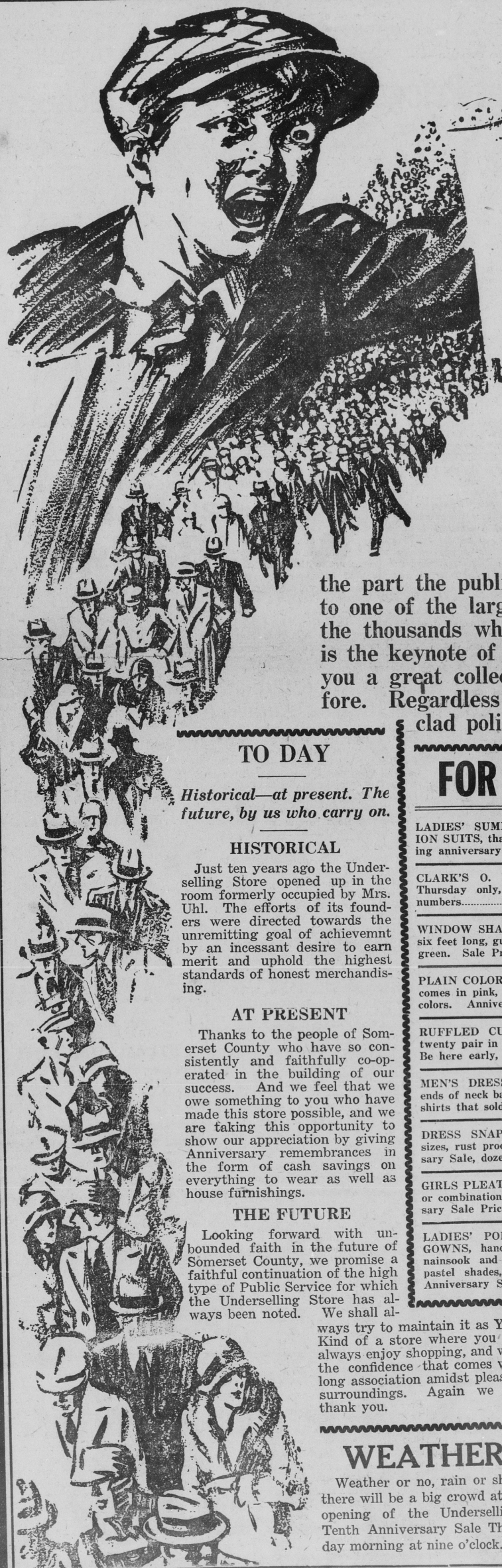
The Underselling Store's Anniversary Sale News

FULL
of
GOOD
NEWS

Established 1919

SOMERSET, PA., APRIL, 18, 1929

Price Free to You



10th Anniversary Sale Starts Thursday, April 18 AND CONTINUES FOR TEN DAYS

Greatest Event in the History of the Underselling Store

A peep behind the scenes disclosing the extraordinary preparations for Somerset's outstanding retail event of the whole year.

Our Anniversary means a whole lot to us. And we want it to mean just as much to you. It is the once a year opportunity we have to show our appreciation of the part the public has played in building up our business from a small store to one of the largest in Somerset County. Appreciation of the patronage of the thousands who have contributed to the success of the Underselling Store is the keynote of this sale. Profits have been forgotten in the effort to give you a great collection of quality merchandise at prices lower than ever before. Regardless of what you purchase you will find it backed by our iron clad policy of satisfaction or your money back.

TO DAY

Historical—at present. The future, by us who carry on.

HISTORICAL

Just ten years ago the Underselling Store opened up in the room formerly occupied by Mrs. Uhl. The efforts of its founders were directed towards the unremitting goal of achievement by an incessant desire to earn merit and uphold the highest standards of honest merchandising.

AT PRESENT

Thanks to the people of Somerset County who have so consistently and faithfully co-operated in the building of our success. And we feel that we owe something to you who have made this store possible, and we are taking this opportunity to show our appreciation by giving Anniversary remembrances in the form of cash savings on everything to wear as well as house furnishings.

THE FUTURE

Looking forward with unbounded faith in the future of Somerset County, we promise a faithful continuation of the high type of Public Service for which the Underselling Store has always been noted.

We shall always try to maintain it as Your Kind of a store where you will always enjoy shopping, and with the confidence that comes with long association amidst pleasant surroundings. Again we say thank you.

WEATHER

Weather or no, rain or shine, there will be a big crowd at the opening of the Underselling's Tenth Anniversary Sale Thursday morning at nine o'clock.

FOR SALE!

LADIES' SUMMER WEIGHT UNION SUITS, that sold up to 50c, during anniversary sale.....10c

CLARK'S O. N. T. THREAD, for Thursday only, black or white, all numbers.....3 for 10c

WINDOW SHADES, three feet wide, six feet long, guaranteed rollers, color green. Sale Price.....47c

PLAIN COLOR RAYONS, yard wide, comes in pink, rose, blue, green, fast colors. Anniversary Sale.....29c

RUFFLED CURTAINS, just about twenty pair in the lot, colored ruffles. Be here early, pair.....50c

MEN'S DRESS SHIRTS, odds and ends of neck band and collar attached shirts that sold up to \$2, priced.....50c

DRESS SNAPS, black or white, all sizes, rust proof, priced for Anniversary Sale, dozen.....1c

GIRLS PLEATED SKIRTS—new color combinations, all sizes. Anniversary Sale Price.....\$1.98

LADIES' PORTO RICAN NIGHT GOWNS, hand embroidered on fine nainsook and long cloth, white and pastel shades, way underpriced for Anniversary Sale.....79c

FOR SALE!

LADIES' SPRING HATS, for miss or matron, a special purchase makes this low price possible.....\$1

WANTED—25 women to be here early Thursday morning to get a silk dress for.....\$1

BOYS' WASH SUITS, that would ordinarily sell for much higher, all sizes to 8 years, new styles.....98c

MEN'S DRESS HOSE, all the wanted colors and black, reinforced heels and toes. Sale Price.....9c pr.

COLORED BORDER TABLE LINEN, new patterns, fast colored borders, pretty floral patterns.....49c yd.

LADIES' RAYON BLOOMERS, new pastel shades. Better lay in a supply at this low price.....49c

MEN'S NAINSOOK UNION SUITS, made of good quality closely woven nainsook, reinforced at all strain points, sizes to 46.....44c

TABLE NAPKINS, good sizes, pretty patterns, at a new low price for Anniversary Sale, each.....7c

BLEACHED SHEETING, two and a quarter yards wide, seamless, good grade bleached muslin. Specially priced, yard.....39c

FOR SALE!

MEN'S PADDED KNEE MINING PANTS, of heavy white back blue denim, heavy padded knees, all sizes.....\$1.49

MEN'S DRESS PANTS, neat dark patterns, cuff bottom, all sizes, good assortment of patterns to choose from. Anniversary Sale Price.....\$2.49

CHILDREN'S PLAY SUITS, of blue and white striped stifle cloth, neatly trimmed, all sizes to 8 years. Sale Price.....79c

MEN'S FELT HATS, new spring styles and colors, hats that would ordinarily sell for \$1 or \$2 more. Sale Price.....\$2.85

MEN'S and BOYS' DRESS CAPS, new spring patterns, unbreakable peaks, good assortment of new patterns. Anniversary Sale Price.....87c

CHILDREN'S LIGHT COLORED HOSE, comes in all the wanted colors, fine ribbed, 25c value. Specially priced for this sale.....19c pr.

BOYS' WORK SHIRTS, blue chambray or khaki, triple stitched, collar attached, all sizes to 14, priced.....69c

CANVAS SHOES, odds and ends of men's, boys' and children's shoes, canvas uppers, rubber soles, not all sizes. Sale Price.....50c pair

Looking Backwards Ten Years

Do you remember—
When Company C came home?
Do you remember the big stove in Freese & Kooser's store?
Do you remember the Somerset Marrons of ten years ago?
Do you remember when you could buy 3c worth of cheese and two cents worth of crackers?
Do you remember when you could only drive four miles out of town?
That ten years ago only the rich had automobiles and they packed them away with their B.V.D's.

That nobody had bobbed hair excepting little boys.
That it took ten yards of goods to make a dress.

FOR SALE!

RAYON BED SPREADS, comes in rose, blue, yellow and lavender, full bed size, new patterns, priced.....\$2.79

GIRLS' NAINSOOK UNION SUITS, bloomer bottom, panty waist style, well made, sizes to 12, priced.....29c

LADIES' SATEEN BLOOMERS, double elastic knee, made of good quality striped sateen, full cut, priced.....37c

RUBBERS, broken sizes of men's and ladies' rubbers, limited quantity at this low price.....pair 25c

MEN'S RAYON UNION SUITS, full cut, roomy, all sizes to 46, priced for Anniversary Sale.....88c

LACES and EMBROIDERIES, that sold for five times this price, during Anniversary Sale, yard.....2c

GIRLS' SATEEN BLOOMERS, saddle seat, comes in all wanted colors, also black, all sizes.....29c

SUIT CASES, comes in black or brown, well made, good lock. During Anniversary Sale, priced.....97c

LADIES' LISLE HOSE, new light shades, all sizes, reinforced heels and toes. Anniversary Sale Price.....19c

FOR SALE!

BABY BLANKETS, scalloped or plain edges, pink or blue, neat designs, priced.....89c

PILLOW CASES, 42x36, good quality closely woven muslin, neatly hemmed, priced, each.....27c

MEN'S BALBRIGGAN SHIRTS and DRAWERS, all sizes, short sleeve shirts, regular 50c value. Anniversary Sale Price.....29c

IT'S A FACT!
It is a well known fact that every statement in these ads. are a fact. You can rely on the concise statements in these pages. They tell the story of hundreds of money saving opportunities in a few straightforward words about each.

