FAIRNESS TO ALL

EXPANSION NUMBER

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NOLAND ENLARGES STORE

OFFERS EXPANSION SALE TO CUSTOMERS

Seven Years in Business in Chestertown Marks Unusual Success

G. E. Noland started the business in chestertown eight years ago and almost from the start it became the shopping center for people of Chestertown and surrounding country. When his son,, Conlyn E. Noland was discahrged from the Army following the World War, he joined his father in the business and through the untiring energy of these two men, the business soon outgrew the floor space, and when Mr. G. E. Noland retired from the business, young Conlyn Noland began to look for more room.

The firm soon saw an opportunity to enlarge and bought the entire store building including the stores of Noland and G. C. Rote. Noland now occupies both store rooms, having double the floor space which the firm originally had and the Expansion Sale marks the opening of this new store.

New Large Show Cases

GOODS ON DISPLAY FOR INSPECTION

With the addition of many new show cases and display racks the customer is now able to see and inspect all the contents of the store.

The dust-proof glass cases protect the goods from dirt and insects and keep them as new and fresh as when they are received from the manufacturer.

One can now wander around the store, inspect and compare the goods and prices before buying, and the addition of a large stock of goods to every department will justify an inspection.

Household Department

NOW EQUIPPED TO FURNISH ALL NEEDED ARTICLES FOR THE MODERN HOME

A large assortment of kitchen utensils, including pots, pans, double boilers, kitchen cutlery, etc,; china ware of all description, floor ,coverings such as Lenolium, rugs etc., enables this firm to take care of all household needs. When ever anything is brooken around the house or any additional articles needed, visit this department and save money.

Paints & Varnishes

The paint department is equipped to meet the needs for the large or small job. Paints for all purposes, both inside and out, varnishes, shelack, wax, white and red lead, paint brushes, white-wash brushes, in fact every thing in the paint line can be had in this complete department at prices that will interest any buyer.

New Lighting System

With the installation of a new lighting system by Owen Smith & sons, and every thing bright with new paint the entire store and windows are a blaze of anti-glare light, making it as easy to shop in the evenings as by day-light.

Shoe Department

HANDLES SHOES FOR ENTIRE FAMILY

While Noland has been handling the famous Peters shoe and Ball Band rubber goods for a number of years, lack of space has prevented the firm from handling the large stock the expansion has made possible, and the shoe department of this firm is now complete.

The up-to-date shoe service at Nolands makes it possible for the entire family to be fitted with serviceable dressy shoes. In this department can also be found a complete line of slippers, rubbers, boots, shoes, hosiery, in fact everything that goes to make comfortable foot-ware.

Candy Department

CANDIES OF ALL KINDS—PLAIN AND FANCY

Candies of all kinds and descriptions can be had at Nolands at the usual savings offered on other articles. Hard candies, chocolates, plain and fancy candies are on display in new dustproof show cases that keeps it clean and fresh. The famous Schraffs chocolates are found among this wonderful display of sweets. Use this department during your Christmas shopping as the arrival of new stock for the enlarged department assures fresh wholesome products.

Cigars and Gigarettes

The smokes department has been greatly enlarged, containing cigars and tobacco of all kinds and is located near the East entrance. Get in the habit of stopping at Nolands for your daily smokes and give dad a box of cigars for a Christmas present.

Dry Goods Department

COMPLETE LINE OF CLOTHS AND RIBBONS

The dry-goods department can well be called one of the most important departments in the new store. It includes a complete line of all the popular cloths in all colors of the rainbow and affords an ideal spot for the dressmaker as well as for the housewife or young girl who is adapt with the needle. This department also includes ready-to-wear house dresses for girls as well as ladies. All the trimmings for a new dress can also be found in this department.

WORKING UNDER SLOGAN

"EVERY DAY IS SALE-DAY AT NOLAND'S"

An Advertised Sale is an Unusual Event---Rare Values Offered. Sale to End December 7, 1926.

CUSTOMERS PROFIT BY CASH BUSINESS

Due to the fact that the firm of Noland has been doing a strickly cash business for the past eight years they are not put to the expense of keeping charge accounts and therefore they are able to sell to the public at much olwer prices. A cash customer does not have to bear the expense of carrying credit customers along. This works a mutual benefit to all and prevents customers from being annoyed with bills.

Values offered at Nolands are such that makes every day sale day, yet in order to property celebrate the opening of the enlarged store, greater values are offered. During this sale the progressive firm of Nolands issues an invitation to the public to visit this store and inspect the new departments that the expansion has made possible.

Below are a few of the bargains offered during the Expansion Sale which are being offered to the public.

LOOK AT THESE PRICES SPECIALLY MADE TO CELEBRATE THE OPENING OF OUR BIG STORE

EXTRA SPECIAL

SIX BARS OF PALM OLIVE SOAP..... 25c

ONLY 6 BARS TO A CUSTOMER.

Very Best Longcloth

The very best Longcloth, suitable for making many dainty and serviceable underthings, specially priced,

14c yard

Here is a Big Special

5000 cakes Palm Olive Soap, 6 bars for

25c

(Only one Deal to a Customer)

Art Rugs

Fancy Base Art Rugs, 18x36, only

10c

Just think of getting a rug for this small sum.

Aluminum Utensils

Now! Here it is; the biggest bargain of them all. Your choice of any Genuine Utensil for household use, for only

98c

Hill's Muslin

Another big value—Genuine Hill Muslin, per yard, only

16c

Ladies' Hosiery

Hosiery—Ladies Silk and Wool Hose, in all latest styles—sizes 8½ to 10; a regular $1.00 value; now

89c

Children's Long Hose

Children's Full-Ribbed Long Hose, fine styles and best of wear. A regular 25c value, now

15c

Outing Flannel

Heavy Outing Flannel, yard wide, in fancy and dark colors, a regular 25c value, now

20c

SPECIAL

32-piece Set of DISHES, beautifully designed in the very latest patterns. Two different styles from which you may make a selection; only

$4.98

RAG RUGS

Colonial RAG RUGS, hit and miss patterns with fancy border. Size 24x36, only

50c

UNDERWEAR

Underwear—Children's Ribbed Fleeced Union Suits, ages 4 to 12, only

49c

UNION SUITS

Ladies Silk and Wool Uuion Suits in all styles, only

$1.75

Men's Fancy Hose

A big lot of Men's Fancy Hose that cannot be told from expensive imported patterns, to be closed out at

24c

GUN SHELLS, $1.10 PER BOX

Special Prices in Case Lots.

Water Glasses

Colonial Style WAVER GLASSES—horse shoe bottom, and full sized. To be sacrificed, a dozen for only

39c

RAG RUGS

Colonial RAG RUGS, hit and miss patterns with fancy border. Size 18x36, only

39c

Due to Increased Business Progressive Chestertown Merchant Doubles Floor Space

A department store on a cash basis allowing the customers better values has met with such wide-spread approval among the people of this vicinity that in order to carry the stock demanded by such a large number of customers it was necessary to double the floor space which has been done and which makes possible this expansion sale.

Every department has been enlarged not only in space afforded but in the large variety of additional stock carried. Knowing that satisfied customers are the biggest asset to any business, the firm of Noland has realized that in order to keep customers satisfied they must carry every little item that may be needed and they have turned their efforts toward this end.

They have also realized that in order to sell goods they must be displayed and many new show cases and display racks have been added. New clerks have been employed so as not to keep the customers waiting to be waited on and such other great improvements have been made that one can hardly recognize the store except by the same values that have made Noland the shopping center of Kent and Queen Anne's counties.

Christmas Goods to Arrive Shortly

Special Christmas goods are ready to be placed on the shelves as soon as the Expansion Sale ends and then the store will be crowded with the joys of Christmas

TOYS GALORE

With the Christmas opening the kiddies will find the toy department piled with every kind of toy, dolls for the girls, drums for the boys, in fact every kind of Christmas joy for the kiddies. An inspection of the Christmas goods will solve many problems of "What to give for Christmas." Attend the Expansion Sale and then come back for your Christmas shopping.

It is impossible to describe fully the improvements that have been made by the enlargement of Noland's Store and it can only be appreciated by a visit and thorough inspection.

VISIT THIS STORE AND BE CONVINCED

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