NOLAND

Chestertown, Maryland

SATURDAY, FEB. 5TH

—marks the opening of this unusual sales campaign

Every item retains its original price tag The discount Every 4th. DOLLAR FOR 9¢ -is made when your purchases are completed

A Sale That's Different!

Different

—because it offers only merchandise from our regular stocks—not cheap, tardy goods bought to sell at "cheap" prices—but goods that we sell regularly, which is your assurance that whatever you buy in this sale is of the usual high standard of quality so characteristic of this store.

Different

—because the reductions are made at the time of your purchase. All merchandise retains its original price markings, and at the close of your purchase the amount is totalled and 91c is deducted from every fourth dollar, which gives you **Every Fourth Dollar for 9 Cents. You know exactly how much you save.**

$ $ $ 9¢

Here is How You Get a Dollar for 9c

Come to this sale prepared to supply your every need—whatever you may need right now as well as the things you are likely to need within the next six months, for the more you buy the more you save under this plan. For example. You buy $4 worth of merchandise and pay only $3.09—saving of 91c. Or, if you buy $8.00 worth of merchandise you pay only $6.18—a saving of $1.82. At the close of your purchase you deduct 91c from every $4.00. Read the chart—it shows the savings available

The MAGIC NINE

AND IT'S SAVING TO YOU!

YOU BUY!	YOU PAY!	YOU SAVE!
$ 4.00	$ 3.09	$ .91
8.00	6.18	1.82
12.00	9.27	2.73
16.00	12.36	3.64
20.00	15.45	4.55
24.00	18.54	5.46
28.00	21.63	6.37
32.00	24.72	7.28
36.00	27.81	8.19
40.00	30 90	9.10
44.00	33.99	10.01
48.00	37.08	10.92
ETC.	ETC.	ETC.

$ $ $ 9¢

In this Colossal Value-Giving Event

The magnitude and importance of this sale can better be appreciated when you realize that it embraces our entire Winter and early Spring stock as well as all staple lines. Below are enumerated some of the departments included in this selling--and remember in addition to the usual Noland's low cash prices now prevailing you get a uniform discount of 91c on every purchase of $4.00 or multiple thereof--you get Every Fourth DOLLAR for 9 cents.

PIECE GOODS AND FABRICS

Voiles Organdies Swisses Linens Suitings Ginghams Chambrays Percales Plain Silks Fancy Silks Plain Woolens Novelty Woolens

—our entire stock of piece goods and fabrics is included at the uniform reduction of Every Fourth DOLLAR for 9 cents. Surely, the savings that are now yours urge you to buy every yard of piece goods and fabrics you will need for months to come.

WHITE GOODS

At this season of the year it is our custom to offer our trade remarkable reductions in wanted numbers in muslins, long cloth, nainsook, pajamas checks, underwear crepes, bed linens, spreads, and other white textiles. This year has been no exception and values await you in profusion. Following our rule to make no exceptions in this startling sale every number of these specials is offered you along with our regular stock at Every Fourth DOLLAR for 9 cents. Think of the yards of white goods you will need this Spring and—come buy at these remarkable savings.

HOSIERY FOR EVERYBODY

--for men, women, boys and girls

Our prices are very low for the quality offered, and they are brought to still lower levels by giving you Every Fourth DOLLAR for 9 cents. NOLAND'S has always been noted for excellent Hosiery values and you will find many of our best numbers specially reduced from former prices—in addition to which you get the Every Fourth Dollar for 9c rebate on everything bought.

FOOTWEAR FOR THE ENTIRE FAMILY

This sale presents the season's best opportunity to buy footwear for the entire family, for in so doing you will save a very substantial sum. Dress Shoes that reflect the latest styles and newest leathers—made by the world's largest shoe makers—and every pair guaranteed—that's what you will find on our shelves. School Shoes to stand the rough and tumble wear of healthy boys and girls, as well as meet the requirements of style and appearance for dress, all combined in one of the best value giving, most complete stock of children's footwear on the shore. And for the man who wants an honest value in a good substantial work shoe this sale offers an opportunity seldom gained—solid leather shoes that have stood the test—prices to fit every purse, and you know what Noland's cash prices mean—styles to fit every foot—every shoe, boot and rubber in this store at this wonderful saving.
Remember! You Get Every Fourth DOLLAR for 9 cents.

WORK CLOTHES FOR MEN

Headquarters for Men's Work Clothes has long been our slogan. Every working man knows the reliability of our garments. An honest value every time—the best goods for the money—satisfaction or your money back—this is the policy that has built up this great business and caused the men of Kent and Queen Annes Counties to come to us for their requirements. Every man is assured of getting his money's worth here at all times—but look what this sale means—in addition to our regular low cash prices marked on every garment, be it pants, overalls, shirts, sweaters, underwear, hose or other furnishings, you get Every Fourth DOLLAR for 9 cents. Now is the time you need more warm clothing to protect you against the cold, wintery blasts and it is not too early to lay in your Spring outfit at the prices offered here—opportunity bids you come take advantage of these savings—DON'T DELAY.

—and in addition—Every Fourth

Dollar For 9 Cents

in the following departments

Notions	Trimmings	Laces
Stationery	Ribbons	Toiletries
Candies	Tobacco	Bedding
Paints	Brushes	Kitchenware
Oil Stoves	Domestics	Towels
Corsets	Lingerie	Infants' Wear
Knit Underwear	Silk Underwear	Draperies
Rugs	Beds	Dishes
Enamelware	Aluminumware	Toys
	Men's Furnishings	

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