

C.E. Lupton

Following from the *Greenfield Republican* Holiday Issue 1902-1903

C. E. LUPTON.

C. E. Lupton, the dry goods man of Jefferson street, has built up a business of a most substantial character. Much of his knowledge of the trade has been obtained in New York where he goes regularly four times a year to replenish his large stock and to gain new ideas. Mr. Lupton's sagacity in detecting values and in determining what will best suit his customers is unusually keen and has redounded to the benefit of his clientage and himself. A visit to his handsome store is an excursion into the dry goods world at the period of its highest development. Metropolitan methods are in vogue, metropolitan prices prevail and the urbanity and graciousness of manner so necessary to the conduct of a mammoth business are ever in evidence at Lupton's.

A bewildering array of dress goods, and everything in the line of drapery and haberdashery, all suitable for Christmas and New Year's presents now make a gay scene at Lupton's. The way the store is crowded nowadays is proof of its popularity. There are people who trade at Lupton's and who have been trading there for years in preference to any other store and with every year the number of new patrons increases.

THIS IS THE STORE

TO GO TO WHEN
YOU ARE LOOKING
FOR RELIABLE
DRY GOODS
AND LATEST NOV-
ELTIES, ETC.



.. C. E. LUPTON ..

EVERYTHING JUST
AS IT IS REPRE-
SENTED. LOOK
FOR THE NUMBER
3 2 8



JEFFERSON ST.