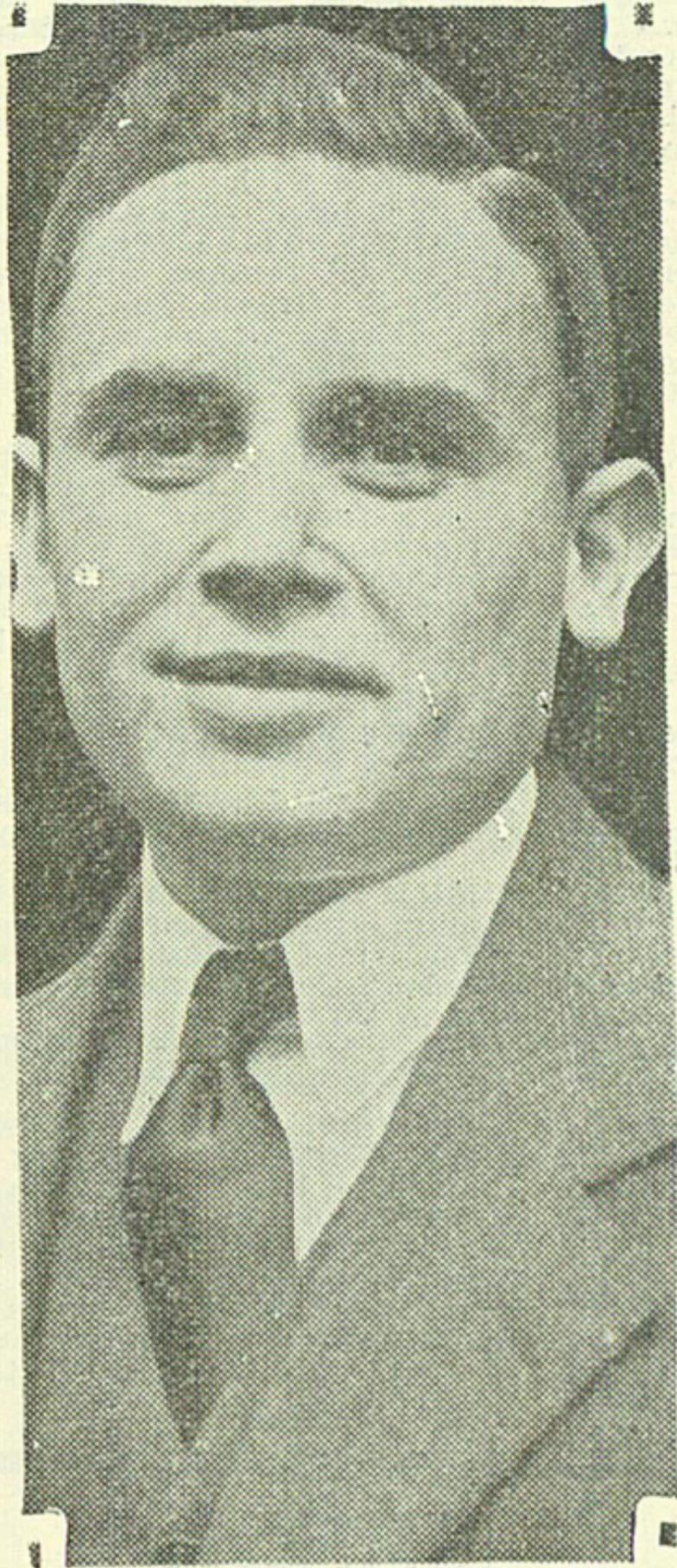


PRICES CUT ON UMBRELLAS

Declining commodity prices, which have given consumers exceptional buying opportunities in most products, have been particularly pronounced in the umbrella trade, where most retail prices have been practically cut in half during the past year.

This summary of the industry's position was made by Samuel Cohen, who operates the only exclusive umbrella



SAMUEL COHEN

(Courtesy Sun-Telegraph)

shop in the State of Pennsylvania and one of the few institutions of its kind to remain in existence in the entire country.

The business established in 1848 as John W. Tim & Son, is now conducted under the name of Sam's Umbrella Shop at 635 Penn Avenue.

Mr. Cohen stated that the organization has remained in business for 82 years in spite of the many changes during that period because of the fact that it has always concentrated efforts on its specialty, and has been able to offer its customers a more complete line and a greater amount of service in its repair shop than competitors.