

ALL TROLLEYS LEAD TO

THE BOSTON STORE

THE BUSINESS CENTER
OF NORWICH

Anniversary Day

We Celebrate Today the First Anniversary of the Opening of Our New Store

For one year we have enjoyed the increased business which this has brought, and it is with pleasure that we like to believe that we have merited your confidence.

To make this day one that you will remember, as well as ourselves, we have placed on sale in each department some article at a price lower than we have ever asked before. **WE DO NOT TELL YOU WHAT THIS PRICE IS.** The large cards printed in red, which we place over each special offering, will give no clue to this price. **YOU WILL HAVE TO ASK.** We use this as an opportunity for a talk with you personally, rather than through the medium of sale tickets. **LOOK FOR THE RED QUESTION MARKS.**

SILK DEPARTMENT

SATIN DORA—A 35-inch satin, resembling a messaline but with more strength and weight. It is our most popular silk and there are eighteen shades for you to choose from. It takes seven yards to make a dress and less than two for a waist. The regular price is \$1.00 a yard.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

DRESS GOODS DEPARTMENT

BUTTERFLY BROADCLOTH—You know what this is. A Broadcloth which we guarantee water-spot proof. An imported cloth, all wool, in black and colors, 50 inches wide, sponged and shrunk, ready for the needle. We have sold this cloth for three seasons under the spot-proof guarantee with marked success. You know the regular price.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

WASH GOODS DEPARTMENT

WOVEN MADRAS—Manufactured by the Lorraine Mfg. Co. A special lot in a large range of the newest patterns and colorings, including Jacquard effects and satin stripes. This is an excellent material for men's shirts, ladies' dresses and for children's wear. It comes from 32 to 34 inches wide and is well worth 25c a yard.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

MEN'S FURNISHING DEPARTMENT

PURE THREAD SILK HOSE—These have lisle thread heels and toes where the wear comes. You will find them in black and all the desirable colors including tan, navy, heliotrope, lavender, maroon, smoke, hunter's green and white. Our regular 50c Hose.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LADIES' UNDERWEAR DEPARTMENT

RIBBED UNDERWEAR—Our newly arrived line of Ladies' Ribbed, Full Bleached, Fleece Lined, Long and Short Sleeved Vests and Ankle Length Pants. You will need them next month. Our 50c grade.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LADIES' HOSIERY DEPARTMENT

WOMEN'S BLACK SEAMLESS HOSE—Here is something which will interest you. These Hose have pure silk legs and lisle thread garter tops. An exceptionally good 50c quality.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LINEN AND WHITE GOODS DEPARTMENT

72-INCH BLEACHED DAMASK—A beautiful grade of Fable Damask in new and elegant patterns. An exceptional opportunity allows us to offer it to you at — well, you will have to find out the price.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

ART GOODS DEPARTMENT

CLUNY LACE CENTERS AND SCARFS—A special Anniversary assortment of All Linen Centers and Scarfs, edged with handsome Cluny lace in the latest designs. Remember these goods are all linen. Scarfs 20 by 45 inches and 20 by 54 inches. Centers 20, 24, 27, 36 and 54 inches.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

CLOAK AND SUIT DEPARTMENT

Shirt Waist Section.

TAILORED WAISTS—A special lot of Tailored Waists for this Anniversary Sale. There are a number of different styles, some of them being in the side effect and others in the Gibson style.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

CLOAK AND SUIT DEPARTMENT

SILK TAFFETA UNDERSKIRTS—A special lot in black and colors in a variety of styles. Some are finished with a series of tucks and some are in accordion pleated effects.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

NECKWEAR DEPARTMENT

A SPECIAL ANNIVERSARY ASSORTMENT OF FINE NECKWEAR—Lace Stocks, Lace Tabs and Jabots, Swiss embroidered with lace edge. These would sell regularly for 25c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LADIES' GLOVE DEPARTMENT

TWO-CLASP KID GLOVES—Here is the chance you have been waiting for. High Grade Kid Gloves in white and several shades of tan, with Paris point embroidery. You must see them to appreciate the value we offer.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

RUG AND CARPET DEPARTMENT

TAPESTRY BRUSSELS RUGS—Our Fall line of these Tapestry Rugs. Good, dependable Rugs in the 9 x 12 size. All the latest colorings and designs. Sold everywhere for \$15.00.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

JEWELRY SECTION

CUFF AND COLLAR PIN—This is a patented Cuff and Collar Pin. It has a 14-karat rolled gold front with protected pin point. They come two on a card. Sold regularly for 25c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

STATIONERY DEPARTMENT

WRITING PAPER—One quire of White Linen Writing Paper with envelopes to match. This is an excellent correspondence paper which we have sold with much success. Regular price 25c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

DOMESTIC DEPARTMENT

FULL BLEACHED HEMMED SHEETS—These are 24 yards wide by 24 yards long and are made of a high grade, standard brand of cotton whose name you know. The regular value of these Sheets is \$1.10.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

TOILET GOODS DEPARTMENT

FRENCH TOILET SOAPS—Made by the old firm of perfumers—ROGER & GALLET. Need we say more? Round cakes, all odors. Universally sold for 25c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

MUSLIN UNDERWEAR DEPARTMENT

A CHANCE EXTRAORDINARY—The entire sample line of the foremost maker of the better grades of muslin underwear. A magnificent showing in an almost unlimited variety of patterns. You will appreciate these values for the cost to you will be what we ordinarily have to pay.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

NOTION DEPARTMENT

IMPORTED STEEL SCISSORS—Sharp pointed steel sewing Scissors in six sizes—3½ to 6-inch. We sell these under our own brand and you will find them to be of a high grade. We sell them regularly for 50c a pair.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LEATHER GOODS SECTION

LADIES' HAND BAGS—These important dress accessories are still in the highest favor and these are new goods in the latest fabrics and styles. Velvet, satin, leather, etc. Long handles and seven-inch frames. Our new dollar goods.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

KITCHENWARE DEPARTMENT

COLUMBIA SCALES—More than that we do not have to say. If you are using inaccurate scales, if you are preserving, if you are checking up your tradesmen, you need the best. "COLUMBIA" Scales are the best. The regular price is 98c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

MILLINERY DEPARTMENT

FELT AND VELOUR HATS AND HOODS—The most popular headwear of the season. Beautiful soft finish, felt and velour in white, light blue, pink, grey, and all the newest darker shades. These are the most jaunty, fetching little hats which have been produced in a long time.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

RIBBON DEPARTMENT

FANCY RIBBONS IN A WONDERFUL VARIETY—These Ribbons run from five to seven inches wide, are of the first quality and weight, and the variety of patterns and colors is bewildering. Floral designs, plaids, stripes and figures. No such opportunity has been offered you before. The regular prices are 39c and 49c.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

LACE DEPARTMENT

EMBROIDERED FLOUNCING—27-inch Embroidered Flouncing in the sheerest Swiss and the more substantial Nainsook. Some of the fine, dainty patterns are particularly suitable for children's dresses, while the other beautiful and more elaborate designs will make most charming lingerie gowns. These all sell regularly for 98c a yard.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

DRAPERY DEPARTMENT

MUSLIN CURTAINS—A large line of these Curtains in both the plain and dotted muslin. Finished with five tucks and dainty edging. They are full 24 yards long and are especially desirable for dining room or bed room. A splendid dollar value.

ANNIVERSARY SALE PRICE ? YOU'LL HAVE TO ASK

THE REID & HUGHES COMPANY