

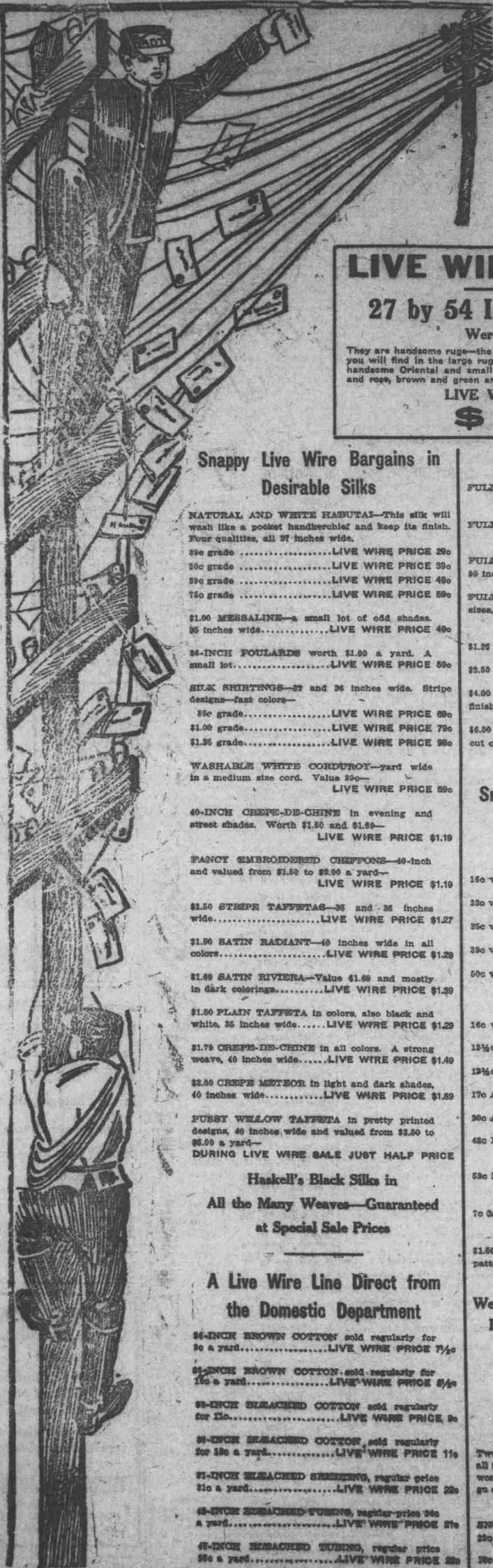
All Trolleys Lead To

The Boston Store

The Boston Store

The Business Center of Norwich

Wednesday,



BIG LIVE

FIFTH ANNUAL LIVE WIRE SALE

Begins Wednesday Morning, June 14th, at 8.15

It is the big money-saving sale of the whole year. Weeks and months are spent in preparing for it, and thousands of dollars' worth of worthy merchandise will leave our shelves and counters at prices which will save you substantial sums of money. You will find Mill Ends, surplus stocks of manufacturers and jobbers, and our own big stocks all reduced to the lowest price levels.

PHONE 21—ALL TELEPHONE AND MAIL ORDERS WILL RECEIVE PROMPT ATTENTION

LIVE WIRE SPECIAL

27 by 54 Inch Velvet Rugs

Were \$2.50 Each

They are handsome rugs—the same class of patterns and colorings that you will find in the large rugs of highest grade. The patterns include handsome Oriental and small figured designs in pretty browns, brown and rose, brown and green and blue effects.

LIVE WIRE SPECIAL

\$1.98

Snappy Live Wire Bargains in Desirable Silks

NATURAL AND WHITE HABUTAI—This silk will wash like a pocket handkerchief and keep its finish. Four qualities, all 37 inches wide.

- 38c grade.....LIVE WIRE PRICE 28c
- 50c grade.....LIVE WIRE PRICE 39c
- 59c grade.....LIVE WIRE PRICE 49c
- 75c grade.....LIVE WIRE PRICE 59c

\$1.00 MESSALINE—a small lot of odd shades, 35 inches wide.....LIVE WIRE PRICE 49c

36-INCH FOULARDS worth \$1.00 a yard. A small lot.....LIVE WIRE PRICE 59c

SILK SHIRTINGS—37 and 38 inches wide. Stripe designs—fast colors—

- 85c grade.....LIVE WIRE PRICE 69c
- \$1.00 grade.....LIVE WIRE PRICE 79c
- \$1.25 grade.....LIVE WIRE PRICE 99c

WASHABLE WHITE CORDUROY—yard wide in a medium size cord. Value 59c—

LIVE WIRE PRICE 59c

40-INCH CREPE-DE-CHINE in evening and street shades. Worth \$1.50 and \$1.59—

LIVE WIRE PRICE \$1.19

FANCY EMBROIDERED CHEMISES—40-inch and valued from \$1.50 to \$2.00 a yard—

LIVE WIRE PRICE \$1.19

\$1.50 STREEP TAFFETAS—35 and 36 inches wide.....LIVE WIRE PRICE \$1.27

\$1.00 SATIN RADIANT—40 inches wide in all colors.....LIVE WIRE PRICE \$1.29

\$1.00 SATIN RIVIERA—Value \$1.00 and mostly in dark colorings.....LIVE WIRE PRICE \$1.39

\$1.50 PLAIN TAFFETA in colors, also black and white, 35 inches wide.....LIVE WIRE PRICE \$1.29

\$1.75 CREPE-DE-CHINE in all colors. A strong weave, 40 inches wide.....LIVE WIRE PRICE \$1.49

\$2.00 CREPE METEOR in light and dark shades, 40 inches wide.....LIVE WIRE PRICE \$1.59

FUSSY WILLOW TAFFETA in pretty printed designs, 40 inches wide and valued from \$2.50 to \$5.00 a yard—

DURING LIVE WIRE SALE JUST HALF PRICE

Haskell's Black Silks in

All the Many Weaves—Guaranteed at Special Sale Prices

A Live Wire Line Direct from the Domestic Department

36-INCH BROWN COTTON sold regularly for 30 a yard.....LIVE WIRE PRICE 7 1/2c

36-INCH BROWN COTTON sold regularly for 10c a yard.....LIVE WIRE PRICE 8 1/2c

36-INCH BLEACHED COTTON sold regularly for 10c.....LIVE WIRE PRICE 8c

36-INCH BLEACHED COTTON sold regularly for 10c a yard.....LIVE WIRE PRICE 11c

31-INCH BLEACHED SHEETING, regular price 21c a yard.....LIVE WIRE PRICE 20c

48-INCH BLEACHED TUBING, regular price 24c a yard.....LIVE WIRE PRICE 21c

48-INCH BLEACHED TUBING, regular price 26c a yard.....LIVE WIRE PRICE 22c

Domestic Department

FULL SIZE SHEETS worth 59c each—

LIVE WIRE PRICE 75c

FULL SIZE SHEETS worth \$1.10 each—

LIVE WIRE PRICE 85c

FULL-BLEACHED SCRAMED SHEETS—72 by 90 inches.....LIVE WIRE PRICE 42c

FULL-BLEACHED PILLOW CASES in two sizes, 42 by 36 and 45 by 36. Value 20c each—

LIVE WIRE PRICE 15c

\$1.25 CROCHET QUILTS.....LIVE WIRE PRICE 99c

\$2.50 CROCHET QUILTS.....LIVE WIRE PRICE \$1.59

\$4.00 SATIN QUILTS—Extra size and hemmed finish.....LIVE WIRE PRICE \$2.89

\$6.50 SATIN QUILTS with fringe. Full size with cut corners.....LIVE WIRE PRICE \$4.29

Snapping Live Wire Bargains in Linens and White Goods

Turkish Towel Bargains

16c values.....LIVE WIRE PRICE 12 1/2c

23c values.....LIVE WIRE PRICE 18c

35c values.....LIVE WIRE PRICE 25c

39c values.....LIVE WIRE PRICE 29c

50c values.....LIVE WIRE PRICE 35c

Cotton Huck Towels

16c value.....LIVE WIRE PRICE 12 1/2c

12 1/2c value.....LIVE WIRE PRICE 10c

12 1/2c LINEN CRASH.....LIVE WIRE PRICE 10c

17c ALL-LINEN CRASH.....LIVE WIRE PRICE 14c

20c ALL-LINEN CRASH.....LIVE WIRE PRICE 17c

45c BLEACHED, MERCERIZED DAMASK—

LIVE WIRE PRICE 33c

53c BLEACHED, MERCERIZED DAMASK—

LIVE WIRE PRICE 50c

7c MERCERIZED NAPKINS—

LIVE WIRE PRICE 5c

\$1.50 PURE LINEN DAMASK in a fine line of patterns.....LIVE WIRE PRICE \$1.19

We Offer Special Bargains in Some Linen

Damask Napkins Which Are Slightly Soiled. A Chance For a Big Bargain

Fifty Linen Damask Table Cloths Reduced One-third or More

Two sizes in the 12-18-24 and 18-24. They are all fine All- linen Damask Cloths and are actually worth from \$8.00 to \$10.00 each. They should all go during the first day of the sale, so come early.

SALE PRICES FROM \$2.00 TO \$4.00 EACH

SNOW PEAKS VOILE—VALUES FROM 12c to 25c.....LIVE WIRE PRICE 12 1/2c

30c WHITE CREPE.....LIVE WIRE PRICE 15c

Red Hot Live Wire Sparks From the Ready-to-wear Section



\$11.75

\$17.75

\$ 6.98

\$ 9.75

\$10.95

\$ 4.75

WOMEN'S AND MISSES' TAILORED SUITS—Poplins and Serges are the materials used in most of these smart suits which are marked down so drastically for this big sale. There are many clever models in most of this season's favored colorings. Values as high as \$18.50.

SUITS OF BETTER QUALITY AT SALE PRICES—Suits which we have been selling at \$25.00 and \$27.50 are all included in this second lot. Gabardines, Poplins, Cheek Fabrics, Serges, Etc., are all in the offering and in color, styles and finish the suits are all that could be desired.

SMART COATS IN MANY STYLES—Values as high as \$11.50 have been grouped for sale at this one low price. Smart designs, good fabrics and attractive colorings all go to make this item one of peculiar interest. To use a coat and now is the time to buy it. You can save money.

HANDSOME SILK FROCKS—Sizes and styles for both Women and Misses in values up to \$15.98 make this offering mighty interesting. Crepe-de-Chine, Messaline and the very popular Taffeta are all to be found, in smart designs and pretty colors.

HIGH GRADE COATS FOR ALL PURPOSES—This second lot of coats is made up of the dresser models, and many novelty weaves as well as the standard fabrics are all to be found. The styles are varied and the quality superb, making them bargains of the finest order. Values up to \$17.50.

CHILDREN'S COATS AT BARGAIN PRICES—For the little girls from 6 to 14 years old we have a special Live Wire Bargain. Here's a pretty selection of modish coats in solid colors and stylish check designs which are valued as high as \$8.50. They go for practically half price.

Live Wire Messages from the Colored Wash Goods Department

Remnants of Wash Goods—All Kinds Various Lengths and All Weaves at Half Price

30c SHIRTINGS and CALICO—standard goods in light and dark colorings.....LIVE WIRE PRICE 15c

STANDARD APRON GINGHAMS—

LIVE WIRE PRICE 7c

12 1/2c PERCALES of the best grade. A yard wide

LIVE WIRE PRICE 10 1/2c

12 1/2c DRESS GINGHAMS in plaids, stripes, checks and solid colors.....LIVE WIRE PRICE 10c

29c SPORT STRIPE SHEETINGS—34 inches wide.....LIVE WIRE PRICE 19c

60c DRESS LINENS in all the best colors. A yard wide.....LIVE WIRE PRICE 55c

15c FANCY CREPES and VOILES—36 and 40 inches wide in awning stripes and floral designs—

LIVE WIRE PRICE 12 1/2c

FLORAL and EMBROIDERED VOILES in 30c and 35c qualities. A yard wide—

LIVE WIRE PRICE 18c

NOVELTY WASH GOODS in a big variety of weaves, patterns and colorings. Values from 15c to 25c a yard.....LIVE WIRE PRICE 25c

Sparks from the Ribbon Department

MOIRE RIBBON—just the thing for MILLINERY purposes, 7 inches wide and worth 40c a yard—

LIVE WIRE PRICE 30c

30c DRESSING RIBBONS for sashes and hair bows.....LIVE WIRE PRICE 20c

30c HEAVY TAFFETA RIBBON for hair bows. Also pretty figured ribbons.....LIVE WIRE PRICE 18c

Live Wire Flashes From The Shirtwaist Department



50c Colored Waists for 39c

There's a good variety of designs—there's a good variety of materials and there's a good variety of the best washing colors in this first lot of Live Wire Waists. They are genuine bargains.

Dainty Lingerie Waists in Many Styles

89c

\$1.69

\$1.79

The styles are new and the quality is far better than the price would indicate. They are pretty waists and all nicely finished with lace or embroidery. They are up to the minute.

\$2.00 VOILE and BATHING BLOUSES—Sheer materials of good quality make up this second Live Wire Bargain number. The designs are all costly and the waists well-made in every way.

TUB SILK WAISTS ONLY \$1.79—Blouses in plain white Tub Silk and Blouses in pretty striped effects are included at this price. They are well-made garments and we offer both high and low neck effects.

Crepe-de-Chine Blouses for \$2.95

\$2.95

\$3.69

89c

These are Blouses of superior quality and are shown in both white and desirable colors. There are a number of handsome designs and the quality of the silk is superb.

DRESSY BLOUSES REDUCED TO \$3.69—These dressy Blouses are offered in great variety of material, coloring and style. You will find among them Nets, Crepe-de-Chine, Messaline and Taffeta, all of good quality and very handsome.

LONG KIMONOS ONLY 89c—Chic Kimonos in all the most attractive colors and designs, made of Lawn or Crepe. They are just the thing for warm weather wear.

The Reid, Hughes & Co

The Reid, Hughes & Co