

A Beautiful Holiday Store Filled with CHRISTMAS GIFT SUGGESTIONS

The Boston Store



Do Your
Christmas
Shopping Early



The Spirit of Cheerful Service Pervades This CHRISTMAS STORE

Our helpers in this store are your helpers. It is our desire and their desire to be of service to you. Every Department is now filled with the new Christmas merchandise, carefully arranged for convenience of selection. Where to go for your gift purchases

MAIN FLOOR (Old Store)

Men's Neckwear, Gloves, Hosiery, Shirts and Furnishings of all kinds—Silks and Dress Goods—Blankets, Bed Spreads, Pillow Cases—Colored Wash Goods. Sub-station of Post Office.

MAIN FLOOR (New Store)

Women's Gloves, Neckwear, Underwear, Hosiery, Veils, Laces, Handkerchiefs, Umbrellas, Infants' Wear, Silver Novelties, Toilet Goods, Perfumes, Soaps, Powders, Etc., Leather Goods, Stationery, Novelties, Calendars, Christmas Cards, Books, Etc.

MAIN FLOOR (Center Room)

Art Linens, Table Linens, Towels, Comfortables, Yarns, Embroidered Novelties, Sofa Cushions, Pin Cushions, Etc.

BASEMENT (Old Store)

Household Furnishings including Aluminum and Nickel Ware, Klever Kraft Silver, Pyrex Transparent Oven Ware, Percolators, Tea Pots, Serving Trays, Etc.

SECOND FLOOR (Old Building)

Women's and Misses' Coats, Suits, Furs, Blouses, Sweaters, Skating Sets, Bath Robes for Men and Women, Etc.

THIRD FLOOR (Old Building)

Trunks, Suit Cases, Traveling Bags, Rugs, Draperies, Screens, Cedar Chests, Card Tables, Sewing Screens and Baskets and Home Furnishings.

TOYLAND, IN THE BASEMENT OF THE NEW STORE, IS THE PLACE FOR THE CHILDREN

The Reid & Hughes Co