



Anniversary Sale



The Boston Store Celebrates Its Fortieth Birthday

ANNIVERSARY SALE BEGINS THIS MORNING

Forty years ago this month Adam Reid and George F. Hughes entered into partnership, taking over a then flourishing business, and called it "The Boston Store." Since that day forty years ago The Boston Store has consistently led. For forty years it has been conducted along lines of strict integrity and the most particular commercial honesty. It has stood, not alone for success in its own field, but has been a vital factor in the growth of the community.

We feel that we number among our friends almost every individual in this town. It is our pride that this feeling does not depend upon sales and purchases alone, but is a true personal feeling, and as such we value it. We hope to grow, not with the community, but ahead of it and to do this we must retain the good feeling which now is ours.

Come in Saturday—on our Anniversary celebration. If you wish to purchase merchandise all right—but come in anyway, and renew the acquaintance, and start it along on the next forty years.

WE HAVE PREPARED A LARGE NUMBER OF SPECIAL ANNIVERSARY BARGAINS

Special Anniversary Prices In Desirable Summer Garments

EVERY ARTICLE ADVERTISED IS A SPLENDID BARGAIN

SILK BLOUSES

Anniversary Price \$5.00

Dainty Blouses of Georgette and Crepe de Chine in white, flesh and other color combinations. Values up to \$7.50.

FINE VOILE BLOUSES

Anniversary Price \$1.95

A fine showing of Crisp Voile Blouses in various styles, trimmed with good laces and embroideries. Values to \$2.69.

HANDSOME SWEATERS

Anniversary Price \$5.00

Clever models in godly variety, made of Shetland wool in plain or fancy weave, or of fibre silk. Values as high as \$8.50.

GOOD HOUSE DRESSES

Anniversary Price \$2.48

Sturdy gingham in stripes and checks, and pretty striped percale is seen in these attractive Dresses. The values are as high as \$3.29.

PRETTY SUMMER DRESSES

Anniversary Price \$5.00

A collection of Dresses strictly up to date in every way. Principally figured voiles in medium and dark colorings. Values to \$8.98.

WHITE TUB DRESS SKIRTS

Anniversary Price \$3.00

All high class garments in various new models. Made of gabardine, pique or tricotine. A remarkably pretty selection. Values to \$6.00.

WOMEN'S AND MISSES' CAPES

Anniversary Price \$7.95

Just the thing for summer wear where a wrap is necessary. Only one of a kind, and worth as high as \$15.00. Buy it now.

WOMEN'S AND MISSES' SUITS

Anniversary Price \$17.50

We have grouped a selection of fine wool Serge Suits which are valued as high as \$29.50. A number of very attractive models are included.



DRESS GOODS DEPARTMENT

BLACK AND WHITE CHECKS
In two sizes, Value \$1.00 a yard, and 44 inches wide ANNIVERSARY PRICE 79c

34-INCH SERGE
In black only—a good suiting weight, value \$1.35 ANNIVERSARY PRICE \$1.10

40-INCH FRENCH SERGE
Sold regularly for \$2.50 a yard—colors are plum navy, black and burgundy—
ANNIVERSARY PRICE \$2.10

40-INCH POPLIN
In navy, brown, plum and burgundy. Regular price \$2.00 ANNIVERSARY PRICE \$1.79

48-INCH POPLIN
Sold regularly for \$2.50 a yard. All sponged and shrunk—colors are navy, green, brown and black ANNIVERSARY PRICE \$2.05

35.50 FRENCH SERGE
A 45-inch fabric, all sponged and shrunk—dark colors and black ANNIVERSARY PRICE \$2.95

34-INCH TWEED
In handsome green, brown and gray mixtures, value \$3.50 a yard ANNIVERSARY PRICE \$3.10

SILK-AND-WOOL POPLIN
In six of the best colors and in black, regular price \$2.00 a yard—
ANNIVERSARY PRICE \$1.69

ART GOOD DEPARTMENT

76c LAKE TRIMMED SCARFS
In 15 by 34 inch size, ANNIVERSARY PRICE 50c

75c STAMPED KIMONOS SALE PRICE 50c

50c STAMPED PILLOW TOPS
In a line of pretty new designs—
ANNIVERSARY PRICE 39c

75c 36-INCH CENTERS
On tan linen ANNIVERSARY PRICE 50c

\$1.75 LAKE TRIMMED CENTERS
45-inch size ANNIVERSARY PRICE \$1.59

76c BUREAU SCARFS
Size 18 by 34 inches ANNIVERSARY PRICE 59c

75c 36-INCH CENTERS ANNIVERSARY PRICE 59c

18-INCH STAMPED CENTERS
Worth 35c ANNIVERSARY PRICE 29c

24-INCH STAMPED CENTERS
Worth 50c ANNIVERSARY PRICE 45c

LACE AND EMBROIDERY DEPT.

VALENTIENNES EMBROIDS AND INSERTIONS
That retail for 10c and 12 1/2c a yard—
ANNIVERSARY PRICE 5c

COTTON CLUNY LACES
Of the regular 10c quality ANNIVERSARY PRICE 6c

EMBROIDERED CAMBRIC EDGES
These are 10 inches wide and we sell them for 35c a yard ANNIVERSARY PRICE 29c

EMBROIDERED EDGES
In cambric and nainsook, the regular 25c grade ANNIVERSARY PRICE 19c

EMBROIDERED VOILE FLOUNCINGS
That were formerly \$1.25 a yard; width 40 inches ANNIVERSARY PRICE 89c

NOTION DEPARTMENT

GEAR DRESS SHIELDS
No. 3, value 43c ANNIVERSARY PRICE 38c
No. 4, value 40c ANNIVERSARY PRICE 35c

15c LADY DAINY LINGERIE TAPE
ANNIVERSARY PRICE 12 1/2c

SUNSET SOAP DYES SALE PRICE 2 for 25c

TAFETTA SEAM BINDING
Of best quality in black, white and colors, value 25c ANNIVERSARY PRICE 21c

DRESSMAKERS' PINS
Quarter-pound boxes—
25c value ANNIVERSARY PRICE 25c
35c value ANNIVERSARY PRICE 30c

YAMATO SANITARY NAPKINS
Twenty-five in a package, regular price 25c—
ANNIVERSARY PRICE 20c

WRIGHT'S BIAS SEAM TAPE
In plum color and stripes—
ANNIVERSARY PRICE 15c

SHEARS
In seven, eight and nine-inch, value 98c—
ANNIVERSARY PRICE 85c

SUIT AND TRIMMING BUTTONS
Balance of Stock
ANNIVERSARY PRICE 25 PER CENT REDUCTION

IMPORTED NEEDLE CASES
Value 50c ANNIVERSARY PRICE 40c
Value 75c ANNIVERSARY PRICE 60c
Value 89c ANNIVERSARY PRICE 75c
Value 98c ANNIVERSARY PRICE 80c
Value \$1.25 ANNIVERSARY PRICE \$1.00

WASH GOODS DEPARTMENT

AMOSKEAG AND LANCASTER APRON GINGHAMS
The best quality, value 29c a yard
ANNIVERSARY PRICE 24c

"BATES" DRESS GINGHAMS
Which should sell now for 34c a yard. All the latest patterns and 27 inches wide—
ANNIVERSARY PRICE 34c

"BATES" 32-INCH DRESS GINGHAMS
Soft finish and fast colors in about 50 excellent styles, value 45c a yard ANNIVERSARY PRICE 38c

29c DRESS GINGHAMS
In good plaids and a few other styles, width 27 inches ANNIVERSARY PRICE 25c

YARD-WIDE DRESS PERCALES
In plaids, stripes and checks, value 35c a yard—
ANNIVERSARY PRICE 25c

DRESS PERCALES OF BEST QUALITY
All a yard wide and shown in light, medium and dark colorings, regular price 35c—
ANNIVERSARY PRICE 34c

GENUINE SERPENTINE CREPE
width 30 inches, regular price 45c—
ANNIVERSARY PRICE 35c

GLENROY AND LORRAINE GINGHAMS
In a complete line of colorings and designs. The highest grade Dress Gingham on the market, value 79c, width 22 inches—
ANNIVERSARY PRICE 58c

DOMESTICS AND WHITE GOODS

39c PILLOW CASES
In two of the most desirable sizes, 42 by 26 and 40 by 36 ANNIVERSARY PRICE 29c

\$2.50 SHEETS
Size 31 by 90, fine Sheets in the best size—
ANNIVERSARY PRICE \$1.75

FULL-SIZE CROCHET QUILTS
Which are valued at \$4.50—
ANNIVERSARY PRICE \$3.50

YARD-WIDE UNBLEACHED COTTON
Which is now selling for 35c—
ANNIVERSARY PRICE 25c

HEAVY-WEIGHT TURKISH TOWELS
Of good size and quality, value 35c—
ANNIVERSARY PRICE 25c

25c HUCK TOWELS ANNIVERSARY PRICE 19c

MERCERIZED DAMASK TABLE CLOTHS
As handsome Table Damask as you have ever seen. The Cloths are 1 1/2 by 2 yards in size, and of extra good quality ANNIVERSARY PRICE \$1.79

35c ENGLISH LONG CLOTH ANNIVERSARY PRICE 25c

\$1.50 WHITE VOILE
For waists and dresses. Pretty white stripes and plaids ANNIVERSARY PRICE 69c

YARD-WIDE NON-CRUSH LINEN
A white linen which is absolutely worth \$1.50 a yard ANNIVERSARY PRICE 89c

NECKWEAR AND HANDKERCHIEFS

A SPECIAL LOT OF NECKWEAR
Worth \$1.00 to \$1.50 ANNIVERSARY PRICE 35c

The lot includes some very attractive Organdie Vests, Collars, and Collar and Cuff Sets. All the latest styles in white and the best colorings.

COLLARS AND VESTES
Worth 50c and 75c
These are slightly mused and we are going to sacrifice them. The values are wonderful—
ANNIVERSARY PRICE 15c

25c EMBROIDERED LINEN HANDKERCHIEFS
Women's Handkerchiefs of exceptional quality—
ANNIVERSARY PRICE 19c

MEN'S FINE COTTON HANDKERCHIEFS
Which should not sell for a cent less than 15c—
ANNIVERSARY PRICE 12 1/2c

INFANTS' DEPARTMENT

BALANCE OF OUR STOCK OF CHILDREN'S COATS
Values as high as \$6.98 in the lot, which comprises black and white checks, and a few blue serges and covert cloths—sizes from 2 to 6 years
All unusually good bargains—
ANNIVERSARY PRICE \$2.98

\$1.25 and \$1.50 ROMPERS SALE PRICE 89c
Pink and white and blue and white checks, and plain chambrays make up this lot of pretty little Rompers for the children from 1 to 6 years old ANNIVERSARY PRICE 89c

ALL OF OUR Trimmed Hats at \$2.98

Any Trimmed Summer Hat in our stock is yours for \$2.98. You can't beat this bargain offer anywhere. Each Hat is an exponent of the very best millinery styles, and is up to our high standard in every way. You will find Hats of all kinds—Georgettes, Milans, Hempt, Horse Hair, and a few of Velvet—all colorings and all styles.

YOUR CHOICE FOR \$2.98
A FEW HIGH PRICED UNTRIMMED HATS WILL GO FOR 98c

HOSIERY AND UNDERWEAR DEPT.

35c BLACK LISLE HOSE
which show very slight imperfections not affecting their wearing qualities—
ANNIVERSARY PRICE 2 PAIR FOR 50c

WOMEN'S MERCERIZED HOSE
In brown and gray, a regular 50c quality made with double sole, heel and toe—
ANNIVERSARY PRICE 42c

50c OUTSIDE BURSON HOSE
Made with ribbed top—ANNIVERSARY PRICE 42c

INFANTS' FINE COTTON HOSE
In black, white and tan, worth 25c a pair—
ANNIVERSARY PRICE 21c

CHILDREN'S RIBBED COTTON HOSE
In good medium weight, sizes 6 to 7 1/2—
SALE PRICE 20c
Sizes 8 to 10 SALE PRICE 25c

IPSWICH RIBBED COTTON HOSE
For boys and girls, the best for hard wear and long service—
45c quality ANNIVERSARY PRICE 33c
50c quality ANNIVERSARY PRICE 39c

WOMEN'S FINE COTTON VESTS
50c Vests in sleeveless style, either plain or fancy trimmed—
ANNIVERSARY PRICE 49c

WOMEN'S LISLE THREAD VESTS
In extra sizes—
85c quality ANNIVERSARY PRICE 69c
\$1.00 quality ANNIVERSARY PRICE 83c

WOMEN'S HARVARD MILLS UNDERWEAR
Vests, Drawers and Tights for early Fall wear—
Sizes 6-8, value \$1.15 SALE PRICE 95c
Sizes 7-9, value \$1.35 SALE PRICE \$1.10

GLOVE DEPARTMENT

\$1.00 SILK GLOVES
In black or white, with double-tip fingers. Good quality, 12-button length Gloves—
ANNIVERSARY PRICE 59c

75c SILK GLOVES
In black, white or gray, two clasp length—
ANNIVERSARY PRICE 45c

A SMALL LOT OF BLACK LISLE GLOVES
Which are actually worth 58c a pair—
ANNIVERSARY PRICE 19c

RIBBON DEPARTMENT

DRESDEN RIBBON
7 inches wide and suitable for handbags, girdles, etc. Value 69c a yard—
ANNIVERSARY PRICE 49c

TAFETTA RIBBON
For hair bows, etc, regular price 36c a yard—
ANNIVERSARY PRICE 33c

MUSLIN UNDERWEAR DEPT.

\$1.25 WHITE SKIRTS ANNIVERSARY PRICE \$1.00
Good White Skirts, trimmed with embroideries and ruffles and either with or without a dust ruffle ANNIVERSARY PRICE \$1.00

REGULAR \$1.98 BUNGALOW APRONS
In assorted patterns of light and dark percales, made with elastic at waist—
ANNIVERSARY PRICE \$1.50



FLOOR COVERINGS

HANDSOME CRETONNES
Closing a large line of Cretonnes to make room for Autumn goods—
\$1.00 Value ANNIVERSARY PRICE 79c
85c Value ANNIVERSARY PRICE 65c
75c Value ANNIVERSARY PRICE 55c
55c Value ANNIVERSARY PRICE 39c
35c Value ANNIVERSARY PRICE 29c

\$2.75 QUAKER LACE CURTAINS
2 1/2 yard Curtains made of pretty flax net—
ANNIVERSARY PRICE \$2.19

50c SCOTCH FIGURED MADRAS
Natural ground with color designs—
ANNIVERSARY PRICE 35c

39c QUAKER LACES
In a good assortment of good flax nets—
ANNIVERSARY PRICE 35c

COLORS FIGURED MADRAS FOR OVERDRAPE
Regular 50c a yard ANNIVERSARY PRICE 35c

SCRIM CURTAINS ANNIVERSARY PRICE \$1.00
Two and a quarter yards long. A bargain

19c CURTAIN SCRIM ANNIVERSARY PRICE 15c

RINGWALT'S FELT BASE FLOOR COVERING
Handsome linoleum designs, value 55c a square yard ANNIVERSARY PRICE 53c

LOG CABIN COLONIAL RUGS
36 by 72, value \$3.85 ANNIVERSARY PRICE \$2.98

\$1.65 INLAID LINOLEUMS SALE PRICE \$1.49

9 BY 12 TAPESTRY BRUSSELS RUGS
Value \$38.00 ANNIVERSARY PRICE \$33.50

SPECIAL ANNIVERSARY PRICES IN TRUNKS, BAGS AND SUIT CASES

MEN'S FURNISHINGS DEPARTMENT

COTTON SOCKS
Of medium weight, in black, cordovan and gray, a regular 25c value ANNIVERSARY PRICE 20c

\$1.00 HALBRIGAN SHIRTS AND DRAWERS
Made of fine Sea Island cotton, all sizes in the lot ANNIVERSARY PRICE 89c

55c NAINSOOK ATHLETIC UNDERWEAR
Shirts and Drawers which are easily worth 55c garment ANNIVERSARY PRICE 45c

MERCERIZED LISLE UNION SUITS
In a fine summer weight, cool and comfortable, regular value \$2.00 ANNIVERSARY PRICE \$1.65

BLEACHED POROSKNIT SHIRTS AND DRAWERS
All the various popular styles, value \$1.00—
ANNIVERSARY PRICE 85c

OUTING AND WORK SHIRTS
In white, fancy stripes and in chambray, worth \$1.25 and going higher—
ANNIVERSARY PRICE \$1.15

PURE THREAD SILK SOCKS
In black and all the best colorings, \$1.00 quality—
ANNIVERSARY PRICE 83c

\$1.50 NAINSOOK AND MADRAS ATHLETIC UNION SUITS
In all sizes. All fine quality—
ANNIVERSARY PRICE \$1.29

\$1.25 MERCERIZED UNION SUITS
Made of a high grade mercerized repp—
ANNIVERSARY PRICE \$1.10

56c SILK FOUR IN HANDS
For men and boys—
ANNIVERSARY PRICE 45c

\$2.00 NEGLIGEE SHIRTS
Some very handsome Shirts made of poplin, madras and French percale, all coat style with soft cuffs, some handsome patterns and colorings in the lot ANNIVERSARY PRICE \$1.55

\$2.50 NEGLIGEE SHIRTS
Of exceptionally good quality and most attractive in design and coloring—
ANNIVERSARY PRICE \$1.89

LEATHER GOODS DEPARTMENT

FABRICATED LEATHER SHOPPING BAGS
Of large size, regular price \$4.50—
ANNIVERSARY PRICE \$3.50

FABRICATED LEATHER SHOPPING BAGS
Which sold regularly for 59c—
ANNIVERSARY PRICE 45c

STRING SHOPPING BAGS
Value 50c ANNIVERSARY PRICE 45c
Value 25c ANNIVERSARY PRICE 21c
Value 25c ANNIVERSARY PRICE 19c

WHITE MOIRE BAGS
Value \$2.25 ANNIVERSARY PRICE \$1.98
Value \$2.50 ANNIVERSARY PRICE \$2.15
Value \$2.98 ANNIVERSARY PRICE \$2.50
Value \$4.98 ANNIVERSARY PRICE \$3.98

TOILET GOODS DEPARTMENT

WAYNE CEDAR BAGS At Bargain Prices
Value 60c ANNIVERSARY PRICE 40c
Value 75c ANNIVERSARY PRICE 50c
Value \$1.00 ANNIVERSARY PRICE 67c
Value \$1.50 ANNIVERSARY PRICE \$1.00
Value \$1.75 ANNIVERSARY PRICE \$1.25

25c TALCUM POWDERS—
ANNIVERSARY PRICE ONLY 21c
Here's the list—Buy them now, Mavis Talcum, As The Petals, Vantine's Sandal Wood and Sana Dermale.

40c DIER KISS TALCUM SALE PRICE 35c
50c POMPEIAN FACE POWDER SALE PRICE 42c
50c MAVIS FACE POWDER SALE PRICE 42c
89c THREE FLOWERS FACE POWDER—
SALE PRICE 59c

SYLPHO NATHOL ANNIVERSARY PRICE 9c
10 cent size ANNIVERSARY PRICE 21c
25 cent size ANNIVERSARY PRICE 44c
50 cent size ANNIVERSARY PRICE 90c
\$1.00 size ANNIVERSARY PRICE 90c

JAPANNETTE AND DEVON TOILET PAPER
In rolls, regular price 7c SALE PRICE 4 FOR 25c

WHISK BROOMS
Value 25c ANNIVERSARY PRICE 21c
Value 45c ANNIVERSARY PRICE 39c
Value 39c ANNIVERSARY PRICE 35c

HAIR BRUSHES
Value 25c ANNIVERSARY PRICE 21c
Value 60c ANNIVERSARY PRICE 42c
Value 65c ANNIVERSARY PRICE 55c
Value 79c ANNIVERSARY PRICE 69c
Value \$1.25 ANNIVERSARY PRICE 98c

HAND SCRUBS
Value 12 1/2c ANNIVERSARY PRICE 9c
Value 25c ANNIVERSARY PRICE 21c

HAIR BRUSHES—HUGHES IDEAL
Value \$1.25 ANNIVERSARY PRICE \$1.10
Value \$1.50 ANNIVERSARY PRICE \$1.35
Value \$2.25 ANNIVERSARY PRICE \$1.98

59c SANITARY HAIR BRUSHES, SALE PRICE 69c
75c WYETH'S SAGE & SULPHUR SALE PRICE 60c
60c PARISIAN SAGE, ANNIVERSARY PRICE 50c
60c FORHAN'S TOOTH PASTE SALE PRICE 50c
25c BURRELL'S TOOTH PASTE SALE PRICE 21c
25c BURRELL'S TOOTH POWDER SALE PRICE 21c
30c ODORONO ANNIVERSARY PRICE 23c
60c ODORONO ANNIVERSARY PRICE 47c
35c LIQUID DRESS SHIELDS SALE PRICE 28c
85c LIQUID DRESS SHIELDS SALE PRICE 69c
COLGATE'S COLEO SOAP 3 FOR 25c

KITCHENWARE DEPARTMENT

EARTHENWARE BUTTER JARS
With handle, three-pound size—
ANNIVERSARY PRICE 25c

EARTHENWARE BAKING DISHES
1-quart size ANNIVERSARY PRICE 15c
2-quart size ANNIVERSARY PRICE 20c
5-quart size ANNIVERSARY PRICE 25c
14-quart GRANITE DISH PANS SALE PRICE 65c

WINDOW SCREENS
18 by 30 ANNIVERSARY PRICE 47c
24 by 33 ANNIVERSARY PRICE 55c
28 by 37 ANNIVERSARY PRICE 73c

ETCHED TUMBLERS
In several pretty designs—
ANNIVERSARY PRICE 95c DOZ.

2-QUART GRANITE COFFE POTS SALE PRICE 63c

JAPANESE WASTE BASKETS
In two sizes—
ANNIVERSARY PRICE 65c

SILK DEPARTMENT

SATIN STRIPE TAFETTA
In all colorings—a two dollar value, 38 inches wide ANNIVERSARY PRICE \$1.45

TABLE-WIDE TAFETTA
In dark colors and in black, regular price \$2.10 a yard ANNIVERSARY PRICE \$1.79

YARD-WIDE MESSALINE
In a complete line of light and dark colors—the regular \$2.80 grade—
ANNIVERSARY PRICE \$1.85

\$2.50 GEORGETTE CREPE
We offer more than thirty shades for your selection—
ANNIVERSARY PRICE \$2.29

PRINTED GEORGETTE CREPE
Of the usual \$3.00 variety—all good designs and 40 inches wide ANNIVERSARY PRICE \$2.65

CORDUROY
In the best staple colorings—width 32 inches
ANNIVERSARY PRICE \$1.10

SPORT POQUEES
In 27 and 32-inch widths—handsome figures and stripes, values \$1.50 to \$1.75—
ANNIVERSARY PRICE \$1.35