

THE BOSTON STORE, NORWICH, CONN.

THE BOSTON STORE'S JANUARY SALE

THE MOST STRIKING REDUCTIONS IN EVERY DEPARTMENT

This is not alone a Clearance but it is a Reduction of our stocks to such a low point that we will be able to take advantage of every drop in the market. You will find Boston Store prices are the very lowest.

BUY NOW—YOU WILL MAKE NO MISTAKE

The Boston Store's Men's Shop

Remarkable Subtractions From the Cost of Living

MERCERIZED COTTON SOCKS—Black and colors. Were 25c a pair SALE PRICE 21c

NEVERTEAR SOCKS—Former price 35c. Black or colors—SALE PRICE 29c

LION BRAND MERCERIZED SOCKS—Gauze and medium-weight Mercerized Lisle Socks, formerly sold for 35c. Black and colors—SALE PRICE 45c

SHAWKNIT SILK PLATED SOCKS—Former price 75c. Black and colors—SALE PRICE 62c

PURE THREAD SILK SOCKS—Seamless or fashioned styles, in black and colors—SALE PRICE 89c Formerly \$1.25—SALE PRICE \$1.15

WOOL AND CASHMERE SOCKS—Formerly sold for \$1.00. Shown in heather mixtures, blue and gray SALE PRICE 49c

CONTOCOK WOOL SOCKS—In all colors. Former price 45c—SALE PRICE 29c

ENGLISH ALL WOOL SPORT SOCKS—Handsome heather mixtures, in a sporty knit. Former price \$1.15—SALE PRICE 95c

HEAVY RIBBED BURL UNDERWEAR—Former price \$1.25 a garment—SALE PRICE 87c

FLEECE LINED UNDERWEAR—A heavy weight Underwear, formerly sold for \$1.50 a garment—SALE PRICE \$1.15

WINSTED WOOL UNDERWEAR—Former price \$2.25—SALE PRICE \$1.45 Former price \$2.00—SALE PRICE \$2.40

HEAVY RIBBED COTTON UNION SUITS—Ears in color, all sizes, and formerly sold for \$2.25 a suit—SALE PRICE \$1.69

OUTING FLANNEL PAJAMAS—Formerly \$3.50—SALE PRICE \$1.95

OUTING FLANNEL NIGHT SHIRTS—Formerly \$2.25—SALE PRICE \$1.79

NEGLECTEE SHIRTS which we have sold as high as \$2.00. Coat style, with soft cuff, and made of a good Percale—SALE PRICE 89c

MADRAS AND FRENCH PERCALE SHIRTS which have been selling for \$2.50—SALE PRICE \$1.35

WOVEN MADRAS SHIRTS, in good coloring, and some very attractive patterns, former price \$2.50—SALE PRICE \$1.89

SILK FOUR-IN-HANDS, in a large assortment of colors and designs—formerly \$1.50—SALE PRICE 35c—3 FOR \$1.00

SILK FOUR-IN-HANDS which have been selling as high as \$1.30—SALE PRICE 59c

SILK FOUR-IN-HANDS, in various all the way up to \$2.50. A big assortment—SALE PRICE 99c

SILK KNITTED FOUR-IN-HANDS—We have been selling these ties for \$2.00. A wonderful bargain—SALE PRICE 59c

ALL WOOL ANGORA MUFFLERS—Formerly sold at \$3.50—SALE PRICE \$2.65

SILK KNITTED MUFFLERS—Handsome Mufflers which we have been selling for \$4.00—SALE PRICE \$2.85

MEN'S WINTER GLOVES AND MITTENS—REDUCED 20 PER CENT.

MEN'S WOOL FLANNEL SHIRTS—REDUCED 30 PER CENT.

BLUE CHAMBRAY WORK SHIRTS, of the regular \$1.50 grade. All sizes up to—SALE PRICE 95c

Special For Saturday Only FREE

One tube of Burrell's Tooth Paste, or one box of Burrell's Tooth Powder to every purchaser of toilet goods to the amount of

\$1.00

SALE GOODS NOT INCLUDED.

Fine Muslin Underwear

MUSLIN NIGHT ROBES—Many pretty gowns which we have been selling for \$2.25 will be found in this lot. Some are low neck with short sleeves, others are sleeveless and there are some tailored models—SALE PRICE \$1.75

MUSLIN NIGHT ROBES—Right up until the sale the \$2.50 price has been maintained in this lot, which includes various models, all of which are most attractive—SALE PRICE \$2.00

MUSLIN ROBES OF BETTER GRADE—They have been selling at \$3.50 and \$2.98, and we have included every one we have at these prices. A good assortment for your choice—SALE PRICE \$2.98

ENVELOPE CHEMISES—Round neck of Bodice style Chemises which we sell at \$1.25 and \$1.39. You will find the qualities excellent—SALE PRICE 89c

ENVELOPE CHEMISES—Values up to \$2.00 have been grouped at this price, and the selection is excellent—all of the newer styles being represented—SALE PRICE \$1.25

ENVELOPE CHEMISES—Round and bodice styles in values as high as \$3.50 have all been marked down to the one low price—SALE PRICE \$2.00

\$1.50 MUSLIN NIGHT GOWNS—Various trimmed and of good quality—SALE PRICE 75c

OUTING FLANNEL NIGHT GOWNS—With high necks and long sleeves and daintily trimmed. Formerly \$2.00—SALE PRICE \$1.00

\$2.50 OUTING FLANNEL NIGHT ROBES—Either high or low neck models—SALE PRICE \$1.85

\$2.50 OUTING FLANNEL NIGHT ROBES—Either white or colors—SALE PRICE \$2.25

\$2.50 OUTING FLANNEL NIGHT ROBES—SALE PRICE \$2.75

\$2.00 MUSLIN NIGHT ROBES—SALE PRICE \$1.50

Women's and Children's Hosiery

WOMEN'S COTTON HOSE which were formerly 35c a pair—SALE PRICE 29c

BURSON LISLE HOSE which were 55c a pair—SALE PRICE 50c

WOMEN'S SEAMLESS LISLE HOSE—Formerly sold for 95c a pair—SALE PRICE 89c

FULL FASHIONED COTTON HOSE—Women's medium weight stockings which have been selling for 55c and \$1.00 a pair—SALE PRICE 89c

WOMEN'S WINTER WEIGHT COTTON HOSE—The former price was \$1.25—SALE PRICE 95c

WOMEN'S FULL FASHIONED MERCERIZED STOCKINGS—Genuine bargains which will interest Formerly \$1.25 ... Sale Price 97c Formerly \$1.50 ... Sale Price \$1.24 Formerly \$1.75 ... Sale Price \$1.45

OUT SIZE SPLIT-FOOT BURSON HOSE—Former price 75c—SALE PRICE 69c

OUT SIZE MERCERIZED HOSIERY of the famous Burson make. Former price \$1.00—SALE PRICE 59c

55c FLEECE-LINED OUT SIZE HOSE—SALE PRICE 64c

95c OUT SIZE SEAMLESS LISLE HOSE—SALE PRICE 50c

OUT SIZE FULL FASHIONED LISLE HOSE—\$1.25 Value ... Sale Price \$1.00 \$1.50 Value ... Sale Price \$1.25

ENTIRE STOCK OF SILK HOSE GOES INTO THE SALE AT LOWEST PRICES—\$4.85 Silk Hose ... Sale Price \$3.25 \$5.25 Grades ... Sale Price \$4.25 \$2.50 Grades ... Sale Price \$2.00 \$2.25 Grades ... Sale Price \$1.75 \$3.00 Grades ... Sale Price \$1.45 \$1.55 Grades ... Sale Price \$1.25

65c AND 75c CADET RIBBED HOSE—Medium weight, ribbed, black Stockings for children—SALE PRICE 50c

85c HEAVY RIBBED STOCKINGS for boys—SALE PRICE 39c

PONY BRAND HOSE OF MEDIUM WEIGHT—Regular Price 65c ... Sale Price 59c Regular Price 75c ... Sale Price 65c

MISSES' BLACK LISLE HOSE—Fine ribbed Hose which have been selling for 85c and 95c a pair—SALE PRICE 65c

INFANTS' 35c COTTON HOSE—SALE PRICE 25c

INFANTS' 85c CASHMERE HOSE—SALE PRICE 65c



QUALITY INDIVIDUALITY SERVICE

The Boston Store's APPAREL SHOP

A WONDERFUL SPECIAL VALUE FOR SATURDAY'S SELLING

About 40 Dresses

SOME OF THEM JUST RECEIVED

Values to \$40.00

\$17.50

Here's a reel of pretty Dresses, some of which have just come into the shop, which are going on sale Saturday at this way-down price.

Just think what you have been paying for frocks of this character—pretty little Jerseys, trim Serges, dainty Satins, crisp Taffetas and the very desirable Tricotines. Dresses which were normally worth about twice what we are asking for them Saturday.

You Have Been Waiting For This Chance — Sizes It Make One Dollar Do the Work of Two

\$17.50

EVERY SUIT IN STOCK

Without Exception — Is Reduced to the Limit

SUITS UP TO \$35.00 ... SALE PRICE \$17.50
SUITS UP TO \$55.00 ... SALE PRICE \$29.50
SUITS UP TO \$69.00 ... SALE PRICE \$45.00
SUITS UP TO \$97.50 ... SALE PRICE \$65.00

Just Received a Small Lot of Handsome Duvetyn Dresses, former value actually \$75.00—FOR ONLY \$29.50

Children's Furs at Half-Price

TEN PRETTY JERSEY DRESSES, AT \$15.00

Are you one of the ten fortunate women who will secure a good Jersey Dress, Saturday, for only \$15.00? You will have to come early if you want one. They are all one pretty model in ten of the most desirable shades of the season. All are worth fully double the price we ask. **\$15.00**

JUST RECEIVED

Some Very Dainty New Satin Hats

ADVANCE SPRING DESIGNS IN ALL THE NEW SHADES Your Choice Saturday, \$3.98

Not a one of these hats but would be good value at \$6.00 or \$7.00—for they are new—they are clever—and they represent the latest mode for Spring. You will find in the assortment, hats in pearl gray, brown, taupe, navy and henna, combined with gold and silver brocades. Your chance to buy a Spring hat at an end of the season price.

NONE OF THESE HATS MAY BE RETURNED.

Other Satin Hats Priced For \$5.00 to \$10.00



Women's and Children's Underwear

WOMEN'S VESTS AND PANTS—Sizes 4 and 6 of the regular \$1.15 and \$1.25 quantities—SALE PRICE 75c

MEDIUM WEIGHT HARVARD MILLS VESTS AND PANTS—Women's Underwear of the best grade—Value \$1.85 ... Sale Price \$1.25 Value \$1.35 ... Sale Price \$1.25

WOMEN'S MIXED WOOL VESTS AND PANTS—Formerly \$2.75 ... Sale Price \$2.25 Formerly \$2.25 ... Sale Price \$2.00 Formerly \$1.50 ... Sale Price \$2.75 Formerly \$1.25 ... Sale Price \$2.20

WOMEN'S COTTON UNION SUITS—Regular \$1.25 and \$1.50 grades—SALE PRICE \$1.75

WOMEN'S FLEECE UNION SUITS—Were \$2.25 a suit—SALE PRICE \$1.75

HARVARD MILLS UNION SUITS—Formerly \$1.75 ... Sale Price \$2.25 Formerly \$1.25 ... Sale Price \$2.75

CHILDREN'S FLEECE VESTS AND PANTS—Formerly priced from 85c to \$1.15—Size 2-3-4 ... Sale Price 85c Size 5-6 ... Sale Price 85c Size 7-8-9 ... Sale Price 75c

CHILDREN'S HARVARD MILLS GARMENTS—Fleece Vests and Pants formerly \$1.50 to \$1.75—Size 2-3-4 ... Sale Price 75c Size 5-6 ... Sale Price 85c Size 7-8-9 ... Sale Price \$1.00

\$2.25 AND \$2.50 UNION SUITS—SALE PRICE \$1.85

\$3.00 AND \$3.25 UNION SUITS—SALE PRICE \$2.50

GREY FLEECE UNION SUITS—Regular \$1.50 and \$1.75 grades—SALE PRICE \$1.00

INFANTS' COTTON WRAPPERS—Sold regularly for 55c each—SALE PRICE 50c

Women's Shopping Bags, Purses, Etc.

LEATHERETTE SHOPPING BAGS—Former price 50c—Sale Price 45c Former price 35c—Sale Price 30c Former price 25c—Sale Price 20c Former price \$1.25—Sale Price 95c Former price \$1.50—Sale Price \$1.25 Former price \$1.75—Sale Price \$1.50 Former price \$1.95—Sale Price \$1.75 Former price \$2.25—Sale Price \$2.00 Former price \$2.50—Sale Price \$2.25

6c STRING SHOPPING BAGS—SALE PRICE 5c

STRAP PURSES OF LATEST STYLES—Former price 80c—Sale Price 60c Former price \$1.00—Sale Price 75c Former price \$1.25—Sale Price 95c Former price \$1.50—Sale Price \$1.25 Former price \$1.75—Sale Price \$1.50 Former price \$1.95—Sale Price \$1.75 Former price \$2.25—Sale Price \$2.00 Former price \$2.50—Sale Price \$2.25

A LINE OF VELVET HANDBAGS OF REAL BEAUTY AT REDUCED PRICES—Former price \$1.50—Sale Price \$1.00 Former price \$2.00—Sale Price \$1.50 Former price \$2.50—Sale Price \$2.00 Former price \$3.00—Sale Price \$2.50

ALL HIGHER PRICED BAGS REDUCED PROPORTIONATELY

8c LA BLACHE FACE POWDER—SALE PRICE 5c

50c DERMA VIVA LIQUID—SALE PRICE 42c

POUND ROLL ABSORBENT COTTON—Former price 45c—SALE PRICE 39c

20c WILLIAMS' TALCUM—SALE PRICE 17c

Toilet Preparations and Sundries

WAMPOL'S COD LIVER OIL—SALE PRICE 65c

FATHER JOHN'S MEDICINE—Small—SALE PRICE 85c Large—SALE PRICE 95c

PARSON'S HOUSEHOLD AMMONIA—Small—SALE PRICE 15c Medium—SALE PRICE 20c Large—SALE PRICE 30c

SHAVING BRUSHES—Formerly 35c—Sale Price 31c Formerly 45c—Sale Price 41c Formerly 55c—Sale Price 51c Formerly 65c—Sale Price 61c

EXTRA VALUES IN TOOTH BRUSHES—AT 25c, 29c, 35c, 45c

75c HAIRBRUSHES—SALE PRICE 65c

15c HANDSCRUBS—SALE PRICE 21c

50c HANDSCRUBS—SALE PRICE 29c

DICKENSON'S WITCH HAZEL—Formerly 25c—Sale Price 21c Formerly 35c—Sale Price 31c

10c WHITE IVORY COMBS—SALE PRICE 31c

12 1-2c LILAC ROSE SOAP—SALE PRICE 10c

10c GOSMAN HAND SOAP—SALE PRICE 7c

10c OLIVIO SOAP—SALE PRICE 8c

PALMOLIVE SOAP—SALE PRICE 8c

17c ARMOUR'S BATH SOAP—SALE PRICE 15c

15c JERGEN'S BATH SOAP—SALE PRICE 12c

12 1-2c JERGEN'S VIOLET SOAP—SALE PRICE 11c

4 1/2c GUEST SOAP—SALE PRICE 8c

10c BABY CASTLE—SALE PRICE 8c

20c LACO CASTLE—SALE PRICE 17c

"SAFETEE" SHAVING PREPARATIONS—35c Stick—Sale Price 29c 25c Powder—Sale Price 21c 35c Cream—Sale Price 29c

METAL HOT WATER BOTTLES—\$1.25 Portland Bottles, Sale Price 95c \$2.00 Celio Bottles—Sale Price \$1.60 \$2.50 Pa-Co Bottles—Sale Price \$2.19

WHISK BROOMS—Formerly 35c—Sale Price 29c Formerly 45c—Sale Price 41c Formerly 55c—Sale Price 51c

FAULTLESS RUBBER HOT WATER BOTTLES—Formerly \$1.25—Sale Price \$1.00 Formerly \$1.50—Sale Price \$1.19

8c ELCATA FACE POWDER—SALE PRICE 42c

75c THREE FLOWERS FACE POWDER—SALE PRICE 50c

8c LA BLACHE FACE POWDER—SALE PRICE 5c

50c DERMA VIVA LIQUID—SALE PRICE 42c

POUND ROLL ABSORBENT COTTON—Former price 45c—SALE PRICE 39c

20c WILLIAMS' TALCUM—SALE PRICE 17c

Some Fancy White Waistings

AT LESS THAN HALF-PRICE, AND OTHER INTERESTING SATURDAY BARGAINS IN WHITE GOODS AND DOMESTICS

FANCY WHITE WAISTINGS—Values 75c to 85c Dirty Waistings which have been selling from 75c to 85c a yard, and which, as prices went, were very reasonably priced before—SALE PRICE 37c

FANCY WHITE WAISTINGS—Values \$1.10 to \$1.25 Waistings of the better kind, sheer and exquisite in texture and design. These values will surely please you—SALE PRICE 65c

FANCY WHITE SKIRTINGS—\$1.50 Values Get your White Skirt ready for the coming Summer at a price which is the lowest you will see—SALE PRICE 80c

HEMSTITCHED HUCK TOWELS—Values 75c to 85c One lot of these attractive half-linen Huck Towels will go Saturday at the biggest reduction yet offered—SALE PRICE 50c

COTTON BLANKETS—Value \$2.50 Cotton Blankets which have been selling for \$2.50. The big 10-4 size—SALE PRICE \$1.95

COTTON AND WOOL BLANKETS—Formerly \$1.50 They are slightly soiled, and this leads us to cut the selling price still closer. They are bargains—SALE PRICE \$1.05

WHITE DIMITY QUILTS—Value \$3.50 White Dimity Quilts, size 72 by 90 inches. They are slightly soiled but in no wise damaged—SALE PRICE \$1.95

COLOR'D DIMITY QUILTS—Value \$4.50 These pretty colored Quilts were intended for single beds. Your choice of pink, blue or white—SALE PRICE \$2.19

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