

The Boston Store Norwich Reid & Hughes Co. Conn

E. O. M. SALE

Begins This Morning -- Continues Until the End of the Month

It's our monthly event—the wind-up of thirty days of business. It's more than that, too. It is a three-day period, during which you may buy many attractive, desirable varieties of standard merchandise at prices which are far below standard. Right in the height of the Spring season, if you are thriftily inclined, you may save quite a considerable sum of money by taking advantage of the many bargains listed in this E. O. M. bulletin.

NOTE THIS--When we say REGULAR PRICE we MEAN IT. There are no fictitious values given.

ALL GOODS ARE AS REPRESENTED

REGAL RECORDS
For Your Talking Machine
49c
Value 88c
March Mid-month Releases
These are 10-inch, double-disk records and the character and quality of the music is beyond question.

IN THE MEN'S SHOP

MEN'S LION BRAND SOCKS—The kind we always carry in stock. Made of fine lisle and highly merized. The reinforced foot and high-applied heel insure good wear, and we can give them to you in black, cordovan, slate and navy—**4 PAIR FOR \$1.00**

\$1.00 BLUE CHAMBRAY WORK SHIRTS—They are worth it too. Full size and double stitched. Sizes 14 1/2 to 17—**60c—2 FOR \$1.20**

A SHIRT VALUE THAT SPELLS REAL ECONOMY—High-grade, ribbed shirts made of genuine Baxter Repp and woven Madras, in all colorings, guaranteed fast. Sizes 14 to 17. Value \$2.90 to \$2.50—**\$1.19—3 FOR \$3.50**

SUMMER WEIGHT PEEPERLESS UNION SUITS—A genuine \$3.00 value. All are short sleeve and ankle-length, and occur in color. Sizes 34 to 50—**SALE PRICE \$1.49**

SILK AND KNITTED SILK TIES—Our complete stock of 75c and \$1.00 ties in this sale! 1st. New Spring shapes and designs—**55c—2 FOR \$1.00**

Our Spring Sale of Men's Tailored-to-Measure Suits Is At Its Height

MAKE YOUR CHOICE TODAY, FROM THE BIGGEST SHOWING OF WORSTEDS AND WOOLENS IN NORWICH

A Suit for \$33.50 An Extra Pair of Trousers for \$9.50

When you buy one of these suits, you are practically buying it at wholesale. Tailors who devote their time to producing made-to-measure garments on a large scale are better able to make lower prices than others. The tremendous volume of business insures the overhead.

Clothes do not make the man, but good clothes do certainly make a man feel a bit more prosperous and sure of himself. The elephant's skin may cover the creature, but it is no reason why your covering should in any way resemble it. Have your clothes made to "your own" measurements, and you will not look like a natural misfit.

ORDER YOUR SUIT TODAY!
WE WILL MAKE A SILK-TRIMMED TOP-COAT FOR THE SAME PRICE.



Draperies and Floor Coverings

RUFFLED CURTAINS—They are most desirable just now, and we have two splendid numbers to offer you at a special E. O. M. price. **RUFFLED VOILE**, were \$2.50 a pair—**E. O. M. PRICE \$1.79**

RUFFLED—MARQUISETTE, were \$2.25 a pair—**E. O. M. PRICE \$1.59**

All are 3 1/4 yards long and have tie-backs.

\$1.50 QUAKER NET CURTAINS—Made of finest net with lace edge. They are 2 1/2 yards long—**E. O. M. PRICE \$2.00**

MARQUISETTE—A good quality Marquise with fancy border. It is a yard wide—**E. O. M. PRICE 25c**

\$2.50 MARQUISETTE CURTAINS—The quality is excellent. The lace edge and insertion used make them very attractive. They are double—**E. O. M. PRICE \$2.79**

WEEK-END BAGS—Handsome black enamel, cretonne lined bags—just big enough for the short trip or week-end—Value \$1.50—**E. O. M. PRICE \$1.00**

ARMSTRONG'S INLAID LENO-LEUM—The regular \$1.25 grade which is one that will wear for years. A fine assortment of colors and designs is offered at the price—**E. O. M. PRICE \$1.25**

CONGOLEUM (Gold Seal)—The regular price is 70c a square yard, but we can serve you for much less. The largest stock in the city—**E. O. M. PRICE 55c**

CONGOLEUM (Gold Seal) RUGS—You know what they are, and will appreciate getting a \$20.00 rug for such a bargain price. Size 3 by 15—**E. O. M. PRICE \$15.00**

SMITH'S SEAMLESS AXMINSTER RUGS—5 by 13 in size, and sold regularly for \$25.00. Many good patterns and colorings—**E. O. M. PRICE \$24.50**

Linings

36-INCH PLAIN HEATHER-BLOOM—We should sell this for 75c a yard. One of the best lining and petticoat materials there is. We have it in grey, navy, tan, brown and black—**E. O. M. PRICE 49c**

PRINTED HEATHERBLOOMS—A yard wide, just like the plain colors, and printed in many pleasing patterns. Value 85c—**E. O. M. PRICE 59c**

36-INCH FIGURED SATENS—Very handsome, and used principally for coat linings. Value 65c—**E. O. M. PRICE 55c**

Colored Tub Fabrics

YARD-WIDE PERCALES—Very fine, 39 by 34 threads to the square inch. A genuine 35c value. White or grey grounds with small, neat figures—**SALE PRICE 25c**

YARD-WIDE CHALIE—The old standby, in our regular 25c quality. Pretty floral and Persian designs—**SALE PRICE 19c**

35c DRESS GINGHAMS—Pretty checks and plaids in all of the best colorings. The width is 32 inches—**SALE PRICE 25c**

COLORED RIPLETT—Requires no ironing, and is just the thing for the little one's clothes. It is 30 inches wide. Regular price 35c—**SALE PRICE 27c**

Art Goods Department

STAMPED SCARFS, CENTERS AND TEA CLOTHS—These are slightly soiled, but are all of pleasing design and good values—
Value 49c..... E. O. M. SALE 25c
Value 59c..... E. O. M. SALE 33c
Value 75c..... E. O. M. SALE 39c
Value 85c..... E. O. M. SALE 42c

JUTE TWINE FOR BAGS—The regular price is 40c a ball—**E. O. M. PRICE 32c**

Notion Department

10c ALLIANCE DRESS SNAPS—**E. O. M. PRICE 7c**

15c SUNSET SOAP DYE—**E. O. M. PRICE 11c**

J. & P. COATS' DARNING COTTON—Regular price 6c—**E. O. M. PRICE, 2 FOR 7c**

RIC RAC BRAID—**E. O. M. PRICE, 10 YARDS FOR 5c**

Stationery Department

50c AUTOCRAT LINEN CARDS—**E. O. M. PRICE 39c**

50c HURD'S WRITING PAPER—**E. O. M. PRICE 39c**

20c HURD'S ENVELOPES—**E. O. M. PRICE 15c**

15c ABERDEEN ENVELOPES—**E. O. M. PRICE 12c**

10c LINEN FINISH ENVELOPES—**E. O. M. PRICE 8c**

A Sale of Aluminum Ware YOUR CHOICE 99c

We have just received a special shipment of fine Aluminum Ware, including a fine assortment of the most desirable cooking utensils, and will sell them all, at one extremely low price.

THE LOT INCLUDES
Self-Basting Roaster, 1 1/4-inch. Sauce Pan Set, 3 pans, 1 1/2, 2 and 3 quart.
Seamless Welded Spout Percolator.
Double Boiler, 2-quart.
Convex Covered Kettle, 5-quart.
Lipped Preserving Kettle, 8-qt.
Tea Kettle, 4 1/2-quart.
Tea Kettle, 5-quart.
Convex Covered Sauce Pan, 4-quart.

Hosiery and Underwear Department

SWISS RIBBED VESTS AND BODICES—36c and 29c quality, the cotton being of a fine quality—**SALE PRICE 19c**

WOMEN'S SLEEVELESS UNION SUITS—Cuff or lace trimmed knees, well made and of the best quality—**SALE PRICE 2 FOR \$1.00**

FULL-FASHIONED SHEER SILK STOCKINGS—A good black silk which runs very clear. This should interest you—**SALE PRICE \$1.59**

FULL-FASHIONED SILK HOSE—A regular \$2.25 quality, in many of the best colorings including Nude, Polo gray, Chestnut, White and Black—**SALE PRICE \$1.95**

CHILDREN'S KNITTED WAIST UNION SUITS—We have been selling them for 85c and 85c a suit—**SALE PRICES 59c AND 69c**

BOYS' RIBBED COTTON HOSE—Regular 25c black cotton stockings—**SALE PRICE 19c**

GIRLS' RIBBED COTTON HOSE—All sizes of the regular 25c and 30c grades—**SALE PRICE 23c**

Toilet Goods Department

\$2.50 PALCO HOT WATER BOTTLES—**E. O. M. PRICE \$1.89**

29c IMPORTED TOOTH BRUSHES—**E. O. M. PRICE 25c**

15c PEROXIDE OF HYDROGEN—**E. O. M. PRICE 12c**

50c WATKIN'S MULSIFIED COCOONAT OIL SHAMPOO—**E. O. M. PRICE 35c**

SPECIAL
LADY MARY FACE POWDER
E. O. M. PRICE 50c

FREE

With every purchase of Lady Mary Face Powder we will give one box of Lady Mary Rouge.

Glove Department

\$1.25 SILK GLOVES—A 2-class length, in gray only—**SALE PRICE 75c**

STRAP-WRIST KID GLOVES—A \$3.00 glove for wear with sport suits. It is a pretty novelty—**SALE PRICE \$2.50**

\$3.00 KID GLOVES—Tan, brown, and white kid gloves, in the regulation 2-class length—**SALE PRICE \$2.00**

Children's Department

CHILDREN'S DRESSES AND LITTLE PANTIE FROCKS—Just as dainty as can be, and full of color. Your choice of green, blue, yellow or pink. Sizes 2 to 6 years. Actual value \$1.00—**E. O. M. PRICE \$1.00**

CHILDREN'S MUSLIN NIGHT GOWNS—For children from 3 to 14 years of age. Some have low neck with embroidered edge, and many have fancy embroidered yoke. Value \$1.50—**E. O. M. PRICE \$1.00**

Round Splint Clothes Baskets—Only 49c

Well made, large size, ash splint baskets which will prove mighty handy to care for the weekly wash. Size 19 1/2 by 23 inches.

White Goods and Linens

MERCERIZED COTTON DAMASK—A beautiful, silky damask, in handsome floral designs. It is 64 inches wide, and looks like the finest linen. The regular price is 98c a yard—**SALE PRICE 69c**

ALL-LINEN HUCK TOWELS—Big, hemstitched huck towels, 18 by 26 inches in size. We should get 75c for them any time—**SALE PRICE 59c**

ALL-LINEN DISH TOWELING—Our regular 28c toweling. Why use cotton when you can get real linen at this low price—**SALE PRICE 25c**

Domestic Department

\$1 by 90 HEMMED SEAMLESS SHEETS—These good sheets were to have been sold for \$1.59—**SALE PRICE \$1.39**

HEMMED PILLOW CASES—There are two of the best sizes, 42 by 28 and 45 by 36, and the regular price is 38c—**SALE PRICE 33c**

CROCHET BED SPREADS—The good old-time crochet spreads, in full bed size. Regular price \$2.50—**SALE PRICE \$2.19**

Leather Goods Department

MOIRE HAND BAGS—You never saw such a good bag for such a little price. We have them in both black and navy—**E. O. M. PRICE, ONLY 98c**

\$1.50 HAND BAGS—An odd lot which we intend to dispose of during this sale. They are made of both black and brown leather—**E. O. M. PRICE 79c**

Dress Goods and Coatings

58-INCH COATINGS—Some mighty pleasing coatings, in this lot, including Chinchilla, Bolivia, and Normandy, in scarlet, Kelly green and sand—
\$2.00 value—**E. O. M. PRICE \$1.98**
\$4.50 value—**E. O. M. PRICE \$2.19**
\$5.00 value—**E. O. M. PRICE \$2.29**

54-INCH VELOUR—Two values, \$5.00 and \$6.00, in both sport and staple shades. To close them out, we have made one price for the sale—**E. O. M. PRICE \$2.79**

42-INCH CANTON CREPE—It is a regular \$2.50 weave, made of finest wool and mohair mixed. This has been carefully sponged and shrank, and is worth \$3.50 a yard. We have it in colors and black—**E. O. M. PRICE \$2.19**

54-INCH FRENCH SERGE—A fine French Serge which will give splendid service, and is very handsome. Regular price \$2.50 a yard—**E. O. M. PRICE \$1.98**

Laces and Embroideries

CLUNY LACES—Laces 2 to 4 inches wide, and worth from 35c to 13c a yard—
E. O. M. PRICE 10c

75c AND \$1.00 VENISE EDGES—A white or cream lace, greatly used for collars and vests—
E. O. M. PRICE 50c

50c VEILINGS—A short line of our regular half-dollar veillings, in the best designs—
E. O. M. PRICE 25c

25c VEILINGS—A good assortment of our regular 35c stock of good quality and attractive—
E. O. M. PRICE 10c

Corset and Apron Dep't

\$2.50 RENGO BELT CORSETS—A low-bust, long-hip model, with graduated front steels. All sizes from 22 to 36—
E. O. M. PRICE \$2.00

A SPECIAL LOT OF \$2.50 CORSETS—Some of pink broche, and some of fancy striped batiste. All have elastic hand top, and long hip. Sizes 22 to 36—
E. O. M. PRICE \$2.00

\$1.79 APRON FROCKS—Both pointed and round neck models, made of checked percale or pretty striped gingham. All have wide tie-back sash, and are trimmed with ric rac braid—
E. O. M. PRICE \$1.49

Silk Department

40-INCH CREPE-DE-CHINE—An all-silk crepe, in twelve colorings which include both street and evening shades. Regular price \$1.45 a yard—
E. O. M. PRICE \$1.15

38-INCH PONGEE—Our regular \$1.25 quality, in the natural ecru shade—
E. O. M. PRICE 95c

Ribbon Department

35c DRESDEN RIBBONS—Pretty ribbons for all purposes—
SALE PRICE 19c

5-INCH TAFFETA RIBBON—Splendid for hair bows, and sold regularly for 35c—
SALE PRICE 19c



QUALITY INDIVIDUALITY SERVICE
The Boston Store's APPAREL SHOP

Fifty Stylish Dresses Go On Sale \$14.98

There are fifty dresses, and there are about fifty different styles. Likewise, there are almost the same number of colorings, for there are hardly two alike in the assortment. We have included Canton Crepes, Satin Crepes, Tailored Jerseys, Evening Frocks, Taffetas, Tricotines, and Crepe Knit Frocks—
VALUES AS HIGH AS \$39.50—FOR \$14.98

Downstairs Department

WAX PAPER
E. O. M. PRICE, 7 ROLLS FOR 25c
50-FOOT BRAIDED CLOTHES LINE—
E. O. M. PRICE 22c

HARDWOOD POLISHED CLOTHES PINS—3 inches long—
E. O. PRICE, 5 DOZEN FOR 24c

FOUR-PIECE PANTRY SET—White Japanned, with gilt lettering. Hinge-top canisters for Tea, Coffee, Sugar and Flour—
E. O. M. PRICE, \$1.19 A SET

Jewelry Department

FOUR SPECIALS IN BEAD NECKLACES—
Value 49c..... E. O. M. PRICE 39c
Value 59c..... E. O. M. PRICE 39c
Value 69c..... E. O. M. PRICE 55c
Value 79c..... E. O. M. PRICE 55c

THE LATEST GIRLDES—Made of wood and metal, and worth \$1.25—
E. O. M. PRICE 88c

Neckwear Handkerchiefs and Umbrellas

50c COLLAR AND CUFF SETS—A charming assortment of novelty sets, in organdy, gingham and linen. Latest styles and designs—
SALE PRICE 39c

MEN'S PURE LINEN HANDKERCHIEFS—Either quarter, or half-inch hem. We sell them regularly two for 75c—
SALE PRICE 25c EACH

WOMEN'S CLOURED BORDER HANDKERCHIEFS—With these 25c handkerchiefs, we include many white ones with embroidered corners—
SALE PRICE 12 1/2c

WOMEN'S COLORED SILK UMBRELLAS—We just received these umbrellas, and decided to include them in this sale. We intended them for sale at \$2.50. The handles are either fancy Bakelite rings or the popular cord style—
SALE PRICE \$5.00



Month-End Millinery Bargains

Two Special Bargain Lots for the Three Days

TRIMMED HATS \$3.98

SPORTS AND SAILORS \$1.98

This first lot is decidedly interesting, being made up of trimmed hats, in all shapes and colors. Most of them are flower-trimmed, but many tailored models and variety.

You can't beat that price at this time nor the range of styles which are ready for your choice. They are all pretty little hats, and rare bargains.