

True Values

**B & B**

True Values

Introspect:

Retrospect:

When this store first launched its bark on the commercial seas, the stagecoach was the means of transportation where the railroads did not touch; the locomotive had passed the experimental stage; the tallow candle was just giving way to the kerosene lamp; there were no telephones, no typewriters—all correspondence and commercial intercourse were carried on by personal interviews or the quill.

Today—wireless girdles the earth—flying machines are a part of our war equipment—automobiles are replacing the horse—telephones are at the elbow of every business man—adding machines do the work of accountants—electric lights are in our homes—electric cars reach the farmer—steel enables us to build forty-story buildings—and modern wonders are only half told.

monday, june 9th  
marks the 44th milestone of  
Boggs & Buhl.

almost a half century devoted to the  
highest aims of store-keeping.

1913



Boggs & Buhl's Store as it will look when completed. Now in course of erection.

**B**OGGS & BUHL have kept pace with the times in enterprise, growth and service. They have given an example of business conquest that is worthy tribute to Pittsburgh—out of a humble beginning this store now arrives in its forty-fourth year to an institution of national importance—a large house of business that enshrines democratic government, humanitarian principles, business relationship with the markets of the world, foresight and integrity—all welded together to dominate for our patrons the best the world affords at the least expense—a miniature city within a city—a vast educational factor in human life and as a business—a concrete tribute to personalities, yet, in its operation most impersonal.

The men whose life endeavor it represents, built into it one masterful idea—from which has sprung a myriad of activities, complex yet simple, because grafted upon an immutable purpose to *serve*—to provide the highest qualities and most exclusive products and to sell them with the customers' interest paramount.

Variety and complete assortments at all times, together with the lowest prices possible to quote and sustain a quality standard worthy of your patronage has always been a policy we have never deviated from—and this inflexible rule has made this store the shopping headquarters for a large and discriminating clientele.

## To Fittingly Celebrate Our 44th Milestone We Will Hold An Anniversary Sale Beginning Monday, June 9th

During this sale we will offer merchandise at prices that will surpass all previous selling records. We want all of our old patrons, from far and near, to come during this sale to help us make it a Jubilee occasion, and we are going to make it an object for you to make a special journey to this store.

Watch this paper for further details. Tell your friends about the Anniversary Sale.

*The Hand of Welcome Awaits the New as Well as Those Who Have Come to This Store for Years.*

The Anniversary Sale will be for a week, and all those who come—even tho you have to start early and come a long distance, and stay over night—will get good merchandise that will pay them well for coming.

*Of Course, the Opening Days Will Be Best.*

We want you to know what this sale means to us—what it means to you. We have been working on this sale for over three months; we purchased over a half million dollars' worth of merchandise, especially for the sale—every market in most every clime has been visited by our representatives; manufacturers and importers have entered into the spirit of this sale, and through their desire to assist us, and thereby contribute some expression in recognition of the long years we have been buying goods from them—we were voluntarily sold thousands of dollars' worth of merchandise at prices that enable us to offer the most attractive inducements in the history of the store.

A "sharp and slick" way of doing business has never been a part of this business policy—we've stuck to the homely old-fashioned way of doing things "as straight as a string." When this store invited you to a special sale it was always "backed up," and will be this time—right to the letter—even more emphatic than ever.

In preparing for this, our Forty-Fourth Anniversary Sale, we had just one thought in mind—and that was this—we wanted to arrange a sale that would not only fittingly mark the occasion, but, would afford values for all those who came—that would leave a lasting impression—that would serve to still further entrench this store in the estimation of the public, who has looked to us for almost fifty years for their dry goods and ready-to-wear needs.



Store occupied by Boggs & Buhl June 9th, 1869.

**Remember the Date, Monday, June 9th. Plan to Come to Pittsburgh---It Will Pay You**

Boggs & Buhl's store is situated convenient to all railway stations, and all parts of the city can be quickly reached from the store.

**CARS DIRECT TO THE STORE—**From Union Station—Take Brighton Road or Charles Street Cars direct to the store in 9 minutes.

**Boggs & Buhl.**  
North Side, Pittsburgh, Pa.

From B. & O. and P. & L. E. Stations—Take any car to Liberty St.—change and take Brighton Road or Charles St. Car direct to the store. Scheduled 4 minutes apart.

All purchases made during this sale will be delivered Free (by Motor, Express, Freight or Parcel Post) to your own home.