

Store will be CLOSED  
ALL DAY

Friday  
May 19th

In special preparation  
for this

BIG EVENT

The Boston Store

Our Shoe Department Bar-  
gains Will Astonish the  
Buying Public.

3,500 Pairs of Every Description at  
Exceedingly Low Prices.

Everything in Ladies' Men's and Children's Shoes.  
Great values, in face of existing conditions. In the  
shoe business everything that goes into the making  
has gone up. Dyes, Leather, Shoe Laces, and every-  
thing, experts say, are going higher, so we cannot im-  
press upon your minds too strongly to stock up on  
shoes now at this Great Sacrifice Sale, as our Shoes  
were bought at the low market prices and are now  
worth more wholesale than we are retailing them for  
any member of the family; attend this sale.

Men's Walk-Over Shoes, in all leathers and lasts,  
\$4.50 grades now at ..... \$4.09  
4.00 grades now at ..... 3.69  
3.50 grades now at ..... 3.29

R. L. McDonald & Co., the all leather shoe manu-  
factured for men, consisting of Tan, Vici and Gun  
Metal Oxfords, a \$3.50 line now at ..... \$2.98

Men's Palm Beach Shoes ..... 1.44  
One lot of assorted Shoes for men will sell at this  
sale for ..... 1.39

Men's and Ladies' Gaiters, **98c**  
as low as, per pair.

We still have on hand a large stock of Work Shoes  
which we will mark down at tempting prices.

### Men's Hosiery.

Buster Brown in all shades at ..... 19c  
Twenty-five cent Silk Hosiery ..... 14c  
Men's socks, in all colors, values to 15c per pair-  
now at ..... 8c

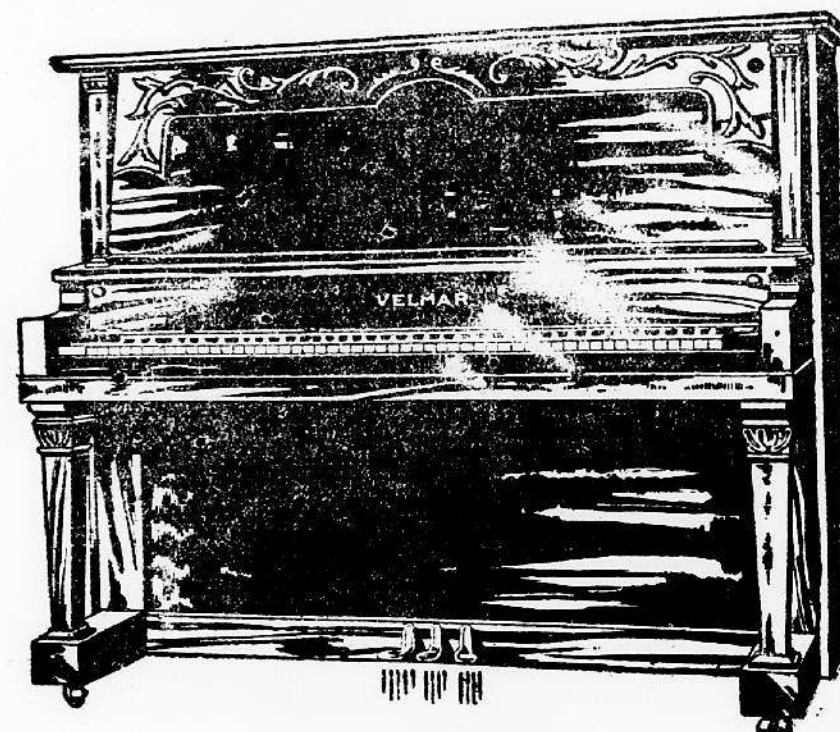
**SPECIAL---Blue Denim** **95c**  
Overalls and Jumper

# THE BOSTON STORE

FRANKLINTON, LOUISIANA.

Now at this opportune time, when at the Season's Dawn, We Are Offering New and  
Seasonable Goods for All Members of the Household. Read a Few of the Following Prices and See For Yourself.

We Start Our Grand Advertising Campaign, During  
which We will GIVE AWAY THIS BEAUTIFUL PRIZE!



JUST a little hustling and you can secure one or more of the Prizes that we are  
going to offer during this Popular Voting Contest. We will accept nominations  
for the Grand Prize and give each person signing up as a contestant 5,000 Free Votes  
to start with. Any person over 12 years of age is eligible to enter this campaign, and  
we will award the free votes, regardless of whether they have received the nominating  
letter or not. We have so many friends and customers that we would like to see enter  
the contest that we may have overlooked some in mailing out the letters—hence the  
reason for making this offer. We want to show each and every one of you the same  
courtesy. No contestant will receive more than 5,000 Free Votes regardless of nomi-  
nation letters they receive.

Our object in making you this grand offer is to interest you in our store and our  
merchandise and to show you that you can do better by trading here than elsewhere.  
We expect the greater volume of business to more than offset the expense of this offer.  
We prefer selling ten dollars' worth of merchandise at a profit of ten per cent, to sell-  
ing one dollar's worth at a profit of forty per cent. You can readily see that a smaller  
percentage of profit on the increased volume of business is our aim.

Votes will be issued on all Cash Sales at the rate of One Vote for each cent of  
purchase, either at

The Boston Store or Ideal Drug Store.

### Skirts! Skirts!

Extra values in Ladies' Up-to-Date Skirts in  
Beach Cloth and Pongee, made in a very attractive  
style, in sizes for every lady. No matter how large  
or small. These skirts are positively \$1.50 and \$2  
values. Will go in this sale at only ..... 98c

Special lot of Shepherd Plaids and Linen Skirts,  
any size, at ..... 49c

They are Worth the Price for One Day's Wear.

It is impossible to imagine the exquisite ele-  
gance and unusual value of the handsome offerings  
in Ladies' Skirts. Every one is stamped with the  
signet of Fifth Avenue's approval. Be sure and see  
them. In this sale at ..... 1.98

Women's Lisle Vest, full taped around neck and  
arm holes, regular and extra sizes. Spring Opening  
Sale price ..... 5c  
Cumfy Cut Vests, always 15c values, now ..... 12c

### Waists. Middies. Waists.

A beautiful line of white waists, neatly embroid-  
ered fronts, 75c values, spring opening sale price 49c  
\$1.50 silk waists, snappy patterns, all the rage  
at spring opening sale, price ..... 1.19

\$3 silk waists, all the latest styles, all the newest  
novelties, just a few for this sale at ..... 1.89

Extra values in Middy blouses, positively the 50c  
and 75c values, all sizes, spring opening sale ..... 29c

\$1 Middy blouses, all styles and patterns, in-  
cluding white and stripes, spring opening sale ..... 79c

### Ladies' House Dresses.

A large assortment of stripes and dots, in all  
sizes, \$1.25 to \$1.40, fine values now at ..... 98c  
One special lot of \$1 dresses at ..... 39c  
Aprons, with loose or elastic waists ..... 48c

### Children's Drssses.

Very neatly made, in all styles, as low as ..... 23c

### Children's Rompers.

Madras, also blue and pink chambray, also plain  
white; pretty combination trimmings 2 to 6 yrs ..... 29c

### Girls' Play Dresses.

Made with short sleeves, low neck, the new mid-  
dy blouse style, gingham, madras, chambray, sizes  
2 to 6 years ..... 46c

We are confident we  
will require a Large  
Force to assist us in  
this

### BIG SALE

and have engaged the services  
of a Large Staff of Experienced  
Clerks who will be pleased to  
serve you.

The Boston Store

### Men's Clothing!

You are in good company when you are in our  
Clothes!

Just the Suit you want is here, and price is right.  
Our Customers' satisfaction is our first consideration;  
we exert every effort to please him. Hundreds of  
handsome Suits bristling with cleverness.

Tailor-made Blue Serge. \$15.00 values, a guaran-  
teed garment, now ..... \$12.49

Special number Blue Serge Suits, all wool  
\$12.50 value, in this sale at ..... \$10.98

Fashion's best ideas are embodied in these gar-  
ments. There's an attractiveness about these suits  
that tell a powerful story of correct style, quality, rich  
fabrics and careful workmanship, handsome patterns  
and colors that are new—you've never seen so much  
value at these prices.

Men's Single Coats, all wool, tailor-made garments,  
\$7 value ..... \$ 4.98

Special lot of Men's Coats in Blue Serge for  
this sale ..... 2.49

Boy's Suits, in Norfolk or plain cut, as low as 1.29

### Pants! Pants!

Men's tailor-made pants, English or full peg in  
stripes or plain cloths, value \$5, now ..... \$3.39

A large assortment of high grade pants value  
\$4 in this sale at ..... 2.98

One lot of Sunday pants ..... 1.39

Special lot men's work pants ..... .98

Boy's pants, sizes 18 to 20, all wool, full peg ..... 2.29

One lot, age 16 to 20 ..... 1.29

Others as low as ..... 22c

### Men's Shirts.

Arrow shirts, \$1.50 value, now at ..... 1.19

Monarch shirts, \$1 values now at ..... .89

The Pacific shirt in stripes and assorted pat-  
terns, was \$1.50 shirt, now at ..... .89

### Sport Shirts.

You must see the last thing in shirts at 46c & up.

Boys' Sport Shirts ..... 46c

Other Shirts and Blouses for boys ..... 25c

# SPRING OPENING AND SUMMER SALE