

**ALL GOODS
REDUCED**

**First and
Salmon
Streets**

The Boston Store

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Salmon
Streets**

**BIG TRADE
EVENT**

This Is the Best Place to Buy Your Fall Goods

Let's get better acquainted during this sale. We want you to have a feeling of security when you trade with us. We want our prices to reflect Economy—want our goods to instill confidence—want you to feel right at home, and want you to buy here because you are sure that at no other store can you get the same return for the money. We're proving these advantages to people every day. Read these items carefully, make up your list, come prepared to save money on every purchase, you'll not be disappointed

Children's Union Suits.

Comfortable and perfect fitting. Children's fleeced union suits, worth at least 75c. We ask only per suit

50c

Boys' Wool Fancy Sweaters.

Boys' all wool fancy sweaters made of carefully selected stock and a good value at 90c. We ask only

75c

Children's Fancy Sweaters.

Children's fancy striped sweaters of superior quality. Usually sold for 45c. We make the price

28c

Ladies' Excellent Walking Skirts

Low price is no bar to style or quality here. Our goods are all modeled after the most popular and leading styles. But our policy is to always keep the price down to the popular level—that is the reason you can buy here now high grade Skirts, handsomely trimmed and finished at a saving of from one-third to one-half of the prices other stores are asking for similar goods. We are showing some smart Skirts at the following remarkable low prices considering the quality.

\$2.98, \$3.35 and \$4.50

Exceptional Values in Fine Dress Goods

Gray or brown Cheviot, 36 inches wide and an excellent good value, worth 50c. We make the price during this sale **35c** per yard
Heavy Rainy-day Skirting, 30 inches wide, that will make up into the nobbiest kind of satisfactory skirts **39c**
Zibeline plaids, 38 inches wide, this class of goods is quite popular at the present time. Here is a chance to get goods worth sixty cents at **49c**
All-wool Ladies' Cloth, in black and navy blue, fifty inches wide, of a very fine texture; others are asking 65c and 70c for the same goods, our price is **49c**

These Flannelette Gowns have the Features that Appeal to the Careful Buyers

The instinct of economy will prompt you to buy at these prices. It is high time to be thinking about warmer gowns. We have everything here that fancy could wish. Garments made of carefully selected flannelette and neatly braid trimmed. If you need any, here's prices that will interest you, and remember these prices are one-third lower than the up-town stores charge for similar quality.

50c, 63c and 75c

Children's Wool Dresses that will Please

It is only in recent years that makers of children's garments have succeeded in producing suits for children uniting desirable styles and features with durability and reasonable prices. We have made a special study of the ready-to-wear problem for children and you will find that our selections are worthy of your most careful consideration. The children will be delighted with these dresses and mothers will be more than pleased with the appearance and prices. The prices range as follows:

\$1.98 up to \$4.50

Boys' School Hose.

Extra good quality Boys' School Hose, fast black, the kind that are built to wear, the regular 15c kind. Our price.

12½c

Boys' Underwear.

Boys' fine quality camelhair shirts and drawers, strongly made. The usual 60c kind. Our price now is each

45c

Children's Underwear.

You will find these are excellent garments for the little folks. Children's fleece lined vest and pants of superior quality, worth 40 cents. Our price each

25c

Blanket News That Sounds Good

Right now is a good time to purchase your blankets. We have just purchased a large quantity of excellent blankets, fine and soft, with neat, fancy borders. Extra heavy in weight and good large sizes. Cold weather will have no terrors when you sleep under such good warm blankets as these. Come here for your blankets, you will save at least a third. Here are a few of the prices:

65c, 75c, 95c, \$1.25 up to \$7.00

Good Comforts at Little Prices

There are all kinds of comforts. Some are good and some are otherwise. We were very careful in the selection of our comforts and bought only such goods as we knew to be beyond reproach. Our comforts are covered with neat attractive coverings and are filled with carefully selected pure white cotton. You will find that our prices are at least a ½ lower than up town stores. Prices range as follows:

65c, 75c, 90c, \$1.25 up to \$4.50

Ladies' Flannelette Wrappers

\$1 kind for 85c. Ladies' good quality flannelette wrappers, neat trimmed with braid extra, extra well made and finished, deep flounce at the bottom. Always sold for \$1. Our price is

85c

Children's Long Coats

At bargain prices. We take considerable pride in the fact that our selection of children's coats cannot be equaled at the prices we are asking. You will do well to look into this. Prices are as follows:

\$1.98 up to \$4.50

Children's School Plaids

That are good values. Superior quality children's school plaids in bright, new colorings. They make excellent wearing dresses for school or play purposes. Per yard

12 1-2c and 15c

Domestics at Greatly Reduced Prices

Good quality huck and honeycomb towels, each 5c, 6½c, 8½c
Good sized Turkish towels, extra quality, each 10c, 12½c and 15c
Full sized white bed spreads, superior quality, at 85c, 98c and \$1.25
Canton flannel, excellent values, per yard, 6½c, 7½c, 8½c and 10c
Ticking, strong and durable, per yard, 8½c, 10c and 15c
Extra heavy, 60, unbleached table damask, per yard, 25c
Outing flannel, good firm quality, extra value, per yd, 5c, 7½c, 10c
Apron gingham in stripe and checked patterns, superior quality, per yard, 5c and 6½c

Percales, Flannels and Prints Underpriced

Waists, wrappers and Kimonas may be made from these pretty flannels and percales. The selection of patterns is all that any one could desire and the quality is above the average. Flannelette waistings in a good range of desirable patterns, per yard

10c, 12½c and 15c

Extra good quality, fancy percales, 36 inches wide. Good range of patterns, per yard 9c.
Best grade of indigo prints, in all the most desirable patterns, per yard, 5c.

Ladies' Underwear and Hosiery

Ladies' well-made and finished fleeced Vests and Pants, superior quality, worth 40c, our price **25c**

Ladies' fine quality merino Vests and Pants always sold for 65c, our price is **50c**

Ladies' fast black, fleeced lined Hose, spliced heels and toes, per pair, 25c, 15c and **12½c**

Ladies' all-wool Cashmere Hose, spliced heels and toes, fast black, fine soft quality, per pair **25c**

Boys' Suits and Separate Pants

Boys' Suits made in double-breasted and Norfolk styles of mixed goods and serges, as near cast iron as they can make 'em, prices range as follows:

\$1.50, \$1.75, \$2 and \$2.50

Boys' Separate Knee Pants, the indestructible kind, in a good range of colors and patterns; prices as follows:

25c, 35c and 50c

Of Interest to Women

Ladies' good quality, Muslin Gowns, elaborately trimmed with lace and embroidery, made of carefully selected materials, each **50c**

Ladies' Corset Covers in a great variety of pretty and attractive styles, all made of superior quality of goods, each 35c, 25c and **20c**

Ladies' Girdle Corsets, in a large range of colors, the kind that fits **50c**

Of Interest to Men

Men's Golf Shirts, in a good range of patterns, with two collars to match, each **39c**

Men's good quality, plain or colored border Handkerchiefs, each **5c**

25 dozen good quality, Men's plain white hemmed Handkerchiefs, each **2½c**

Men's extra good quality, heavy fast black seamless Hose, two pairs for **25c**

Men's Underwear at Attractive Prices

Men's fine quality camelhair Shirts and Drawers, the kind that the up-town stores are asking 50c for; our price is only **39c**

Men's winter-weight, extra heavy random Shirts and Drawers, made from carefully selected stock, they will wear and give fine satisfaction, worth 75c, our price **50c**