

# NEW PRICES!

For the Next 10 Days Only at The  
**HORACE BOGUE STORE**  
 Opening Saturday Morning

Our policy during this sale and throughout the year is to mark our prices at the lowest possible level, depending upon a large business volume to make a fair and legitimate profit.

A 2 per cent profit on \$100 in sales amounts to but \$2, but if our sales are increased so that we can make this turn-over once a month it is as good as a 24 per cent profit once a year.

A large sales volume distributes the cost of doing business among more people and permits each individual to buy for less. That is why these prices are possible. They mean a drastic reduction of profit on each single sale, but the rapid frequency of sales will make possible a reasonable return on our investment.

**SILKS**

Silk Taffeta, Satin, Messaline, Crepe de Chine and Georgette, in all the leading shades

**\$1.95**

Silk Poplins, 36-inch, in black, brown, navy, tan and gray former price, \$2.50, at

**\$1.45**

Fancy Satins and Taffeta in stripes, plaids and checks, former price \$3.50, at

**\$1.59**

**CHILDREN'S DRESSES**

Of a fine quality gingham, in plain and with plaid trimming; values up to \$3.50, at

**\$1.59**

Children's in plain and checked ginghams; sizes 1 to 4; values up to \$2.50, at

**\$1.19**

**LADIES' SILK WAISTS**

One big assortment of these in all the leading shades; former values up to \$12.50, at

**\$5.95**

One big assortment of Georgette Waists in a good range of colors; also fine White Net Waists, former values up to \$8.50, at

**\$3.95**

**CHILDREN'S SHOES**

In kid and also fine velour, of sizes 6 to 8; good heavy turn soles, at

**\$1.75**

## SHOES

Our entire stock of LADIES', MISSES' and CHILDREN'S SHOES put into this sale at greatly reduced prices.

\$15.00 and \$18.50 values ladies' 9-inch lace shoes, in patent kid, brown kid and black kid. Covered French heels; also leather French heels and Cuban and military heel, going at

**\$9.45**

Ladies' Pump and Oxford Ties in patent kid, brown kid and black leather. Covered French heels; all \$15.00 values going at

**\$9.45**

Ladies' Shoes in brown kid and black kid; Cuban and Military heels; \$15.50 and \$11.50 values going at

**\$7.65**

Ladies' Shoes, black, gray and brown kid, button; \$6.00 and \$8.50 values at

**\$3.95**

**CHILDREN'S SHOES**

Children's Shoes, sizes 8 1/2 to 11 in black and brown kid; also calf-skin, at

**\$3.29**

One lot of good, heavy kid button, with a good, heavy sole; sizes 2 to 5 1/2, at

**\$1.39**

**SILK UNDERWEAR**

Envelope Chemise of a good heavy quality wash satin; also Crepe de Chine; former values up to \$5.50, at

**\$2.45**

Ladies' Bloomers of wash satin and fancy silks; former values up to \$4.50, at

**\$2.29**

Camisoles of Satin and Crepe de Chine, fine lace trimmed and hand embroidered, at

**\$1.95**

**LADIES' DRESSES AND APRONS**

Home dresses of a fine quality gingham, made up in neat styles, in plaid, striped and checked patterns; values up to \$5.00, at

**\$1.59**

Ladies' Bungalow Aprons of a good quality percale; former values up to \$3.50, at

**98c**

**SHEETING**

Pepperell Sheeting, 2 1/2 yards wide, in bleached, at

**59c**

Pepperell Sheeting, 2 1-4 yards wide, in full bleached, at

**53c**

Pepperell Sheeting, 2 yards wide, full bleached, at

**49c**

**CHILDREN'S SHOES**

**\$3.95**

*This Sale Includes Everything on Our First Floor*

**SILK HOSIERY**

Fancy Lace Hose in black, white and brown, also plain all silk hose in black, white, brown and gray; former price \$3.00, at

**\$1.59**

Silk Hose with lisle tops in black, white, brown and navy; former price \$2.50, at

**\$1.19**

Lisle Hose in black, white and brown, a fine quality spring and summer weight; former price 75c, at

**39c**

**SATURDAY SPECIAL**

Hours 9 to 10 O'clock  
 50 EXTRA LARGE FANCY TURKISH TOWELS with pink, blue and gold borders

—at **19c** each  
 One to a Customer

**TURKISH TOWELS**

Fancy Turkish Towels all over Jacquard patterns with pink, blue and gold borders; former value \$1.50, at

**79c**

Extra heavy ribbed pattern, size 18x36, in plain also colored borders, a \$1.00 value, at

**59c**

Size 17x33 in plain white only; an extra good weight, former value 75c, at

**33c**

### Dress Goods

Ginghams, the very best quality in fast colors, new plaid patterns, also plain colors to match, at, per yard

**23c**

Dress Ginghams, standard quality in plaid stripes and check patterns, at

**17c**

Amoskeag apron ginghams, fast colors, full 27-inch, the best quality made, at, per yard

**14c**

Manchester Percale, 36-in.; the best quality we can get in light and dark patterns, fast colors, at, per yard

**24c**

Standard 36-inch Percales, a very good quality, in light and dark patterns, at, yard

**19c**

VALICOES—American prints, the best quality in light and dark patterns; also plain oil colors at, per yard

**11c**

MUSLINS—36-inch, Hope and Beacon, free from starch, soft finish, at, per yard

**16c**

**CURTAIN MATERIALS**

Curtain Net and Lace with plain, also lace edges in white, cream and ecru, former values

**79c**

\$1.50; at, per yard

Serims in plain and colored borders, in white, cream and ecru., former value 75c; at, per yard

**31c**

Curtain Swiss, in dotted, checked and flowered patterns, white only, former value 75c, at

**39c**

**MONDAY SPECIAL**

50 HUCK TOWELS, PLAIN WHITE AND FANCY Borders, from 9 to 10 o'clock only

—at **19c** each  
 One to a Customer

**PETTICOATS**

Fine quality Sateen in plain colors, also fancy flowered patterns, values up to \$4.50, at

**\$1.59**

**EMBROIDERY**

One big lot of these in 9- and 12-inch; also corset cover width, at, per yard

**19c**

**LACES**

One big lot of this in 2-inch and up to 5-inch for underwear and dress trimmings, at, per yard

**10c**

Don't Forget the "HOUR SALE" Saturday and Monday

**The HORACE BOGUE STORE, Inc.**