



1887

A Store Service That Builds

1915



The twenty-eight full years intervening since this store of yours was founded have been rounded out years of constant progress toward the end aimed at—"Success." Not in the mere matter of money-getting but much more in the sense of value-giving that creates confidence. To offer and deliver to our customers the greatest amount of real merchandise value for every dollar expended; your constantly increasing patronage in recognition of this "Success" is highly appreciated and to convey in small measure our appreciation of this recognition we shall forego for a week all thought of profit in pricings, which have been cut to the quick.

A Warm Welcome is Extended to All at This, Our Twenty-eighth Anniversary Sale

SALE OFFERINGS IN EVERY SECTION THROUGHOUT THE WEEK That Will Make Buying Here Not Only Pleasurable But Profitable

Anniversary Specials in Ladies' Hosiery Dept.

Women's Silk Hose—Best makes, all most wanted colorings—some all silk, some with lisle tops—both regular and out sizes, values to \$3.00; sale price Monday, pair \$1.98 Women's Fibre Silk Hose—50c quality, in all new shades; sale price, pair \$2.98

Four Rousing Anniversary Sale Silk Specials

Weaves and colorings you most desire at about Half Retail Worth. Imported Natural Shantung Pongees—Yard wide Silk Eponges and 32-in. Wash Silks, regular 50c to \$1.00 a yard values, at, yard \$2.50 36-inch Printed Jap Wash Silks and Striped Jap Tub Silks, in greys, lavender, blue and tans; regular \$1.00 a yard values at, yard \$6.50 27-in. Colored Chiffon Dress Taffetas, Cheney Bros. Shower Proof Foulards and Novelty Stripe Dress Taffetas, \$1.00 a yard values, yard \$4.50 All Silk Printed Crepe de Chine—40-in. wide Printed Silk Poplins, novelty crepe, etc., regular \$2.00 a yard qualities, choice, yard \$9.50

Anniversary Sale Ladies' Silk Gloves

50c values, 2-button length; black or white, big special lot; while they last at, pair \$2.50 Ladies' Silk Parasols—To \$3.50 values, all silk covers, in this season's best styles and colors; Anniversary special at \$1.98



Boys' Wash Suits Less Than Cost

The Entire Stock of M. E. Smith & Co. Boys' Wash Suits at less than the actual goods is worth.

On Sale in the Clothing Department—Second Floor

Middie, Vesties, Oliver Twist, Russian, Balkan and Beach Suits. Fabrics are all fast colors. 75c SUITS, all styles \$3.98 \$1.00 and \$1.25 SUITS, all styles \$6.98 \$1.50 and \$2.00 SUITS, all styles \$8.98 All ages, 2 1/2 to 9 years.

White Goods, Linens, Bed Spreads

Voile—"Ivory White," 40 inches wide; plain, cross bar, seed or stripe; the sheerest of dainty white fabrics; of special merit, yard \$2.50 Galatea Cloth—Pure white, 29 inches wide, extra weight fabric, designed for white skirts and suits; this extra quality, yard \$1.50 White Dress Linen—46 inches, French finish, soft and pliable; this quality usually \$1.25 a yard; on sale here, yard \$8.98 Natural Color Linen Suitings—36-in. width, adapted for men's or ladies' summer clothing, yard \$2.50 SPECIAL BED SPREAD SALE All Marcellies designs, superior soft yarn crochet, size extra large, cut corners; choice of scallop or fringe finish; \$3.75 spreads at, each \$2.95

Anniversary Sale of Sheetings, Muslins and Staple Washable Cotton Fabrics in Our Domestic Room.

Bleached 4-4 Muslin and Cambric; 9c val. yd. 5 1/2c Bleached 10-4 Sheetting; 26c value, at, yard \$2.00 Bleached 81x90 Sheets, center seam; 65c value, each \$3.00 Table Damask, American manufacture, full bleached; 39c value, yard \$2.50 Bed Spreads, full size, heavy crochet hemmed; \$1.29 value, each \$9.50 Amoskeag Apron Check Gingham; (We limit quantity), a yard \$1.50 Amoskeag A. C. A. Tickling; 20c value \$1.50 Amoskeag Nurse Stripe Gingham; 10c value \$7.50 Huck Towels, fast color, red borders, each \$1.00 Novelty Printed Chiffon Crepe, neat printed figure; 12 1/2c value \$8.50 White Swiss Embroidered Dots, Pique, Lace Cloth; 15c value, yard \$1.00 Madras Shirtings, stripes and figures on white grounds; 10c value \$6.50 Mosquito and Fly Netting, by the bolt of 8-yds. 39c

Men's and Boy's Clothing Anniversary Sale

MEN'S GENUINE PALM BEACH SUITS \$4.75 Mulford Palm Beach, cold water shrunk. (None but the genuine sold by this store.) Every coat French faced and all seams taped. Do not confuse this suit with the cheaper kinds. These suits are sold at \$6.00—Monday only, natural or silk \$4.75 striped, in all sizes, at \$4.75

Rousing Anniversary Specials in the Women's Underwear Section

Muslin Gowns, Skirts and Combination Suits, prettily trimmed; to \$2.00 values, at \$1.00 Corset Covers and Drawers that sold to 75c, slightly soiled or mused; your choice Monday at \$3.00 Women's Lisle Union Suits, broken lots from regular stock, to \$1.00 values, at \$8.00 Children's Mercerized Vests, regular 19c values, in all sizes, choice at \$1.00

Anniversary Sale Women's Summer Waists In Domestic Room

\$1.98 Wash Waists, 40c Fine Lingerie, Embroidered Voiles, Rice Cloths and Sheer Batistes. Some of them hand embroidered, high and low necks, long and short sleeves; white only, slightly mused, 49c \$1.00 Summer Waists 25c—Corded Crepes, Checked and Striped Madras, Embroidered Linons, Piques—many tailored styles—choice of lot Monday, 25c

Anniversary Sale Garment Values Certainly Exceptional. The unexpected financial responsibilities of two prominent Eastern concerns are responsible for us securing these extraordinary values

You'll Like These Charming New Summer Dresses at \$2.95, \$3.95, \$5.00, \$7.50, \$10 and \$12.50—The immense range of the newest designs and most desirable fabrics and colors for selection; values at each price you'll find unequalled. Elegant Lace and Net Dresses—A bevy of distinctive and charming designs at from \$15.00, \$19.50, \$25.00 to \$45.00. Look where you will you'll not find the values equalled. Beautiful Georgette Crepe, Crepe de Chine and Taffeta Dresses, in a broad range of classy designs, good taste and artistic workmanship displayed in every graceful line, \$15.00, \$19.50, \$25.00 up to \$35.00 Long Crepe Kimonos, pretty designs and patterns, \$2.50 and \$3.00 value, choice \$1.45



White Neck Furs—All the rage for evening wear; in three special lots: Monday, choice \$3.95, \$5, \$7.50 Real Fox Furs \$35.00

These Specials Should Crowd the Department Monday.

100 Elegant Tailored Suits, to \$35.00 values, in gabardines, poplins, fine serges and novelties, none worth less than \$25.00; choicest bargain of the season, at \$15.00 Handsome New Coats, \$18.50 to \$25.00 Values \$10.00 A charming lot of styles, in silk taffeta, fine covert, gabardines, also a splendid assortment of Sport Coats and Novelties, designs suitable for all occasions—at \$10.00 Pretty Summer Waists, to \$10.00 values, choice \$5.00 High class Georgette crepe, silk crepe de chine and lace waists, in the season's newest styles and colors. Women's Wash Skirts, \$1.50 and \$2.00 values, good assortment of nobby styles—sale price \$95c

Men's Hats

Men's fine high grade Straw Hats, all shapes and braids, worth \$1.50 and \$2, at 95c Boys' and Children's Straw Hats, all good shapes; the 50c kind, at \$2.50

Trunks and Suit Cases

Leather and leather lined Traveling Bags; \$4.00 values, at \$2.95 Genuine Leather Suit Cases, worth \$4 to \$7, \$2.45, \$3.95, \$4.95 All Trunks Specially Priced Trunks worth \$7.50 to \$15.00; all good, serviceable trunks, at \$5.00

Men's Furnishings

Men's fine summer Shirts; percale, madras, mohair and fancy materials, with and without collars, worth to \$1.00, at 35c 3 for \$1.00 Special sale of Men's Two-piece Underwear, shirts or drawers, balbriggan and mesh, worth 50c, at \$3.00 Men's fine high grade Silk Shirts, all new, nobby patterns, worth \$3.00, \$5.00, at \$1.00 and \$3.45 DOMESTIC ROOM Men's 50c Work Shirts \$3.50 Men's 10c Handkerchiefs \$3.50 Men's 50c odd garments of underwear \$2.50 50c Children's Wash Hats \$2.50 Large rough Sun Hats \$1.50

Drugs and Toilet Goods at Cut Prices Monday

Dear Kiss Face Powder and Puff \$1.00 10c Bar Soap or Palmolive soap for \$1.00 5 10c rolls crepe toilet paper \$2.50 \$1.50 box La Trefle or Aurea Powder \$2.50 7c Red Rubber Gloves, at \$4.00 50c Head Hair Cold Cream \$2.50 \$1.50 Auto Chamois \$2.50 20c Java Rice or Pogronia Powder \$2.50 50c Tube Pebeo Tooth Paste \$2.50 \$1.25 Family Bulb Syringe \$2.50

NEW FALL PATTERNS RUGS

As complete a showing of high grade goods as you'll find in the land.

Anniversary Specials That Will Interest. 16-4 extra heavy D quality Printed Linol, 12 ft. wide, 55c grade, sale price, square yard \$5.00 9x12 seamless Wilton Velvet Rugs, all new fall, 1915, patterns; \$30.00 quality, sale price at \$21.98 24-inch wide Congoletum Rug Border; was 49c, sale price, square yard \$39c 5-3x10-6 seamless Tapestry Brussels Rugs, all new patterns; \$15.00 value, sale price \$9.50

Anniversary Sale Framed Pictures

500 Framed Pictures in 16x22, 12x24 and 14x16, square or oval frames, gilt or brown, big range of popular subjects, to \$2.00 values, at \$1.50 20c Framed Pictures—Gilt and brown frames, big assortment of subjects \$3.50 We will save you money on all classes of pictures, and on picture framing.

Anniversary Specials in the Crockery Dept.

Remarkable Dinner Ware and Glass Ware Values. Plain White Dinner Sets—Pretty patterns, service for 12 people, 100 pieces; great bargain Monday \$5.98 100-piece Dinner Sets—Semi-porcelain, regular \$12.00 value; on sale \$6.98 100-piece Dinner Sets—\$16.00 values, service for 12 persons; Monday \$8.98 Daisies Light Cut Glass—Mayanese Bowls, Vases, Plates, Handled Nappies, Sugars, Creamers, Comports, etc.; to \$1.25 values, Monday \$3.98 Flint Blown Glasses—60c dozen kinds; on sale, dozen \$3.98 10c Lemon Squeezers, each 5c White Crown Jar Caps, 35c doz. kind, Monday, dozen \$1.00 10c Jar Rubbers, 2 doz. for 15c

Anniversary Sale of Embroideries

High Grade Novelties in Embroideries of all kinds at— HALF WORTH. A fine line of Organdies and Laces and Embroidery Combination Flouncings on sale Monday in eight splendid lots: 1st Lot—\$2.00 Fancy Embroideries \$1.00 2d Lot—\$3.00 Fancy Embroideries \$1.49 3d Lot—\$4.00 Fancy Embroideries \$1.98 5th Lot—\$5.00 Fancy Embroideries \$2.49 6th Lot—\$1.00 Novelty Bands for \$4.50 7th Lot—\$1 and \$1.50 Flouncings at \$4.98 8th Lot—\$3 and 6-yard Loom Strips—Regular 15c a yard values at \$7.50

Anniversary Specials in the Corset Dept.

\$5.00 Corsets at \$1.98—Both plain and fancy broades in all sizes and best makes, slightly soiled, on sale at, only \$1.98 \$2.00 Corsets—Lace front, medium models \$1.50 50c Brassieres, Special, 25c—A splendid assortment, all daintily trimmed, all sizes \$2.50

Anniversary Specials in FURNITURE

Four-passenger Lawn Swing, the best quality \$3.95 We do not set them up at this price. Hardwood natural finish porch swings, chains and hooks complete; 3 1/2 and 4 feet wide \$1.95 Green Fiber Porch Rockers \$1.95

48-lb. sack best high grade Diamond H Flour \$1.50 16 pounds best pure cane Granulated Sugar, only \$1.00

There is nothing finer, per pound \$2.00 The best Strictly Fresh Eggs, nothing finer at any price, per dozen \$3.95 Fancy Full Cream, New York White, Wisconsin Cream, or Young America Cheese, per pound \$2.00 Imported Swiss or Roquefort Cheese, per pound \$4.00 Neufchatel Cheese, each \$2.00 The Vegetable and Fruit Market for the People. 15 pounds New Potatoes to the peck \$2.00 15 pounds Old Potatoes to the peck \$2.00 4 bunches Fresh Beets, Carrots or Turnips for \$2.00 6 bunches Fresh Radishes, Onions or Lettuce for \$2.00 New Cabbage, per pound \$1.50 Fancy Ripe Tomatoes, per pound \$1.50 2 large Green Peppers \$1.00 2 large Head Lettuce \$1.00 50 Fancy Wax or Green Beans, per lb. \$1.50 4 bunches Fresh Rhubarb \$2.00 Put up Your Preserves and Cherries Now. Large Juice Lemons, dozen 15c and 50c 2 lbs Butter, Cheese and Egg Market for the People. The best Creamery Butter, carton, per pound \$1.00 The best Creamery Butter, bulk, lb. \$2.00 Fancy No. 1 Dainty Table Butter, lb. \$2.00 Good Dairy Butter, per pound \$2.00 Golden Santos coffee, for family use

Exceptional Curtain and Drapery Values

from the best that's made to the cheapest that's good; a broad range of pricings and at every price values you'll not find surpassed. Four Anniversary Sale Specials Monday you certainly cannot afford to miss. \$2.00 Brussels Curtains, in white or ecru, full size, pretty patterns; per pair \$8.98 \$1.00 Brussels Curtains, in white or ecru, full size, neat patterns; at, a pair \$3.98

Garland Gas Ranges

Anniversary sale and free demonstration Monday and all week of the best gas range made. Mr. Walker, expert baker and factory representative, will show you why.



Low oven ranges, up from \$10.50 High oven ranges, up from \$20.00 WASH DAY SUPPLIES Two sizes, 6 1/2 and 8 1/2, genuine Syracuse Willow Clothes basket \$4.00 Two sizes, \$1.00 and \$1.25, genuine Syracuse Willow Clothes Basket \$6.98 Mop Sticks \$2.50 15c Cotton Mops \$1.00 6-piece set Mrs. Potts' nickel plated sad iron \$6.00 "Williams" Electric Irons, worth \$15.00, at, only \$11.98 10c Scrub Brushes \$7.00 \$1.25 Ironing Tables \$2.00 Warranted Wringers \$1.98 Medium size heavy tin boilers, copper bottom \$11.19 Large size heavy tin boilers, copper bottom \$12.29

IT PAYS Try HAYDEN'S First IT PAYS