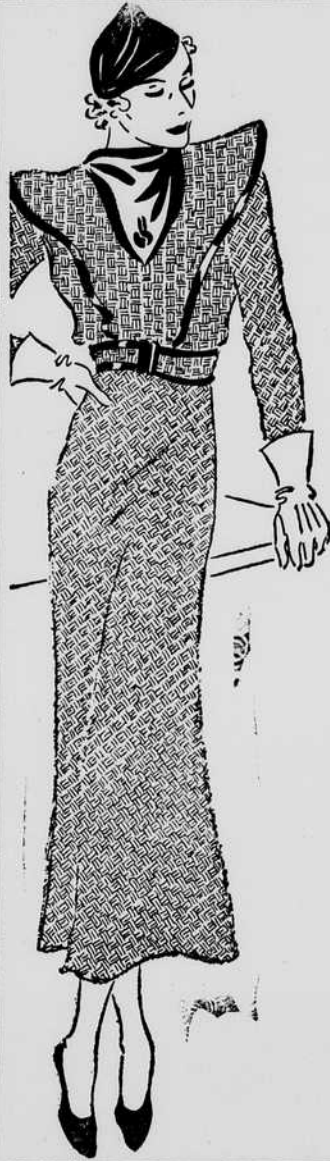


# BUY NOW AND SAVE SALE

Your dollar will buy more now! \* spend the difference



All set for the BUY NOW and SAVE SALE—and we'll go over the top due to the extraordinary values in every dept. Weeks of preparation and planning enable us to present almost unbelievable bargains. On this page are just a few examples.



## BUY NOW and SAVE on DRESSES

- Travel Crepe Dresses** ..... \$1.88  
A wide range of the "right" Fall Colors. We have all sizes at this low price.
- Sport Suits** ..... \$2.98  
All-Wool Cape and Sweater Suits. Very new and very smart.
- Sport Dresses** ..... \$3.95 to \$6.95  
In a wide range and variety to be shown for the first time this week-end. Easily worth \$10.
- 3-Piece Sweater Suits** ..... \$5.95  
Up-to-the-minute styles, just unpacked from New York.
- New Silk Dresses** ..... \$3.95  
For Fall. New Shipment of Flat Crepes and Silks. Today's market value on these Dresses, \$6.
- Our Best Silk Dresses** ..... \$4.98  
And they are wonderful values at that price. You'd pay \$10 for them gladly at most stores.
- Conservative Matrons Styles** ..... \$2.98  
Sizes 36 to 46's. A real \$5 value featured for our BUY NOW sale.

## Men's Button & "Pull-Over" SWEATERS

**69c**

## Special WINDOW SHADES

**39c**

## OCTAGON SOAP Per Cake

**2c**



## Ladies Sport Oxfords

Pumps, Straps and Ties in Patents, Suedes and Kids. A Wide Selection of Styles and Sizes for only—

**1.49 1.98**

## Men's Welt Oxfords

Good Leather Dress Oxfords For Only—

**1.98**

## Children's Shoes

Good Assortment of Leather Shoes and School Oxfords—

**98c to \$1.49**

## Ladies Novelty Footwear

"Aristocratic" and "Boulevard" brands in newest styles. All styles, leather and smart combinations. A \$5 Shoe for only—

**2.95**



## MILLINERY



A Good Quality Group of Smart New Fall Felts at a very low price. All head sizes and wonderful styles for only—

**98c**

Beautiful styles in a wide range of colors and shapes. You can buy a really stylish Hat for the low price

**\$1.49 up**

## Ladies SWEATERS and Skirts

**1.98**

## Men's Dress PANTS Good Quality

**1.98**

## W. L. Douglass Men's Shoes Reg. at \$5

**3.88**

## Full Fashion Pure Silk HOSE

**65c**

## Men's Cellophane Wrapped Dress-SHIRTS

**69c**

## All Sizes Men's Winter Weight UNION SUITS

**59c**

## BUY NOW and SAVE on COATS

### Polo & Sport Coats ..... \$9.95

The very latest style trends in the ever popular polos are featured in this group. Tans, Browns, Greys.

### DRESS COATS ..... \$12.50

"Swagger" styles with tailored lines, and also Fur Trimmed Dress Coats in this group of exceptionally good values. BUY NOW.

### Latest Style Coats ..... \$16.50

Featuring a certain smartness you would not expect to find in coats at twice their price. Pure-Silk Crepe Linings. Luxuriously fur trimmed.

### Our Best Coats ..... \$29.50

Sounds like a low price for our very best Coat group, but when you see these values, you won't even want a better coat than \$29.50 will buy here. Generous fur trimmings of seal and beaver. You'll think they are at least \$49.50 values. BUY NOW!



# BOSTON CHAIN STORE