Announcing Our 55th

ANNIVERSARY Sale

OCTOBER 30th TO NOVEMBER 14th

BEYOND ALL QUESTION THE GREATEST MONEY-SAVING, VALUE-GIVING SALE EVER STAGED IN CHESTERTOWN

1876 **PRICES PARED TO THE BONE On Fine Quality Merchandise.** **1931**

Making History in this 55th Anniversary Sale

A lot of history has been made since this business was established fifty-five years ago. Methods of speech, thought and living have changed. But one thing has stayed the same---the buyer of merchandise wants all he can get for his money, and the store that gives him the most gets the business.

That's why this store has grown continuously for fifty-five years. Every year it has made history in value-giving; now its exceeding all previous records.

NEVER did we, or any one else, offer such merchandise at such reductions. Never have you owned the opportunity to buy the things you need and can proudly wear at such low prices. We are simply meeting conditions.

In this present troublous season, you are the doctor and in your pocket-book and your bank account you have the remedy. There'll be more money in every body's pocket as soon as people start spending . . . and using and producing . . . and that is the very reason for these drastic reductions.

TO MAKE YOU BUY

YOU PEOPLE who visited us on that first day, fifty-five years ago, will say that never have we offered such values as the ones in this sale.

THIS is our favorite way of celebrating because it expresses to the Nth degrees the principle upon which this store's success has been founded---"utmost value-giving."

IT'S going to be a big party, one you'll always remember, you're getting the season's smartest and newest merchandise at great reductions in price.

THE opening day's going to be a big one. Be sure you get in on it.

Terms Strictly Cash

Every Day Will Be a Great Day at Our 55th Anniversary

You couldn't spend your spare time any more profitably than by attending our 55th Birthday Sale. It's our party, but we're giving the presents instead of receiving them. Every special birthday-offering is such a special value that it's like getting a present of a good share of its cost.

The bargains represented on the following pages are not based on bargain merchandise. The finest apparel that ever found its way into Chestertown is now being rushed out at tempting prices.

We believe that if all merchants in America would offer the same values that you see in this sale, it would stimulate business to the point where everyone would start buying.

And remember this—that when that happens there will be more money in your pocket and in ours.

We're doing our share, and if you haven't seen how bravely we are taking these painful reductions.

Come To-Morrow
MAKE IT EARLY
But Make It Sure

BORDLEY & SON

"THE STORE FOR THE LAD AND HIS DAD"

Chestertown, Maryland

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