

BIRMINGHAM MICH. Better Values

BIRMINGHAM MICH. Better Values

PALMER, BEGOLE & CO.

Basement Anniversary Sale

"One Year Old and Going Strong"

SALE BEGINS FRIDAY, OCTOBER 20 AND CONTINUES TILL SAT. OCT. 28

BARGAIN BASEMENT ANNIVERSARY SPECIALS

Imported bleached all linen crash—
Yard **19c**

27 inch white outing, an excellent quality—
Yard **14c**

36-inch white outing flannel, worth a whole lot more than
Yard **19c**

Women's aprons, made of good quality percale, tie-back style, rickrack trimmed, full cut garments; good \$1 value
Sale Price **68c**

Table oil cloth, 18 inches wide, in plain white and fancy colors; regular 10c value. Sale Price—
Yard **29c**

Men's brown knit work gloves—
Pair **10c**

Men's canvas gauntlet gloves with leather palm. Regular 39c grade. Sale price—
Pair **29c**

Men's heavy cotton work socks, regular 18c kind—
Pair **10c**

Men's heavy half wool work socks, ribbed top in grey and navy; 40c value—
Pair **29c** 4 pairs for **\$1.00**

Men's silk and wool dress socks in navy and brown heather and grey. Reg. \$1.00 quality. Sale Price—
Pair **75c**

ON THE MAIN FLOOR YOU'LL FIND

Curtain marquisette—a lot of about 300 yards of dotted marquisette. A good 50c grade. Special at
35c per yard. 3 yards for \$1.00

42-44 all wool French serge in brown, grey, navy and black. Regular \$1.89 dress goods value. Sale Price—
Yard **\$1.48**

Women's slip-over sweaters in lavender, green, black and honey dew shades. Smart styles. Values to \$3.50.
Sale Price **\$1.95**

WOMEN'S WOOL SPORT HOSE
FIRST FLOOR
Heavy weight brown heather mixture. Regular \$1.39 value. Special at
Pair **95c**

One Large Lot of Unbreakable Imported Clown Dolls, While They Last, at
Each 17c

ONE YEAR

We had tried it out in our other stores—the bargain basement idea—with startling success. "How," commented the directors a little over a year ago, "would the public accept a similar innovation in the Birmingham store?" This is the answer—the celebration of the first anniversary of one of our most successful special bargain departments with a rousing sale that will pack our store with eager buyers. Of course, the Bargain Basement will be replete with snappy bargains, but the whole store will join in the celebration with sale compelling offerings. You are cordially invited to attend and participate in Birmingham's biggest economy event. This circular gives only a small indication of the many bargains that await your visit.

GLENN M. BEGOLE, Manager.



Women's Flannelette Gowns

These full cut gowns are made of good quality outing flannel in plain white or colors. Regular and extra sizes. Our low everyday price is \$1.39.

Anniversary Price

95c

Blankets! Special Discount!

BASEMENT

Couldn't have picked a more opportune time for a special blanket offering, could we? Well, for a special anniversary offering in this department we will offer a beautiful line of plain cotton nap, the famous woolnap, baby blankets and the entire line of pure wool blankets at a

Discount of 10 Per Cent

from our usual low selling prices.

Men's Wool Union Suits

BASEMENT
The well known and nationally advertised line of high grade "Traflet" union suits—extra fine quality of wool and lisle yarns. Regular \$4.00 garments. Sale Price

Suit **\$2.95**



Women's Waists

MAIN FLOOR
Your choice of any waist in our finely assorted stock of silk and cotton women's waists in all the new styles and modes—
Less **25% Discount**

Women's Wool Hose

MAIN FLOOR
Here's a wonderful value. Heather mixtures with silk clocking. Sizes 8 1/2 to 10. Anniversary Price

Pair **69c**

BARGAIN BASEMENT ANNIVERSARY SPECIALS

Men's wool sock "NOME" brand, extra heavy quality of pure wool. Regular 75c quality
Pair **48c**

Men's work shirts; black sateen, blue chambray or khaki materials. No better \$1.00 work shirt sold anywhere. Special at
Each **85c**

Men's heavy fleeced lined shirts and drawers. The regular \$1.00 standard grade—
Per garment **85c**

Men's grey flannelette work shirts, made of good quality, heavy weight materials. Special at
85c

Men's heavy weight, full cut flannelette night gowns, in regular and extra sizes. For the sale our low regular price of \$1.39 has been reduced to
Each **\$1.00**

Men's overalls—big, full sizes, Stifel stripe. The "Tractor" brand, known for its wearing qualities. Special
Pair **\$1.39**

Men's silk neckwear in knitted or open end styles. A beautiful assortment of patterns. Why not at this price lay away a supply for Xmas gifts. Choice for anniversary sale
Each **48c**

Men's silk and wool dress socks. The new tariff will double the cost of this quality. Comes in navy heather, brown heather and grey. Splendid \$1.00 values. Sale Price
Pair **75c**



Cadet Sox For Men
BASEMENT
Fine lisle dress sock with linen heel and toe. A crackerjack 39c value. Sale Price
Pair **29c**

ALL WOOL MIDDIES

MAIN FLOOR

Beautiful middies in navy or red with neat white trim. Sizes 16 to 22. This midly value must be seen to be appreciated. During our anniversary sale we will offer them at the special price of

\$2.98

Dress Bargains For Misses

6 TO 14 YEAR SIZES—MAIN FLOOR
This lot contains just 38 dresses, made of good quality gingham and neat suitings. Values to \$2.00. Sale Price
Each **89c**

The patronage during the past year that was responsible for the success of our bargain basement department has our keen appreciation. Every effort to merit a continuance of your support will be made by us. It is our sincere desire to make our store THE real economy center of Birmingham and vicinity. Remember the date of our Anniversary Sale—OCTOBER 20th TO 28th.

PALMER, BEGOLE & COMPANY.

Women's Silk Hose Special
MAIN FLOOR
Full fashioned pure silk hose for women. The famous "Cadet" brand in black, brown, navy and white. Just the thing for Xmas gifts—buy them now at the special price of
Pair **\$1.95**

Men's Flannel Shirts
BASEMENT
A heavy grade of wool flannel in brown and khaki colors. The usual \$3.00 value. Sale Price
Each **\$2.29**

Women's Winter Weight Union Suits
MAIN FLOOR
An unusual pre-season underwear offering. These union suits are made of pure bleached yarns, in sleeveless or half sleeve and ankle length styles. Sizes 34 to 44. Sale Price
Suit **95c**

Turkish Towels - 25c Each
MAIN FLOOR
We offer for the anniversary event one lot of extra large good quality plain white Turkish towels at
Each **25c**

Birmingham's Economy Center

Palmer, Begole & Co.
Birmingham, Michigan

Birmingham's Economy Center