

Folks! A Sensational Selling Event from Start to Finish!

PALMER-BEGOLE & CO'S MIGHTY EXPANSION SALE



Store Open
Evenings
Until
Christmas

Follow the Crowds! Friday and Saturday
Be Here! Only Two Days More! Sale Positively
Ends Saturday Night, December 15th

Don't Let Anything Keep you Away!

GOES FULL SPEED AHEAD!

SPREADING ECONOMY TO THE PEOPLE OF THIS COMMUNITY—SAVING HUNDREDS OF DOLLARS ON THEIR HOLIDAY AND WINTER PURCHASES. PRUDENT WOMEN ARE NOT WAITING; WISE SHOPPERS ARE BUYING FOR MONTHS AHEAD. BE AMONG THE HAPPY CROWDS FRIDAY AND SATURDAY.

A Complete Close Out



Entire Fine New Stock of Women's and Misses'

Coats, Dresses
Shirts, Blouses

WOMEN'S and MISSES'

Silk and Wool Dresses

BUSINESS DRESSES! SPORT DRESSES!
AFTERNOON DRESSES! ALL NEW!

\$15.00 Dresses now	\$ 6.29
19.50 Dresses now	9.75
23.75 Dresses now	11.88
25.00 Dresses now	12.50
32.50 Dresses now	16.25
35.00 Dresses now	17.50

—Buy Now—Save One-half—

WOMEN'S and MISSES'

Winter Coats

BRAND NEW, VERY LATEST STYLES, GOING AT 1/2 AND LESS THAN HALF. SPORT COATS! DRESS COATS! FUR COLLARS!

\$15.00 Coats now	\$ 7.50
19.50 Coats now	9.75
22.75 Coats now	11.38
25.00 Coats now	12.50
29.50 Coats now	14.75
35.00 Coats now	17.50
39.50 Coats now	19.75
45.00 Coats now	22.50

All Children's Coats, Hats
and Dresses
1/2 PRICE

The Christmas Spirit Prevails Here

Christmas shoppers will find this store offering many happy solutions to their vexing Gift Problems, for we've searched the market centers far and wide for the most Practical Gifts for you. Do your Christmas shopping Now! Big Savings!

- All Women's, Misses' and Girls' Sweaters, brushed wool and knit. Out they go at 1/2 PRICE \$2.95
- All Women's Silk Crepe De Chine and Georgette Blouses, values to \$7.50, at 1/2 PRICE
- All Women's Dress Skirts, Plain Serges and Novelties; all will be sold at 1/2 PRICE
- Women's Pure Linen Handkerchiefs. Special for this sale. 2 for 25c
- Women's Pure Linen Handkerchiefs, embroidered corners, 35c value. Sale Price 25c
- Boxed Handkerchiefs 59c, 98c, \$1.25
- 1 lot Women's Wool Finished Sport Hose value 75c, going at 48c
- Regular \$2.25 Silk and Wool Hose at 1.48
- Regular \$1.50 Wool Hose, now per pair 95c
- Women's \$1.00 Silk Garters, lace trim 79c
- Hand Bags, big selection Special at \$1.79 to \$5.95
- "Princess Mary" Silk and Wool Union Suits. White they last \$2.25
- 1 lot Umbrellas, values \$2.50, going at \$1.89
- 1 lot Pure Silk Umbrellas, all colors, values \$7.50, \$3.95
- Out they go...
- Women's Brushed Wool Gauntlet Gloves \$1.19
- Women's Cape Gauntlet Gloves, at \$2.69
- 1 lot Silk Petticoats and Bloomers, values to \$7.50. Out they go \$3.95
- Plain and Fancy Bath Towels, at 19c, 59c, 69c
- 175 Men's Belt, Buckle and Chain Sets. Sale Price \$1.29
- Men's Garter and Arm Band Sets 48c
- Men's Initial Handkerchiefs, colored borders Each 3 for \$1.00 or 6 for \$1.79
- Regular 65c Knit Ties now 48c
- 1 lot Men's Dress Shirts, up to \$3.50 values, now, each \$1.95

- 1 lot Men's Dress Shirts up to \$2 values. Sale Price 98c
- Men's Monito Pure Silk Hose, all colors, 3 pr. \$2.00
- Men's \$2.50 Brushed Wool Scarfs \$1.95
- Men's Work Sweaters, with or without collars, Special \$1.39
- Men's \$6.50 Silk and Wool Union Suits, going at \$4.98
- Men's English Golf Hose \$1.95 to \$3.75
- Gold filled Cuff Buttons, 50c and \$1.00
- In individual Christmas boxes—
- 1 lot Plaid Bed Blankets. White they last, pair \$2.89
- Boys' Flannel Shirts, going at \$1.59
- \$1.50 Boys' Dress Caps, going at 95c
- DOLLS! DOLLS!
- Character Dolls now 29c and 39c
- Ma Ma Dolls \$1.19 to \$3.50
- Jointed Dolls now 79c to \$5.95
- Teddy Bears, Monkeys, Dogs, etc., at 59c to \$1.75
- 50c Wheelbarrows, now \$1.34



The Sale of Boys 2 Pant Suits

Our entire stock of Boys' fine Two Pants Suits, all new, many styles and all sizes; made of fine all wool materials. A chance of a lifetime to save. Come! Be early!



Regular \$8.50 Suits	\$6.95
\$10.50 and \$11.50 Suits	\$8.95
\$12.50 and \$13.50 Suits	\$9.75
\$14.50 and \$15.50 Suits	\$10.95
Boys' \$1.50 Caps now	95c
Boys' \$2 Flannel Blouses	\$1.59

SHOP EARLY

All 25c Toys—Choice 10c



Including Checkers, Dominos, Card Games, Rubber Balls, Dish Sets, Beads, Earrings, etc. Take your pick—

10c

PALMER and BEGOLE
BIRMINGHAM MICHIGAN

WOMEN'S and MISSES' MILLINERY 1-2 PRICE

Beautiful Pierette models for Winter—Silk Hats, Velvet Hats, Felt Hats in a wonderful display of novel trimming. Don't miss this opportunity to buy them now and save One-half. Come at once to get first choice.

Regular \$3.95 now	\$1.98
Regular \$5.00 now	2.50
Regular \$6.50 now	3.25