

# BEVERLY'S, inc.

(Exclusive Specialty Shops)

# ANNOUNCE THE OPENING

of their newest shop in the  
**WABEEK BUILDING**  
on Friday May 17th

By advantageous buying connections with a national chain of exclusive specialty shops, Beverly's brings to you the most lovely apparel creations of the season — so chic and quality-high that you will marvel at their moderate prices! The most fashionable Summertime styles will be on display for the formal opening . . . to see them is to realize that a new era of smartness has been introduced to Birmingham society!

*We invite you to see the Summer Modes now on display!*



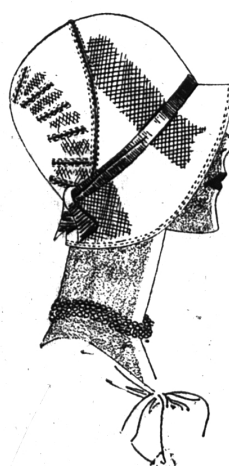
**Newest Styles in Smart Coats for Early Summer**

**\$16<sup>75</sup>**

EVERY coat is new for Summer wear and is outstanding in fashion as well as price! Some are transparent velvet—other are of swagger flannels. Models for daytime, sports or travel. Buy now for immediate wear or summer! Sizes for Miss or Matron.

*An unusual group of finer coats — richly tailored and moderately priced!*


**\$49<sup>50</sup>**



**Exclusive Summer Millinery Modes**

**\$5 to \$15**

NEW Paris hats have been copied in these fashionable creations—and priced unusually low! Hats for the tailleur, the ensemble, the afternoon frock and for sports.



**A Chic Group of SPORT FROCKS and ENSEMBLES**

**\$15<sup>75</sup>**

CHARMING one and two-piece fashions, with and without sleeves—each showing that exquisite attention to detail that distinguishes the truly Paris-Inspired frock! Irresistible color combinations—some delicately feminine, others bright and vivid! Many prints are included. All sizes for Misses and Women.

*A group of exclusive gowns for all occasions are priced at*

**\$24<sup>75</sup>**

**Pure All-Silk Hosiery, \$1.45**  
A fine, clear quality chiffon hose in the smartest of summer shades!

**Exquisite Silk Chemise, \$2.95**  
Daintiest pastel-tinted georgettes and crepe de chenes. Some neatly tailored—others trimmed with fine laces.

**3-Piece Pajamas \$4.95**  
Made of fine quality pongee with pipings of various colored silks.

**Smart New Handbags, \$4.95**  
Fashioned of new leathers and novelty materials in chic colors and modish shapes.

# BEVERLY'S

Formerly the Striffling Shop  
WABEEK BUILDING 259 MAPLE WEST

Specializing in Smartness at Lower Prices

Store Open Saturday Evenings Until 9 o'Clock