

FINAL WINTER CLEARANCE

SALE BEGINS THURSDAY - JANUARY 16TH

ALL SALES FINAL! NO EXCHANGES! NO RETURNS! NO REFUNDS!

What You May Save

Here are examples of the wonderful savings this sale makes possible!

MILLINERY

Here is every style . . . every material . . . every color. They are all fresh and new . . . all smart for present and early Spring wear.

Values to \$25

\$5, \$7.50 and \$10

LINGERIE

Dainty lingerie that follows the new style trend with flowing lines and exquisite feminine touches.

15% Off

HOSIERY

Sheerest Chiffons . . . finest quality . . . fresh and new in the early spring colors, ordinarily a much greater price.

15% Off

JEWELRY

Jewelry, too, must have the dainty feminine touch to harmonize with the new dresses and ensembles.

15% Off

BAGS

Bags for every occasion are here in this great selling!—all with the chic new details that add so much to the costume ensemble.

25% Off

HANDKERCHIEFS

Novelty handkerchiefs with dainty lace and embroider trimmings, beautiful linens . . .

15% Off

COATS

So adaptable for late Spring wear

DRESSES

A truly delightful selection

We Must Move Stock! Drastic Reductions

up to

60% off

On Everything In This Store

We are closing out all Winter Fashions at sweeping reductions to make way for our attractive Spring Stock.



Coats

Here are the season's smartest coats . . . in the newest fabrics . . . the latest colors . . . all luxuriously furled reduced for immediate clearance.

One group, values to

\$198.50

presented at

50% off

One group, values to

\$179.50

presented at

33 1/3 to 60% off

All sizes are here . . . for misses, women and those not slender.

We offer you an opportunity to purchase women's and misses' distinguished apparel of Beverly's fine quality at reduction of from

33 1/3 to 60% off

Dresses

Assembled here are the greatest values of the season offered at a price that is amazing for lowness. All up to the minute in style with the new floating lines and longer skirts.

One group, values to

\$89.50

presented at

\$28.00

One group, values to

\$325.00

presented at

33 1/3 to 60% off

Types for every figure and coloring . . . all beautiful in quality.

Open Daily Until 6 P. M.—Saturdays Till 9 P. M.

**Wabek
Building**

BEVERLY'S

**West Maple
Avenue**

Specializing In Smartness At Lower Prices!