







MID-SEASON SALES

Winter Coats--Surprising Values

Proof Again of Cherry & Webb's Leadership in Smart Outer Wraps

GREAT DISPLAY SATURDAY IN A CLASS BY ITSELF COME SATURDAY FOR VARIETY OF LEADING STYLES COME SATURDAY FOR THE SEASON'S FAVORITE MATERIALS AND COLORS CLEVER NEW IDEAS IN DISTINCTIVE COATS

COATS

A wonderful assortment of Pom Poms, Broadcloths, Wool Velours, High Grade Plush, Silvertone—handsomely trimmed with Fur, Keramie, etc., in the season's colors—Beetroot, Taupe, Rose, Pekin Blue, Navy, New Browns. Displayed at Cherry & Webb's less than elsewhere prices—Street Floor.

400 Coats at \$12.00 and \$15.00

600 Coats at \$18.75 and \$22.75

700 Coats at \$25.00

Very Swagger Coats

A wonderful assortment of Coats with fur collars and cuffs, lots in the newest of the new. Priced at

\$28.50, \$32.50, \$35.00, \$39.75

COMMENCING SATURDAY

Special Sale in Dress Dept.

- 100 All Wool Serge Dresses, good assortment of sizes and colors, all grouped on large reels. Choice \$8.98 and \$9.98 Two large reels of the best Dresses that sold formerly for \$17.50. Special for Saturday, choice \$12.95 All the best Dresses that sold at the beginning of the season at \$17.50 to \$19.75. Choice of over 200 Saturday at \$15.00 Special purchase of Satin and Taffeta Dresses that were bought to sell for \$17.50. As a special for Saturday, while they last \$12.95 We will show many new Dresses in wool, Jersey and velvet at \$19.75 to \$29.50

Ladies' Coats First

BARGAIN BASEMENT ECONOMIES

The supply is immense—we bought Coats for the Basement in great quantities this week—every purchase was made only upon our firm insistence as to quality and style. Result is a display of hundreds of nobby models—Coats that are correct in every fashion point—that are of excellent, dependable materials—that are carefully tailored—and that smash all records of the present season, in price moderation. Coats in the Basement Sale should appeal to women who desire to save quite a little in their garments this winter and still possess class and style and comfort.

- Plenty of good Coats to choose from \$12.00 300 New Serge Dresses, navy, brown, green, Burgundy, helio and black, specially priced for this Bargain Basement Sale \$5.98, \$6.98, \$7.98, \$8.98, \$9.98, \$10.98, \$12.98 One table Wool Sweaters, rose, navy, white and Copen; special \$3.98 Large table of House Dresses, slightly mussed, valued at \$4.00; special \$2.00 One table of Wool Cap and Scarf Sets \$98c, \$1.50 per set One reel of Flannelette Kimonos, just the thing for these cool mornings; light and dark colors; specially priced at \$1.50, \$1.98 One lot of Flannelette Dressing Sacques, specially priced at 69c

Lingerie Blouses

SECOND FLOOR

- Voiles in all white, stripes, checks and figured. Lace trimmed organdie collars and cuffs. Plain and frilly styles. Flat, convertible and Tuxedo collars; special 98c Simple, frilly and dressy styles. Of French Voile, Dimity and Linen, trimmed of Filet, Valenciennes and Venice laces. Special \$1.98 Tailored and fluffy styles trimmed with embroidery or laces in Linen, Lawn, French, Voile, Dimity and Organdie. Special \$2.98

Silk and Georgette Blouses

- Twenty-five models in Wash Silk, in flesh and white, in convertible, frilled and high necks. Special \$1.98 Dainty Net, Georgette and Crepe de Chine, lace trimmed and frilled effects. Special \$2.98 Splendid assortment of Striped Taffetas and Messaline. Special at \$2.98, \$3.98, \$5.00 and \$5.98 Stunning Georgettes in flesh, white and suit shades. Special at \$2.98, \$3.98, \$5.00, \$5.98, \$6.98 New Satin, Georgette, Broadcloth and Organdie collars. New Net and Filet Lace Stock Collars. 50c, 98c, \$1.50 and \$1.98

SUITS

WONDERFUL SAVINGS AT THIS SUIT SALE

182 SUITS

Selling from \$30 to \$47.50, in Velour, Velvet, Silvertones, Tricotine, Broadcloth. Fur collars of Hudson Seal, Kit Coney and Beaver. A most remarkable collection. As the demand will be great all will be treated alike. No suits sold before 9.30 a. m. See window. All at one price.

\$25

BUY FURS NOW

While we can supply your needs at our present moderate prices

Special Black Fox Muffs \$12.50

Round and canteen

- Kolinsky—open scarfs \$35, \$45 to \$69.50 Kolinsky—Capes \$45, \$125 to \$225

Complete Lines of All Furs

- Open Scarfs \$12.75 to \$50 Muffs \$5 to \$45 Fur Sets \$25 to \$125 Fur Coats \$50 to \$285

Girls' Serge Dresses, \$5.98

Smart school models—quality, style, fit, all that could be desired. 6 to 14

Girls' Winter Coats, \$7.98

For school and dress—warm, stylish—excellent material—6 to 14

CHERRY & WEBB 12-18 JOHN STREET LOWELL, MASS.

TOWNSEND

At the meeting of the Hill Improvement Society Monday evening at the Hill College of the Hill, Rev. Edward Truck of the Lord's Day League gave a helpful talk on "Temperature and the proper observance of the Sabbath." Mrs. John Eden and Charles A. Stickney sang a duet "My Lord and I." A group number were presented.

At the meeting of the Hill Improvement Society Monday evening at the Hill College of the Hill, Rev. Edward Truck of the Lord's Day League gave a helpful talk on "Temperature and the proper observance of the Sabbath." Mrs. John Eden and Charles A. Stickney sang a duet "My Lord and I." A group number were presented.

At the Methodist church Rev. W. W. Van Kirk's morning sermon subject is "A world need." Evening services "The church on the fringe." A service flag dedication will be held at the evening with special patriotic program. It is anticipated that the Hon. G. W. Quinn will be present. Everybody welcome.

The public library has recently received from the trustees under the will of Mary Baker Eddy the following books on "Christian Science by Mary Baker Eddy," "Miscellaneous writings," "The First Church of Christ, Scientist, and Miscellany," "Unity of God," "Unity and press," "Christian healing and the people's idea of God," "Fundamental divine science," "No and yes," and "Messages to the 'mother church'" and also the daily Christian Science Monitor. These books and papers have been presented without cost to the library and are to be placed as soon as they have been catalogued.

At the E. A. Spaulding Rebekah lodge meeting on last week Friday evening, after the business meeting, an open meeting was held when about sixty were present and enjoyed the following program in charge of Mrs. Joseph "Cowdy": Charles Boss, entertained with readings, piano selections were pleasingly rendered by Mrs. Cowdy and Albert G. Sawyer, and the concluding number was the well presented play entitled "The West Townsend Benevolent Society." A social hour followed with the serving of war-time refreshments.

Bertram Gurley has been drafted and passed the examinations and is at his home here at present awaiting for the call to service.

Clifford Laney, of Tufts medical college, spent the week-end with his parents, Mr. and Mrs. R. A. Laney.

Francis Stathers, of the Harvard Public School, spent over Sunday with his parents, Rev. and Mrs. A. L. Stathers.

Miss Stella Sonnenborn, a high school teacher in Peterborough, returned to her home was the weekend and will stay at the home of Mrs. E. J. and Mrs. George Tappan.

Miss Helen Tappan, who has been spending a few days in Boston with Miss Grace Tappan and Mrs. Marie Tappan, returned to her home in Lowell.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.

The Townsend Methodist church will hold a day of prayer on Saturday, Nov. 18, at 10 o'clock a. m. with Mrs. A. B. Tappan as the subject.

Miss A. B. Tappan, of Lowell, spent the week-end with her parents, Mr. and Mrs. A. B. Tappan.









