

Spring Opening

and ANNIVERSARY SALE

FRIDAY, MARCH 9, 1917

Commemorating the Opening of Our Store in Alliance Just One Year Ago Friday, We Are Preparing a Marvelous Presentation of Spring Fashions

For Women, Misses and Girls

A Complete Exposition of All that is New in Spring Styles. Coats, Suits, Dresses, Blouses and Skirts

THE MOST HANDSOME COATS THAT WE HAVE EVER SHOWN, SELECTED WITH DISCRIMINATING CARE FROM NEW YORK'S MOST EXCLUSIVE OFFERINGS.

Entire new showing of suits from famous designs in silk and cloth fabrics, including BOLIVIAS, NOVELTY SILKS, GABERDINES, TWEED and SPORT WEAVES.



Special Prices for Our Anniversary Sale

\$5.98 to \$45.00

Very modest prices indeed for such attractive, smart models. New styles in pleated backs, belted in at the waists or flared effects; smart collars in sailor or round shapes; pockets that vary in patterns and shapes, adding distinction to their charm. Made of Velour, both plain and plaid patterns; Poplins, Serges and Tweeds.

DRESSES

ATTRACTIVELY PRICED

\$10.00 to \$35.00

Crepe de Chine, Taffeta, Serge, Poplins, Georgette, in all the newest spring shades at the above listed prices. The smartest spring styles in pleated, straight line and embroidered effects; unusually large showing of attractive dresses. You should see them Friday. We will send goods on approval to any part of Western Nebraska.

Suit Special for Our Anniversary Sale

\$12.50 to \$45.00

The most handsome suits that we have seen in any recent season. So attractive they meet with instant approval. Materials of Novelty Silks, Burella Cloth, Bolivias, Tweeds, Gaberdines, Jerseys and Sport weaves. New colors of Rose, Taupe, Gold, Apple, Gray, Navy and Black. Very unusual values.



Springtime Waists

Dressy Waists of Crepe de Chine, Georgette, French Voile, and lacy combinations. Colors include flesh, peach, orchid, etc. Styles that are entirely out of the ordinary. Specially priced at \$2.48, up to \$10



MINA TAYLOR DRESSES

The new Mina Taylor Dresses are now in stock, and we invite every woman in this vicinity to come and see them. It is not a question of whether you need a new dress or not—come anyway and see these exceptional garments. You will be well repaid for your time, we promise you.

Here is real economy. These Dresses are so pretty that you will take pride in wearing them. They are so sturdy that you will recognize their economy at a glance. They are so perfect in fit, and so comfortable in design that they will be your favorite home garb, once you try one on.

We have your size, in several styles and colors. It will be our pleasure to show them to you, and prove their economy.

The New Skirts

Attractive models in silk, gaberdine, poplin, velour and fancy mixtures, including the new sport models. Specially priced for our anniversary sale, \$5 to \$17.50



We carry the most complete line for children to be found in the entire city. Children's coats and dresses in a large variety of styles—the newest and best—styles that will not alone please you, but styles that will please the children themselves.

COMPLETE LINE FOR STOUT WOMEN
The Fashion Shop carries a complete line of ready-to-wear for stout women. You can be fitted here. Coats, suits, skirts. Sizes from 46 to 52, inclusive.

The Only Exclusive Ladies Ready-to-Wear Store in Western Nebraska

FLOWERS WILL BE GIVEN EACH LADY WHO ATTENDS OUR OPENING FRIDAY

THE Fashion Shop
THE STYLE CENTER

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