

FASHION'S LAST WORD IN GARMENT MODES



THE question in the minds of our patrons at this time, when giving consideration to the purchase of Fall and Winter Coats, Suits and other outer wearing apparel, evolves on the question of what is the style for fall, what is the "edict of fashion?"

The manufacture of ready-to-wear garments for women and children, in all its branches, in the past few years, has become such a large industry, that its opportunities have attracted men and women of exceptional ability in its executive departments.

The world centers of fashion are searched for advanced ideas, which then are adopted to our own needs and fancies, and it can now be said that we are establishing what the outside world is beginning to realize and know as "American Fashions," showing us to be independent in this as in other things of national scope.

We show in this advertisement some of the styles in our stock for the coming fall, in the selection of which much care has been given so that it meets all conditions, both in assortment of styles and in range of prices. We have avoided as far as possible, duplication of models. Variety of styles and fabrics have been sought in all lines.

As usual, we have insisted on obtaining the best-made garments the market affords. Our past experience in handling these lines assures us that no garments can be secured, better tailored or more smartly designed, containing all the latest style tendencies, such as "moyen age" and similar periods which have been drawn upon for suggestions for this year's newest productions. We know our garments to be made under ideal factory conditions, of materials selected by us for their wearing merit, as well as appearance.

Whether in need of a garment or not, we invite you to call and inspect our showing. Naturally, our stocks are fuller and more complete at the beginning of the season; therefore, an early visit is suggested.

All Garments leaving our establishment are guaranteed to be properly fitted by us.

The garments we show cannot be seen elsewhere, as they are confined to us exclusively for this territory.

We hope you will favor us with a call before making your purchase of an outer garment, suit or child's coat of any kind.



No. 137—Walking Suit $\frac{7}{8}$ fitted, high grade Black Serge Coat strapped seams, satin lined. Skirt cluster pleated. A very neat dressy style. Price

\$25.00



No. 606—Full-length, $\frac{3}{4}$ fitted, faint line-striped covert back stitched panel effect, ornamented with buttons. Shaped collar, can be worn as storm collar also. Body satin lined. Price

\$18.00



No. 840—54-inch $\frac{7}{8}$ fitted new style pleated coat, light weight, spotless Kersey; body satin lined, velvet collar, ornament trimmed. Price

\$30.00



No. 132—Walking Suit, dark blue and black striped worsted, silk lapels, jet buttons. Coat satin lined, cluster pleated skirt. Price

\$25.00



No. 139—Full Fitted Walk-Suit, smartly tailored, beautiful dark green self striped serge. Satin lined coat. Skirt cluster pleated. Price

\$25.00

We Close Our Store at 6:30 O'clock, P. M., Except Saturdays.

Wilcox Department Store,

North Platte, Nebraska.