

Special attention given to mail inquiries and orders. Goods shipped anywhere on approval by parcel post.

Spring Fashion Opening

Flowers for the ladies and a Special Program on the **OPENING DAY**

Of Alliance's First Exclusive Ladies' Ready-to-Wear Store Will be Held On **SATURDAY, MARCH 11th, 1916**

Wonderful assortment of the Season's most pronounced style features

The Fashion Shop is the first to show complete stocks of the advancing season. Have for your critical inspection the most comprehensive and complete line of Womens and Misses Coats, Suits, Dresses and Skirts

Dresses

The predominance of Russian effects in the models for this season makes them attractive and very much desirable.

The soft Gros de Londre, Chiffon Taffetas, Georgette Crepes, etc., in the smart afternoon, dinner and semi-dress models. Beautiful colorings in the soft practical shades. Evening dresses. PRICES:

\$9.98, 12.50, 15.50, 19.50



Buy a New Spring Coat

The Fashion Shop is now showing hundreds of new, correct styles in Spring Coats. Women's and Misses' sizes. Dozens of pretty styles. Every coat a correct, new spring style. Checked coats, fancy plaid coats, white chin-chilla coats, mixture coats, fine all wool serge and poplin coats, new loose-back styles, belted coats, leather trimmed coats, etc.

Wonderful coats at these prices:

\$6.50, 8.50, 10.50, 12.50 to \$35.00

S-U-I-T-S

The smartness of the season's tailor made is intensified by the little new and odd features created in the forming of the coat and the wonderful shaped skirts. The copies of the foreign models show many entirely new ideas. American adaptations make them very attractive. Colored: New Reseda, Rose, Hague Blue, Navy, Copeneagen, Mauve, Bayleaf, Black, Etc. Materials: Gaberdines, poiree, poplins, taffetas, silk poplins, Gros de Londre, etc. Prices:

\$12.98 \$15.98 \$19.98 \$24.98 to \$45.00



Sale of New Separate Skirts

\$2.48 to \$8.98

We are showing all the new ideas in spring skirts, made of gabardines, poplins, fancy mixtures, broken checks and taffetas. Also, a line of skirts in models suitable for large sizes. Bands run from 30 to 36.

SILK TAFFETA PETTICOATS

An offering out of the ordinary. A feature of our opening stock are silk Taffeta petticoats priced at

\$3.25, 3.98, \$4.98, 5.98

Also well made sateen petticoats at \$1.00

A LA PRINCESS CORSETS

Except at morning and at night a woman ought never to be conscious that she is wearing a corset at all, except when she puts it on or takes it off. Such comfort as this comes coupled with enviable smartness in every a la Princess corset. And the extraordinary range of models—over 240 in all—insures every woman's finding this comfort.

Spend a few minutes in The Fashion Shop and see the handsome model which its makers designed especially for your particular figure.

WASH and SILK WAISTS

89c \$1.20 \$2.48 to \$7.50

Dainty, plain or more elaborate—lace and embroidered trimmed—models in voile lawn, crepe de chene, taffeta, georgette, etc.

THE *Fashion Shop*
THE STYLE CENTER

Our Ladies rest room is always open for your convenience. Call and see us. You are under no obligation to buy.