

Fall Opening

The 1918 Fall Fashion Shop Season at the FASHION SHOP---NOW



We have long since passed the experimental stage — and when we say to you the Fall Styles await your approval, the statement carries with it the weight of authority possible only with a concern whose expert selective judgment is recognized and respected. We invaded the principal sources of supply — Our ready discernment of the needs of this community was the inspiration that prompted the selection of one style and suggested the rejection of another style. This is, beyond doubt, our greatest Fall opening event. COME—you'll enjoy it. TO DRESS IN GOOD TASTE, to dress in good style, to always look fresh, clean and neat, are the things that count with the woman of today and keep counting day after day. The woman who dresses well carries about with her an added power. In certain ways her manner of dressing is the determining factor, and why not, since dress expresses so much of the individual. The wisest, most economical way to buy clothes is to buy them of good substantial quality at the outset. Not cheap, fancy things, but good, serviceable, stylish clothes, that will have the right lines and materials, clothes that will hold their shape. In view of the present conditions, we are very proud of the garments which we are offering at this store at the prices quoted below. We carry a full line of COATS, SUITS and DRESSES for Stout Ladies.



OUR COAT DEPARTMENT

is brim full of suggestions for the woman who wishes to be comfortably and stylishly garbed during the coming season. In spite of the fact that no extreme and radical changes characterize Fashion's decrees this year, there are many little touches of refinement and individuality that are instantly recognized.

We have coats in the latest varieties of cloth and plushes—broadcloth, wool velours, silver tones, silk plush, sealette, Baffin seal, etc., at from

\$12.50 to \$150.00

OUR SUIT ASSORTMENT

is unusually large and varied. A big showing of fall models in velvets, poplin, burrella, serges, tricotine, silver tones, Oxford cloth and broadcloths. The colors are navy, black, brown khaki taupe and plum. The styles are the newest straight line models, also tailored styles. There is a special advantage in choosing your new fall suit early.

Selection is an easy matter from such stocks as we are offering. This should suggest a wide variety to you of colors, styles, sizes and prices.

Prices range from
\$15.00 to \$125.00

THROUGH NO PARTICULAR FEATURE

of this Autumn showing stands out in attractiveness above any other, never the less we are unusually proud of our exceptional array of stylish dresses and frocks. Whether for street wear or for use during the military social affairs that will be held this season, our showing presents some genuine creations to insure positive delight to the wearer.

You will find stylish dresses here in serges, poplins, taffetas, crepe de chine, crepe de meteor, satin, charmeuse, georgettes, etc., priced at

\$10.00 to \$50.00

ALL THE SUCCESS OF THE SEASON

are represented in our FUR DEPARTMENT. The unusual and the original are expressed to a degree hitherto unknown in FUR FASHIONS. An appreciated feature is the mode variety, offering different furs for different occasions and as differently designed for the range of taste to be satisfied.

AT MODERATE PRICES

OUR BLOUSE DEPARTMENT

enables one to impart a distinction to the wardrobe this season that is wholly delightful. The designs are of engaging simplicity and constitute a selection of splendid variety and superb quality which promptly go to prove the extreme care used in providing this array.

From—
\$2.50 to \$15.00

WE ARE PROUD TO SAY

that our SKIRT DEPARTMENT is one of the most complete and largest in the city. A skirt for every type of figure, no matter how small or large they may be. The materials consist of poret twill, gabardines, poplins and every kind of silk that can be produced.

PRICES
\$5.00 to \$25.00

WE GUARANTEE

every garment leaving this store to be exactly as represented. Your money will be refunded if the goods are not exactly as represented and satisfactory to you.

THE Fashion Shop
THE STYLE CENTER

The Only Exclurive Ladies' Fusnihing Store in Western Nebraska

THE WAY OF A WOMAN

dresses plays an important part in her career, be it business or social. No matter how important the place, or how clever the woman, dress always and everywhere counts.