



Exhibiting the New Fashions

for Autumn and Winter

Trend of the Modes in Ready-to-Wear

We present tomorrow a first complete showing of Coats, Suits and Dresses in the cleverest originations and color combinations of exclusive designers. Selected with the conscientious eye for quality and detail that add materially to every garment. Coats with fashionably draped collars and luxurious appearance; Suits in new jacket lengths and with fulness below the waist as one of many Fall tendencies; Dresses in the newer, finer silk weaves and in smartest of serge and jersey developments. Their prices all tell of interesting values for this month.

That careful specialization which is the noteworthy characteristic of this store, is predominant in this Autumn and Winter Exposition now at the height of its completeness and in an abundance of newly created modes.

Mellow hazes of color in the fabric sections are fairest of rivals for the rich tones in Suits, Furs and other Fall Apparel in Ready-to-Wear.

While every display exhibits to advantage the richness of the Fall textiles, the individuality of each model presents versatile opportunity for satisfying personal preference.

You are cordially invited to attend this exhibit.



WAISTS

Priced so moderate that early season shoppers declare them rare values. Georgette is still the favored material—it takes so gracefully to wool, bead or floss embroidering—the decided Fall trimming notes. Becoming necklines and unusual cuff arrangements make individual choosing most attractive. Lace, Net, Batiste and Voile Waists are also among the Season's show.

\$5 to \$25

The New Petticoats Keep to Slender Lines

—but have interestingly added many trimming touches of beauty for Fall. New banded trims and inserts of accordion pleating do much for prettiness yet apparently add no unwanted width. Motif trimming also tells of a new conceit.

\$2.50 to \$15.00

Looking Neat

—is easily accomplished in these fetching new House Dresses. They are something more than useful for all they are practical and good looking. Most of the styles are of Percalé—the best choice of material as far as looks, laundering and long life go in garments of service.

\$2.00 to \$10.00

Children's Styles in Frocks and Coats

We have a number of mothers who ask us to select individual styles for their children each new season. We do this with pleasure and it always helps us to find manufacturers who are anxious to cater to the mothers' tastes in quality and standards as well as styles.

We are sure you will see these characteristics in this showing of one-piece and two-piece Children's Dresses—many of washable materials—and in the pretty Fall Coats that are fashioned so cleverly with smart collars and button trimming.

\$5.00 to \$25.00

Purchases of Furs are always recognized economy in the end. For no other same amount of money can one appear so gracefully well dressed—even when Furs are worn with a last year's suit or gown.

Fashion says "Graceful garments in soft, draped Furs, and variations of the short Fur coat." Mink is favored because of its soft blending with the new brown suit shades. Kolinsky Squirrel and Hudson Seal are much shown. Mole and Fisher also.

The New Suits

You who have viewed our displays in past seasons will be more than surprised at the comprehensive showing of new suits which we have secured for this year. They combine the most pleasing lines with the most serviceable materials in some of the most striking styles you will see this year. All easily within your price requirements because we have bought with this in mind—the saving to the women who patronize this store. Every detail is complete, every new style is represented, every desirable material in all the new colors. It only remains for you to come and view the display and select the garment best suited to you. We have arranged this display early that our customers may get full wear during the entire fall and winter season.

Priced from \$25 to \$195



The New Coats

The woman seeking a new coat of true style distinction and who knows the satisfaction of being "first" with the new things and the economy of longer wear will appreciate the assembling of the new coats which we are showing. As in all other lines we have selected the very best from the foremost designers of the east and each detail of material, color, style and workmanship will meet with your approval.

\$15 to \$175

We also have a complete line of dresses in the new serges, tricolettes, tricotine and satin combinations which are certain to please. These are prices from

\$19.50 to \$98.50

The New Skirts are here in a variety of materials, colors and patterns to go with our new blouses. We call your particular attention to these at from

\$8.75 up

Our Assortments
Are Complete
Shop EARLY

The Fashion Shop

Fashion Shop
Prices Are
Always Lowest