

Our Fifth Annual Fall Opening
Showing the Newest Creations In

FALL FASHIONS

Wednesday, Thursday and Friday, Sept. 8, 9, 10
Coats, Suits and Dresses
 In a Complete Review of Utmost Interest



WHEN one gazes upon this collection of new Autumn Wear it seems that each and every Garment was made to make some woman more charming—to add to her smartness and beauty—and every woman who will take the time to inspect the many models and fabrics shown will find several Garments styled to her liking.

Reproductions and adaptations from the newest and most successful imported models as well as the best domestic productions afford a choice that is not to be surpassed anywhere.

In fact, the entire collection presents a wonderfully attractive array of unusual modes whose beauty is equally indebted to fabrics and the skill with which they have been handled.

Coats

Having new modes early in the season before they are worn by everyone else, the wearer gets a certain thrill of pardonable satisfaction. Why not select yours now and have it for immediate use as well as later wear? Among our new show is

EVERY NEW STYLE DEPARTURE

you could wish for—utility coats and enveloping wraps with large draped collars, capes and fur trimmings that add to their distinctive appearance.

MATERIALS ARE—

Duveltyne, Velours, Silvertone, Panné Velvet and Peachbloom.



Suits

These are wonderful days, indeed, with just enough crispness in the air to make it invigorating, and here are wonderful suits for just such days. Suits with short jackets suits with long jackets, and those in between.

EACH WITH ITS INDIVIDUAL CHARM

Each of the many charming models has its own individual touch of beauty which fashionable women admire so much. You will be more than pleased with them, you will enjoy their cozy snugness after these months of lighter garments.

IN FASHION'S FABRICS—

Duveltyne, Velours, Duvet de Laine, Peachbloom and Tricotine. For color they cling to the various shades of Taupe and Brown.



Dresses

Prodigal use of beading in black, white and iridescent colorings adorn the smart new silk and wool frocks of Autumn that are fashioned on chemise, Redingote or Russian lines.

EMBROIDERY IS POPULAR

Embroidery and appliques of kid or contrasting fabrics in gay Egyptian and Persian colorings enliven the sombre smartness of brown and blue tricotine, twill and duveltyne. For the glorious outdoor days when one goes without a wrap, you will want at least one of these clever frocks.

MATERIALS INCLUDE—

Duveltyne, Duvet de Laine, Peachbloom, Tricotine, Tricollette, Poiret Twill and French Serges.

Furs



The Fashion Shop is pleased to offer the most complete selection of Furs in the city.

They are in specially selected

Lynx, Mink, Squirrel, Beaver
 Fox, Martin, Wolf,
 Hudson Seal and Marmoth

In scarfs, muffs, coats, coats
 and chokers

SETS OR SINGLE PIECES



Autumn's Newest Millinery

Ever-changing styles in Millinery have not found us unprepared to fulfill the needs and whims of Alliance's women. There is no reason why the fair ladies of this town cannot be as up-to-date as those in any other city. All they need do is to take advantage of our exhibition of the finest and most complete line of Fall Millinery. We have made every effort to overlook nothing in the way of a hat or style that a prospective customer may call for. To see our offerings and consider the low prices is to appreciate. An early visit from you Madam, is solicited.

Skirts



Alliance women will find stylish attractiveness in our showing of separate skirts. Fashion's decrees are closely followed in the clever designs, employing accordion, box and knife pleats

MATERIALS ARE—

Serges, Poirets, all Plaid Novelties, Tricotine and Velour Checks.

MAKE ARRANGEMENTS
 NOW TO ATTEND
 THIS FALL OPENING
 AT LEAST ONCE

The Fashion Shop

NO GARMENT GIVES
 COMPLETE SATISFACTION
 IF IT IS NOT STYLISH
 IN EVERY DETAIL