



Fall Opening 1914

Saturday, September 19

Having just returned from my regular Semi-Annual purchasing trip to Chicago, where I attended the Semi-Annual Style Show produced by the Chicago Garment Manufacturers Association. This style show was attended by 4,500 merchants and is an event looked forward to by all the progressive merchants of the middle west. Their exhibit this year was larger than ever before and many purchasers of high class garments, after viewing the beautiful styles and splendid garments on display were convinced that it was unnecessary to go abroad to secure ideas for chic American styles.

I was so impressed with the many beautiful garments shown that I purchased an unusual large stock for this falls business. These garments are the very latest in cut, shade and cloths and we are convinced we can please you in style, quality and price. We show herein a few of the many choice garments we have in stock, space forbidding a cut and description of the many beautiful creations we have purchased for our patrons.



This coat is Holland blue ripple cloth, is full lined and has the fashionable set in sleeves. Back is the long waisted basque effect with attached skirt. The black velvet collar forms a small yoke in back outlined with velvet buttons which also trims cuffs and side seams. Can be obtained in the season's best shades of ripple cloths. Price from.....\$22.50 to \$30.00



A new Redingote coat. Full satin lined, shade selected. Wide belt at waist line. Front and back highly decorated with velvet buttons. Made in all shades of Russian cloth. A very staple and beautiful coat. Price.....\$28.50



This beautiful coat, a semi-fitting garment, is one of the many styles I have selected. Made of Zebeleen cloth, plain, decorated with buttons at collar and cuffs. Very heavy warm garment. Price \$15.00

Several other styles in cape coat, very nobby for young ladies at \$12.50, \$13.50, \$14.00, \$15.00



This extremely dressy suit is developed in black granite chevoit cloth. The jacket is blouse effect with long box pleated tunic, joined onto waist under a shirred velvet belt. The collar of black velvet is finished with long silk cord ties. Waist and sleeves satin lined. Skirt has clusters of side pleats on front panel, and back is shirred at waist. Comes in all shades. Prices ranging from.....\$30.00 to \$40.00

A GENUINE TREAT FOR HOLT COUNTY PEOPLE

On the afternoon and evening of September 28th I will exhibit to the ladies of O'Neill and Holt county, at the Royal Theatre, the greatest array of styles that has ever been exhibited in the United States, taken from the Chicago Style Show. This is a rare entertainment, even for the large cities of America. During the years I have been in business I have endeavored to keep this part of Nebraska up to the standard in styles and values in all lines of merchandise, and it is my ambition to not only continue to hold the standard of the past but to excell all previous efforts in giving the public the opportunity of seeing that which is seldom seen even in the best cities of the nation. A small admission of 25 cents will be charged to gain admission to this show.

Home of Good Merchandise

P. J. McMANUS