

The Autumn Exposition

COMMENCES TUESDAY,
in Plattsburgh, Neb.

September 3rd

Offering delightful expression of the new Autumn models in Coats, Suits, Gowns, Millinery, Shoes and Dress Accessories.

We cordially invite you to view the fine fresh stocks now being displayed throughout the stores where quality standards have been maintained and are rightfully deserving of your confidence.



Autumn Exposition



Here now, under one roof, are gathered all the authentic modes in women's wear, as developed by the "first" manufacturers. In every group there is reflection of the spirit of the times. Fashion has been guided by the need for conservation, yet, through the genius of American designers, styles have lost none of their distinction, dignity or grace.

Dresses

One has but to see this beautiful collection of Fall dresses to be impressed with the cleverness with which the simple straight lines have been relieved by ingenious treatment.

The skirts are rather slender, the normal waistline continues in favor, but pleatings, draped and gathered effects and sashes arranged for adaption to individual tastes, lift these garments out of the ordinary.

The range of materials include Tricotine, Serge, Velour and Gabardine, in wool fabrics—while Georgette, Crepe de chine, Satin, Meteor and Taffeta are the chief representatives of the silk weaves. Blue is the dominating color, followed by black, tans, grays and taupes.

From \$8.50 to \$50

Coats

What is more important than a coat when autumn comes? It is only natural that women will be eager to see the style tendencies of these new garments. To an extent, they follow the straight line silhouette with a slight flare, but—here is one with a new belt idea—there another without any belt at all. Collars vary as to size and shape, many being fur trimmed. Velour, plush, bolivia and velvet vie with each other for favor and to add interest are brought out in a choice color range.

From \$10 to \$125

Suits

Never was it more difficult to picture with words the style features of women's suits than this Fall. Fashion shows dignified straight lines. They express a very youthfulness that owes much of its charm to the distinctive little touches here and there, which vary with the different types of garments. In these selections of suits of fine velours and worsteds, one will notice becoming shawl and convertible collars, a touch of fur or braid on some models and a liberal use of pockets. The coats extend to the finger tips and often even longer. Navy, brown, green and black are the colors of first favor.

PRICED FROM
\$22.50 to \$75

Skirts

All skirts of plaid materials seem to have the call, particularly the combinations of black and white; but the popularity of plaid skirts is shared by plain shades, developed along somewhat simple lines, brought out with tunics and panels and draped effects, as well as side or accordion pleats. The tendency is towards garments of satin, poplin, worsteds, velvet and taffeta. Priced from

\$3.50 to \$25



Children's Coats!

We have a beautiful line of children's coats for Fall and Winter in velour, plush, velvet and wool materials in a wide range of color. Priced from

\$5 to \$25



First Time Shown

Blouses!

There is an added pleasure in wearing a new autumn blouse if you know that it was chosen from this selection of approved modes, with their many novel treatments of collars and sleeves.



Georgettes from
\$4.95 to \$15

The Ladies' Toggery,

506 Main Street.

Plattsburgh's Greatest Attraction

FRED P. BUSCH, Manager

Fall Opening Tuesday, September 3