

"Dawn to Dark"
A Fashion Fabric Show Starts
Tuesday.
See Monday's papers for complete
announcement.
Second Floor

BURGESS-NASH COMPANY.

"EVERYBODY'S STORE"

Our Window Displays
Which You Are Especially
Invited to See

give a comprehensive idea of the new
fall merchandise throughout the store.

The Fall Opening of 1924

Launches a New Fashion Season

WE invite you to our Fall Opening which begins Monday, September Twenty-second. The loveliest and newest of fall apparel will be on display in every department, for Fashion in her happiest inspiration has designed the modes for Fall—modes as gloriously radiant as the season itself. As a special feature of the opening

Our Main Floor Will Be Open Monday from 8 P. M. to 9:30 P. M.
at which time we will present a

Fall Style Revue--on the Main Floor

Living models will give you the key-note of the new fashions—all that is most favored in costumes for street, afternoon and evening wear and the novel accessories that add the touch of smartness. As an added attraction the little Misses Maxine Quisgard, Elaine Bredin and Clella Philpot will entertain.

Accompanied by a string orchestra which will play during the entire evening.

Frocks—

A FASCINATING chapter in the book of mode, fall 1924, is that inscribed with the legend of frocks. Stressing color, ornamentation and line. An individualized selection of new frocks shows the silhouette slim and straight, or with a saucy flare. Faillie, bengaline, chiffon, velvet, mecca crepe, twill cord and charmeen vie with each other for favor. Developed in the rich, soft fall shades.

Coats—

MANY times Autumn's coats begin with fur, many times they end with fur, some of the sports coats wear no fur at all; but always they possess that subtle thing called "smartness." New, smooth, suedelike fabrics are featured—kashmir, kermans, juina, cuir de laine and fawnskin, with furs that match—baby fox, beaver, dyed fitch, squirrel and mola-

The Ensemble Costume

THAT carries the smartness of a suit, the chic of a gown, the luxuriousness of a coat and the elegance of a harmonious ensemble is comprised of a seven-eighths length coat with matching frock. One of the dominating notes for fall.

Third Floor

For the

Junior Girl

THE junior girl has stepped into prominence in the modes for fall.

FROCKS that are the embodiment of youthfulness—frocks of charmeen, lightweight flannel, and silks in one-piece and two-piece styles are brought with buttons and dainty with collar and cuffs of white or ecru. There are frocks that carry just that hint of sophistication that young girls adore; all are here in a comprehensive selection, delightful and satisfactory.

COATS carry the carefree swagger of youth in their very lines. Coats, plain or fur-trimmed, are lined and interlined to assure the little girl of great warmth on cold, blustery days. The colors, too, have the brightness dear to youth, and the fabrics are durable, sturdy cloths that will withstand "hard wear".

Third Floor



Corsets—

MUCH of the success of the mode lies in the correctness of lines, and for fall the corset has returned to favor as the foundation of the costume. Very supple with light boning, the new models in Lily of France, Gossard, Binner, Franco and Francette are designed to give the slim silhouette.

Second Floor

The Elements of Newness in Lingerie Exquisitries

NEGLIGÉES have chosen soft, clinging satin rayons and chiffon drapes to make them more than ever desirable for fall. In peach, coral, rose-petal, pink, maize, ombré and light blue, they blend from the delicate to the deepest shades. Trimmed with fluffy bowers of ostrich or dainty margot laces.

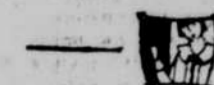
Second Floor

LINGERIE of crepe, satin, and georgette plus dainty laces and other delicate bits of adornment. Pretty to look at, yet practical for fall wear. Three-piece sets, gowns, envelope chemise, princess slips, and step-in sets. In dainty pastel shades; ribbon and rosebud trimmed.



Correct Accessories

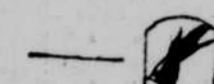
The Final Touch to the Smart Fall Costume



Neckwear—

IT'S surprising how neckwear will enliven a frock—especially if the costume lends itself to a long panel collar of delicate lace, a colored linen collar set of tailored perkiness, or a vest of lace of crisp organdy.

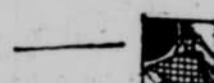
Main Floor



Gloves—

THE tiny cuffed glove of French kid, as conceived by Chateau, retains its position as a fashion glove leader. Two-tone and two-color effects are in high favor, while embroidery and cut-out effects are popular for trimming.

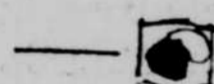
Main Floor



Hosiery—

LUSTROUS silk hose, in the cobwebby chiffon weights or the heavier, pure thread silk, display colors in the loveliest of shades—Roachek, Yucatan, Russet, Monterey, Tortoise, Light Wood, Fawn, Gateau, Pongee, Bunny.

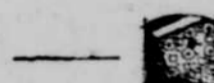
Main Floor



Bags—

WHETHER smartly tailored, as the envelope and under-arm, or novel, with all the chic little fittings of the vanity, the bag is as significant as the ensemble itself. It may be of dark leathers, silks or beads in a myriad of iridescent shades.

Main Floor



Handkerchiefs—

A WEE square of silk crepe or chiffon edged with colored lace, or perhaps a dainty kerchief of linen embroidered in colors to peep from the pocket of your frock in a manner most beguiling.

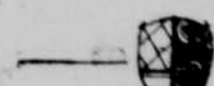
Main Floor



Fur Scarfs—

THEY frame the faces of their wearers with becoming softness—they lend richness and distinction to the costume, these scarfs of silky fox, stone and lawn marten, Hudson Bay sable, mink or mink.

Third Floor



Umbrellas—

SHORT and stubby—Fashion favors them so. They are smart, practical and they hang as nothing on your arm. They figure prominently in every well equipped wardrobe.

Main Floor

Sweaters - Skirts Blouses

THE great style triumvirate, which, with a little clever juggling, will produce an almost endless variety of costumes suitable for just ever so many occasions.

The new Bobolink brushed tony sport sweater with its borders of contrasting colors is as distinctive and novel as the much-favored Bobby coat with its collar of yarn.

Skirts lend themselves to novelty plaids and stripes for sports wear, while the plainer shades in trig pleated styles prove acceptable for dressier occasions.

The stunning new tunic blouses, when combined with a slip of satin, results in a costume at once economical and smart, especially when the blouse is fashioned of lovely satin, canton, crepe de chine or imported chiffon velvet.

Third Floor

Millinery—

RADIANTLY chic from the tips of their brims to the tops of their crowns—true interpretations of the mode.

There are jaunty little felts, clever models of panne velve, hats of Lyons velvet and others of hatters plush. For trimming—perky bows of ribbon and felt, stickups, gay flowers and fancy ornaments.

Third Floor

Footwear—

FOOT styles for autumn combine modishness and comfort—from the smart sports shoe to the slender, glistening slippers for evening occasions. Lines are simple, with a toe slightly rounded, heels not too high and a graceful arch of instep. Patent, satin and tan calf hold sway as Fashion's favorite.

Main Floor

