



FAIR WEEK



We most cordially invite you to make this store your headquarters during the State Fair.

Make use of our rest rooms, write a letter home if you wish, you will find stationery provided for that purpose.

Postoffice station No. 1, where money orders are issued, packages registered and stamps can be purchased. Our free check stand is located in the rear of the store, which we invite you to make use of. Information bureau where the out going and in coming trains can be consulted.

Distinguished Fall Apparel for Women

We are showing a carefully selected collection of practical, charming and exclusive styles in every new color that fashion recognizes, so designed and hand tailored as to bring out the best lines of every figure.

During Fair week the new modes in suits and skirts will be on display at Herpolsheimer's. Our first showing of the season. We will be pleased if the state fair visitors will consider this as a personal invitation to visit our great department on the second floor and see the new styles that will be popular the coming season. The showing will be very complete and you may rest assured that the styles are right. It gives you the opportunity of making your selections earlier than usual. Descriptions would hardly do justice to the many new style innovations, and we can assure you that a visit of inspection will be of much pleasure to you.



Furs of Beauty and Excellence

Will also be on display. Such an array of superbly beautiful furs have never been shown before. Our collection has never been so varied as this fall's new collections of furs. We especially invite you to visit this department and note the prices.

Fall Dress Goods

Charming fabrics from the foremost style centers bid you a cheery good morning. It is the first showing of new dress stuffs. To be sure, it's a bit early—but these tempting stuffs will not tarry. Forehanded folks will have bought up the finest things in a week. It's a novelty season—the fabrics showing any sort of loom eaper to escape being plain—Granite, Hop-sackings, Melrose, Chain Diagonals, Granite Cheviots, Serges, etc., are to be the aristocrats of loomdom.

Plain Serges in all weights and weaves will be much used this season. Especially good qualities are being shown in 36 to 56 inch widths.

at **50c. to \$1.75**

New Broadcloths in all the latest colorings and unsurpassed qualities are now in stock. We consider this season's offerings the best we have ever shown at the **\$1. to \$2.50** prices asked, 50 to 54 inches wide, from

New Fall Goods

Our collection of Fancy Silks is one of the best we have ever assembled, beautiful Persians and Floral designs, rich Plaids and neat Jacquard effects are here in all the new shades and combinations. Modestly priced at, **85c. to \$1.50** per yard

Satin-finished Silks are as strong as ever this season and will be used for every purpose. A complete range of colors to be had in Messalines, Peau de Cygnes, and Cashimere de Soie, 19 to 36 inches wide, Specially priced at **59c. to \$1.35**

Crepe de Chines, always a favorite, will be much in evidence this season. We are showing an extraordinary quality in all the newest shadings, 23 inches wide, **\$1.00** per yard

Silk and Wool Poplins are favored very strongly by the fashions of the coming season. Before you decide on dress fabrics be sure to see the quality we are showing. Every yard absolutely guaranteed. 40 inches wide, **\$1.50** per yard

Silk Voiles are being extensively used, especially over printed huings. We are showing a pure silk cloth in the best colorings. 41 inches wide, per yard **\$1.50**

Grand Exposition In Our Basement

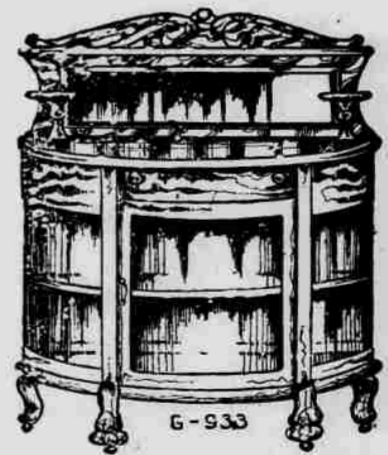
During Fair week we will hold an exposition in our basement of products represented from a large number of the leading manufacturers, arranged with booths for displaying and demonstrations.

In fact it will be a regular carnival, not only of displays but also of Bargains.

On Wednesday, Sept. 7th, will occur our second big Cut Glass Sale. This sale will be more remarkable than the sale we held in June. Watch Sunday's paper for particulars.

New Fall Furniture

We cordially invite you to see our beautiful new stock of furniture displayed on the second floor. And while you are here please note the prices. We sell only cash and not on the instalment plan and that is the reason we are able to undersell those of the instalment places as we have no extra expense entailed through losses and extra accounts which they charge you, so why not buy where you can buy the most profitable? Whether you care to purchase or not we would be pleased to have you come and inspect our line of furniture.



Visit Our Premium Dep't

Herpolsheimer Co.
THE SWEET STORE

Visit Our Premium Dep't

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