

SPRING OPENING



New Fashionable Feature

The new note dominating the styles for Spring, 1910, is briefly and aptly termed the Russo-Turkish type. Its origin is directly traceable to the peasant dress of these semi-Russian, semi-Turkish states in Southeastern Europe. The basic principle of the new style is simplicity—but it is simplicity adorned by fetching effects obtained through the elaboration of the original motif.



New Fashionable Features

The style motif due to the peasant style is shown particularly in the normal waist line. It is the distinctively new feature of garments of all kinds—the two piece suit, the simple dress, the demi-toilette, the elaborate evening costume, in negligee, undergarments and in day and evening wraps. The seamless shoulder, the absence of the armhole seams are other distinguishing features of the new mode. Yet many adaptations are in vogue. There's an unusually large variety of charming style touches presented in the new fashions this season.



THIS FORMAL FASHION FUNCTION OF SPRING REVEALS IN FULL ARRAY The Authentic New Style Creations

YOU are cordially invited to inspect our Greatest Achievement in assembling under One Roof The Best Work of the World's Master Designers, and Manufacturers.

Inspired by the knowledge that in all essentials we have greatly surpassed our best efforts of the past. Here you will find awaiting all that is correct in apparel for the new season. The nation is enjoying a period of wonderful prosperity—-one's tastes in dress may be given wider scope than in many seasons past.

SPRING OPENING DATES MARCH 19TH TO 26TH

You are Cordially Invited to Visit the Store on These Days. Some of the Features to which Attention will be Called During This Event

The La Vogue Tailored Suit. Are Models of Beauty and Smartness



We present a wide range of choice in tailored suits this season. Styles are particularly becoming. The coats are shorter. The skirts are pleated, and some have tunic or apron effects. Materials are many—all servicable and handsome. There are new colorings and designs. Come and see the correct suits for Spring in an unrivaled display and note our prices.

New Dresses of Rare Beauty

The simple peasant type dominates. The new styles are remarkably beautiful. Here we find dresses for all occasions ranging from a simple cotton to elaborate silk costumes. We have gathered a thoroughly representative and extensive line of the new styles and offer splendid values.

Fashionable Waists

We present a complete range of new styles, including simple tailored effects, fancy lingerie, styles and elaborately trimmed waists. You'll find here the correct styles and unusually good values.

Outer Wraps

THAT ARE BEAUTIFUL IN MODEL AND MATERIAL

They are all that the most fastidious could desire, fashioned by well-known garment makers. Back of the individuality and distinctiveness of a La Vogue garment is a solid foundation of merit in material and workmanship. In short, the garments we offer you are such as would buy in preference to any other offered anywhere else at the same price.

La Vogue

**The
Golden
Rule Co.**

The New in Millinery

Styles are more fascinating than ever—and there is such a variety of them. Perhaps it is just a simple little affair with a few flowers and a bow of pretty ribbon—it matters not—all have that indiscribable air of distinction.

And beauty is not the only thing to recommend them—attractive prices do their share to make this Millinery showing especially interesting. The Spring hat for any costume—just the right color and style—can be best and most economically purchased here.

The New Styles for Men

Suits—absolutely correct—from the shops of good manufacturers—styles that would "Pass muster" in the best dressed assemblage—comprise our Spring assortments—We can please every man, no matter how exacting, by the quality and price of this clothing. If you want a suit made to order, we have a large line of Borne 1 1/2 yard samples to select from, and we guarantee a fit.

Star Brand Shoes Are Better

It is the rule to handle only THE BETTER class of merchandise. The dependable lines that you can buy with confidence and wear with pleasure. Our line is very extensive in Dress Shoes as well as shoes for more common wear. For spring there is nothing nicer than a neat oxford. We have never shown a handsomer line. The new styles are exceptionally pleasing at prices within the reach of your purse.

