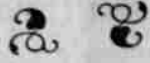


This Is An Invitation



to every woman with the love of beauty in her heart to come and see the Wonderful New Fall Fashions.

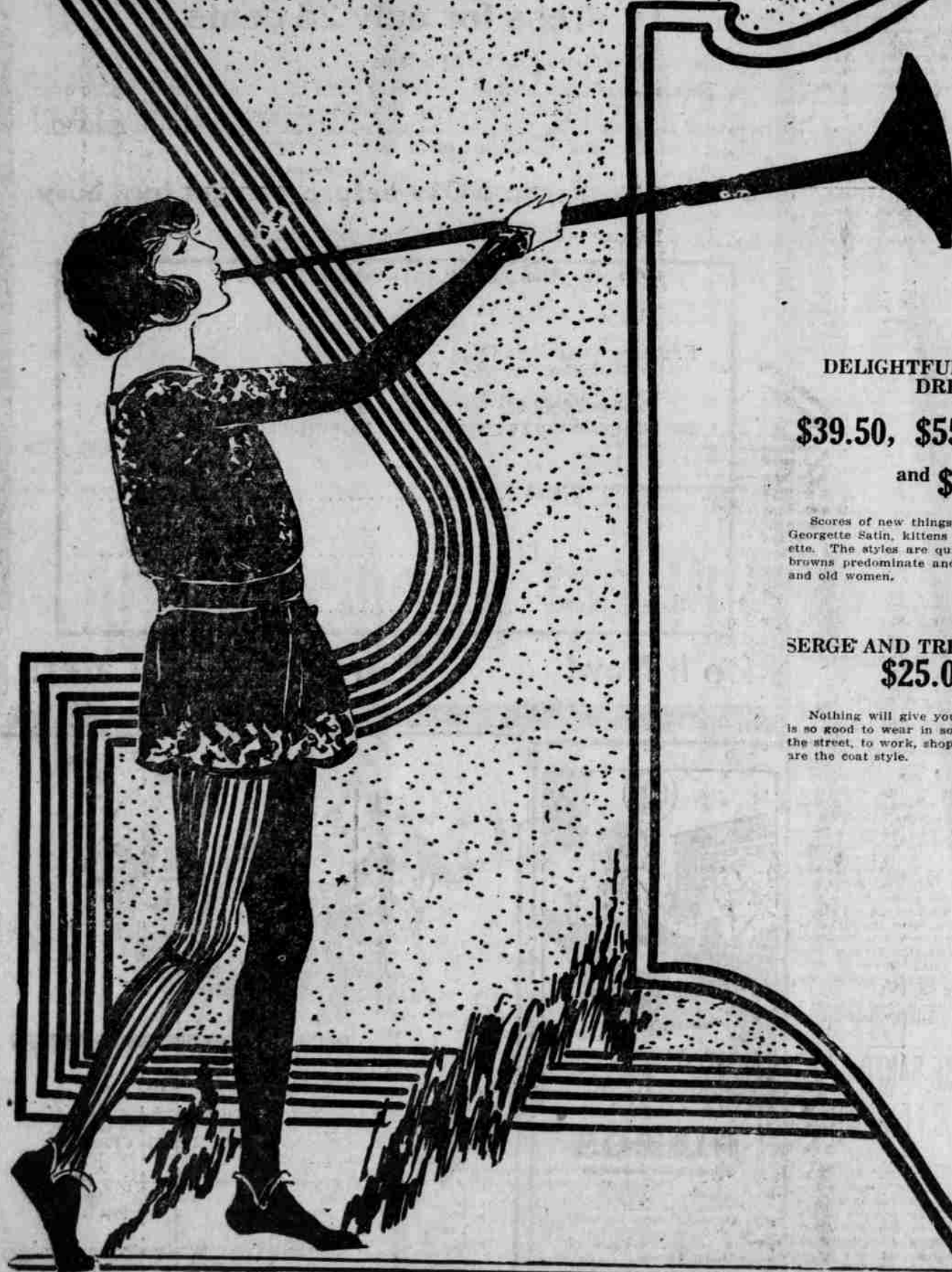
Box after box of wonderful new creations have been unpacked here during the last week, and we ask every woman who is interested in good clothes to come and see them.

We promise that they are different from any other style collection in the West. We promise they have fresh new style points not found in any other garments. We promise that they are good values and that the prices are as low as possible, consistent with good qualities.

Announcement of the Opening of

Alexanders

QUALITY SERVICE



SUITS FOR WOMEN AND MISSES' \$37.50 to \$125

The materials of Peach Bloom, Chameleon, Cord, Silvertone, Tinselton, Duvelaines and Tricotine. Navy is the leading color but there are other beautiful dull tones of brown, terracotta and oxfords.

DELIGHTFUL AFTERNOON DRESSES

\$39.50, \$55.00, \$59.75 and \$75.00

Scores of new things at these prices. Are of Georgette Satin, kittens ear crepe and silk mignonette. The styles are quite varied. Dark blues and browns predominate and they are styles for young and old women.

Evening Gowns \$65.00 and up

Party and Dancing Frocks \$35.00 to \$65.00

Satins are used, metal beads, net and even ostrich feathers are used for trimming. Of course, there is only one of a kind. The little dancing frocks are of taffeta and net and many charming combinations.

SERGE AND TRICOTINE DRESSES \$25.00 and up

Nothing will give you more service and nothing is so good to wear in so many different places—on the street, to work, shopping or calling. Not a few are the coat style.

DISTINGUISHED NEW WRAPS

\$65, \$75, \$85, \$135

The notable feature about them, they are different from last year's coats, with their straight or loose lines, their set-in or raglan sleeves, and their convertible collars. Silvertone are popular, so are Insetones, velour, eyera, peach bloom and chameleon cords.

GOOD WARM MOTOR COATS

Plain and Serviceable

\$27.50 to \$65.00

Scotch style tweeds, polo cloth and velours, with cut fur trimmings, convertible collars that button good and warm about the neck.

A complete line of crepe de chine waists, camisoles, corset petticoats, in fact you may be completely outfitted in our ready to wear department.