

# THE R. L. COE COMPANY Grand Fali Opening of La Vogue Cloaks, Saturday, AUG. 3l. 

SATURDAY ORLY-To every Pur-


This line of Cloaks is extensively advertised in the Ladies' Home Journal, and are noted for elegance of style, finish and material. We will show the largest stock of Ladies', Misses' and Children's Cloaks, Furs and Skirts ever brought to the city, and would be pleased to show you the stock whether wishing to purchase or not. All of the principal cloak manufacturers have sent out notices of advances in prices of from 10 to 15 per cent. Last season we duplicated our original order three times during the cloak season, and while we were fortunate in securing the largest stock of cloaks ever opened in the city, early purchasers will surely have great advantage over later ones. Your coat will surely cost you more money and the assortment will be broken. No matter where you buy your winter coat, you will find that it will be greatly to your advantage to make your selection early, and while we do not presume to say that we have all of the cloaks that will be sold under our roof, we do say that we will show double the stock and some exclusive styles that will undoubtedly be of interest to you.

## Ladies' Skirts and Waists

As indicated by reports in all of the fashion magazines, this will undoubfedly be a great Black and White season. To meet this demand we have bought from a large Eastern manufacturer a line of all-wool Panama and Serge Skirts elegantly tailored-a skirt that would regularly cost you $\$ 6.50$, that are placed on sale at $\$ 4.98$.

## Shirt Waists

Special attention is called to our large stock of new Fall styles in Ladies' Shirt Waists. Many new and striking effects in Silk, Wool and Mercerized effects, are shown. Ask to see them,
FURS This is going to be a great fur season on account of the collarless coats. We have an exceptionally strong
line this season.

The R. L. Coe Co.

