## FORMAL FALL OPENING NEW CLOAK and SUIT HOUSE



What fair follower of fashion will feel that she can afford to miss the opening display of
New Store None, we are sure. We . Wsenembled this merchandise with the greatest care, cert
of your appoval- We are proud to ha ye you come and inspect the great assortments presen
as a result of our efforts- For aside from the future business this good merchandise assures. $t$
great satisaction to know that wee ve bought and chosen well Later wellt tell you in greater
tail of many of the different lines of mer chandise, for we have tales of value to tell that will s
prise you. FROM 8 TO 10 P. M. Music and Souvenirs
The Exclusive Home of "Style Graft" Coats and Suits

| Our business meth- |
| :--- |
| ods are modern. We |
| buy direct and are |
| thereby enabled to |
| offer you the newest |
| styles in modern mer- |
| chandise. |



An event of the
GREATEST TMPORTANCE, featuring the NEW FALI. STYLES at exceptionally attractive
prices.

What's Right in Women's Dress? To answer authoritatively and finally the all absorbing question as to "What's right in
Women's Dress?" you need only to see the showing at the new store. The new Tailored Suits,
Gowns, and Evening Frocks will be on "dress parade." We've searched with care for all that's Gowns, and Evening Frocks will be on "dress parade." We've searched with care for all that's
best, searched among the best makers and gathered in full assortment all that is good. Individuality is the keynote of attractiveness in women's wear assembled. The materials, the finish, the
distinetive styles and the richness of coloring and fabric, stamp this collection of highest order.


YOU'LL BE WELCOMED AT THE NEW STORE


IN ST. MARK'S BUILDING, ON THE WEST SIDE

New Store New Shelving New Goods New Clerks New Merchant New Prices That Are Certain to Please You
Be Sure and Visit Us


