



A Pleasing Autumn Freshness

Pervades This Store of Ever-Changing Newness

Advance Showing New Fall Modes In Ready-to-Wear Apparel

This store announces the arrival of more new models in Tailored and Fancy Suits, Street Dresses, Tailored and Novelty Waists and Dress Skirts. Authentic modes for early fall wear.

New Fall Waists

Women's Waists, new models for fall wear, in all the wanted materials, taffeta, Georgette crepe, satin, etc. Many of the new models are effectively trimmed with fancy colored beads, others with dainty laces, hand embroidery, tucks, hemstitching, etc. Beautiful models for evening and party wear as well as the smart tailored styles for street wear. All the newest plain shades; also rich plaids, stripes and novelty figured effects. Prices range from \$4.50 up.

New Fall Silks and Dress Goods

Among the notable arrivals in silks are new Crepe de Chine, Pussy Willow, Panné Crepes, Messaline and Taffeta Silks. New striped satin and taffeta silks are also shown. All the latest color effects.

New dress goods include: New plaids in all combinations, new "Wool Satin Cloth," the season's latest, in desirable autumn shades; a host of new serges, gabardines, wool poplins, Melrose and silk and wool poplins in beautiful colors.

Exclusive Agents for
GOSSARD CORSETS

Entire new line of fall models just in.

New Fall Coats

We have ready for your inspection new Fall and Winter Coats for women and misses. This constitutes by far the most interesting and comprehensive display to be found in any store at this time.

Serge, cheviot, wool velour, Bolivia, Pom-Pom cloth, Burella cloth, plush and tweed are featured in the new materials. Black, navy, brown, plum, green and cinnamon are to the fore amongst colors. Loose and belted models in profusion. Large cape collars of self material or plush or fur are greatly in evidence. Prices from \$17.50 to \$50.

The New Fall Suits

Here again our exhibit of the new modes will be found splendidly representative. Every approved material for fall and winter, every style and color. Come in and see what is new and correct in the apparel world. Prices \$17.50 to \$50.

Youthful Effects in the Newest Styles

Betty Wales Dresses of Serg

That Give the Wearer the Smart, Slender Silhouette

Such a remarkable way of combining smartness and simplicity has Betty Wales that one almost instinctively knows that these new arrivals in our Dress Department show the famous Betty Wales label.

One knows, too, how these cleverly designed dresses make the years drop from one's figure—small wonder that the woman inclined to be maternally delights in them.

This season we offer a variety of models, each individual and many with delightful little touches that endear the garments to critical dressers.

The materials and workmanship are worth noting, too, in these days when style is too often at the expense of service. A Betty Wales stays in style as well as sets the style. It is well worth being made up substantially. Kleinert Gem Dress Shields are sewed in place in every Betty Wales, another proof of this infinite care in their making. In each dress, too, you will find the big brown envelope with the big gold seal containing the gift certificate exchangeable without cost for your choice of any one of the eight fascinating Betty Wales College Books written by Margaret Warde and selling at book stores for one dollar each.

These books make splendid gifts for girls. From every viewpoint a Betty Wales Dress is a most excellent purchase.

Separate Skirts For Fall

Many of the new skirts are beautifully draped to combine silk and wool fabrics. Plaids are richer and more subdued in coloring—we particularly feature greens, browns and blues, stripes are more somber. New navy braid trimmed skirts are sure of a wonderful popularity.

Whatever your taste, you are sure to be satisfied here. Narrow pleated, deep, full-pleated, box or side pleated skirts are an important part of our showing. Prices on plaids from \$7.50 upwards; plain colors from \$5.00.

Quality First

At this store quality will be remembered long after price is forgotten—the wonderful success of this store is due largely to the fact we sell reliable merchandise.

Everything Needed for Knitting

Wherever you turn these days, you are sure to see some young woman, a woman of middle age, or an old grandmother knitting for the "boys" at the front. This knitting of sweaters, wristlets, wool socks is going on everywhere throughout the land. You will find the right kind of wools and the right kind of needles and at prices that will help you do your "bit" at a very, very little cost.

Fair Visitors Welcome

We welcome visitors to the Fair and ask them to make our store their headquarters. Ladies, remember, our rest room is at your disposal.

PICTORIAL
PATTERNS

THE MAY CO.

A. W. HUBBS, Manager

LADIES' HOME
JOURNAL PATTERNS