## New Goods Are Always Inspiring

It is wonderful the effect that new goods have on a store. They tone up the stock and brighten up the store and have a stimulating influence on the selling staff. A visit to the Big Store any day now will reveal new goods in every section. Our buyers have been busy for months search-
ing the markets of the world for the latest and best, and the results of their efforts are more apparent every day. We
are enthusiastic about our new goods, and invite an inspection of any or all of the lines.

## WOMENS NEW FALL READY=T0=WEAR GARMENTS



WOMEN'S COSTUME, in fancy stripes, coloros, green and blue, ligh
and dark grey and blue and black
 Skirt circula

The Very Newest DressGoods and Trimmings

## The Dress Goods that we have opened so tar are certainly the kind that are sure

 so far are certainy the kind that are sureto please. Every three or four seasons the to please. Every three or four seasons the manuiacturers seem io excel themselves and
get out $t$ line that is far away ahead of pro. anctions tor the previous few seasons. This season's dress goods can certainly be put down as the best that have been shown for eome time. We have opened in the last few
diys a tig lot of dress materials, the very newest inportations, selected by our foreign buyers, along with the dress yoods came a lot of handsome trimmings, the new Persimn and OrientaI Trimmings, most of which
are wide widths and possessing all ${ }^{\text {the }}$ the
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 newest colorings. Prices $\$ 15.0,0,815.50 .0$ FANCY COSTUME LENGTHS, in all


A Most Comprehensive Showing of Fashion's Very Latest Ideas Now on Display

We are greatly pleased, in fact it would be hard for us to do full justice to the satisfaction we feel regarding our FALL WEARABLES FOR WOMEN. You may say:
"Well, new goods always create a favorable impression." But, concern this season's garments, it is not a mere impression with us, it is an absolute conviction that


FRENCH VENETIANS, superior lus-
trous fitishi, complete trous fixish; complete range of newest
shades, 52 inches wide BROADCLOTH, fine chiffon finish in
navys, browns, cardinals and greens, 52 CHEVIOT SERGES, in the newest navy, light navy, cardinal, and
myrtte, 52 inches wide.
Per yard $\$ 1.75$

The Latest Trimming Novelties NEW PERSIAN AND ORIENTAL TRIMMINGS, all shades and rich combination colorings that these make
possible, 4 irches to to inches possible, 4 inches to ro inches wide.
Prices, per yard, from 50 c to .. $\$ 7.50$ New Gold and Silver Bandings. New Gold and Silver Bandings.
New Drop Oriaments in all shades New Fillet Insertions and Allover In-
In- these garments are right, that the pubjic will be pleased with them, and that they will sell. The styles, as the illustrations show, are extremely pretty. There is probably no garment that carries the same amount of style as a long, semi-fitting or tight-fitting coat. All the costumes and most of the separate coats are made in these styles. The costume coats range from 36 inches in length to 45 inches. The separate coats run from 35 inches to full length.


ALCEC

Daintiest Cold Lunches at Our New Tea Rooms

