

FALL AND WINTER STYLE SHOW



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MEYER-BOTH CO.

THE season of Fall Fashions for 1909 has begun. It is needless to say that we have made preparations for *this* Autumn on a scale and plan such as was absolutely and impossibly out of the question before we took over the New Building. You will soon see for yourself, doubtless, what these preparations mean to you.

To us they mean a personal journey to the capitals of fashionable Europe, an expenditure of capital and vitality unprecedented in the history of the store, and the painstaking labor of weeks and months. We leave the question of our success in the balance. *You* decide. See and judge.

We call your attention to the following list of representative values. By them we stand or fall.

Quotations From Each Section of the Great Cloak Department

SUIT SECTION

- 1—Ladies' and Misses' Suits, of fine English Worsteds and Venetians, strictly tailored, plain colors and mannish shadings **\$10.95**
- 2—Ladies' and Misses' Suits of English Serges and Worsteds; new extra long; clever New York styles **\$16.50**
- 3—The latest New York styles, for both ladies and misses; made up in worsteds and serges, in some lovely new shades and black; different models. Our specialty suit **\$25.00**

GIRLS' SECTION

- 1—Girls' Stylish School Dresses, in English Serge, sailor and Russian styles, ages 10 to 14..... **\$2.95**
- 2—Girls' Coats, tailored, English frieze, ulster styles, ages 6 to 14 years..... **\$3.95**
- 3—Girls' Coats, new tweed styles, smart mixtures, wide strappings, ages 10 to 14 years, **\$5.00**

WAIST SECTION

- 1—New English Model Waists, pure silk, lovely new shades and ideas..... **\$4.75**
- 2—Clever Waists of net and silk, very stylish and new effects, black, ecru and white, **\$2.95**
- 3—Fine Tailored Waists, of rich mercerized broche, all white..... **\$1.39**

PETTICOAT SECTION

- 1—Rich Silk Moirette, Petticoats, handsome satin stripes, lovely new colorings, worth \$4.50..... **\$2.95**
- 1—Handsome Silk Taffeta Petticoats, black and all the new shades, new strapped flounce..... **\$2.95**
- 3—Elaborate Model Skirts, of rich silk moirette, latest ideas, worth \$6.50 and \$7.50, **\$5.00**

COAT SECTION

- 1—Smart Tailored Coats, in new diagonal serges, dark and light greys..... **\$7.50**
- 2—New Autumn Coats, in English weave, diagonal serges, amethyst shades and greys, **\$10.95**
- 3—Fine Tailored Coats, in English tweeds, new greys, semi-fitting, very smart, **\$15.00**

DRESS SECTION

- 1—Very stylish "Moyen Age" Style Dresses, all-wool Panama, in new shades, **\$12.50**
- 2—The new "Pannier" Dress, of rich satin, new shirred hip effects, new colors; a splendid copy..... **\$25.00**

SKIRT SECTION

- 1—Ladies' All-wool Panama, new, semi-pleated styles, very smart. Exceptional value..... **\$5.00**
- 2—Ladies' All-wool Black Voile, good quality and color, trimmed with taffeta silk..... **\$5.00**
- 3—Misses' Skirts, of English Cheviot and Tweeds, new semi-pleated styles, **\$2.95**

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