

Fall Opening

FASHION EXHIBIT

A Brilliant Review of Brilliant Fashions Portraying
The New---The Beautiful---The Exclusive in

Apparel-Millinery-Furs

A Wealth of Attractive Values Daily Will Give Special Impetus to the Occasion

Experience with the changing season has taught us not to say that Fashions cannot be prettier, because each season they are prettier, yet it is almost unbelievable that a future season could possibly reveal styles lovelier, more diversified or becoming than those you are now invited to review.

Styles that have received Fashion's crowning approval—all eminently appropriate and pre-eminently charming.

For instance, in the suits and coats the paramount question in the mind of every woman is—What are the leading colors? Are the skirts wide or narrow? What length of coat will be popular? Is the waistline high or low? Will trimmings be much used? This store was never so splendidly ready to answer these questions.

New Hosiery for Fall

Silk, of course, for dress wear, where not worn exclusively by the smartly dressed—the fine imported English and Scotch heather mixed for street as well as all sport occasions—in silk black, browns and navy with white and the light pastel shades for evening. Black, which, by the way, because of the increased demand and decreased production (particularly in what is known as full-fashioned), will be scarce, not only here, but all over the world. There are but few black full-fashioned silk stockings anywhere but those now on the store shelves, and yet we offer on Tuesday an opening special of "Radium" pure thread silk stockings in black, of course not full-fashioned, that is worth to-day \$3.00, for half price, per pair. **\$1.50**

(No phone or mail orders.)

During Opening Week, Afternoon Tea, 20c

We have arranged that afternoon tea be served in our lovely tea-room from 3 to 5 p.m. every afternoon during the week at the very small charge of 20c.

There will be a stringed orchestra to render delightful music, thereby enabling you to round out your shopping day in an altogether happy way.

Bread and Butter
Ice Cream

Fancy Cakes
Tea or Coffee, 20c

Porto Rican Lingerie

Just in time for the big opening has come a new shipment of lovely hand-embroidered lingerie from Porto Rico. Drawn work, hem-stitching and exquisite embroidery in fascinating, graceful design make for the acme of daintiness in this loveliest of lingerie.

Among the nightgowns is one made with V-neck, daintily scalloped in sleeveless style and a simple embroidery spray. Priced\$5.75
Two others are made with round scalloped neck, kimono sleeves and embroidered sprays. Priced\$6.00 and \$6.75
One made with square neck and hemstitched casing at neck and sleeves and touch of embroidery is priced\$5.50
Also with square hemstitched neck and kimono sleeves with wonderful embroidery and exquisite drawn work. This is priced\$10.00

Charming Indeed are These New Fall Suits and Coats

Characterized by the tendency toward simplicity of the most effective type, these new suits and coats forecast with absolute certainty the smartly tailored—even distinguished appearance of each and every wearer! In their very plainness lies their charm, emphasized perhaps by the effectiveness of the slight trimming features which are used with such splendid taste in the coats. Full length models with slightly modified skirts, shirred and tucked at the waistline are prominent in this display. This showing embraces representative models exclusively, made of velour, duvetyn and other splendid fabrics in all the favored shades of brown.

Early Fall French Model Coats and Suits at \$55.00

Far below their original value and sponsored by such famous makers as Doucet, Cheruit, Avadis, Cara, Joel Ber and many others, this offering is worthy of our big Fall Opening. Just a few can be described:

A Fine Quality Navy Burella is a girlish little suit that is the last word in smartness. Widely placed rows of white silk stitching outlining panels and box pleats is its sole embellishment on coat and skirt.

A Lovely Cozy Coat of Terra Cotta Velours is made with gathering over the hips and with

wide, square collar finished with two narrow bands of Hudson seal.

Wonderfully Attractive is a roomy coat of grey blanket cloth, with line checks of lavender, made with very deep capuchin bound with heavy silk ribbon, with tabs at waist of self material prettily fringed, and dashing lined with turkey red.

New Dress Blouses That Are Distinctly Different

Only the brain and feeling of an artist could have combined to produce blouses so full of spirit and personality as some which have come to us very recently.

One in particular is made of black George-ette over sand, with touches of burnt orange in the binding at the round neck and the above-the-elbow sleeves. A wide band at the bottom, fitting over the top of the skirt, is made of a checkerboard effect of black and orange, and ends at the back in a black picoté sash. This may also be had in navy and Nile green. The **\$35.00**

Quite as distinctive is another of French blue and burnt orange George-ette. Made to fit over the skirt, the wide band ends in a sash. The neck and three-quarter sleeves show a Walls of Troy effect, which is very effective. The price is **\$35.00**

A third is in old blue, made with wide band over the hips, handsomely embroidered and appliqued in black, red, blue and gold. Priced **\$35.00**

Beautiful Furs in Our Opening

A showing of beautiful furs in which quality, style and finish, coupled with moderate prices are the important features. Mentioning the furs as were shown at the Exhibition:

Hudson Seal Dolman, 45" long, the deep crush collar of blended Hudson Bay sable fringed with tails, and the two-striped cuffs to match makes this coat the most distinctive in our fur stock. It was shown on the figure with gold dress trimmed with ostrich feathers; a French model from Doucet. Dolman, \$1,000.00. Dress, \$200.00.

Hudson Seal Dolman, 36" long. The special feature of this garment is the collar, which is developed in beaver, copied from a French model; high crush shape, with narrow tailored cuffs to match. Beautifully lined with gold and blue brocade silk, a silk rope girdle passing through loops gives a pretty effect. This model was on figure with black satin and burnt onion dress, a French

model from Jenny. Dolman, \$550.00. Dress, \$95.00.

Hudson Seal Coat, trimmed with Alaska Sable, made from the finest seal, with a large shawl collar showing five stripes on each side of sable, and deep bell cuffs of three stripes, makes this coat very elaborate. It is 40" long, has belt and slash pockets, and is elaborately lined with **\$550.00**

Hudson Seal Coat, trimmed with selected Australian opossum, which forms the shawl collar, showing four stripes on each side and cuffs of two stripes. The lining is of blue fancy pussy willow silk. A seal girdle gives this 36" model a very chic effect. Priced **\$400.00**

Opening Day Display Specials of Unusual Interest

Women's Fall Suits

Women's Fall Suits—A collection of forty-five suits in lovely serges, gabardines, poplins, silvertones, velours, broadcloths and tweed mixtures. The styles are extremely smart in the new long lines, some plain tailored and others in the more youthful belted styles. The colors are black, navy, Oxford, French blue, plum, brown and green. Very specially priced at **\$49.50**

Opening Glove Special

Perrin's English Tan Cape
Gloves, Reg. \$3.50, \$2.25

We shall make this our opening special for two reasons—because English tan cape gloves are very difficult to get, and at this price elsewhere impossible. Several shades of tan, made in Perrin's fine English factory, and selling to-day in England at almost double this price. Strongly made, with P.X.M. seams, the cheapest glove at this price we have to-day, because of the hard wear it will stand, and yet always looks smart for street wear. All sizes 5½ to 7½. Regular \$3.50. Fair **\$2.25**

(No phone or mail orders.)

Opening Special in \$3.00 Silk Hose for \$1.50 Pair

500 pairs of perhaps in the near future one of the scarcest things in hosiery, pure silk stockings in black, "Radium Brand," made from one of the best grades of silk, absolutely pure, not filled, or gummed; it has a fine lisle garter welt, toes and heel. So beautifully clear is this stocking around the ankle and so perfectly shaped that the smartest dresser will appreciate it. Sizes 8½ to 10. Regular \$3.00 value. Open special, Tuesday, pair **\$1.50**

(No phone or mail orders.)

Opening Specials

Women's New Fall Boots, \$10.00
to \$16.50 Lines at \$8.95

Patent leather, glazed kid, brown kid, gun-metal calf, tan calf, natural buck and grey kid, Fall weight soles, high and low heels, all high cut, new long vamp patterns. All sizes. Regularly \$10.00 to \$16.50 at **\$8.95**

New Arrivals from Cupid, Vogue, Ulland of New York, in the Millinery Department

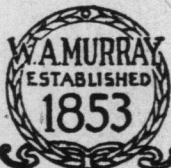
New arrivals which exemplify all the new tendencies and whims which are ruling the Fashion World this Fall may now be seen in our Millinery Department. The popular materials are mirror velvets and plain velvets, duvetyns and silk beaver combined with velvets. Monkey fur as a trimming is extremely smart, blonde and ostrich feathers, ospreys and fine French flowers are great favorites, while the conquering colors are navy, the new browns, sand and burnt onion. We tell you of just a few of the many:



One is in the wide-at-the-side style, with the co-quettish upward tilt all around, which is featured this season. Of sand velvet, faced with brown duvetyn, and finished with a saucy blonde mount directly in front.

Another is of burnt onion velvet, plain on top and

with shirred facing, with turned up all around. A third is of black velvet, wide at the sides, faced with French blue, and trimmed with smart buckle, feather trimming across the front. The shape is slightly drooping. Many other models, in both tailored and dress shapes, will be found here.



MURRAY-KAY
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