

Menagh's Annual October Sale OF FALL AND WINTER MERCHANDISE

OUR preparations have been tremendous. We have bought, and bought, and bought, from away back since last December, anticipating the market conditions as they are today. But with all of our extraordinary heavy buying, our stocks will never last the winter through. We therefore made up our minds to start this sale two weeks earlier than usual, and give you the same opportunity to protect yourself against the enormous advances that have and are taking place daily. We are very fortunate in being able to offer you this merchandise at such exceptional savings in prices. Compare, and make your purchases early.

In Crawford County's Most Popular Women's Wear Store Our Ready-to-Wear Department

WHERE style without extravagance—well-dressed without being extreme—are the key notes of the display. Our line of women's suits, coats, dresses, skirts and all wearing apparel for this Fall season surpasses any showing ever featured heretofore in our entire history. In our first opening for this season an investment of \$30,000 was involved in original Fall models, so as to be assured that our lines of coats and suits would be the newest shown anywhere. In fact, new style garments that are now being designed, together with the new color combinations

in the fashionable Parisian and other foreign style centers, will be offered on our floor for your inspection within fifteen or twenty days after the styles are introduced. This is a feature, not only of our Ready-to-Wear Department, but of our Millinery Department and Shoe Shop, where garments, hats and shoes are matched to suit the different tastes of the customer.

You owe it to yourself, if you are contemplating the purchase of a garment, to inspect this wonderful showing now being offered on our women's wear floor.



Menagh Quality Suits For Women

Featuring the newest ideas in suit-making. In fact most of these garments offered during this showing have arrived on our floor within the last ten days. The materials are broadcloths, wool velours, serges and poplins; the colors are navy, black, burgundy, taupe, green and brown. In this offering there are dressy suits for church, for street wear and for afternoon calls; there are jaunty models for school and general wear. The superiority of tailoring in these suits cannot be too strongly emphasized. They are Menagh garments, the quality of which keeps them good looking longer than the ordinary garments made in the ordinary way. The prices are

\$19.50, \$22.50, \$25, \$35 up to \$50

The Season's Greatest Early Display of Coats During Our October Sale

The woman who wants a coat appropriate for general wear, a garment both fashionable and serviceable, will find it at this time. Coats for the woman who motors—big, comfortable, loose fitting garments in the softest velours, plushes and novelty fabrics with belts and novel backs; coats for the reception, the theatre—smartly tailored wraps in rich broadcloth, and in fact, all the season's latest fashions are displayed on our floor.

There is a Menagh-tailored coat in this showing for every matron and Miss. Prices range from

**\$9.25, \$12.50, \$15.00, \$19.50, \$22.50,
\$25.00 and up to \$100.00**



During This Sale We Are Going to Sell a Lot of These Wirthmor \$1.00 Waists



These New Styles Have Just Arrived

We know we'll sell a lot of them for we always do when a new allotment goes on sale. The early comers—and those who know how good they are come early—get the best selection—the pick of the styles before the size range is broken. The late comers get disappointment—and not wanting anyone to be disappointed, we counsel an early call.

Wirthmor Waists are always \$1.00. They are always worth more. They can be sold in just one good store in every city. Second Floor—Ready-to-Wear Department.

MENAGH'S STORE

An Offering of Silk, Serge, and Silk & Serge Combination Dresses

If dollars count with you, you will surely buy your new dress now. Those who are economical are among the greatest admirers of Menagh's dresses. They know by experience that Menagh dresses give more pleasurable wear than ordinary dresses in ordinary styles. At this time we offer one big lot of about thirty-five dresses in silk, serge and silk and serge combinations. Specially priced during this sale at

\$12.50, \$15.00, \$19.50

Very Special Offering in Women's Coats

During This Sale

One special lot of general utility and street coats. These are garments that would regularly retail at \$25. Priced for this sale at

\$19.50

We earnestly advise you to make your selection early, before the lines are broken.

House Dress Special

20 dozen house dresses bought specially for our October sale. In 2 lots. Every woman should buy from one to four of these dresses.

Lot A. Regular \$1.25 value. Priced at 89c.
Lot B. Extra high quality house dresses in sizes 36-44. Priced at \$1.19.

An Exclusive Showing of Dressy Blouses

Featuring all the very newest ideas in blouse making. Priced from \$5 to \$8.50. Shown in Georgette combinations and crepe de chine.



Beautiful Waists

Shown in Georgette Crepe and crepe de chine. One lot of thirty-five waists. Shown in flesh and white. Sizes 36-44. Regular \$6 value. Priced for our October sale at

\$4.65

Our Popular
Priced Line
at \$7.50
up to \$10.00



One Big Lot
of HATS
at \$3.50
up to \$7.50

The largest and most complete showing of fashionable fall millinery ever exhibited on our floor is now awaiting your inspection, featuring fashion's newest ideas in all the newest color combinations, much sought for and wanted by the better dressers.

You will see hats with the new hand-made feather wings; hats with the metal trimmings; hats reproduced from the battlefields of Europe; you will see the much desired craze of the moment—the veil hat, handed down by the war widows.

We welcome you to this department, not as a buyer, but as a visitor to inspect our lines. We know our showing will please you. We are showing very exclusive offerings at \$10 to \$20.