

The Romance of Modern Merchandising and Our Fall Opening

NOT many years ago, mercantile businesses of every kind were considered by many to be too monotonous and too drab to lend the attraction necessary for the inducing of young red-blooded men into the game. Things moved along easily and nicely according to schedule. Regularly purchases were made and merchandise was sold. Now, however, the retail business particularly offers excitement and strenuous enough an existence for even the most markedly virile and romance craving men. Despite national conditions as they affect labor, manufacturing, production, and finance, the general public constantly expects "its store" to offer reasonable merchandise of satisfying qualities.

The people in the trusting confidence which they place in their favorite institutions, are forgetful of trying times, unacquainted with difficult situations, ignorant of depleted markets, and without any consideration or investigation of conditions, they expect these favorite institutions to supply them with the things they wish to purchase without any equivocation at all.

Naturally, the retailer as the go-between with a discriminating and demanding public on one hand, and exasperated, weary, overworked, problematical manufacturers on the other, has a life of diversified enough interests to plague the less staunch hearted into declining business.

For instance, when he would buy silks and ponders during a noon hour as to quantity or value, he find them raised ten cents a yard during his brief absence. Or if he wants satin and fails to locate it as he wants it, or if he is informed that Jap silks are out of the question, he must get them anyway, because his trusting customers expect them.

If he is like many of his brothers, he buys without knowing what prices he will have to pay, for it is impossible to keep abreast of the markets in some lines these days.

If the public is used to certain items, he must procure them though he has to violate every law of the limits of human exertion in order to satisfy his trade.

And then when all is said and done, in case through any reason whatsoever, there should be a reaction in the markets and the bottom should slide out, he can take exceedingly severe losses through merchandise which he had to buy high and sell at reduced market prices.

Your store today is exerting every fibre of its being; it is endeavoring unceasingly and without let-up to secure the same good qualities and to maintain the same standards of merchandising that it has in years past. The romance of modern business makes the life of the retailer a checkered one, a vivid life of strenuous and unchecked effort, for you.

We love it. It is a wonderful game, and we are succeeding in it because the public is our inspiration. Its confidence is with us and it shall be proved to be well placed. We know our preparations to usher in this new season have been worthy ones, and we want you to come and judge. Our fall stocks are at their best. See them.

The Fall Opening starting Thursday is especially to enable you to view the results of our months of playing the merchandising game the best way we know how.

The New Suits

Our Suit Display is a revelation to the style-loving. We have endeavored since our business was established to provide the women of this community with the season's most authentic and extensive display, and we have never fallen short to this time, neither shall we this year. Literally a host of pretty styles are to be worn through the months to come, with coats ranging from thigh-length to knee-length. Semi-fitted models and low waisted belters are popular. Fur will trim many suits of the better grades and many times, fur will cover collars and cuffs. We have models that are too elaborate and others too charmingly simple to be properly described. But we assure you that they are of a kind to please the most particular and style fastidious women. Prices are moderate this season though they can't last through the winter. The Fall Opening shall serve to acquaint you with these splendid modes.

\$25 to \$125

Charming Coats

Outer wraps for Fall and Winter season usually afford designers excellent opportunities to display their greatest talents. In the new garments we have prepared for the Fall Opening, you will see that the custom has held true. Full and loose coats which ordinarily offer but little inspiration to the modistes have been exalted through clever and distinctive treatment of pockets, collars, trimmings and sleeves. The line of the shoulder and armhole in many models is large, in kimono effect, although set-in sleeves are here for the women who want them. Fur trimming on collars, pockets and sleeves, or self trimming adds to the charm of a number of coats. Fabrics are the kinds you like, silvertones, duvetyns and velours, with heavy loosely woven woollens mixed in. It is a fact that materials are very scarce and our next purchase of coats will cost us a great deal more than any of the coats we now have.

\$25 to \$175

The Petticoats

In the displays, were no attention paid to petticoats, one might think that they had fallen from the good graces of the particular woman. Such is not the case and the new petticoats are forceful indications of that truth. They are prettier than ever this season and despite the shortages of silks, manufacturers were evidently not averse to devoting good shares of their silk yardage to petticoats. Changeable taffetas, satins and silk jerseys are popular, and made up in very pleasing styles. They are a bit wider perhaps than you have expected and ruffles, pleatings and putings are not hard to find.

\$4.98 to \$15

The Autumn Skirts

Separate skirts are as pleasingly individual as any class of garments in the displays. Styles are so clever as to lend satisfaction to most marked tastes. The lovers of extremely colorful apparel, and styles that are expressive of the most artistic ideas, are sure to concur with us in saying that in this Fall display we exhibit the prettiest line of separate skirts that has ever been shown in this community. Accordion and box pleats are quite favored this season. There are serge and satin combinations, woollens of novelty fabrics, and silks such as poplins and tricolettes. Embroidery is seen on many skirts.

\$6.50 to \$27.50

Autumn Dresses

The most pleasing shades of the Autumn Season when Nature turns from her verdant cast to rich colorings that defy imitation, find expression in the autumn dresses. The nearest rivals to the pleasing colors of the Falltime are the fabric colorings. The few women whose privilege it has been to see already the display of dresses arranged for your inspection, have with one accord pronounced them exquisite, and truly the most pleasing array that they have seen in years. The silhouette this season continues to follow the slender straight lines of the season passed, but pretty novelty effects are made possible by attractively fitted bodices, lapels and collars of redingote dresses and smart long-waisted modes. Ankle length dress skirts or an inch or two shorter prevail. You will note very little trimming on most of the skirts. The sleeves for the street and tailored models are quite tight, but the other types afford changes in shorter flowing sleeves.

\$25 to \$85

The Fall Lingerie

This Fall the lover of pretty underthings will find lingerie more elaborate than ever. Laces, embroidered medallions and ribbon ornaments are all popular. The trend of fashion this autumn and winter season will introduce to many women more beautiful and delicate lingerie than they have ever worn before. On the other hand, our stocks contain a very goodly assortment of the more sturdy types and modes of underthings. Ribbon trimmings are quite common and novelty effects are sure to please you immensely. Despite unprecedented high prices we believe that values have never been better in this department.

The Newest Hosiery

We doubt if there is a woman in the country who wears good hosiery who has not been disappointed with hosiery values some time during the past year or so. Months and months ago we started to make a systematic and careful search in the best hosiery markets of America, for the classes of silk hose which we could sell our patrons for quality merchandise. Despite many disappointments and frequent wild goose chases we succeeded in eventually gathering a stock of hosiery that is worthy being termed "a stock supreme." The best thread silks, full fashioned, in many shades are here. Every kind you want, in fact.

The Late Furs

Your individual taste will find itself interpreted this season in almost any sort of neckpiece you like. Variety is the season's keynote. We have been fortunate in reserving for our trade, a stock of furs that is surely second to none in this section. Furs are on the present market, very high in price, and there is a decided upward movement of prices even now. Therefore, it behooves the woman who is expecting to invest in furs some time this season to do her buying now. Our Fall Opening will acquaint you with some of the favored furs for this coming winter.

Fall Dress Fabrics

The woolen markets today are typical of the unique situation in which the entire textile industries find themselves this season. Woollens are very scarce. In spite of this we have been rewarded for our diligent marketing by being able to display dress fabrics in quite a complete assortment. Every fabric we show is an aristocrat among textiles and its quality is absolutely unquestionable. We accepted no second rate fabrics in lieu of what we ordered and failed to get in some places. Dress fabrics are the same as those favored in suits, viz: duvetyns, velours, tricelines and serges. See them this week.

The Fall Blouses

Some women are believed to have many costumes and a great variety of clothes, merely because they frequently change blouses. For the woman who loves to choose from extensive stocks, distinctive waists which will make her as well dressed and the possessor of attractive costumes, our waist display in the Fall Opening will be a delight. This season's bright colored embroidery is frequently seen, and it is on blouses of such good quality that the combination is doubly effective. Beads are in favor as are wooden buttons, and novelty treatments are rendered by many different arrangements of these two. The long Russian blouse is an important style note in the season's waists. They are in many colors and with their long waists make decidedly attractive appearance over plain skirts. Blouse collars are both high and low and sleeves for the most part are long. You shall miss much if you miss the display of pretty Fall Blouses.

\$4.98 to \$25

New Boots in the Top of Style

Smart footwear in custom effect from Queen Quality. Exceptionally handsome, the smartest fashions, full of dash and style. Cuban heels with shapely arch, medium long vamp, with imitation tips. High Louis heels with curved arch, medium vamps, plain toe or imitation tip. Shown in field mouse, light and steel gray, brown and black. Made up in fine kid.



Thursday Sept. 18
to
Thursday Sept. 25

THE BOYS
DENISON'S POPULAR STORE

Thursday Sept. 18
to
Thursday Sept. 25

