

The Very Newest and Latest of  
this Fall and Winter 1913

# Fashions

## Alterations and Improvements

Now that our Alterations are completed and the improvements made and the new fixtures placed we are ready to show the greatest line of Ladies Ready-to-Wear and Fine Dry Goods ever brought to a city of this size.

We are in a position to compete with the largest Department Stores in the land from point of STYLE and FASHIONS and especially so on Prices.

We are carrying in our Ready-to-wear Department a class of Merchandise never before attempted in this locality.

We Will Sell You High Priced Garments at least  
**TWENTY-FIVE PER CENT LESS**

than our big department store competitors and on the regular lines we assure you of

## BIG SAVINGS

that will warrant your inspecting our Goods.

## The New and Modern Equipment

affords us the opportunity of waiting on our customers in a modern and up-to-date manner.

We have added many new features in our Ready-to-Wear Department, among them being the special Garment room for showing fine garments, new Fitting and Alteration room, Mirrored Alcoves, Shirt Waist Cabinet, Corset fitting room and a great many other new things that you will see upon entering the store.

## New Fall Coats and Suits

Nearly two hundred different models in Coats and over a hundred and fifty different models in Suits representing every conceivable style and fashion that will be shown this season.

Prices from \$10.00 to \$50.00.

## THE NEW CLOTHS

Duetyne, Peau de Pesche, Velour de Lane, Cut Velour, Matlesse Silk Brocade, Poplin, Ottoman Bayadere, Ural and Arabian Lamb and all of the Staple Cloths.

## COLORS

Mahogany, Papparicca, Brick, Matelot, Burgundy, King Blue, Plum, Taupe, Navy and Staples.

## SUITS

Made up in combination of Black Eponge Stripe Jacket with black and white Boucle check Skirt, also black Broadcloth Jacket with grey Jaquard Skirt and a magnificent combination of black matlesse, Jacket with plain black broadcloth, Skirt in the new style, also silk brocaded poplin and the plaid skirt with the plain Jackets, and loads of beautiful suits in plain tailored and fancy

Prices from \$15.00 to \$50.00.

## NEW FALL DRESSES

In Silk Canton Crepe, Crepe de Chine, Krimble Crepe, Faille, Silk Poplin, Shadow Lace, Plaid and Crepe combinations made up with the different drape effects also beaded robe dresses priced from

\$5.00 to \$20.00 Less

than our big City Competitors

Priced from \$12.50 to \$50.00.

## SILK WAISTS

In Crepe de Chine, the scarcest cloth on the market at prices at least \$2.00 UNDER our competitors, made up in the new waist style with the slouch or drooping shoulder

Special at \$4.50 to \$6.50.

## SILK PETTICOAT SPECIAL

A special Liberty Satin Petticoat in all colors, while they last..... **98c**

An all Silk Messaline Petticoat in Kelly Green, American Beauty and all the other shades and also flowered..... **\$1.98**

A beautiful line of all Silk Messaline and soft Taffeta in plain and changeable shades, in all the new fall colors at **\$2.98, \$3.98, \$5.00**

The Largest and Most Complete line of High Grade

## SILKS

We have ever carried in Egyptian Crepe, Krimble Crepe, Crepe de Chine, Brocaded-Silk-Poplin, Silk Moree, Brocaded-Charmeuse, Satin-du-Chine, Canton Crepe, the scarcest silk on the market, Ottoman Bayadere, Plaid, Roman Stripes, Bulgarian silks for trimming in big variety of combinations and a complete line of staple silks.

Prices up to \$3.50 yard.

## Silk Special

A 36 inch Brocaded Silk Crepe, also plain in same cloth to match in all the high colors.

Brocaded at 75c and Plain at 69c.

## BEACON BLANKETS

The most beautiful ever shown here in Indian Patterns, Floral Designs and Conventional styles in Bath Robes with girdle and neck cord to match, Comfortables and Bed Blankets, also a handsome line of Crib Blankets at popular prices.

## Children's Coats

We are selling a lot of Children's Winter Coats at

## Reduced Prices

One Lot Junior and Ladies Winter Coats at

## Reduced Prices

## BUTTONS

The most beautiful line of buttons for trimming and coat and suit purposes in an unlimited assortment of colors and combinations.

Prices up to \$1.98 Dozen.

## RIBBONS

The greatest line we have ever carried in Floral Designs, Roman Stripes, Plaids, Tapestry, Brocaded Velvet and Staples.

Prices up to \$2.50 yd.

## SHIRTS

The new Peg-Top, slashed front and sides, and drape effects in Plaid Eponge, Checks and Stripes and all staple cloths at

Prices from \$2.98 to \$12.50

## DRESS GOODS

New Materials in Brocades, Cordelines, Crepes, Eponges, Bumpoer-Chuddah Plaids.

## Velvets, Velour and Corduroys

Plain, Brocaded, Diagonal-Zebra effects, two-toned effects in all the wanted shades at

50c, 75c, 98c, \$1.25, \$1.50, \$1.98

## DRESS TRIMMINGS

In Bulgarian Nets, Venice Bands, Shadow Lace, Braids, All-Overs, in a great variety, on the whole an unusually large stock of wanted things in trimmings at all prices.

## To Our Out of Town Customers

We will pay your

## CAR FARE

both ways on purchases from \$20 up and within a radius of 50 Miles.

*Albert Thon*  
AUSTIN - MINN.

## To Our Customers on the Rural Routes

We will make a care fare allowance on the same basis on purchases amounting to \$20.00 and over