



metal embroidery. The coat fits in at the waist as smoothly as though feathered like a bodice and huge pockets on the hip accentuate the small waisted effect.

A Pleated Suit With Plain Hems.
Callot Secours have brought out a pleated suit that has attracted much attention. Both coat and skirt are closely pleated from a shallow yoke, one yoke at the shoulder, the other at the hip. The coat is a three-quarter length and is belted at the natural waistline. A deep hem of plain material edges the pleating on both coat and skirt.

Fur is the crowning touch of almost every tailor that hails from Paris. Belgian hare is a new trimming fur, and beaver, mole and seal will all be fashionable. Delightful indeed is a Cheruit suit on very simple lines, built of smoke gray broadcloth and trimmed with a collar of smoked fox. The back of the coat is fitted by several seams all conspicuously stitched with silk chainstitching. The Russian suit from Bullos has a loveliness that sets it apart. Of castor brown broadcloth, with trimming bands of seal on belt, cuff, coat front and deep hip pockets, this suit bears the high, Russian collar (of seal also) and is accompanied by a high-crowned Casack turban of seal and gold colored silk. Buttoned boots of castor brown glazed kid with tops of pale tan glazed kid add appreciably to the whole effect.

A Felonious Coat From Deer.
One of the fashion hits of the fall season is Deer's graceful pelonious coat, designed after an ancient Polish costume and made of castor brown trykha. A deep blue velvet collar, pointing down to the waistline is echoed by a lining of deep blue silk. A fluted band of the material gives much grace to the foot of the coat, and there is a removable chemise of blue velvet, with a high, crush collar.

The Vogue in Furs

Fur Coats Shorter and More Jenny—The Waistline Emphasized in French Models—Dyed Fox to Match Costumes—Ermine as Much in Vogue as Ever—Kokinsky, Sable and Beaver for Trimming Uses—Belgian Hare the Paris Fad.

Contrary to all the discouraging prophecies given out at the beginning of the war, furs are just as plentiful as ever—if one is willing to pay the slightly higher prices now demanded for them. Furs one must have, willy-nilly, to be in the vogue of the mode, for Fashion was never more insistent on fur, and plenty of it, as an essential part of the winter costume.

The German furs—fitoh for example—are hard to get; well-nigh impossible to get, indeed, and only the woman who possess handsome fitch sets will be likely to wear them this season; but there is plenty of fox, black, silver, natural, blue, green and white. Seal, though not abundant, will probably "go round," and exclusive furriers are advertising choice lots of Siberian peltry, shipped from their Asiatic trading posts. A new fur for this year, the rage in Paris, is Belgian hare—either a coarse textured but very effective trimming fur in a soft gray tone fleeced with white. Jenny has brought out a charming black velvet frock with Belgian hare in a trimming band at the knee, on the full, gathered skirt, and held out the fur swathing on long velvet ribbon, such ends. A vigorous de laine coat by Bernard, in a splendid shade of dahlia red with a lining of gray seal.

ree silk, has collar and cuffs of Belgian hare, a band of the fur outlining a diagonal front opening.

Favored Trimming Furs.
Worth is using tiny fringes of mink of lace and chiffon bodices; Callot Secours have edged a brilliant red chiffon evening gown with narrow sable banding. Beaver will be even more popular than last season as a trimming; and there is a very clever imitation of beaver on the market that will be used for trimming children's coats and evening gowns. Russian kokinsky is a fashionable trimming fur but this fur is not becoming to all women, and it looks well only with certain shades—greens, most browns, orange, olive and navy blue. With gray it is hideous. Very dainty and Lanvinish is a Lanvin frock of castor ribeline with a wide beaver band edging the skirt and a beaver turnover collar tied with a silver brocade ribbon. Seal is always a handsome trimming fur on broadcloth or serge—it does not become velvet or silk so well. The woman who buys a sealskin coat buys well, for after the coat has outlived its usefulness much of the pelit may be cut into strips for trimming a broadcloth suit.

The muff of contrasting fur furnishing the proper note when the hands are tucked into it. These short seal coats are loose, with loose sleeves, a belt usually drawn, the garment in at the waistline and there is a decided flare and ripple below. More stately coats of sealskin and caracul fit the figure rather smoothly above the waistline and flare below, the waistline being raised a trifle at the back to give a long, sloping line from shoulder to knee. A coat of this sort, made of Hudson seal of soft, fine quality, has a flaring skirt edged with Belgian hare and a high, choker collar of the same fur. Buttons of hare, placed about four inches apart at the back of the raised waistline, gave a very smart finish.

The "long" fur coat does not cover the skirt, but swings four or five inches above its hem; and since all skirts are four or five inches from the ground, revealing the high-heeled buttoned walking boot to advantage, the "long" fur coats are really not very long, though the shortness of the skirt makes them appear so.

Motor coats are of leopard, of muskrat, of heavy English wool mixture with fur lining and trimming. A new coat fabric called reindeer cloth is admirable for warm motor coats. There are also coats of pon-skin cloth, a new waxed material with a reverse side of satin, cloth or velvet. These pontine coats for motoring and skating have collars and cuffs of skunk, beaver or Belgian hare, and are exceedingly chic. A muskrat is not graceful, but even its clumsiness is smart, for such a coat costs a substantial sum, and there is nothing so warm and cozy for a wintry ride.

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New smart chic models are displayed in a big variety. We want to make this month the most successful FUR SALE in our history. We have a splendid selection of Fur Coats, Scarfs, Boes, Chuckers, Muffs, Caps and all the Newest Furs of Good Quality which we will sell at a Big Discount during this Month. Make your selection now.

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The Apparel Shop



"Nobody ever runs for a Car after He's caught it"

Would you have dressed as you do now before you were married? Many a matrimonial mishap had its inception in the wife's falling away from her standards of dress. A wise wife never neglects her personal appearance.

This is Fall Dress-Up Week

the right time to think along these lines—the right time to shop—when selections are good.

A visit to our shop will tell you more than we could in limited space, so we'll shear off the usual ruffles and ask you to

COME AND CONFAB
With Us on Styles

The Apparel Shop

ALICE WELCH THE ONE PRICE STORE

WE TAKE GREAT PLEASURE IN

Announcing Our Fall Opening

which we most cordially invite you to attend
Wednesday, Thursday, Friday and Saturday, Sept. 20-21-22-23

A simple examination of the various groups comprising this highly interesting exhibit will amply inform you regarding what must be worn this fall for proper dress.

There is touch of individuality and originality of rare delight about the new Fall Fashions, peculiarly well suited to the dress ideals of American women. Our dry Goods, Cloak, Millinery, Drapery and Shoe Sections have all combined their efforts to make this one of the most successful events we have ever held. We anticipate the biggest Fall season in our history and warmly invite you to view the result of our preparation on Wednesday.

Handsome Millinery Coats, Suits, Etc.



MILLINERY the military trend seems to have supplied the inspiration for many Fall models. Large, medium and small hats in amazing variety are shown. Continental and Napoleonic ideas are plentiful. Ribbons, furs, such as brown ermine, male beaver, etc., are used for trimmings, likewise fancy feather effects in wings, bands, breasts, quills, tips, single weathers and metal effects, also fruits, flowers, jet and countless others.

There is no end of beautiful colorings—all products of the foremost eastern makers. You must come in and see them to appreciate them.

COATS for Fall—Suits, Skirts, Dresses, Waists, etc., in great variety, will be exhibited on opening days.

Words fail to give an adequate idea of the beauty and charm of the new garments, so we will not enumerate the various style features here, but want you to come in and try them on.

There are Suit and Coat styles for women and young women, suitable for every occasion—Navy Blue, Mulberry, Taupe, Dark Green and Tete De Nigre being the most popular shades.



A special showing of Beautiful New Silk Velours in all shades, New Imported Silks and Suitings, will be made on Wednesday

A word about our mail order department. We can offer to out-of-town customers an efficient mail order service, prepaid parcel post and guarantee satisfaction.

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