

The New York

CLOAK & SUIT HOUSE

The Style Shop of Los Angeles

Fifth Avenue Favorites New Fall Felt Hats

For Wear with the Smart New Trotteur Frocks
THESE remarkably becoming and jaunty soft felt hats have been out just long enough to establish their well deserved popularity. The stunning shapes and the soft subdued shades are decidedly pleasing.

Prices \$3.75 to \$9.50

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A Chance to Economize
Never Comes Amiss

Classy Linen Suits \$9.75

Hitherto Priced to \$20.00

IF these suits could talk they would quickly explain that the price at which they are now marked is a great injustice to them. In style, in quality, in the splendid tailoring and the faultless fit, they show instantly that they are really classy, high-grade suits. At the original prices they were magnificent values! At \$9.75 they are exceedingly rare bargains. An immense variety is included in this timely sale.

Regular Values to \$20 Now Only

\$9.75



We stand for clearest new styles, very highest quality and lowest prices.

Beautiful Summer Millinery

OUR superb millinery salon is undergoing a transformation and our summer hats, delightfully bewitching as they are, must vacate. They're in the way! That's why all our exquisite French imported millinery is on sale at greatly reduced prices.

DAINTY HATS in all the favorite summer effects, that you would consider excellent values at \$7.50, are now **\$1.50**

STUNNING SHAPES in the very latest styles, ordinarily priced up to \$5.00, are now on sale at **95c**

CLEVER SAILORS bought to retail at \$2.50 and \$3.00, are included in this sale at the surprising price of **50c**

New Patent Leather Sailors for Children Just Received

JAUNTY, wide brimmed Sailor Hats for the little folks. Very smart and becoming to wear with Summer Wash Suits and will be one of the most popular styles for Fall. Are shown in black, white, wood brown, pearl gray, cardinal and light blue; made of soft, pliable patent leather that will wear indefinitely.

Prices 75c to \$2.25

Stylish Apparel for the Well Dressed Woman

WHENEVER you find yourself a bit weary of seeing the same styles on display again and again in other shops all over the city, you can drop in here and find a dozen delightful novelties newly arrived that are refreshing in their originality. There are charming one-piece frocks of piquant Parisian design, as odd as they are artistic. Many of these gowns that women rave most about and pronounce entirely original are really adapted from some rare painting of a famous beauty of other days (several centuries ago, in fact) by one of the skilled French modistes of international reputation as a style authority.

The Smartest Novelties Not Necessarily Very Expensive

VARIETY the fashionable woman demands and variety she must have! For her benefit, designers have expended their best efforts in the modeling of clever trotteur suits and frocks, promenade costumes, afternoon toilettes, evening and reception gowns, bridge frocks, garden party dresses and many other distinctive costumes. Yet one need not fear exorbitant prices here, even the smartest novelties being marked at moderate, reasonable prices. We have proved to the perfect satisfaction of ourselves and our customers that it is possible to procure the most original and exclusive styles at prices far below what is asked for high-class novelties in high-priced stores. The ladies of Los Angeles and vicinity know that this is not a "high-priced store," our policy being to give the very best in quality, style and workmanship at the lowest possible price.



Nobby New Sweaters

Are Attracting Everyone's Attention

NO ONE dreamed that these cozy wraps which have heretofore required an apology even by those who liked them best, could be really and truly stylish. Yet the latest arrivals have most certainly earned the right to such a description. No wonder they have swept everything before them in a sudden wave of popularity. Every length, every weave and every color is included in our matchless display.

Prices from \$1.75 Up



Special:--Long Linen Top Coats Monday Only \$2.95

Handsome Long Coats

Of White Serge or Pongee
75 Stunning Models Included, Selling Regularly to \$25

\$15

THIS is a most unusual sale in every sense of the word. The models affected by this reduction are those most in demand just now. Ultra stylish, dressy, pongee coats, appropriate for a score of formal and informal occasions, and stunning white serge coats that have a quiet elegance wonderfully pleasing to the woman of conservative tastes. You'll be delighted with the clever styles.

Be Sure to Attend This



Great Monday

Smart Traveling Gloves

Most Popular Styles on Sale at Greatly Reduced Prices

\$1.50 MOCHA GLOVES—The most desirable gloves for traveling, street or outing wear; fitted and guaranteed; all colors. Regular \$1.50 quality Monday... **\$1.00**

\$2.00 MOCHA GLOVES—A little heavier grade; a perfect fitting glove of exceptionally good quality. Sold everywhere for \$2. Here Monday... **\$1.50**

\$2.75 LONG MESH GLOVES—Cool, pretty summer gloves; 16-button length; black, white, tan, pink and blue. Special Monday... **\$1.00**

Every Woman Who Plunges in the Ocean Should Have One of These Bathing Suits



PRETTY, practical Bathing Suits of sateen, mohair and silk in the most serviceable shades. Our entire stock to be closed out! You should be sure to select your new suit here, for you can't duplicate these values and prices anywhere else.

Regular Prices \$2.25 up
Now One-Third Off

Skirt Sale!

Pretty Wash Skirts

A PARTICULARLY attractive feature in our Skirt Department tomorrow. Dainty, stylish wash skirts of galatea and linene, in white and light colors; well cut and nicely tailored. Very special Monday.

Values to \$2.75

\$1.50

Stylish Walking Skirts

AT \$5.00 you have choice of any number of clever, nobby effects in serge, voile, panama and mannish worsteds; styles suitable for walking, street or dressy wear. Actual reductions of one-half to one-third.

Values to \$14.50

\$5.00



Skirt Sale!

Handsome Dress Skirts

A VERY handsome line of voile skirts, originally marked to \$19.50 and over. A rare opportunity to secure a skirt for about one-third its real worth. Both plain tailored and elaborately trimmed styles, some with silk drop.

Values to \$19.50

\$7.50

Rich Voile Skirts

BEAUTIFUL skirts of the finest Altman voile, black, white, brown and dark blue; many with rich, rustling silk drop skirts alone worth the sale price. Great variety of charming styles to choose from.

Values to \$27.50

\$9.75

Every Woman Who Wishes to Appear Cool Should Wear One of These



Tailored Waists

AND the price is certainly no barrier, for you will find at \$1.50 unusually pleasing new styles for Summer and early Fall wear, made of pure linen, perfect fitting, splendidly tailored, some daintily hand embroidered.

Waists that should be marked \$2.50... **\$1.50**

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