

SUNDAY EDITION HOME ISSUE

NEW YORK NEWS

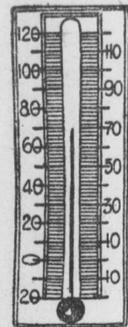
SUNDAY EDITION HOME ISSUE

PARIS. Generally Fair: Cooler. LOS ANGELES, SUNDAY, OCTOBER 31, 1909. 337-339 SOUTH BROADWAY. LONDON.

Weather Service

Temperature Variable

If you have any fault to find with the weather, send a wireless "back home," and the contrast will convince you your opinion needs revision.



55 degrees means that a set of rich, glossy furs are in order. 59 degrees—Motoring will be a pleasure in one of the big, warm Auto Coats or Capes. 65 degrees—If bright and clear, a clever Tailored Suit is the correct thing. 70 degrees—If threatening, it's not necessary to stay at home; all you need is a smart silk or moire Rain Coat. 75 degrees—Dainty, snowy neckwear, a bewitching Veil and correct gloves complete the fascination of the "Tailored Maid."

Whatever the weather, you will always find just the article of attire you are in need of at "The Style Shop of Los Angeles." The New York Cloak and Suit House, 337-339 South Broadway.

No one will ever know how many times a man's affection is influenced by a woman's taste in millinery.

A tourist just returned from Paris asserts that the millinery and costumes displayed by the New York Cloak and Suit House of this city would be "above par" in the French capital. At this rate Paris and Los Angeles will soon see close friends unless jealousy interferes.

SINCERITY

Means Confidence and Assurance

In every phase of life SINCERITY of word and deed commands the instant respect and confidence of men and women. Just as it is the life blood of all religious and social life, so it is the keystone of all commercial success. Newspaper announcements which play upon a patron's credulity, the effort to attract by resorting to flimsy subterfuge, the quoting of fictitious values—in a word, the FAKE advertising with which too many men strive in vain to bolster up their trade and patch up their reputation is not only futile, but is a positive insult to the intelligence of the reading public.

Are People Misled?

By the countless so-called "Sample Shops," which quote such alluring prices on "sample" millinery, "sample" coats and suits, "sample" shoes, "sample" this and "sample" that. People read—a few actually believe the claims made. They mount to the second, third or fourth story, where the "sample" salesroom is located—and they find the "Samples?" Hardly! The tag ends of left-over stocks, factory seconds, shop-worn, passe goods, imagine a traveling man being offered such goods as "samples" to take on the road! Such methods are not only detestable, but are a detriment to every honest, straightforward business man in the city.

In a Recent Conversation

With Mr. Haggerty, proprietor of the New York Cloak and Suit House, known and quoted all over the country as one of the most successful women's specialty stores in the United States today, he said: "It's merchandise that counts! If you have the RIGHT styles, the RIGHT qualities, the RIGHT prices AT THE RIGHT TIME—that is success in the garment business. 'People believe their own eyes. They see the very latest of Parisian, London, Berlin and New York styles in our windows every day, and when they want stylish clothes they come here for them. And they get what they want every time!' Advertising is all right! We don't tolerate any romancing or buncombe in our advertising. It is confined to absolute facts. But every one can't know that."

Merchandise Never Lies

"If a garment is stylish, a woman can see it! If the material is good, one has prima facie evidence of the fact. If the tailoring is perfect, it shows in every line. If her last year's suit was absolutely satisfactory, she comes here again this year. This illustrates the point exactly. SINCERITY in advertising, TOGETHER WITH SINCERITY in merchandising, brings its own inevitable reward—the confidence of the public."

WEDDED

After Many Years Wins At Last

For long years Style looked with disdain upon any overtures which Service made to her. She held herself daintily aloof from all things practical. But Service persevered, and Style has had a change of heart. Service has finally won her. That is why some of the smartest and cleverest coats, suits and street frocks are also the most serviceable. Style and Service have joined forces. May their wedded life be long and happy.

BIG DIVORCE SCANDAL IN HIGH LIFE

So Common It Scarcely Stirs a Woman's Interest

But when fickle Fashion bids adieu forever to the styles she fondly embraced last season and introduces to the public her latest favorite, then women grow excited and scan the papers eagerly for every detail. Naturally, a woman wishes to ascertain where her waist line is supposed to be located during the coming season, whether it will be just under her arms or down in the vicinity of her knees. It is quite easy to understand her interest in the proper size of her sleeves, the possibilities varying from a voluminous puffed affair whose construction requires several yards of costly silk, to the style which so forcibly reminds one of an umbrella case in its extreme snugness. Then, too, with rumors of a revival of the hoopskirts, who can blame a woman for "holding her breath" until she knows the worst? These and a hundred other details concerning correct gowns and costumes for autumn and winter, which would be tiresome in print, are delightfully interesting, as illustrated in the scores of charming models in the French room on the second floor of the New York Cloak and Suit House. They have unquestionably the largest and most authentic fashion display in the city, which is kept right up to the minute by daily arrivals from famous New York and Paris designers.

NEWS FOR MONDAY SHOPPERS

Probably the most important items picked up at random from the various departments of The New York Store are those given us by the manager of the Suit Department, who assured us he would be prepared to offer some astonishingly good values in street frocks at two special prices—\$19.50 and \$25.00. Also he said that some really handsome all-silk Jersey dresses would be out for only \$15.00. These are plain and embroidered. In tailored suits one will have choice of an unusually fine assortment of correct, well-tailored models at \$19.50. Better tailored suits at \$25.00, and others still higher in price and finer in quality. There is much of interest for the Monday shopper in the Millinery Department, where beaver hats are attractively priced from \$3.00 up. Untrimmed shapes of silk, velvet, bengaline and felt in all the new shades for \$3.50 and \$2.25. Tailored hats for street wear at \$5.00 and \$6.50. On the third floor you will find clever and practical street coats at \$12.50 and \$15.00. Capes are out for Monday in wonderful variety at \$7.50 and \$12.50.

A French woman considers it a crime to be plain. We agree that her perfect gowning makes it entirely unnecessary.

BLIZZARD OR NO BLIZZARD

Women Wear Furs

A woman who doesn't look interesting in furs is hopeless! There is something wonderfully softening and brightening about a rich, glossy fur that gives an added charm to any face. Paris has, as usual, gone to extremes in her fondness for furs, and is using it in all sorts of possible and impossible ways. When the weather offers no reasonable excuse for enveloping herself completely in a fur coat, she adds bands, collars and cuffs of warm, cozy fur to her suits, coats and costumes. Then, of course, she wears fur hats, muffs and stoles or collarettes. Recent visitors to Paris confirm the report that fur, whenever and wherever you can manage to have it appear in your costume, is the thing to wear!

Not one hour behind the times is Los Angeles, and the New York Store, being cognizant through its close touch with Paris, of the popularity of furs in every shape and form, prepared in a most thorough and comprehensive way to cater to the needs of Los Angeles women in this regard. Here may be found a marvelously complete assortment of fine furs, from the popular-priced neck pieces and muffs at \$2.50 up, to the most luxurious sets of ermine, black lynx, black, white and silver fox and dark mink.

FUR HATS, TOO.

Wonderfully attractive new shapes, some entirely of fur, in Russian toque effect, others skillfully draped in the mystic Hindoo style, the supple velvet in rich, dark shades, blending deliciously with the various furs. One of the newest is a turban, with a brilliant rhinestone ornament for trimming—thrust among soft folds of fur. Delightful!

A Woman Who Weighed 300 Pounds Had a Question to Ask

She was tall, she was good looking, and she walked into the Skirt Department of the New York Store and shot a question at one of the clerks exactly as though she expected to be contradicted.

"Can you fit me in a ready-to-wear skirt?"

Quite unexpectedly for her came the answer, quick and positive:

"Certainly I can, madam."

Still unconvinced, she waited further developments. Quietly and deftly the saleswoman selected a model, slipped it on the lady, suggested some slight alterations, and the sale was made.

The skirt, when finished, fitted faultlessly, and the lady was perfectly delighted. She had been told in other stores that she was "too large to be properly fitted in a ready-made skirt."

Such instances could be cited indefinitely, for this store really does carry both the suits and the skirts for which stout ladies have so long sighed in vain.

Curly Locks and Bobbed Heads

Will be more winsome than ever in the jaunty hats that have been planned for their crowning these cool autumn days. Every style that is pretty, becoming and in accord with Fashion's fall fancies has been gathered together at the New York Store, where any little tot can be quickly fitted with just the right hat for school or "best."

SHALL WOMEN VOTE?

Women's Rights and Wrongs Discussed by One Who Knows

In his able address on this vital subject, among other instructive and inspiring sentiments, the speaker said: "Everything a woman does should be right. If it isn't right we should think it's right, anyway. That's what men have been doing since Adam first endorsed Eve's opinion on the apple question. I don't say but what a man sometimes gets into trouble following this course (as Adam did), but it's not half as bad as the trouble he'd get into if he didn't. (Applause by the men.) The Christian Scientists have the right idea exactly, and the way to deal with a woman's wrongs is to make her believe she hasn't any. Now just look at this thing in a sane and sensible way. Everyone knows it is a woman's inalienable right to be pretty, to be happy, to wear becoming clothes, to be admired by all and beloved by one. Now, you take any one of these women who want to vote. Ten to one she hasn't had a new hat for two years, the chances are her suit went out of date two seasons ago, while her coat was probably bought the year before that. If she happens to be your wife, the thing to do is to take her to the finest shop for women there is in town. Take her to the New York Store and spend a couple of hours strolling about with her. Start in with the Millinery Department. No woman could resist that. Then take her to the Suit and Costume floor, through the French room. Have her try on some of the delightfully feminine capes. Or, if she insists upon being practical, have her choose a tailored waist, a skirt and a sweater. Let her pick out anything she wants. That's a woman's right! Then send her home, and when you get there at night she'll have her hair dressed a new way that makes her look ten years younger, and she won't mind a bit if you tell her so. She may not care to get mixed up with the crowd at the polls, but there will be one man who will be glad to have her stay at home while he does the voting. Every woman has a "right" to have one man who feels that way about her. (Applause by the women.)"

RIGHT AUTO Let the Men Decide That Question

Here in Southern California where miles and miles of boulevards stretch invitingly out and away in every direction, bordered by beautiful homes from the tiniest artistic bungalow to the almost palatial estate, here motoring has reached the height of its popularity.

To a man the car itself is all important, but to a woman her personal comfort makes or mars the pleasure of a motor trip to a very large extent. The proper apparel for this purpose, such as Motor Coats, Motor Hats, Motor Gloves and Motor Veils, is to her of the utmost interest. There is no place on the Coast better fitted to supply her needs in this regard than the New York Store. This statement can be easily verified by asking any one of the thousands of well dressed women who are customers of the "Style Shop of Los Angeles."



LOVELL ALICE TAYLOR APPEARING THIS WEEK IN "BROWN OF HARVARD"

Theatrical People Apt Critics of Beauty and Art in Stylish Costumes

Miss Lovell Alice Taylor of the Burbank Stock Co. has proven beyond a doubt that it is not necessary for an actress to relinquish in the least her distinctly feminine charm and womanly sweetness when appearing before the footlights. She has not only won an enviable place in her chosen profession, but is beloved alike by the people who know her only as she appears on the stage, by the members of the stock company, with whom she is a prime favorite, and by her own wide circle of personal friends.

Miss Taylor has the reputation of being one of the best-dressed actresses in any local stock company. The accompanying photograph shows her in a rich gown imported by the New York Cloak and Suit House of this city, who make a specialty of imported gowns, costumes and suits and are largely patronized by theatrical people who are particularly appreciative of what is exclusive and artistic in stylish apparel. If one could peep into one of Miss Taylor's capacious trunks, it would reveal several other importations of exquisite design procured for her by "The Style Shop of Los Angeles."

BON VOYAGE! GIRLS WHO ENGAGE IN OUTDOOR SPORTS

How often we say it to our friends. Yet, happily, most of the partings mean meetings later on, for California holds a fascination too strong for most travelers to resist. They like us! They like our climate, our scenery, our amusements—and they like our CLOTHES! This is proven every hour of the day by the New York Store, where tourists seem to feel thoroughly at home. They come here for coats, suits, for hats and gloves, for furs and other things, knowing they will find the latest and most correct attire at moderate prices.

A WOMAN WITHOUT HANDS

Is the Only Woman Who Would Not Be Interested in These Gloves

And any woman who has hands will be proud of them when she dons any of the smart new street gloves shown by the New York Store. Only the best known and most reliable makes are represented, insuring the perfect fitting qualities of any pair she may select.

SOCIAL FUNCTIONS

Formal and Informal

They are coming thick and fast now, and the woman is indeed fortunate who does not feel the lack now and again of a much-needed dainty evening gown or a charming new reception costume for some special occasion.

The specialty shop where such a costume may be chosen from a wide variety of beautiful imported creations—exclusive—distinctive—is a boon to the busy society woman who needs her time and strength for other matters, and is only too glad to shift the responsibility of her proper attire and distinguished appearance on such occasions to the experts who make this subject a life study and have access to the very latest and most authoritative style information.

Fortunately, Los Angeles can boast such a shop in the New York Cloak and Suit House.

ELEGANT TROUSSEAU

Modern Bride Blooming and Radiant

When one thinks of the time and energy, the tedious, nerve-racking weeks of preparation which preceded the old-time wedding, when the household was thrown into utter confusion by an invasion of dressmakers—the choosing of materials, matching of silks and ribbons and laces and trimmings, the endless fittings, is it any wonder that many a bride looked wan and weary when the last stitch was taken and the wedding march began to play?

How different is the lot of the lucky girl of 1909! She can stroll leisurely into the New York Store, make her selections of a fashionable street frock, a stunning "going-away" suit, evening gowns, party dresses and so on and so forth. No worry and fret, but a radiant bride on the qui vive for a delightful honeymoon trip.

No Longer Necessary



We are happy to say that it will no longer be necessary to resort to the above method of discovering the identity of any lady friend you chance to meet, nor need you make a wild guess from the general style of her gown. All that is now necessary is to secure a position on the RIGHT SIDE, when you will have an unobstructed view of half her charming countenance even when she wears her most picturesque millinery monstrosity.

MISINFORMED

Waists Still Stylish and Very Necessary

"Someone told me," complained a pretty girl a day or two ago, "that waists would not be worn so much this season. So I haven't bought a single one, and how foolish! Why, I need one every blessed day! I need a lace waist to wear this evening, and if I had one of those dear little silk and wool ones I saw at the New York Store the other day, I'd have it on this minute! I am going to buy half a dozen different waists this very afternoon. 'Don't need waists!' What an idea!"

Who Will Wear 2000 Capes?

We wonder—and yet, after all, why should we wonder when you think of the endless stream of pretty women who pass one on Broadway every day and then consider the amazing variety and exceeding charm of these 2000 new capes. Look at them on the Third Floor of the New York Store, and see what you think, yourself, about it!

THE REGENERATION OF AUNT MARIA

