GOTHAM FASHIONS

MATE LEROY MORALIZES ON THE FLEETING FANCIES OF

NOVELTIES IN MILLINERY

ARE NUMEROUS AND MANY OF THEM DECIDEDLY ATTRAC-TIVE.

MODISH COSTUMES TO BE SEEN

It the Seaside-Black Gowns Are Among the Handsomest This

Special Correspondence to the Globe. NEW YORK, Aug. 9.—I always like the new styles that are shown in the last days of summer, for they have something so poetic and sugrestive about them. There is always the hint of departing glories and toming fruitage, though just where lt is or in what it consists I could not exactly say. There is a sort of tulminated grace and color about them, and the woman is happy who

tan afford something new just now. Perhaps these subtle fancies are more apt to be found in the new millinery than in anything, and they are very charming in the new pattern millinery shown to a very favored few this week. Among them was an exquisite bonnet made of black quilled silk mull and black lace, with several large dark garnet



MILLINERY FOR EARLY FALL,

velvet single poppies. The bonnet Itself was simply no size at all, and It was made to sit far back on the head, but the quilled edgings brought It up to quite respectable dimensions. The front part stood out sharply. There was a gathered collarette of the black silk muslin, and all around It at intervals were set poppies like

There have been several of these dainty collarettes shown, some with red or pink roses in them. Nearly all the roses now used in millinery are dark blood red, with somewhat of a terra cotta shade. I should not be surprised to see terra cotta a very fashionable color this winter.

One very stylish hat was of very rough sunburned straw, the crown in pagoda shape and the brim tipped upward in front and bent in scallops in the back. All around the crown was a wreath of dark red roses, with buds and foliage, in a loose

in the back. All around the crown was a wreath of dark red roses, with buds and foliage, in a loose straggling fashion. On the right roses. Some straw hat are faced from the faced at all. Velvet facing to a hat is very becoming.

I saw a very stylish hat for a young lady. It was of dark blue satin straw in a plain circular shape, with a medium high crown. All around the edge there was an upright band of openwork straw lace, which glistened like gold. On both sides of openwork straw lace, which glistened like gold. On both sides of concurrence of the same short from the straw and indigo shades have small some shade of yellow, ranging from straw to orange.

Trimmings of straw lace are frequently seen in new millinery as well and also black veils have figures wrought with fine spilt straws. The shade was also should be supposed to the straw of the sum short fancy cance. It is very story and looks like spun gold. Some white shade of yellow, ranging from straw to orange.

Trimmings of straw lace are frequently seen in new millinery as well and summer ame over in the same should be supposed to the straw of the same should be supposed to the same should be supposed to the summer ame over in the same should be supposed to the summer and the summer and the summer and over a violet tibloon band. This mind and black veils have figures wrought with fine spilt straws, the summer ame over in the same should be supposed to the summer and th



of the same kind of silk as that used on the hat held in front by a moire bow

without ends. The short cape was

showed delicately through the perfora-tions. The parasol was of silk of the same shade as the lining of the cape,

LATE SUMMER COSTUMES.

lace and straw lace will be the pre-ferred trimmings.

was set in the back. The dress was of white serge, with a full vest of white china silk. There was a figaro

Later Summer Novelties and Fashions From Paris.

For yachting, which is just at presmade of serge and was perforated in quite open pattern. The cape was lined with a pale metallic blue taffeta, which portation in the shape of a soft felt portation in the shape of a soft felt "sou'wester" hat, to be used as a prevention against the sun or the and altogether a more dainty costume could not be imagined. I omitted to mention that there were sharp revers to the front of the cape, while the back had a draped collar of the dark silk somewhat like a crushed bow.

As a contrast to this there were a state.

English ladies, especially at Cowes. somewhat like a crushed bow.

As a contrast to this there was a rich black peau de soie, the skirt made quite full, but otherwise untrimmed. The waist was gathered full to a belt and that fastened with a full rosette. There was a band of gold passementerie down the center of the waist, and another band crossed straight in form of a yoke, full rosettes of the slik being set at each shoulder. The high stock collar was of black slik. The hat worn with this was black straw, with a yellow straw edge and trimmed with a crumpled mass of maize and black gauge ribbon. The sleeves were smallish gigots.

Black gowns will be among the handblack gauge ribbon. The sleeves were smallish gigots.

Black gowns will be among the handsomest of the coming season. There seems to be a limitless array of difficult black materials, weaves and fabrics. Black silks will be worn at receptions more than they have been for many seasons. There is nothing that stamps the lady with elegance more than a fine black silk. Satin, moire and velvet, all black, will be popular. For ornamenting them there are quantities of fine jet in many styles. There will also be considerable tinsel embroidery and not a little spangle work, but it is probable that black and white oraided buttons, the points of which fell all round over a plain circular skirt. It formed a very inviting garment. Red is to be much in vogue this coming season for capes and coats at least, so a little bird whispered to me. White satin is still eigning supreme as a dainty cape ining, but as the winter draws nearer it will give place to richer and warmer tints, red, brown and reseda eing among the most favored. A ining shows up to greater advantage f it is a decided contrast to the eloth of which the garment is com-

> In the dressmaking department two newly completed gowns were shown to me. They were visiting dresses specially designed for a wom-



Kitchen Department and Hardware.

Monday's Great Specials

Tea
Kettles,
like cut,
with
1-inch
copper The first was composed of creamy white alpaca, so rich as to look very similar to silk. The skirt was extremely wide, quite twelve yards falling in five large folds at the back. The full sleeves also were of alpaca, while the lower portion of the waist was composed of black and white silk in perpendicular stripes, adding very effectively to the length of the waist. The yoke of perforated batiste was drawn from under the corsage and gathered into the tied-back band.



The second sketch represents a remarkably elaborate and attractlive visiting toillette, composed of



IS A LITTLE WORD in the fact that it contains but two letters. In other respects it is a tremendous word, and has probably played a more important part in many people's lives than any other word in Webster's Dictionary. IF you do your shopping at the GOLDEN RULE we will guarantee you will be satis-

fied and have no occasion to use the word IF in a sense of regret, as far as your dealings with us are concerned. The month of August is freighted with Golden Opportunities for shoppers. Judges of values and discriminating buyers are quick to discern that it's a period of money-saving possibil-

ities to them, and they buy readily, supplying present and future needs at prices full of economy and satisfaction. The bargains we offer this month are great and many, and the seekers after them will come from far and near. Let not the knowing ones forestall you. Read carefully about our

DOG-DAY PRICES AND HEY-DAY VALUES DRY GOODS DEPARTMENT.

NEW SILKS.

Monday We Will Show Several New Lines of Fancy Novelty Silks for Waists and Trimmings.

NOVELTY SILKS, two and three-toned, new and beautiful combinations; value 430 69 cents; for.....

New Figured and Striped NOVELTY TAFFETAS, in extremely beautiful combinations, very new in style; value \$1.25; our price..... value \$1.25; our price..... BLACK ALL-SILK MOIRES,

in large variety, new fall designs, for skirts and trimmings; worth \$1.25 and

EXTRA SPECIAL-To Close Cheney Bros.' Celebrated BLACK PURE SILK GRENA-

DINES, plain, striped and figured; the regular \$1 and 490 \$1.25 grades; go at..... 500 pieces PURE SILK PON-

GEES, natural color; sold early at 35 cents a yard.

NEW BLACK GOODS

Hundreds of Pieces New Fall Styles Have Arrived, Including a Full Line of Priestley's Fabrics.

65c Black Mohair Brilliantine. 35c | EXTRA SPECIAL-To Close. 75c Black Figured Brilliantine: 43c Black Figured Batiste, Black and White Checks 90c Black Extra Quality Bril-\$1.00 quality Extra Fine and Heavy Brilliantine......73c Black Albatross and Ba-

\$1.25 quality Mohair Sicilian \$1.00, \$1.25 and \$1.50 Crepons,___ special price Monday 59c Monday special

etta, bastopol; Worth from 50 to 85c.

EW DRESS GOODS

Here Is An Opportunity to Get Children's School

200 pieces English Suitings, 36 to 40 inches wide, large variety of stylish weaves; worth 25, 35 and 45c a yard; Monday... 1210 75 pieces Imported German Plaids, the kind that sold last sea- 396 son at 65c a yard; on bargain tables at..... rough effects, changeable colorings; sale price.....

NOTICE-Dress Patterns, exclusive styles in beautiful new, rich combination of colorings, of Mohair and Wool, 50 inches wide; worth \$10.00 each; sale price.... \$6.75

MINDIGO BLUE PRINTS. WRAPPER FLANNELS. FIGURED BATISTES. 200 pieces, the wide 12½-cent kind. Monday, 7c.

200 pieces Light grounds, dainty figures and stripes; 5c.

copper bottoms,

worth 50c.

20C.

for

50 feet Clothes Rope, extra

reseda cloth in a very light shade

The skirt is flare and void of trimming, while the waist is the reverse, being much decorated, with lace insertion running down the loose blouse front. The neck and

ed in white fedora braid. The upper part of the cuffs are embroidered in a similar manner. The hand-

some cape collar (removable) is

regular 121/2 and 15c grades; special,

Monday's Great Specials.

50 feet Clothes Rope...... 5c Picnic Plates, dozen..... 5c

worth 6 and 7c. Special, 31c.

5,000 yards light and

dark grounds:

Made of

quality hardwood.

cut,

58

JAPANESE RUG3. Blankets & Comforters 36x54 inches; 90c Gray Blan-Furniture Store kets......590 price, \$3 each; our \$2.25 Home-Made Comforters ... \$1.48 8c Shaker Flan-\$1.75.

CLEARING SALE OF

Our 10, 121/2, 15 and 18c

go at, per yard.....

...WASH GOODS....

READ THIS.

Imported Wash Goods

Every yard of High-Grade Imported Wash Fabrics that sold at 35

ed Wash Fabrics that some 40, 45, 50, 60 and 65c; on counters Monday

LINING DEPT.

36 inches wide; worth 18c a yard; Monday Special.....

LINEN DEPARTM'T

"Matchless Values for Monday."

dered Honey Comb Towels; usual price 10c; Monday, 50

100 dozen Extra Fine Linen Da-

mask Towels, open work and knotted fringe, plain white and

Cable Damask, 60 in. wide, pure linen, bleached and 4gg silver bleached; 75c grade

Silver Bleached Damask, 66. 756 in. wide; a bargain at \$1 a yard; sale price.....

72 in. Full Bleached Da-

..NAPKINS..

75 doz. Full Bleached, 34 size; worth \$2.50 a doz. Monday......

100 dozen Fringed Damask

Napkins; per doz., 50 cents;

or, each.....

50 dozen Silver Bleached

,000 dozen Heavy Red Bor-

Table Damask, 60 in. wide,

50 pieces Fancy Silesias, full

nel. Special ... 40 TRUNKS! Don't forget to get a Trunk while the prices are low.

Picture Frames made to order at about the cost of the material. JEWELRY."

Sterling Silver 925-1000 Fine BELT PINS,

made of one piece and worth 50c; 6 different styles to select from. 17C Special price.....

SHIRT WAIST SETS.

Lion's Share

and the way we treat our patrons have secured us the

of the Shoe Business of this city. Therefore, we are able to do business on a much smaller profit than any other store in the State. Women who look for quality, right prices, good treatment, will lways deal at

Golden Rule Shoe Dept

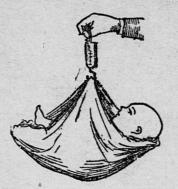
eal Calf Shoes, solid throughout,

597 pairs Women's Dongola Kid

434 pairs Children's Dongola Kid Shoes; worth \$1.25 a pair. Our Special 740

440 pairs Youths' Tan Shoes; "Pennant" School Shoes just re- A \$14.00 Carriage for \$14.24 another lot of those celebrated

The quality of our Shoes



your selection here blind-980 pairs Boys' and Youths' folded and not make a mistake as to style or value. Almost in button and lace: all 300 as to style or value. Almost sizes; worth \$1.50. Our 960 to styles on the basement floor to select from floor to select from.

In order to reduce our stock low-marked prices. Here is 434 pairs Children's Russet what this means:

\$3.45 Carriage for \$2.59 394 pairs Children's Dongola A \$7.25 Carriage for ... \$5.44 Oxford Ties, patent tip; All \$8.45 Carriage for ... \$6.34 Special Price ... \$6.34 Special Price ... \$6.34 A \$12.98 Carriage for \$9.74 "Pennant" School Snoes just An \$18.90 carriage for\$15.36 ceived; early in the season they would sell for \$1.75. Our Special Closing-Out A \$20.48 Carriage for\$15.36 A \$26.00 Carriage for\$19.50

CROCKERY DEPT.

Crockery was a feature in last week's great sale. Saleswomen had hard work to keep pace with the buyers. Many good bargains will be offered this week. Here's an example, for MONDAY ONLY:

One-Third Pint Glass Jellies, with tin 2c Each covers. Monday only...... 2c Only one dozen to a customer.

Glass Table Set, consisting of covered butter dish, covered sugar spoon holder and creamer, pretty

shape, nice bright glass. We say for Mon- 21c Set day only..... EXTRA SPECIAL-We will put on sale again Mon-

day the Handle Slop Jar, White Granite. This is the one we had the big sale on a week ago, so those that missed colored borders; every 250 it will have a chance Monday; only on 40c each; Monday...... 250 it will have a chance Monday; only one to a cus- 790

Men's Negligee Shirts, 20 patterns to select from; 50c 371 goods; for tomorrow only

regular 20c values. Spe- 250 cial, 2 pairs for.....

We have the most complete as sortment of Sweaters at popular

Men's Strictly ALL-WOOL Sweaters, in black, white, tan and navy; \$1.50 is what you pay for them elsewhere, but 980 c Boys' sizes only 89c.

Men's Fine Australian Lamb's Wool Sweaters, in black and garnet, with large turtle neck or sailor collar and lace front:

good \$2.00 garment, \$1.48

LADIES' KIDS.

4 (large pearl) Button Glace Kid Gloves, with heavy three rows embroidery, in all shades. Special tomorrow,

\$1.00. 4-Button Chamois Wash Gloves, in natural and white, the \$1

quality. Special, 75c Per Pair. Pure Silk Mitts, in black and colors, the 50c quality, for

39c Per Pair.

Drugs and Sundries

We have a complete line of all times; can save you over 25 per cent on all you purchase of us.

FOUNTAIN SYRINGES.

Fine Madras and Cheviot Negligee Shirts, with starched collars and cuffs; 89c and GGC

Imported Maco Cotton Half-Hose in fast color tans and worth double our prices.

4 Qts. \$\frac{4}{59c}\$ 44c. 49c. 54c.

ATOMIZERS.

A Continuous Spray Atomizer, best quality of rubber, in neat box. Special for Monday,

Fifty gross of Buttermilk and Cocoanut Oil Toilet Soap (extra fine quality); three cakes in box. fine quality); three cakes in box. Special for Monday only, per box,

10c.

WINDOW SHADES.

All lengths and widths, to fit almost any window. All made and ready for use. A 3-foot by 6-foot Shade, with best rollers, only

10 Cents.

A 3-foot by 6-foot Shade, best linen, any color, only

Table Oil Cloth, any color,

23 Cents.
Cable Oil Cloth, any color,
12 Cents.
Colors of wood, with brass is, rings and brackets,
12 Cents. A 5-foot Drapery Pole, 11/8-inch, ends, rings and brackets,

IS THIS WHY?



wood for about 10 cents apiece, and they could have the beautiful motto of the Netherlands lettered around the edges in red and blue and the arms in the center. These would make quaint and pretty souvenirs for the guests.

An appropriate dinner decoration, and one that looks wonderfully enticing in hot weather, is a marine fancy. All the cut glass and silver that one can muster, with pure white china, unless one is the fortunate owner of some in shell shapes and with seawed decorations, will be needed for this table.

For the center piece have curious-shaped ferns, selaginella and lichens (which any florist can supply) grouped with the prettiest shells and coral you can say and frozen into a bleshe for the search of the shape of a scallop shell, delicately tinted to imitate its swells and curves, or left in a tiny panel, with a bit of marine and a dash of seaweed across the corner.

Fish, clams, oysters, pistache-colored confections, an exquisite pale green and pink shrimp salad in a shell-shaped stilver bowl or a flashing cut glass one are things which would grace such a board.

in a similar manner. The handsome cape collar (removable) is
some appeared to white cloth, and richly
braided in reseda and red cord,
touched here and there with gold
just to enliven it. With the styling
hat it makes a charming effect.

LE BARON DE BREMONT.

PRETTY SUMMER TEAS.

Table Decorations That Appear
to the Eye.

As the hot weather advances state
dinners, with their accompaniment of
elaborate floral decorations, disappropriate embelshing many and appropriate embelshing many plants and appropriate embelshing many plants are, however, very desirable.

Flowers of strong odor are barred,
Flowers