

Fall Fashion Promenade



A Wonderful Fall Opening and Style Show Combined

You are cordially invited to attend on Wednesday and Thursday, September nineteenth and twentieth, an interesting exposition of the newest and most favored Styles in Women's and Misses' Coats, Suits, Dresses, Waists, Skirts, Millinery, Silks, Dress Goods and Accessories, for Fall and Winter 1917--1918.

Each season our opening display of Women's Wear becomes more interesting because of the fact that every woman has learned that she can come here first and see and examine fashion's newest fads and fancies as well as the latest modes of the more conservative lines.

FEATURES OF THE NEW FALL MILLINERY

This showing of the early Millinery fashions will be of interest to every woman who wishes authoritative information on the new fall styles. Entirely new ideas are to be seen in chenille embroidered ornaments with hatbands to match. Combinations of chenille with bright colored silk, tinsel, tapestry stitch, beads and the tassel form some of the most novel trimmings. In feather novelties burnt coq, numidi and ostrich are prominent. The newest shapes tend toward rather high, soft crowns, together with military visors in new forms. Colored felt and long-nap beaver are freely used. The colors favored are those in direct and contrasting harmony with the new fall apparel.

After many weeks spent in careful searching and selecting, our entire store will blossom forth on the opening days in a picturesque display of the cleverest creations of the world's foremost style directors.

WE WANT YOU ALL TO SEE THE NEW THINGS.

SMART NEW DESIGNS IN STYLISH COATS.

Every newest style to be found in the most fashionable fall Coats are in this premier showing. Every woman and miss should see them if only to satisfy their curiosity as to what the favored styles are to be.

Your first gaze on the many new models in Velour, rich woolen, cheviot, broadcloth and English and Scotch mixtures, will bring an appreciation of the time and thought we have spent in our selections. Practically all of the new Coats cover the entire dress, or a least reach to the skirt hem. They have a slightly less fulness than last year, but with ample lower width to give a graceful flare. A few extreme models are made quite narrow and on very straight lines. Sleeves are large and roomy while belts and large collars are featured. Browns, greens, grapes, khaki, taupe and army blue are the most prominent colors.

THE NEWEST TENDENCIES IN EXCLUSIVE SUITS

This showing of the new fall Suits will command the attention of every fashionable woman, for only what is new and never before shown in any other women's wear establishment is on view—tailoring throughout is of the best.

The styles are largely tailor-mades having jacket lengths from just above the knees to within a few inches of the skirt hem. High, normal and elongated waistlines are equally noticeable. Belted effects; butterfly and straight tailor-made sleeves; and collars varying from the simple notch to the large draped style are in vogue for fall. Skirts are on simple lines, with some pleats securely stitched to give the narrow silhouette. Colors most favored are rich dark browns, navy blue, greens, taupe, khaki and tans. Fur fabrics, plush, velvet, broadcloth and braids are the trimming tendencies.

THE NEW DRESS FABRICS AND SILKS.

FOR THE FALL SEASON.

Here you will see most every newly created fabric that is being developed for the fall and winter seasons. High-luster surfaces continue in crepes and satins, while several new and important crepe novelties such as crepe lisette and l'ondine are in general favor.

In tussah, a new feature is a combination of wild silk with harsh wool known as toile marocaine. In pile fabrics, velvets, panne velvets and velvet brocades on satin and chiffon grounds are most prominent. Fur fabrics, wool brocades, matelasses, woolens, jersey cloths, burellas and broadcloths are also favored for dressy and semi-dressy costumes. New novelties in silk and satin combinations are in high fashion.

OUR FIRST SHOWING Of Many New Style Waists

Here is a display which every woman will be pleased to examine for it includes most every favored Waist creation of the new fall season. Waists to be worn under the waistband and new types to be worn on the outside of the skirt are the notable features. Choker collar effects are in vogue, and frills and jabot effect are also very pronounced. Sheer silk crepes, crepe de chine, lace, net, chiffon, silk jersey and fine cotton voile materials with trimmings of embroidery, stitching or beading in contrasting color or in lighter harmonizing shades are the better modes. White, flesh color and the darker tones to match the suits, as well as black, are Fashion's dictates.



THE FASHION TREND IN SEPARATE SKIRTS.

The tailor-made predominate here as in the new suits, but also some very novel Skirts in silks and velvets are shown in this premier display. While the simpler models are favored, there are also dressy styles which show a low drapery suggestion at the sides, or a very long tunic. Tailored modes are in pleated effect or shirred at the waistline. Cluster pleats with panels are many times introduced. Belts and pockets of self material are notable features. Average length is mostly just below the shoe top and width about two yards which gives the straight-line silhouette and does not interfere with walking. Materials depend upon the character of the skirt. Tailor-mades in serges and gabardines; for sports wear, wool jerseys, worsteds and novelty woolens are shown; in dressy models, the satins, taffetas and a few velvets are the most favored.

THE EXHIBIT OF NEW FALL DRESSES.

All of these are copies of the latest creations—adaptations from the hands of master designers who know how to accomplish your every dress requirement.

Only the choicest of silk, silk combinations and wool dresses are in this fall display. The styles, materials, trimming effects and colors are varied beyond description. It is a most interesting showing that awaits your approval and selection, and we invite you to inspect these dresses in full confidence of your complete satisfaction.

NEW IDEAS IN DRESS ACCESSORIES AND TRIMMINGS.

Many unique ideas have already found their way to our counters ready for your inspection.

In neckwear the high and closed effect seems to be favored and several pretty fancies may be seen here.

Elaborate embroideries in gloves make these interesting.

New trimmings, veils, veillings, handbags, and hosiery are here and show many new and bold ideas. See them now at these low costs.

FALL APPAREL FOR THE LITTL FOLKS.

Coats and Dresses, Accessories too, are ready in large assortments. As Outfitters to children our reputation is quite well established so it will suffice to say that our garments for the younger folks have received the same careful attention as those for their elders.

We will show splendid assortments of fine quality, design and workmanship in garments and accessories of every wanted size. Bring the children to see these fall styles.

WHAT THE WELL "SHOD" WOMAN WILL WEAR THIS FALL.

The trend of style in footwear for the coming fall and winter will be towards eight-inch boots of a natural design and not of a weird patterning. Regardless of this, however, shoes will be just as pretty as they ever were, but the prettiness will be confined to one color, in a decidedly trim pattern. All will have narrow toes with vamps 3 1-4 to 3 3-4 inches in length; in cloth, leather and combinations of both cloth and leather. Cuban and Louis heels adorn the greater part of those which have so far been shown. Why not come to see them?

MEN'S SOFT DERBY HATS FOR THE NEW SEASON.

The first fall days bring their quota of new head-wear styles for men. The new arrivals in both soft and derby hats have already arrived and made themselves at home here—at Hat Headquarters.

Fresh new blocks. Excellently made. Featuring chiefly blocks and dark browns and a sprinkling of greys. Every hat uniformly and reasonably priced.

THE NEW LINES IN HOSE AND UNDEWEAR.

Our new hosiery lines for fall are a choice lot. The cotton, lisle, fibre silk and pure silk hose were never better. Wide range in sizes and colors.

The new underwear can be depended on to give the most in wear and satisfaction and is of excellent workmanship and materials. We recommend your attention to these seasonable values.

FALL FASHIONS IN MEN'S SHOES.

The new shoes for fall are here, Gentlemen. Their quality is a feature that shines right through their style, and that's what men want in shoes—quality first.

We feature many new lasts of such well known makes as Reynolds, Bostonian, Robert Johnson and Rand, Craddock-Terrys and Godmans, in dress and work shoes. Priced moderately to reach each individual's purse.

MEN'S FALL SUITS AND COATS.

The new season is here. New clothes are needed and your new suits and coats are now here in the most attractive styles you ever saw. America's best mills wove the fabrics. America's foremost tailors designed them, and this city's busiest men will wear them.

all moderately priced. Sizes Regulars, Stouts and Slims.

LANCASTER DEPARTMENT STORES

"The Best Place to Shop After All."