## EARLY WINTER APPAREL

## That Fairly Glistens in All Its Splendor The Latest Creations of Fashion

Bidding the Summer days good-bye, and heartily welcoming Winter, we are more than eager to be dressed for the oc. casion, for never in the history of our country has fine dress been so popular. We are quite able to supply any style or material in the garments you may want in order that you, too, may be numbered among the better dressed.

## Suits

Suits are sorrectly fashioned by the master designers of the country from materials that are quite to the standard in every way.
Indeed it is a feeling of satisfaction for a woman to wear one of these lovely suits that bears the label of The New Idea Co., for there is an air of supremacy that accompanies the woman who is fitted from our Suit Parlors.
Materials of Tricotine, Duotone, Velour de Laine and Peachbloom are quite popular, while trimmings are of Braid Buttons and Fur'; linings are of Fancy Colored Silk.

## Coats

Fine stumning New Coats in colors so fashionable for Fall are in both plain and handsome tailored effects with fur as trimming.

Some are lined with plain and fancy silks while others are unlined

Material : are of Duvet de Laine, Broadcloth, Normandy Mixtures, Silvertone, Velours, Plushes, Batavia, Pom Pom and Kerseys.

One of these Coats will indeed be a welcome garment in any woman's wardrobe and quite serviceable they are, too

## Dresses

Dresses so cleverly tailored in Serge or Tricotine adds prestige to its wearer as being a correct lresser, for you will be able to obtain the very latest styles and most popular colors.
Some are plain tailored while others have braid and embroidery effects to enrich them. Many of these Dresses are quite exclusive or, in other words, have no "twin sister," a feature that is highly worthy of considering on your part.
It is hardly fair to try and describe these wonderful dresses, for we realize that it would be utterly useless, they are so quaint and different.

## Styles

There are many people who buy their garments just for the style they portray and never once question the quality. Knowing this, we protect our customers from poor materials by not allowing it to come into our store.
You will always find the best of styles, fresh from the designers' shops, and you will also note that exclusiveness is featured which, of course as sures you any embarrassment of commonness in dress.

## We will be pleased to lhave you compare our styles with other shops.

## Quality

The highest mark of perfection is often based on quality. Having this in mind and desiring the ma"k of distinction, we were careful that all of our merchandise be of the best puality.
The many continuous years of business our firm has enjoyed proves to you beyond a doubt that we have at least attained a part of our original goal.
Quality reigns supreme throughout our store and we are indeed proud to inform you of the fact

## The New Idea Company,

## MORRIS NESS, Manager

NAVY WILL. SELL MANY MAN
OF ITS SMALLER VESSELLS
Yachts, Destroyers, Scows, Lighters.
Barges, and Motor Boats
in the List.



