

ASTRICH'S

An Exhibition of Smart Fashions in Outergarments and Millinery For

Autumn and Winter, 1915

WEDNESDAY, THURSDAY AND FRIDAY, SEPT. 22, 23, 24

The New Mode in Suits For Tailored and Dress Wear

Prices Ranging From \$18.50 to \$60.00

We have never before offered an assortment of styles to equal this season's display. The modes are unusually lovely, yet extremely practical.

The simple tailored suits are cut with distinction in every line, and the chic beauty given by perfect tailoring.

The models for dress wear are truly irresistible, combining the elegance of lustrous broadcloth or rich velvets and plushes with appropriate fur trimmings. In fact, fur is lavishly used for both street and dress suits, and we feature some exceptional models at extremely low prices.

Blouses Unique in Design

Those of Georgette Crepe combined with taffeta in plaid or the shades of navy, plum, green and brown to match the suits, are correct and welcome novel this season. Lingerie waists and crepe de chine, in white, flesh and dark shades are featured at special prices. Those of imported laces touched with silver, gold or rich colorings, and the fine Georgette crepes, exquisitely embroidered are so lovely that they must be seen to be appreciated.



Coats Of Distinction

Everything from mixed tweeds and mannish effects to the rich corduroys and plushes, many with fur trimmings fastening snugly at the neck. Practical and ultra-stylish models, suitable for every occasion. Prices begin at \$5.00.

Smart coats for school girls are a special feature of this display at noteworthy prices.

A Charming Array of Dresses For All Occasions

Originality is the most striking feature of our offerings in street frocks and afternoon gowns. Combinations of serge and taffeta, Georgette crepe and charmeuse are the newest modes, while beads intricately embroidered and unique braidings furnish some of the new trimming effects. Styles are so many and varied that space allows no details. As in our other departments, smart styles and low prices prevail.

THIS event marks the climax of weeks of careful preparation. We have brought together for your inspection models which, in our judgment, best combine the most advance features shown by French creators of fashion with the highest ideals of beauty and good taste in dress.

We have plain, simple styles for conservative women; we have models so unique and exclusive in design that they are rarely seen except in the show rooms of Paris designers.

What we want you to know is that every garment we offer, whether high or low in price, is absolutely correct in style. If you are familiar with the newest and most authentic styles you will appreciate our showing; if you need proof, we want you to look elsewhere, familiarize yourself with correct modes, and then compare ours with the best in respect to style, quality and price.

Our Millinery Dept.

Bigger and Better Than Ever

More Hats! Better Styles! Lower Prices! Never has anything like our display been attempted here. We are beyond a doubt showing the grandest aggregation of Hats ever seen here. You cannot afford to buy your hat before you have seen ours. Our enormous variety places before you for selection—any kind of a Hat you may look for—at any price you wish to pay—and understand—that while our prices are low—quality must be right and styles correct.

We furthermore promise you a fresh display every day. Our workrooms turn out about one hundred New Trimmed Hats daily which are sent down to our salesroom every morning.

Where is there a store in Harrisburg which can show to you such variety of style—and keep in constant touch with the everchanging ideas in Millinery on a scale as large as ours?

Advertised prices on Trimmed Hats don't count for anything. We sell Trimmed Hats from \$1.98 to \$25.00—so does every other store—but you must see our Hats in order to judge where you get the best value—

We are specializing on \$4.98 Hats—in fact, we are the pioneers of the best \$4.98 Hat in Harrisburg—however, we have gone many steps further this season and are featuring Hats ranging from \$5.98 to \$7.98 which are in a class by themselves and cannot be duplicated anywhere else for anything like our prices.

Opening Days Are Set Aside For Purpose of Inspection and Comparison You Have Seen All the Others—Now Come and See Our Hats

The Class of Hats Shown and Featured As Specials During These Opening Days

Misses' Trimmed Velvet Hats
At \$3.98 to \$6.98

Simple and Classy Tailored Hats
\$3.98 to \$5.98

Small Hats
for the middle-aged women, at \$2.98 to \$4.98

Felt and Velour Outing Hats
are an important feature this Fall. Our assortment is enormous and our values wonderful for the prices. New things in this particular line are shown every day.

Trimmed Sailors
for every day use—out of the ordinary prices.
\$1.98 to \$3.98

And Highest Class Dress Hats
in the most wonderful collection you ever saw which range from \$5.98 to \$25.00 and are marvels for the price.

MOURNING MILLINERY
Specially designed by artists which we claim cannot be excelled anywhere—yet prices are so moderate that they appeal to all classes.



HATS and COATS

for the little tots. Clever Coats of rich, warm materials; practical styles for children; 2 years up; prices from

\$1.98 up

Children's Trimmed Hats

Only found in a Millinery Shop such as ours. We design them—they are different; the kind which stores are showing at \$4.50 to \$5.95. Our prices

\$1.98, \$2.49, \$2.98

Make your comparison.



Copyright by JEM 1915

A FEW LINES CONCERNING OUR French Room

You may not be one of our customers—and you will not be asked to purchase—but we would more than appreciate it if you will but come and see our French Room. We believe that there are some women in Harrisburg who do not realize what our French Room really is; in fact, some may believe French Room means high prices—No such thing—Prices are the same as on our main floor, in some cases lower—but styles are newer, more exclusive—carrying out the higher ideas in Millinery—yet keeping within the prices which Harrisburg women like to pay. Come and take a look!—Any day—to-day if possible—and get a line on our French Room idea. It may prove a revelation.