

SEPT.
28-9

GRAND OPENING AND FIRST SHOWING OF FALL AND WINTER FASHIONS

OCT.
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We extend a hearty invitation to all expectant shoppers to call and inspect our splendid displays of new and approved styles for fall and winter wear. We ask you to come and see how liberally we have prepared of all that is choicest and best; how we are fulfilling our promise to give you a really helpful store. Here you will find the most comprehensive exhibits, portraying all the recent style changes in Cloaks, Suits and Skirts. Our Garment Department is replete with fashion ideas for all those who are eager to gather new hints of fall apparelings. We hazard a guess that qualities, styles and prices will be found very much to your liking.

The new WOOLTEX Styles are here--the leaders in women's fashions, the highest art in the perfection of dress, the expression of most exclusive ideas as announced in the great fashion centers. WOOLTEX means simply Paris and New York styles at local prices. FIT, FABRIC, FASHION, FINISH, these are the points so ably joined and adapted to give you garments that Look Right, Fit Right, Wear Right, and Stay Right. The WOOLTEX label insures no fading, no shrinking, no shoddy materials, because all WOOLTEX fabrics are "acid-tested"---that is your protection against flimsy fabrics.

We are exclusive agents for WOOLTEX garments for Waverly, Sayre and Athens. High class goods demand first class representation; that's why they are shown exclusively by us. When you buy a garment here it will be as you want it: exclusive and distinct from those shown by the small stores in this valley. The style leaders are Marchioness and Belmore. May we show them to you?

No Matter What the Weather Is It's Fall by the Dry Goods Calendar

And we are prepared to serve you wants in every particular. This store is one of forty buying direct, and what we save in buying at the short price is passed over to our patrons. Besides, the assortments here shown are in keeping with the magnitude of the business.

Fashion's Favorite Dress Goods

This is an unusual aisle in the store. The display includes everything from the gauzy weaves to the substantial tailor suitings, running in hundreds of colors.

Fancy Broadcloths

The best fashions stamp of approval. We have an imported one in all the leading shades, blue, brown, myrtle, garnet, and tan, 54 in. wide, at \$1.79, worth \$2.25.

An excellent quality in almost same shades as above, 52 in., \$1.25. Another good line, 52 in., at \$1.00.

Grey Suitings

In English checks, overplaids and stripes, 54 in. at \$1.50.

Tweed and mannish effects at 50c, 75c, \$1.00, and \$1.25 per yd.; widths 38 to 58 in.

Get samples. We find we thrive on comparison.

Other Good Leaders

A full range of shades in Panama, Prenella, Granite, Serge, Cheviot, Crepe, Melrose, Wool Tamise, and Mohair. Our word for it you can't match these unless you go to a town 4 or 5 times as big as Sayre.

Wool Plaids and Checks

at 25c, 45c, 50c, 75c, and \$1.00. The most comprehensive line we have ever shown. Look elsewhere, then here. It's for your approval.

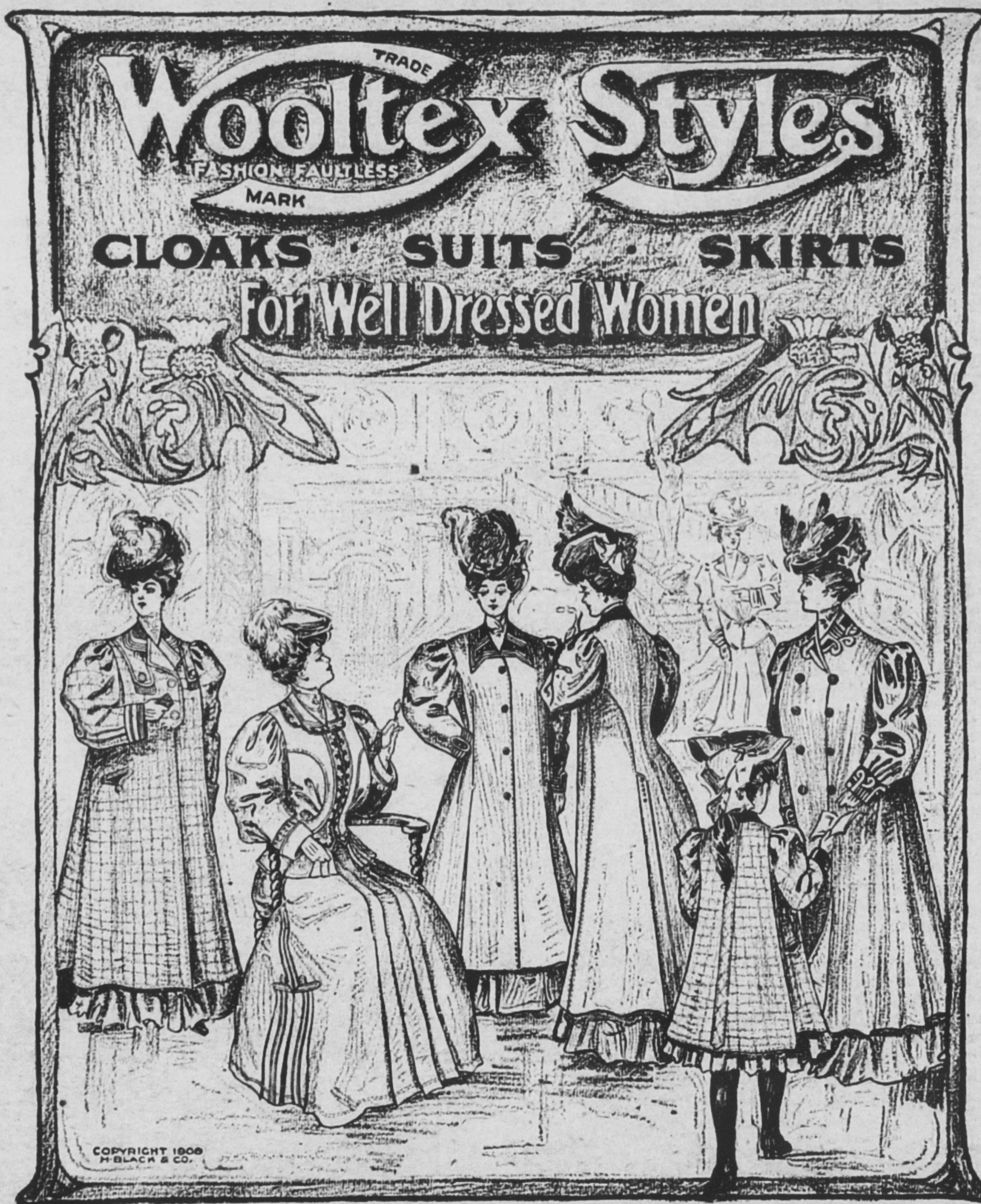
For the Dressmaking Season save on the Little Things too.

We sell most 5c articles for 3c, 4c, and 5c; we sell most 10c articles for 7c, 8c, 9c, and 10c.

Silks Silks Silks

Do you know there is an inside to many deals we make? One of them is Silks. A member of our firm is identified with the silk industry. We employ jobbing prices when we buy from the mills and we pass it on to you. Our assortment coupled with the quality and price we give will suit you. Why not collect samples? Then we know you'll buy here.

36 in. Taffeta, 79c, \$1.00, \$1.25, \$1.50; 36 in. Colored Taffeta, \$1.00; 27 in., \$1.00; 27 in. Moire, \$1.19; 19 in. Fancy Silks at 50c, 58c, 69c, 75c, 85c, and 98c; 19 to 22 in. Fancy Plaids at 59c, 75c, \$1.00, \$1.25. Black Pau de Soie is in favor for Coats as well as Dresses, 36 in. at \$1.25, \$1.50, \$1.75, and \$2.00.



The Millinery Event of the Fall Occurs October 11th, 12th and 13th, When We Have Our Formal Opening.

Mrs. Beatty, formerly with a leading Binghamton milliner and later of New York is here to build Hats to fit your head. We shall not spoil the pleasure of your visit by telling you of the many novelties we will bring out.

REESER, KESSLER, WIELAND CO.

Rugs, Carpetings, Floor Coverings

No obsolete patterns to wade through when you look here. All new, all grades, many prices from the cheapest that's good to the best made. A look here and a look elsewhere will be a sign board as to the right carpet store to patronize.

New Fall Draperies

In Artloom and others, goods of special worth, confined designs, and rare values, from 87c to \$7.00 each. We have too large a line to comprehensively tell you about, but the man and the lady attendants on the 3d floor stand ready to show you.

Lamps Lamps

To help make cheerful the fast approaching long evenings. There is character in lamps same as in other merchandise. 42 big decorated lamps just placed on sale; a lot of smaller ones. You'll get an idea of assortment from Elmer avenue window display. Price 25c to \$9.00.

Comfortables and Blankets

Cotton Comfortables and Blankets. We buy these in dray loads. They go to our customers, who know values in blankets, full size, 49c, 59c, 75c, 85c, 89c, \$1.00, \$1.25, \$1.50, \$1.75, and \$2.00. They're worth 1/2 more.

Wool blankets at less. Immediate recognition is given them as good values and choice colorings, a combination you will look for but not always find, at \$4.00, \$5.25, \$6.50, and \$7.75. See the tables full on street floor.

Underwear for the Family

Splendid line, whether for baby, boy, girl, man or woman. We no doubt have your size, up to 48 or the infant's. All grades and styles, as well as prices. It will surprise you to see the assortment we carry.

Gloves--Very Special

Long Doe Finish, the Mosquetaire sort, in greys, 75c. Elbow Length Silk, either black or white, \$1.00 and \$1.50.

New Bags and Strap Pocket Books

When such fine leather things are offered at such prices as we make you, it will be wise for you to get here early enough to choose one to match your suit. Not all colors, but many. Leathers are seal, snake, ooze, and calf.