



FALL OPENING SALE



The Grand Autumn Event Begins

A Surpassing Exhibit of the New Styles Combined With Absolutely Unequalled Values.

We inaugurate the Autumn season in a different, more practical manner. We do not alone invite you to come and view all the good things fashion has created. We go a step farther and offer you the opportunity of selection right at the start of the season at unusually favorable prices. To ask the highest price obtainable because goods are new and fashionable is not our idea of merchandising.

We buy our goods direct, pay cash, and obtain close figures. We sell at a moderate percentage of profit—no larger at the start of the season than when it is several months old. Thus new goods cost less here during this Fall Opening Sale than elsewhere at this time.

This fall event has therefore a double importance. Visit this store now and all style questions can be settled to your satisfaction. Every department is filled with the new and beautiful in Fall goods. All that fashion decrees as correct is here. Come and view it. Revel in a style showing unequalled in this vicinity.

Then, if you desire to possess what you admire you'll find that it is not necessary to wait until the price is lowered, as is the usual custom in many stores. Here you can buy now at as little cost as you'll be charged later elsewhere and in the intervening time you'll enjoy the satisfaction of wearing and having strictly new things.

The style importance of this event is not overshadowed by the value giving—each feature is alike unequalled.

The New Trimmings and Buttons

Unusually important lines this season on account of their wide use in all the major articles of women's dress. Braid of all kinds, in many designs and forms, applique effects are numerous and jet, beads, spangle and metallic effects are in great demand. Bands in many new designs. Buttons are in high favor and are very attractive. Values offered here are not matched elsewhere. Let us prove it.

Blankets and Comforts

When the chilling winds of winter rattle the windows and drifting snows cast a mantle of white o'er all out-doors, how good it will seem to smuggle 'neath fine big, warm blankets and comforts like these.

Mrs. Housekeeper it's up to you to fill your blanket and comfort needs at once, for we are now offering a splendid assortment at very attractive prices. They are in figured designs or plain effects—made of fine quality wool or cotton and generous in size.

New Fall Underwear

Plenty of comfortable, warm garments in the form-fitting modes so much in vogue. Underwear for women and children modestly priced. Ladies' union suits 50c to \$2.00 Ladies' 2-piece suits 50c to 1.50 Children's 2-piece suits 25 to 75c Children's union suits 50 to 1.00

Ladies' and Misses' Coat Sweaters

Our showing of Fall coat sweaters is unrivaled in every important feature. You'll be pleased at seeing these cleverly, beautiful designed sweater coats and the price will surprise you even more. Come in all colors. Misses' sweater coats from \$1.00 to \$1.75 Ladies' sweater coats from \$1.50 to \$3.75

We have the exclusive agency for the American Ladies' Tailoring Co., of Chicago, Ill. We will make you a suit, skirt or coat to your individual measurement and guarantee a fit no higher cost than you will have to pay for the ready-made garments. We invite you in to look over our large portfolio.

The New in Separate Coats For Maid and Matron.

A different and surpassing exhibit of these garments for which a great vogue is certain this season. In varying lengths, from three-quarter to full length. To see separate coat styles at their best, come and view this unrivalled showing of LaVogue and Style Craft garments for women and misses. The prices are even more attractive than the garments themselves.

LaVogue Coats from \$5.00 to \$22.00.
Style Craft Coats from \$5.00 to \$25.00.

Fall Fashionables In Furs.

Furs will be widely popular this season and with good reason. Never so wide a diversity to choose from. Muffs, scarfs, sets, coats are featured in new effects of marked fashionableness. All our furs are honestly made and the prices are especially noteworthy.

Muffs from \$2.00 to \$20.00.
Scarfs from \$1.00 to \$18.00.
Sets from \$3.00 to \$40.00.

Stylish Petticoats For Fall

Yes, the new petticoats are stylish. This is due to the fact that the fuller skirts of this season make the petticoat an important garment in Milady's wardrobe. Many new effects in designs, materials and colorings, and all are here in superior showing at unequalled prices. Priced from 50c to \$5.

Separate Skirts Of Correct Style

Our showing includes the new tailored walking skirts and the dressier models for fall and presents a wide variety to choose from. Materials, colors and trimmings are many—and our present skirt showing is one we have never seen equalled in this vicinity. Prices, too, are equally unmatchable. \$2.00 to \$8.00.

Mannish Shoes For Men

Host of new styles in the wanted leathers and colorings in shoes of every price. Particularly interesting to lovers of fine footwear is our Fall display of Reed and Stetson Shoes. No need to elaborate on the goodness of these—you know them. Made in all leathers, such as patent kid, patent colt, gun metal, glazed kid, box calf. Priced from \$3 to \$5 00.

Fall Styles In Shoes

For Women and Children. All the fashion favored leathers, lasts, heels, toes and patterns in Fall Footwear will be found in our excellent women's shoe section. Here are all the strictly newer things in shoes. All of reliable make and priced so that you are insured the greatest possible value when you buy here. Dorothy Dodd dress shoes for women and sturdy shoes for school children are all included in this magnificent showing of footwear.

Clothcraft Suits and Overcoats for Men

Fashionable wearables for men are abundant in our clothing section. In every point, style, materials, workmanship, fit and value—our leadership is established anew this season. You simply cannot go wrong on clothing bought here—our guarantee insures your absolute satisfaction. Let us show you the new styles in this famous brand, which is known where ever well dressed men gather.

The favorite colors for fall are Grays, Browns, Greens, Olives and Green Mixtures, varying from solid colors to all kinds of composite tones.

Men's Suits from \$8.50 to \$25.00.
Youth's Suits from \$5.00 to \$18.00.
Youth's Overcoats from \$4.00 to \$12.00.
Men's Overcoats from \$5.00 to \$25.00.

Swagger Clothes For Little Fellows Suits and Overcoats

The new fall styles in "Widow Jones" clothes for boys are delighting the youngsters with their beauty. Smart Suits and Overcoats full of the snap and go which boys demand.

Children's Suits, age 3 to 6, from \$2.00 to \$5.00.
Boys' Suits, age 7 to 16, from \$2.00 to \$7.00.
Boys' Overcoats, age 7 to 16, from \$2.00 to \$7.00.
Children's Overcoats, 3 to 6, from \$2.00 to \$5.00.

Men's and Boys' Sweater Coats

Coats of comfort, warmth and economy. We like to sell good sweater coats just as much as you like to buy them. We will have nothing to do with the other kind. Come in and let us quote you prices.

Men's Underwear and Hosiery

Undergarments that are splendidly made from fine, sheer woolen materials—thoroughly shrunk and accurately cut and proportioned—they will wash well, fit perfectly and wear durably and comfortably. In hosiery we are showing all the season's newest style conceits. In both lines a distinct lowness of price is noticeable. Mens' union suits 2.00 to \$2.50 Mens' 2-piece suits 1.00 to 6.00 Boys' 2-piece suits 50c to 1.00 Boys' union suits 50c to 1.00 Men's cotton 1/2 hose 10 to 50c Men's cashmere 1/2 hose 25 to 50c

"Lenox" Shoes for Children

We are just as careful to carry good shoes for the little ones as for "grown-ups." The "Lenox" is the ideal shoe for children. They are built to "stand the strain" six days a week and then shine up for "best" on Sunday. They are stylish and perfect fitting and priced within the reach of the most moderate purse. Priced from \$1.00 to \$2.00

Men's Fall Dress Shirts

We are showing Fall patterns of surpassing beauty. The salient features of Fall styles are cleverly brought out in these modish shirts. You'll find here a wide range to choose from at particularly pleasing prices. 50c \$1.00 \$1.50

Men's Dress Trousers

There are new ideas, new weaves, new colorings, in the all-wool dress pants for your choosing this season. You will not find a showing in this vicinity to compete with ours in completeness, fashionableness, quality and value. \$2.00 to \$5.00

Bing-Stoke Co. Department Stores
REYNOLDSVILLE, PENNSYLVANIA