

# Fall Opening 1910



## We Announce Our Formal Exposition of Authentic and Favored Fashions for Men and Women

On these days we shall reveal to our friends and patrons the results of our careful, critical and thorough preparations for the Fall season. Here will be found a complete assemblage of the smart, correct fashions for Fall and Winter.

This Fall Opening is a style event comprehensively complete in every detail—it is an exposition of models critically selected to meet your preferences, whether the models are plain or of the extreme dress type the master hand of Fashion is cleverly in evidence in every instance.

An important feature of our careful and thorough preparations has manifested itself, to a marked degree, in our pricing—we are able to offer Fashion's favored styles at very favorable prices.

May we have the pleasure of numbering you among the many friends who will attend our most important show—our Fall Opening of 1910? We extend to you a cordial invitation.

### Introducing the New Fall Coats

Fashion authorities have passed favorably upon La Vogue coats. Now they are awaiting your critical comment and judgment. Slow though we are to enthuse, we grow a bit warm when we speak of this collection.

But come and see and judge for yourself. Everyone interested in matters of dress is welcome. If you bring a friend with you, so much the better. La Vogue garments are distinctive for style and fit in any gathering of well dressed women.

La Vogue coats and suits are shown for Women, Misses and Children. Prices are as tempting as the goods attractive.

### Women's Fine Shoes Modestly Priced

Women's shoes in our stock for Fall include the Dorothy Dodd, Julian and Kokenge and Thompson & Crocker.

Every shoe used may be supplied from this showing of stylish Fall models.

Dorothy Dodd \$3.50 to \$4.50  
Julian & Kokenge \$3.00 to \$4.00  
Thompson & Crocker \$1.50 to \$3.00

### The Best Shoes for Men are Here

And when we say best we mean the "Stetson," the "Barry" the "Reed," a trio of shoe values that are unequalled anywhere.

Here are the prices:

Stetson dress shoes \$5.00 to \$6.00  
Barry shoe \$4.00 to \$4.50  
Reed shoe \$3.00 to \$3.50

### Men's Fall Opening "Clothcraft" Clothes

For men who are particular to secure a correct fit in the Fall clothing, this announcement should be very interesting. We invite men to examine the splendid stocks of stylish suits and overcoats we have gathered for the forthcoming season as well as our unrivaled line of furnishings—to study carefully our showing of "Clothcraft" Clothes, the best fitting garments in America.

Made of worsted, serges, cassimeres, thibets and clays. Priced from \$10.00 to \$25.00

### The New Corset Assures a Stylish Model

The perfect fit of the new model and costume depend largely on a correctly designed and proportioned corset. Exacting care has been exercised to assemble corset models that are in accord with prevailing fashions. You are sure to find here

the best adapted corset to meet your particular requirements.

Asrmon Side Corsets \$1.50 to \$2.00  
La Reine Corsets \$1.00 to \$1.50  
R & G Corsets \$1.00 to \$1.50  
R & G Corsets 50c to \$1.00

### A Hint of the New Furnishings

There are so many items of dress attached under the heading of "Furnishings"—it is practically impossible to give this limited space an intelligent idea of the scope of our stocks. In neckwear—brussels net stock collars seems to hold leading space. In gloves—the wrist length will probably attain highest favor, with the long glove used as well. Ribbons with fancy edges are featured for Fall. This is merely a hint—our advise to see the display in its entirety.

### Wearables for Children.

Children's wearables receive just as careful selection and attention as so those of their parents. We believe you will be agreeably surprised at the plentiful stocks and wide diversity of desirable styles we have provided for your selection from. Be sure to visit our children's wear department when in the store.

Childrens Coats from \$2.00 to \$8.00.  
Childrens Dresses from \$1.00 to \$3.50.  
Infants Dresses from 50 cents to \$4.00.  
Infants coats \$1.25 to \$6.00.

### Dress Goods and Silks for All

Our display of the various materials includes soft fabrics, semi-plain weaves, worsted, voiles, broadcloths and mohairs and will furnish you with an idea of the broad basis upon which we have assembled our stocks. Prices are interesting as well. An investigation will convince you of this.

Close beside the woolen fabric you will find the new silks. Fashion especially favors silks of a satin faced character. These newer silks with all the more staple designs are shown here in liberal assortments of all leading colors.

Worsted voiles 85c to \$1.35  
Broadcloths \$1.00 to 1.50  
Serges from 50c to \$1.00  
Mohairs from 50c to \$1.00  
Panamas from 50c to \$1.00

### Men's Furnishings

First showing of men's "Lion" Brand shirts for fall.

Complete line of men's flannel shirts for fall and winter. \$1.00 to \$2.50

Men's "Lion" Brand collars newest fall shapes 2 for 25c

Men's dress trousers for fall. Cassimeres, worsted and serges. Priced from \$2.00 to \$5.00

Gloves, suspenders, neckwear, trunks, bags and suit cases.

### Men's and Boy's Hats and Caps

for fall. Well known makers for you to choose from—and nothing but the best in value and price. Come in and look them over.

Hats from \$1.00 to \$4.00.  
Caps from 25 cents to \$1.00.

### Men's and Boy's Sweater Coats

for fall and winter wear. We have the exclusive Sale of this town for the Celebrated Bradley Sweater Coat and want to say to you that it is one of the best lines that is manufactured to-day. Colors Black, White, Tan, Gray and combinations.

## BING-STOKE CO.