



Johnson Brothers Department Store

Fall Opening

NEWEST STYLES IN FALL APPAREL

Models That Express the Latest Fashion Features in Every Detail.

Just fresh from their makers are these new Fall garments, so truly representative of the vogue. Even the most critical of men will surrender to their graceful lines and the very appropriate trimmings so cleverly applied. There is so much of variation in details too, that every model is distinctive and individual.

These coats, suits, waists, dresses, and skirts can be accepted by the most ardent devotees of fashion with confidence that the styles and fabrics are authentic, for no garment finds a place in our selections that does not bear the mark of Fashion's approval in every line.

WOMEN WILL ADMIRE OUR STUNNING NEW CLOTH COATS

They were picked from the creations which are dwelling in high favor in the foremost centers of fashion at the present time. They are cut upon lines which are simple and straight, and are radiant with a "dressiness" which will surely win your admiration. As no two of them are alike, the field of choice is a broad one and the chances for making excellent selections are great. They have been priced economically.

WE'VE NEVER HAD PRETTIER WAISTS THAN THESE

We searched the show rooms of the most exclusive manufacturer for the prettiest we could find, and we feel that we have them. We would like however to have you see them, to give them an examination and then to inform us if you feel the same way about their prettiness as we do. They introduce various style treatments in collars and cuffs and come made up in many desired materials in every popular color. At such low prices, they are bound to sell quickly!

THE NEW FALL SUITS

All The Newest Styles, Fabrics and Colors Are Shown in Garments That Cost Least Here!

They are supremely graceful of line, trim and neat in appearance, distinctive in style and tailored to perfection—typical Johnson Bros. garments. They reveal those charming style innovations that are so conspicuous by their absence in ordinary models so generally offered. Prices are pleasingly small.

GET YOUR FALL SUIT HERE AND YOU'RE SURE OF RECEIVING SUPREME STYLE, QUALITY AND VALUE.

MOST CHARMING HATS IMAGINABLE

Wonderfully Graceful With Their Symmetrical Lines and Effective Trimmings.

These hats are reflections of the season's best styles, with many little refinements and innovations that make them unusually attractive. The best developments we've seen yet, of the prevailing tendencies both in large models and in turbans.

You'll like to choose from this large assortment, and you will also like our prices, for they give you splendid values.

FURS ARE WONDERFULLY POPULAR

Fashionable Folks Would Call A Woman Unfortunate Indeed Who Does Not Have Furs For Fall and Winter.

You will look more attractive, be warmer and most (important of all) be in supreme style if you'll wear furs this Fall. There's no end to the variety of GOOD models you'll find here—scarfs, muffs, and sets in the choicest and newest styles. It contains only the absolutely correct fur coats, pieces and sets, made up of all favored pelts from the most inexpensive to the least costly. Furs are going up in price almost by the day and we're almost positive that these values won't be equalled this year.

