

Handsome Souvenirs with purchases of \$1 or over, Saturday and Monday

30 Fish's Stamps free with purchases of \$1 or over, Wed., Oct. 21

Don't forget the day, as a liberal offering of this kind occurs but once in a long while. Also Fish's Stamps with every 10c worth you buy.

Ruhstadt's 165-67-69-71
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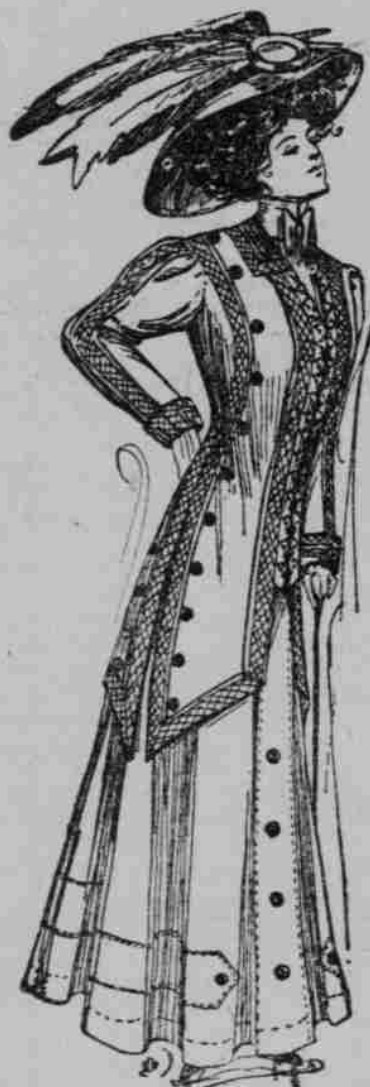
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FALL OPENING AND SALE

SATURDAY, OCTOBER 17th, AND THROUGHOUT THE FOLLOWING WEEK.

An invitation is extended you to be present at our Fall Opening, which takes place Saturday, October 17th and continues throughout the following week. Much could be said about the handsome styles, endless varieties and absolute correctness in every detail and still the story would be poorly told. A visit is really the only way for you to convince yourself how important a place we hold in Merchandise selling, of the great strides we have made in carrying more "high quality" Fabrics. No more complete showing in Dry Goods, Ready-to-wear Apparel, Gents' Furnishing and Shoes, etc., can be seen in Northern Indiana. We want you to come and see for yourself. It will be both instructive and profitable.



SILK PETTICOATS—A handsome showing of beautiful Silk Petticoats in all the newest desirable shades; a variety of patterns. Regular \$5 values. Opening week special at.....**3.98**



MISSSES' FALL COAT BARGAINS—One may look ever so long but not find a bargain in Misses' Coats that can beat this one; of a fancy plaid material; has a velvet collar and pockets; newest sleeves with cuffs of self material; long coat. A really remarkable bargain. Sizes 14 to 20. Opening price.....**4.75**

Children's Coat made of fine quality melton; collar, cuffs and down the front bound with silk braid, finished with several gold finished buttons; sizes 6 to 14; comes in blue, red, green and brown. Opening price.....**4.98**

CHILD'S LONG COAT—Of fine quality chevrot with silk velvet collar; cuffs of self material; trimmed with buttons and pockets; box effect. Opening price.....**6.48**



Hair Goods

You must be interested in the newest things in Hair Goods. We are showing a grand collection of Hair Puffs, pompadours, Switches, Rolls, etc., and all guaranteed to be made of human hair. Also make of your own hair combings any style you may prefer. Prices quoted are positively the lowest possible. A partial list is mentioned below.

REAL HUMAN HAIR SWITCHES—18 inches long; all colors except drab and grey shades. 1.50 values, opening price.....**98c**

HANDSOME SET OF PUFFS, 8 TO A SET—The most desirable size; made of best human hair. 1.50 value, opening price.....**98c**

POMPADOURS OF FINE SLEET WAVY HAIR—An exceptional good seller at 3.50. Opening price.....**2.48**

A Grand Display of Women's Outer Garments

Opening day brings forth a superb showing of newest conceptions in women's wear. For months past our buyer has been diligently looking at many of the best coat and suit lines in the country, and after much time and trouble we are pleased to say our efforts have been richly rewarded. We are showing an outer garment display that really no woman with any idea of style and grace can possibly afford to overlook. Don't delay, but come in now and your time will be well spent.

OPENING WEEK LONG COAT OFFER OF A MEDIUM WEIGHT BLACK BROADCLOTH AT 16.98—A handsome modified Directoire Long Coat, has storm collar edged with satin; trimmed front, back and over shoulders and down the sides with neat bands of satin and buttons; cuffs to conform; also three rows of satin bands around the bottom. No need to ask why we offer this garment so reasonable, enough to say we could not offer regular at \$23. An opening week leader, special.....**16.98**

SPECIAL OPENING WEEK LONG COAT OFFER AT 7.50. A neat model, trimmed front and back, over shoulders and around, inlaid velvet collar with silk braid and satin bands; finished with velvet buttons; newest style sleeves with cuffs of self same material. It really don't pay to wait any longer if you intend buying a long coat. As the coat value here mentioned cannot be duplicated at \$10. Our opening leader, special, only.....**7.50**

FOR OPENING WEEK A LONG COAT OFFER THAT YOU CANNOT POSSIBLY OVERLOOK AT THE LOW PRICE OF 17.50—Made of a fine quality black all-wool kersey; coat collar trimmed with a wide velvet band with elaborate black silk embroidery; also down the full length of front and cuffs to conform; fancily trimmed with satin band, braid and silk embroidery; heavy satin lined throughout. This rare coat bargain is / skirt length and positively would be a real good value at \$25. Opening week special.....**17.50**



ANOTHER OPENING WEEK SUIT OFFER AT 17.50 THAT WILL ATTRACT AN UNUSUAL CROWD ON ACCOUNT OF THE LOWNESS IN PRICE—Ladies' handsome Tailored Suits of a fine quality herringbone striped worsted; coat collar, pockets and cuffs trimmed with satin bands; semi-fitting slashed coat 33 inches long; satin lined throughout; strapped back, front and over shoulders and button trimmed; handsome plaited skirt with button trimmings and satin band, trimmed around the bottom of skirt. This Suit copied from a very high-priced model. Opening week special, only.....**17.50**

Special opening week Suit offer of very neatly made new model Suits. They'll surely create a sensation at the low price. Semi-fitted coat, 31 inches long strapped with self-material front and back; long sleeves; a plaited gored skirt, trimmed with a fold of self material around the bottom; comes in blue and brown. Absolutely unmatched for less than \$15 elsewhere. While these Suits lasts at an opening week special.....**11.75**

A SPECIAL OPENING WEEK SUIT OFFER IN A NEW DIRECTOIRE HIGH-GRADE TAILORED SUITS AT 22.50—Made of a fancy gray striped worsted, alternating light and dark stripes. The coat is form fitted, 36 inches long with fancy black and white striped velvet collar, cuffs and pockets. The skirt is the directoire style, neatly trimmed with buttons down the front and folds of self material around the bottom. This \$25 Suit, opening week special at.....**22.50**



A SPECIAL OPENING WEEK OFFER ON INFANTS' BEARSKIN COATS AT 2.75—Made of curly warm bearskin and very pretty made; comes in blue, brown, tan, white and gray. Mothers interested should take advantage of the low price, as it may not occur again. Special at.....**2.75**
INFANTS' BEARSKIN BONNETS—White, brown and gray, special at.....**45c**

Fall Millinery Opening Days

We're certain of an enthusiastic reception for our Millinery Opening. No efforts have been spared to secure competent hands, and as a result we are showing an attractive and varied gathering of correct Fall Millinery styles. Every hat shown is made in our own workrooms and the result can be foreseen. Hats made to your order will be given careful attention. Prices range up to.....**25.00**

We have specially prepared for the opening about 75 Hats, made up in many pleasing shapes and combinations, extra special, ranging in price from \$5 to.....**1.98**



OSTRICH PLUMES—14 inches long; French curled. Worth 1.75, special at.....**1.35**

NATURAL WINGS—Newest Fall shades. Just an extra special.....**25c**



Extraordinary Hosiery Offers

BURSON'S SEAMLESS 25c CASHMERE HOSE—The only seamless hose which is knit to fit. Specially priced at.....**19c**

Women's Black Fleeced Hose. Made of heavy fine thread, seamless, fast black; worth 19c; are the characteristics of these hose. For our opening sale, priced at.....**12½c**

25c CHILDREN'S HOSE—Of all our hosiery bargains, this is one of the best we ever had. While they are slightly imperfect, the quality is of the finest lisle thread. 35c and 25c grades in this lot. Priced.....**15c**

SHOE OPENING WEEK

We are ready with a complete showing of Fall Footwear from the best to the most reasonable. As in the past, are efforts will be to carry only shoes that are made for wear, as well as style. Our buyer has paid careful attention to workmanship and other minor details that help make good wearing shoes, and consequently we are in position to give you good value as well as style. Fine grades of Women's and Men's Shoes, we are sole agents for Lady Grace and Walkovers; both well known makes for dependability and style. Below are some opening special:

WOMEN'S PATENT COLTSKIN BLUCHER SHOES—With neat extension soles and medium high heels; dull neat kid tops; also break lasts in velour calf; button or lace. Opening price.....**1.98**

MEN'S GUN METAL CALFSKIN BLUCHER SHOES—With large eyelets and hooks; very nobby style; have about 50 pairs in all. Costs less and wear better than many \$3 Shoes. Special opening price.....**1.98**

BOYS' SCHOOL SHOES—With medium heavy soles! seams stitched four times to prevent ripping; leather runs under the tip to front of shoe that makes tops two leathers; blucher or lace. Special, per pair.....**1.49**

GIRLS' SCHOOL SHOES—Made of calfskin leather with extension soles; guaranteed all leather; double tips, made to stand rough wear; sizes 8½ to 11½ to 2. Special opening price.....**1.19**

Opening News of our Dress Goods Section

Fabrics for Women's raiment, as the present day demands, are in keeping with practicality of the garments. Broadcloth, chevrons, corkscrews, imported worsted suiting, such materials as heretofore only entered into the manufacturing of Men's garments, have been adopted by the fair sex. A visit to our Dress Goods section will interest you, not alone for the knowledge, but also for the financial aid it will give you. We offer here

54-INCH FAMOUS COUNTESS BROAD-CLOTH—Famous for its soft high finish; a cloth which we have successfully sold for years at 1.25 per yard, now on sale for, per yard, at.....**98c**

42-INCH ALL-WOOL CHEVERON SUITING—Although this new, stylish material is already scarce in the market, for the reason of the great demand for it, we offer this dollar cloth, per yard, for.....**69c**

59-INCH FINE ENGLISH SERGE SUITING—A cloth equally suitable for Men's or Women's Suits; a 2.50 fabric, but bought by us away under the regular price. Offered at less than import price, per yard.....**1.49**

SPECIAL OFFERING OF 65c AND 69c DRESS GOODS, PER YARD 49c. We will include in this special lot 44, 42, 38 and 36-inch plain and novelty cloth and endeavor to make this the greatest 49c SALE OF DRESS GOODS WE EVER HELD.

DRESS SKIRTS

We haven't space to describe the beautiful styles, the handsome assortment in Dress Skirts. Enough to say you can be conveniently suited here. Below a few specials.

A HANDSOME BLACK PANAMA SKIRT—In the popular sheath style, same as cut to the left. Habit back trimmed around bottom with 3 rows of taffeta silk bands. An elegant finished \$10 Dress Skirt. Opening week leader.....**8.50**

LADIES' MODIFIED DIRECTOIRE SKIRT—Made of a fine finished panama cloth, plain but stylish make; trimmed with buttons down the front and trimmed around bottom with 2 rows of wide taffeta silk ribbon. This skirt is one of the latest conceptions, at only.....**3.98**



DAINTY WAISTS—Particular mention must be made of the dainty collection of Women's Waists we are showing for the opening. Many dainty effects in net, taffeta silk, etc.; and made in the newest models. Prices range from 98c to \$6. We mention below two specially attractive waists at an unusual price inducement.

HANDSOME ECRU NET WAISTS—Pointed effect yoke; yoke and neck made of dainty lace insertion, finished in front with two lace medallions; rows of pretty insertions down front and back and over shoulders; new sleeves and cuffs, trimmed with rows of insertions. A rich looking waist. Many others to select from at.....**5.98**

LADIES' BLACK TAFFETA SILK WAISTS—That will attract attention at the lowness in price; yoke and neck made of 8 rows of narrow taffeta silk ribbon interlaced and two wide bands of taffeta finished with 4 knots of silk braid in front. Plaited front and cuffs to conform. A reasonable bargain at.....**4.98**

BUTTERICK FASHIONS



Men's Furnishings

Careful planning enabled us to secure a fine collection of Men's Furnishings, such as Underwear, Dress Shirts, Neckties and many smaller things that help make an ideal Men's section. We have added many more lines this season than heretofore, so we will be in a better position to suit the Men's Furnishing wants. Below are a few specials.

A HANDSOME SELECTION OF DRESS SHIRTS—Either plaited or plain front in white and many newest combination colors and stripes; undoubtedly the most complete showing in town at the price.....**1.00**

MEN'S ALL-WOOL UNDERWEAR—Of a superior quality wool in a medium shade of gray; well made and in all sizes. Per garment.....**1.00**

NECKWEAR THAT WILL CREATE A FURORE—The boys looking for natty styles, combinations and shapes, from a small string tie to a large four-in-hand. Select your tie here for 50c or.....**25c**