

See Regular Sunday Ad, Page 12, This Section—The Famous Painting "Shadow of the Cross" on Exhibition, 5th Floor—Admission 10c



The Meier & Frank Store Announces a Great

Introductory Sale of **Wooltex** 1000 of the Latest Fall Coats for Women

Celebrated "Wooltex" Coats Six Styles Same as Illustrations Above---All Wonderful Values

A sensational Introductory Sale of the well known "Wooltex" Coats for women—1000 garments to be distributed at prices never before known on outer garments of equal style and quality—In conjunction with a great national magazine advertising campaign this wide awake manufacturer comes forward with a local selling plan that cannot help but meet with success—He is very enthusiastic over the splendid features of the apparel he produces and is bound that the women of the Northwest should become better acquainted with the good qualities of "Wooltex" garments, so right at a time when you want coats he offers six of his best numbers—1000 coats at prices you cannot resist—It is with pride and confidence that we invite the women of Portland and the Northwest to attend this great introductory sale and display of "Wooltex" garments and we feel justified in saying it is the finest and most comprehensive showing of coats ever made in Portland and every coat will stand the most critical examination—Read the descriptions below—Mail orders will receive our prompt and most careful attention

"Wooltex" Styles Are Correct In point of style "Wooltex" garments are authoritative. The "Wooltex" Fashion Bureau in Paris watches every style tendency—The minute a new thing appears, it is promptly sketched and described or bought and sent to the "Wooltex" designers as a hint—A woman wearing "Wooltex" garments will find herself correctly dressed in New York, San Francisco or in Paris, in fact anywhere.

"Wooltex" Fabrics Are Pure Wool The fabrics used in "Wooltex" garments are all pure wool—A sample is tested by chemicals which would show even the faintest trace of cotton—This is the only sure test for wool—All clothes are thoroughly steamsbrunk and refinished—The linings and interlinings are of excellent quality throughout—All surface stitching is done with pure dye silk which will not fade or rust.

"Wooltex" Tailoring Is Superior The famous "soft tailoring" is so much a part of a "Wooltex" coat that you can roll it into a ball, then shake it out and it is none the worse for the hard usage—Every "Wooltex" garment is carefully cut with the warp so it cannot sag—The revers and the bust form are carefully molded by hand and so thoroughly stitched they cannot lose their shape—Among the many models shown are the "Wooltex" Florentine coats—one of the most strikingly beautiful styles shown this season—Wide range of choice in styles, fabrics, colors—Broadcloths, covert, kerseys, diagonals, 2-tones, fancy-striped, mixed coatings in browns, grays, blues, catawba, rose, tan, green, oxford, smoke, black, cardinal and mixtures.

 Coat 3643; Same as above At \$22.50	 Coat 3650; Same as above At \$25.00	 Coat 3603; Same as above At \$18.50	 Coat 3690; Same as above At \$30.00	 Coat 3708; Same as above At \$20.00	 Coat 3700; Same as above At \$27.50
<p>Coat number 3643, same as the illustration above; materials, covert cloths and broadcloths; brown, black, gray, tan and raisin; made long, semi-fitting, flounce effect; single-breasted, tuxedo collar, edged with velvet and button-trimmed; a dressy long coat with many of the new style features shown in the applied panels, the huge buttons and the contrasting velvet underlay of the collar; attractive garment for nearly any occasion \$22.50</p> <p>Mail orders promptly and carefully filled.</p>	<p>Coat number 3650, as illustrated above; materials in diagonal tweeds and broadcloths; navy blue, black, brown, gray and black mixtures; made full length, semi-fitting, single-breasted, shawl collar effect, edged with velvet; sleeves and pockets button-trimmed; the long lines will add slenderness to the figure. It is strictly tailored and handsome in effect; great value at this special price, each—see them \$25.00</p> <p>Mail orders promptly, carefully filled.</p>	<p>Coat number 3603, same as illustration above; materials in striped covert cloth, broadcloth and kersey; tans, grays and black; strictly plain-tailored, single-breasted, notch collar, small revers and button-trimmed; a fine garment for general utility wear; it will be a constant source of comfort. Beautifully tailored and finished throughout. By far the greatest coat value ever offered at this popular price—take advantage of sale \$18.50</p> <p>Mail orders promptly and carefully filled.</p>	<p>Coat number 3690, same style as illustration above; broadcloth material, in navy blue, black and brown; full length, tight-fitting coat, pleated effect; velvet collar and revers, edged with velvet; coat trim'd in buttons and velvet; a handsome coat for the college girl. Velvet collar of contrasting color, overlaid by the broadcloth—it furnishes her with a garment suitable for any college occasion; beautifully made and finished; great value at, each. \$30.00</p> <p>Mail orders promptly and carefully filled.</p>	<p>Coat number 3708, same as illustration above; tweeds, worsteds and fancy mixtures; brown, navy and green; made full length, semi-fitting, single-breasted, notch collar and small revers. This coat is distinctly smart and yet thoroughly practical for the business woman who must always look trim or for the busy woman who wants a coat to slip on in a hurry over a blouse or store dress; great value at, each \$20.00</p> <p>Mail orders will be very carefully filled.</p>	<p>Coat number 3700—style as illustrated above; materials in fancy tweeds and worsteds; browns, navy blue, black, gray, green and gray mixtures; semi-fitting, with strap across the back and pleated skirt effect; high storm collar; a handsome, comfortable auto style coat; entirely suitable for morning wear, driving, motoring, storm wear, etc.; beautifully tailored and finished—wonderful values, on sale \$27.50 at this special low price, ea</p> <p>Mail orders promptly and carefully filled.</p>

The "Wooltex" Brand Is a Guarantee of Service

"Wooltex" are the only garments which are good enough to be guaranteed for two seasons' service and to be given the "Wooltex" label—If, for any reason the garment should not give entire satisfaction, the manufacturers have instructed us to "make good"—If a coat lining should wear out before the end of the second season, a new one will be given to you absolutely free for the asking—Give these garments a trial.

The Greater Meier & Frank Store

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