

Ladies, Don't Buy a Coat!

For Goodness Sake Don't Buy a Coat Until You See the New Style Coat

The New Style Coat Is Out

But Will Not Be Ready for Unlimited Deliveries Until Friday or Monday—Got All Dealers in the Entire Northwest Skinned a Mile of City Blocks

None of them have the coat—Can't get it—don't know where to get it if they could—couldn't get it made if they had one and they would hate to anyway—for it's J. M. Acheson's and three big Eastern Garment making establishments coat. J. M. Acheson just returned from New York where he went to make the arrangements for the bringing out of this style of garment—He went East late on purpose so the wealthy dealers could not steal the garment—The style of this coat already foreshadows into Spring Styles in Suits and Jackets—So you may know it is an innovation in garment styles—It is from the present fall styles as great and as beautiful a change as happened five years ago when the Monte Carlo coat came out, and you will remember the Monte Carlo came out late, nearly November 1st, by prominent New York designers

This New Style Coat

Has been pronounced the most beautiful, practical and sensible coat that has appeared for years, even rivaling the famous Monte Carlo—FOR, MARK YOU, ANYONE CAN WEAR IT, and it looks splendid on anyone—stout ladies, slim ladies, short ladies, tall ladies—it suits them all. You may well know that we would not dare do this (tell you to not buy a coat) if we didn't have the coat—for we now have hundreds of this fall's style coats—elegant coats of their style, such as are being shown in all Portland stores and the entire United States. But we don't want you to get bit on an old-style coat at a big price, so we advertise some days ahead of the time we can deliver new coats for you to



All who want these present style coats, Empire, Directoire, Full Nippon, Princess Empire, half-fitting and tight-fitting, etc., in all the different kinds of cloth, broadcloth, black, blue, brown, green, kerseys, tweeds, elegant grays, stripes, tans, all kinds, at

Half Price, Ladies', Misses' and Girls' Coats

Just the regular selling price. This means \$10.00 coats for \$5.00, and \$11.00 coats for \$5.50, and \$12.00 coats for \$6.00, and \$15.00 coats for \$7.50, and \$18.00 coats for \$9.00, and \$20.00 coats for \$10.00, and \$25.00 for \$12.50, and \$30.00 for \$15.00, and \$35.00 coats for \$17.50, and \$38.00 for \$19.00, and \$40.00 coats for \$20.00, and \$45.00 for \$22.50, and \$50.00 coats for \$25.00, etc. Now, if you want snaps and bargains, come and get them. Mr. Acheson, while in New York, secured a big bunch of extra good suit bargains for you—took all the cloths a big factory had, and this manufactory is considered as the top of the bunch there. Well, Acheson took all the fine suitings he had left—had them made up into certain styles, both new and practical, just what you want—the finest goods they had, regular from \$40.00 to \$50.00 stuff. He got it all made up into snappy, bright style suits, so that we are enabled to give you a price of

Not Buy a Coat

Till the new style coats get here. We have shouted this advice just as soon as we received the first advance samples, which we did yesterday—three of them. These samples have been at once distributed to different places in the northwest. The coat will also this week appear in the east—in Chicago, Detroit, St. Louis, Cleveland, New York, etc., and Acheson & Co. is in on the sale of the coat. Back them, and don't you forget that. Kind of funny, ain't it, for us to go to all the trouble and expense of writing all this when we only have TWO samples of the new style coat in our house? It must be an elegant garment to merit such confidence. But it's a fact, just the same, and these two are spoken for—sold, but we won't let them go until we get in others.

However Ladies

We will show you our confidence. All present style coats, to clear them out,

At One Half Price

All papers in Portland or elsewhere who want to run this ad call on us at once. Guess this is new reading matter. J. M. A.

A Bargain We Are Sure **\$25.00** A Bargain We Are Sure

Ladies all over the northwest, who see this ad, ask your dealer to get you one of the new style coats. If he won't, send to us for one for you. You write direct to us. State color and size wanted. The quicker you get your order in, the quicker you will get it, for we can deliver only as fast as these factories can make them, and you know we have to supply the eastern demand.

NOTE

In our window Saturday evening and Sunday we will display the rough draft model garment which Mr. Acheson packed to New York for the designers to gaze at—which resulted in the

NEW STYLE COAT

Notice!

Cuts displayed in this are not the NEW STYLE COAT, but are cuts of the coats we are selling at

Half Price

The same style coats as are being sold around town at full price.



Millinery at Half Price This Week

Our millinery department is surely up to the mark—A born millinery artist is in charge—and it being so fortunate as to have no arbitrary rent landlord to pay, has been able to mark hats at very low figures—the millinery season is quickly passing—therefore, the balance of this fine stock will be sold at

Don't fail to find our store, when you do you will find the largest garment floor in Portland, and a good millinery department conducted by a lady (Miss Pennicard) who can tell you when a hat becomes you.

ACHESON CLOAK & SUIT CO.

148 FIFTH STREET, ACHESON BUILDING

Half Price