

HERE'S THE NEW STYLE COAT The Empress Nippon

The coat New York designers took their hats off to, and pronounced it the most beautiful, practical, comfortable coat of the year

Shows every line of the form, all curvature lines; snug-fitting, yet permits freedom of action of arms and body. QUICKLY CONVERTIBLE INTO A PLAIN-TAILORED TIGHT-FITTING COAT AT ANY TIME. We have the principle of this practical coat in several different styles and many different colors and kinds of material. THE NEW EMPRESS NIPPON ready to deliver tomorrow—Monday. We have some 500 in our store, made up from many different materials. However, from these, shipments are to be made to Tacoma, Seattle, Walla Walla, Spokane, Pendleton, Roseburg, etc. Remember, it's the first coat of the kind ever made, and also that it's the first coat ever gotten out that bcomes perfect-figure ladies, stout ladies, slender ladies, short ladies, tall ladies—any shape lady; this coat has them on its list. HERE IS ONE OF THE STYLES, GIVING THREE VIEWS OF THE

EMPRESS NIPPON COAT



THIS WEEK'S BARGAINS

About 850 Coats at Half Price

Every one of which was bought since August 1, 1908, and about the same general styles as are being sold by other Portland stores. Here they are; we want to clean them out—cost and less than cost. They are elegant coats, finely tailored. We want to get them out quick. Three weeks ago we thought them pretty, but the Empress Nippon paralyzed them in our eyes—but maybe not in your eyes. If so, here's your chance—you can get elegant garments for cost and less. Here are a few sample prices—Ladies' and Misses' Coats and all:

- A \$10.00 value coat, our regular marked \$7.50 coat, at half price. **\$3.75**
- And these are Long Coats.
- A \$12.50 value coat, our regular marked \$10.00 coat, at half price. **\$5.00**
- A \$16.50 value coat, our regular marked \$12.50 coat, at half price. **\$6.00**
- A \$20.00 value coat, our regular marked \$16.50 coat, at half price. **\$8.25**
- A \$25 to \$30 value coat, our regular marked \$20 coat, at half price. **\$10.00**
- A \$30 to \$35 value coat, our regular marked \$25 coat, at half price. **\$12.50**

And so on along the list. You ought to have seen some coats we sold Friday and Saturday. As grand material and lined and finished garments as anyone need want, good \$47.50 to \$50.00 values. Our regular marked price was \$42.50. Well, the ladies weeded them out and took them away at \$21.25. You can guess that was less than cost. Well, if you want one of these great bargains, we will appreciate the fact of your coming and getting one.

NOTE.—A lot of Evening Coats included in this offer.

Here Is a Clearance Bargain SPECIAL NOTE

We will close out at 30 cents on the dollar all OLD STYLE NIPPON COATS such as are being shown by some other stores in this city.

Suit Specials For This Week

YOUR CHOICE
of These Lines While They Last

Some 50 Black Suits, medium short jacket styles, sizes 40 to 44, \$20.00 to \$35.00 values. Your choice

\$12.50

Some 40 Medium Short Suits, misses' and small ladies' sizes, \$18.50 to \$25.00 values. Your choice.

\$11.50

Some 27 Medium Long Directoire Style Suits, fancy stripe or mixed material, very fine and \$40.00 to \$50.00 values. Ladies' sizes.

\$21.00

NOTE.—We have a lot of Dresses and Evening Gowns we will offer this week at one third off regular price.

MAIL US YOUR ORDERS OR CALL.

Millinery at Half Price

Don't fail to find our store. When you do, you will find the largest garment floor in Portland and a great millinery department, the latter conducted by a lady, Miss Pennicard, who can tell you when a hat becomes you. 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 the three factories can make them—and you know we have to supply the eastern demand.

We have no rent to pay—we are in the Acheson building. It means bargains every day, and double good ones this week.

Do You Need a Fur?

We have a good stock of Scarfs and Muffs, Ties, Sets. Tell us, why need you buy a fur of the high-price fur houses? They can't save you money. They have all their heavy expenses to pay from the fur business alone, besides their trip to Europe. Must be big profit some place, especially in view of the fact that fur-selling occupies only three months of the year. Now, if you want to stretch your dollars on a fur, come in and see us.

ACHESON CLOAK & SUIT CO.

148 FIFTH STREET

ACHESON BUILDING