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## What well dressed women will wear this fall. 1911

H. Black Company

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WHAT WELL  
DRESSED  
WOMEN  
WILL WEAR  
THIS FALL



The Bradford-Weise Co.,  
117-121 W. State St., Rockford, Ill.  
The Store That Sells Wooltex

# To Style Seekers

**T**HIS book of fashions is published to show you the most popular and approved styles for the coming season.

The models pictured herein are the selections of Madame Savarie, director of the Wooltex Fashion Bureau, in Paris.

We commend a careful study of this book to the many women who wear Wooltex garments—and to the many others who *should*.

## Descriptions of the two figures shown on the cover of this book

### *The Stylish "Glengarry" Collar*

**T**HE coat on the lower left-hand figure is in double-faced Scotch mixtures (the plain side used for collar and cuffs), and has the new "Glengarry" collar. This collar and double-faced cloth are two of the smartest new features in coats. This particular coat pictured, No. 2735, is made in sizes 14, 16 and 18; but the model is well suited to all ages and can be had in all sizes. One of many Wooltex coats.

Prices \$15.00 to \$45.00.

### *For Slender Figures*

**T**HIS jaunty model, No. 2818, shown on the full-length figure, is in perfect taste for many different ages. Becoming to the matron or the young girl. Look at this suit in tan Scotch mixtures, if you are twenty, and in coronation purple wide-wale serge, if you are forty. It is made in black, too, and in many colorings; and also in casimeres and vigoureux, and several other fabrics. One of many Wooltex suits.

Prices \$25.00 to \$55.00.

# New Fashions for Fall and Winter

Written by Madame Savarie

(Head of the Wooltex Fashion Bureau in Paris)

**T**HERE are many changes in the new fashions for fall and winter. Instead of the plain, straight-up-and-down outlines, the new silhouette has more curves. Even full-length walking coats are fitted slightly to the figure.

Instead of plain fabrics and smooth weaves prevailing, there are many fancy materials and rough weaves.

Instead of monotone toilets many combine two or more colors.

Instead of hats spreading over into one's neighbors' territory, and down over one's shoulder, hats are smaller in circumference, higher, and show more of the face and hair.

Instead of great quantities of false hair, puffs and curls, switches and rats have disappeared from the fashionable coiffure. The hair is dressed to make the head look small and very natural in outline.

Instead of many over-pronounced and conspicuous styles, the majority are simpler, more artistic, more practicable.

## VOGUE FOR TWO-PIECE SUITS

All the famous style creators of Paris—Worth, Martial et Armand, Drecoll, Poiret, Callot, Paquin—are showing more two-piece suits than a year ago. Many more are being worn in Paris. From America I hear the same story.

## FAVORED MATERIALS

Favored materials for suits are Scotch knickerbocker mixtures; serges—fine, wide-wale, herringbone and two-tone; fine cassimeres; all-worsted diagonals; all-worsted cheviots; double-faced cloths; fine broadcloths; velvets and all-worsted Scotch cloths with mohair “bugs.”

For coats, double-faced Scotch mixtures, heavy storm serges, light weight kerseys, broadcloths, velvets, plushes and furs.

## TRIMMINGS

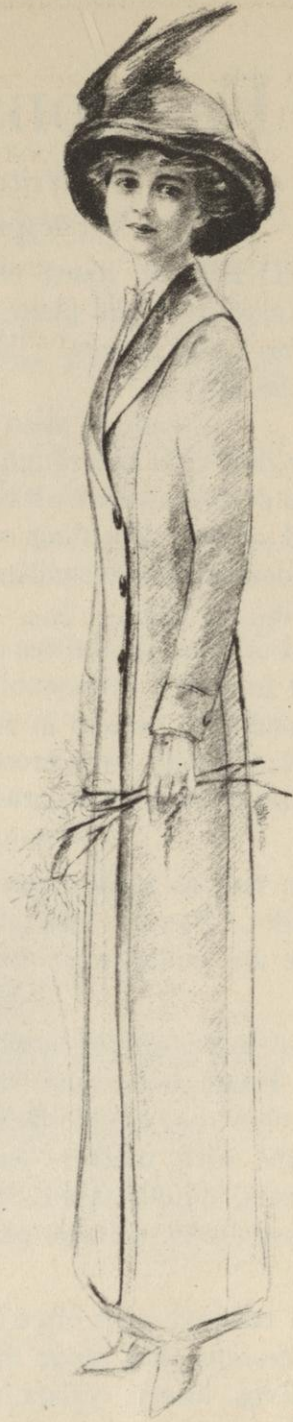
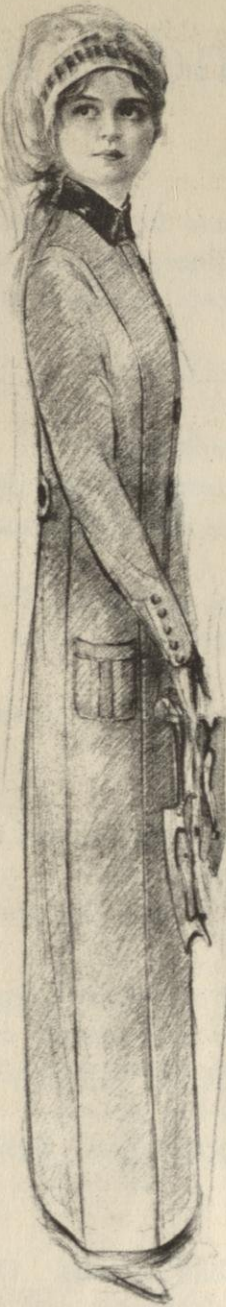
Stylish tailored suits often have no other trimming than buttons. Others are braided in designs that range from simple to ornate. Velvet satin and moire are used for facings, inlays, collars, etc.

## SUITS

Suit jackets are longer than in the spring and summer styles. The exact length should be determined by the wearer's height. The leading tailors in Paris are making jackets long enough to cover the hips. This means from 28 to 32 inches.

The Delsarte or slightly raised waistline prevails in both skirts and jackets, also in coats. This is actually the normal waistline of the natural figure, and most becoming to both stout and slender women.

Suit skirts fit closely over the hips, and hang in narrow effects. None is really so narrow as last season. Many have invisible or visible plaits. Panels and overskirt or underskirt effects lend variety to other models. Many skirts have whole



*This label on every Wooltex garment*

*The New "Suffolk" Coat*

**G**IRLS 14, 16, and 18 have captured the fancy of some of the best designers this season. The new "Suffolk" coat, Model Number 2728, with its plaited and belted back, military collar and side-closing makes a *chef-d'oeuvre*. It is made in Scotch mixture coatings. Satin lined to waist; gun metal buttons; velvet collar. One of many Wooltex misses' coats.

Prices \$15.00 to \$45.00.

*Another Wooltex Cover-Up Coat*

**T**HE broad shoulder-width collar, deeply inlaid, is an especially good feature of this long coat, Model Number 2529. Stylishly cut on simple lines, it will fit many occasions with equal satisfaction to the wearer. It is made in diagonal and Scotch mixtures and pebble chevots. Also very attractively developed in black kersey with collar inlaid with black moire. One of many Wooltex coats. Prices \$15.00 to \$45.00.

backs, with side-back or side-front closing. All walking skirts are instep length.

Almost anybody can make an elaborate dress of soft materials. Only the best tailors can produce smart looking plain suits and skirts. In the plain styles now in demand for street wear, the highest type of tailoring is called for. In Paris one cannot buy ready-made garments that are comparable in looks or lasting qualities to Wooltex suits, coats and skirts. They have the styles and materials here. But their tailoring is excessively faulty. In even the highest priced custom tailoring houses, the workmanship is only "so-so."

#### COATS

There was never such variety in coats as now. There are walking coats, and motor coats, evening coats, and storm coats. Each class is distinctive, and no two garments in any class are alike.

Left-side closings and collars made to protect the throat are prominent features. One of the new and novel collars certain to be a success, has a jaunty and useful scarf "throw." (See figure 2712.)

A new collar that is the perfection of simplicity, comfort and smartness is called the "Glengarry." (See left-hand figure on cover of this book.)

Belted and plaited backs are in many new coats and suits for youthful wearers. One model called the "Suffolk" is being widely ordered. (See figures 2728 and 2998.)

#### COLORS

Besides neutral shades many brighter colors are shown this year. Black and black-and-white are good, as always. Blues from blue-marine—very dark—to delft are prominent. Beautiful greens and browns, reds and grays from gun metal to mother of pearl, are favored.

#### MISSES' GARMENTS

There are many styles especially designed for girls who are no longer children, but who happily are not yet, quite "grown up" to woman's estate. These are charmingly youthful looking. The designs have been thought out with especial reference to school and college wear, both for working and play hours.

The "Glengarry" collar is on many of these coats. It protects the neck perfectly without a fur or other separate neck protector; though it is so constructed that it can very well be worn with a fur.

Scotch mixtures and cheviots lead in the school or young business girl's working garments. Among the coats as well as in the suits, the plaited and belted back effects are new and natty.

#### A REAL COMPLIMENT

American women who live where there are stores that sell Wooltex, (there is only one in each city), have their clothes problem solved for them. My friends here in Paris often say they wish there were a Wooltex store here.

They like so much the Wooltex suits that I bring back with me each time I return from the Wooltex factory. They know they cannot get such suits here unless they pay three or four times what the best Wooltex suit costs.

11 Rue Auber  
Paris  
Fall, 1911

*Jeanne Savarié*



*This label on every Wooltex garment*

*A Coat for Social Occasions*

**T**HIS coat, Model Number 2554, is lovely for wear over your soft gowns, and is equally good taste for daytime use. You'll not tire of this coat. Its richness and elegant simplicity will be a joy to you. It is made in fine black broadcloth coating with cuffs and fichu-collar inlaid with two-toned cut velvet in black and green. Full lined with green satin de chine. One of many Wooltex coats.

Prices \$15.00 to \$45.00.

*A Modish Utility Skirt*

**T**O properly combine utility and beauty is true art. This skirt, Model Number 3000, proves Wooltex designers true artists. It closes to one side with buttons and button-holes—has enough fullness for comfort—and smart little pockets for actual use. Materials are fancy skirtings, Scotch mixtures, cheviots and French serges in full color range. One of many Wooltex skirts.

Prices \$6.00 to \$20.00.



*A Tailor-Made for the Business Woman*

**T**O the woman with a liking for refined things this beautiful tailored suit, Model Number 2814, will make special appeal. It is made in plain colors of the finest French serges—in shadow stripes and in silk hairline. Also in diagonal and Scotch mixtures and serviceable pebble cheviots. A full range of the best colors, including navy and black. One of many Wooltex suits. Prices \$25.00 to \$55.00.



*One of the Smartest Stormy Weather Coats*

**W**HAT could offer better shelter from the weather than this big wrap-up coat, Model Number 2553? It is one of the most approved Paris models and an exceedingly becoming style. Made of double-faced Scotch mixtures. The plain underside forms the inlay on the collar made in the very fashionable hood effect. Cuffs are extra deep. One of many Wooltex coats. Prices \$15.00 to \$45.00.



*This label on every Wooltex garment*





### An Autumn Afternoon in Central Park



#### Chic and Practical

**T**HIS coat, Model Number 2557, is for the wardrobes where one coat must answer all long-coat purposes. Both stylish and sensible. Also economical. Made in fancy coatings, mixed diagonals, fancy mixtures, Scotch knickerbockers, fine chevits. Satin lined to the waist. Velvet collar. Gun metal buttons. One of many Wooltex coats. Prices \$15.00 to \$45.00.

#### For Dollies' Little Mothers

**G**OOD enough for Sunday. None too good for everyday. This child's coat, Model Number 2799, comes in all-wool chevits and mixtures. In red, black, gray, tan, brown, navy, green. Collar in moire and broadcloth. Gilt buttons that little girls just love. (So do soldiers.) Yoke-deep, self lining to make it comfy. One of many Wooltex coats for children. Prices \$9.00 to \$15.00.

#### A Youthful Model (for Ladies)

**A**GE is not a question of years, but looks. We are interested in your looking your very best. This suit, Model Number 2841, takes off ten years. It is of the new double-faced cloths which Paris is featuring. Lovely in gray-blue, and brown-red; also in coronation purple. Collar and cuffs display the contrasting reverse side. One of many Wooltex suits. Prices \$25.00 to \$55.00.

#### Aristocratic for Day or Evening

**I** DO not want to look merely stylish. I want to look elegant." A rich American woman said this lately. She chose a black coat lined with white. The price was \$180.00. This Wooltex coat, Model Number 2519, is similar. Made in fine black broadcloth, or in any one of eleven exquisite colors. Full satin lined in harmonious shades. One of many Wooltex coats. Prices \$15.00 to \$45.00.

#### Combines Style and Economy

**J**UST look in the glass when you try on this suit, Model Number 2909. That tells the style story. You may select it in one of the new two-toned chevits or in black or all-worsted diagonals, or in blue serge. One and all have the smart touches of braid trimming, and the A-1 tailoring for which Wooltex garments are famous. One of many Wooltex suits. Prices \$25.00 to \$55.00.

#### Elegant yet Sensible

**T**HIS coat, Model Number 2712, is the acme of smartness—and at the same time the essence of good sense and good taste. See the scarf "throw" faced with velvet of contrasting color. With this coat no fur is needed. Made in Scotch knickerbocker coatings, fine chevits. In blues, browns, olive, grays, reds. One of many Wooltex coats. Prices \$15.00 to \$45.00.



*This label on every Wooltex garment*

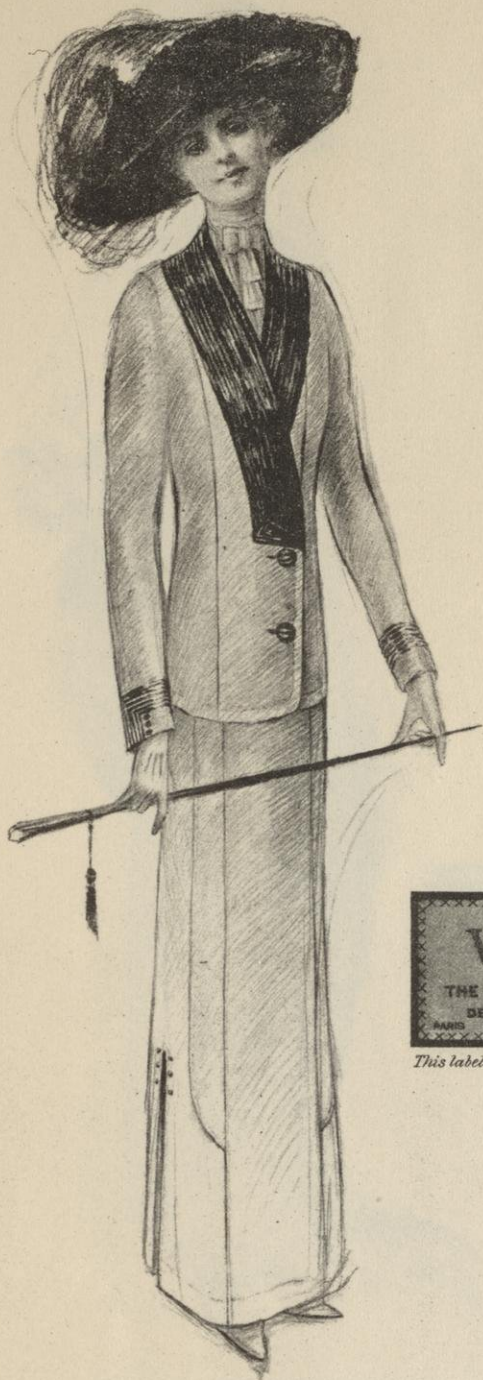
*A Motor Coat with Both Style and Comfort*

**W**HEN the mercury drops and the wind howls, snuggle into this big coat, Model Number 2559, turn up the collar and defy the storm. Materials are the storm-proof Scotch coatings—warm without being heavy. The broad belt at the back, deep cuffs and big buttons are truly swagger. Colors are mixed grays, tans and warm browns. One of many Wooltex coats.

Prices \$15.00 to \$45.00.

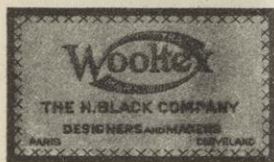
*A Stylish Knockabout Coat*

**T**HIS coat, Model Number 2536, is the desirable sort that's not too good for everyday use—but quite fine enough for other occasions. It shows the fashionable straight lines. Collar and cuffs are smartly trimmed with velvet. Materials are the season's popular fancy and striped coatings, mixtures and cheviots, in a dozen good shades. Satin lined to waist. One of many Wooltex coats. Prices \$15.00 to \$45.00



*A Dressy Suit with Individuality*

**A**N individual touch is given this dressy suit, Model Number 2828, by the quaint manner of simulating collar and revers with handsome wide silk braid. It gives the effect of the much-liked pointed flat collar in the back and the long lapels in the front. Made in full range of colors in French and wide-wale serges in all favored colors. Specially effective in Edison blue. One of many Wooltex suits. Prices \$25.00 to \$55.00.



*This label on every Wooltex garment*



*A Practical Suit for the Small Woman*

**“B**E sure the lines are right”—is good advice for the small woman. This suit, Model Number 2803, has the lines that bring out the good points of your figure. Stylish broad revers, velvet collar and novel button trimming. Made in Scotch knickerbockers, mixtures and tweeds, worsted serges, pebble and herring-bone cheviots, in approved colors. One of many Wooltex suits.

Prices \$25.00 to \$55.00



*This label on every Wooltex garment*

*For Both Stout and Slender Figures*

**M**ANY stout women are young, with stylish figures. They want perfect fitting jackets, not too short, and skirts with foot width to balance their hips. This Model, Number 2827, is designed to please the most fastidious. Made in storm serges for hard wear, and in worsted pebble cheviots for dress. Black and all nice colors. One of many Wooltex suits.

Prices \$25.00 to \$55.00.

*For Either Youthful or Elderly Women*

**N**OT all fashions made for young and slender women are suited to the elderly matron. But this suit, Model Number 2819, is particularly appropriate for older women with matronly figures, who appreciate conservative styles, the best materials and tailoring. Made in silk hair-line cheviots; wide-wale and French serges; pebble cheviots and mixtures. Wide color range. One of many Wooltex suits. Prices \$25.00 to \$55.00.



*This label on every Wooltex garment*

*The New "Suffolk" Suit*

**C**HARMING girlishness is the keynote of misses' suits. This one, Model Number 2998, is certain of marked success. It is called the "Suffolk." Like the new "Suffolk" coat, it has the smart plaited and belted back, while the front shows a contrasting simplicity. Made in Scotch knickerbocker suitings, Scotch mixtures and cheviots. In all the new colors, and black. One of many Wooltex suits. Prices \$25.00 to \$55.00.

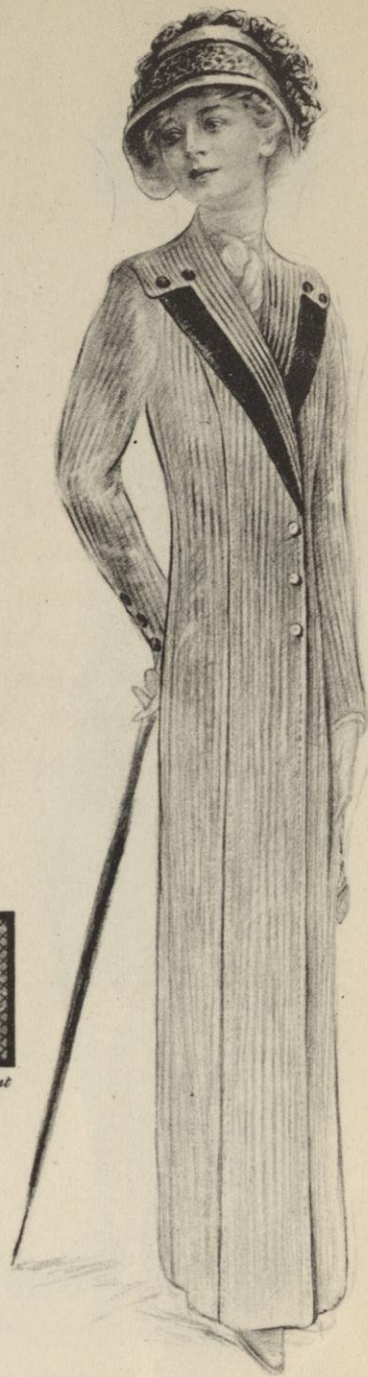
*For Home or Business*

**D**RESSES come and go. Separate skirts are fixtures. The long coat in one minute turns the separate skirt and its comfortable shirtwaist into a formal street toilet. This model, Number 3016, is made in silk hair-line striped serges, fine cassimeres, herringbone and plain serges. It has the fashionable high waist line. All colors. One of many Wooltex skirts.

Prices \$6.00 to \$20.00.



*This label on every Wooltex garment*



*An Elegant Walking Coat*

**T**HE straight lines of this strictly tailored coat, Model Number 2551, are smartly mannish and give it the trim look, so good for daytime and street wear. The simple style becomes perfect taste through "Wooltex tailoring." Made in fine broadcloths and pebble cheviots in a wide range of favored colors, including navy blue and black. Full satin lined. One of many Wooltex coats. Prices \$15.00 to \$45.00.

*A Coat You'll Enjoy for Anytime Wear*

**T**HIS coat, Model Number 2512, has an "air"—an indescribable something that wins instant approval anytime—anywhere. Partly due to clever designing and tailoring—partly to attractive materials—Scotch tweeds and knickerbockers and fine wool cheviots in all favored colors. The broad notched collar is the becoming round type with velvet revers. One of many Wooltex coats. Prices \$15.00 to \$45.00.

## An Invitation

**N**OW that you have seen the pictures, come and see the garments.

We like to have you try them on—to see how you yourself look in them—quite regardless of your intention to buy.

We are proud of Wooltex. Proud of the styles; proud of the tailoring; proud of the pure silk and pure wool fabrics; proud of the splendid *values* we can offer at such reasonable prices.

Proud of the astounding guarantee of *two full seasons' satisfactory service* that applies to every Wooltex garment.

Won't you come in?

Today?

## The Store That Sells Wooltex



**T**HE WOOLTEX building is the largest and most beautiful workshop of its kind in all the world. It means a great deal to wearers of Wooltex coats, suits, and skirts to know that they are made in such a fine, cheery, healthful building.

