

New York Says Gray Hosiery—It Is Here

Gray Hosiery 50c —Of light weight silk lisle and extra fine cotton, reinforced. In pearl gray, Princess gray, silver and suede gray, London smoke and new smoke gray, which is a lighter shade than the London.

Gray Hosiery \$1.00 —The Lipman, Wolfe & Co., silk Service Hose of pure dye thread silk, with double cotton tops and soles. In silver gray, light gray, dark gray and new smoke gray.

GRAY SILK HOSE \$1.50 —Pure thread silk Hosiery, heavy weight, with lisle double tops, soles, heels and toes. The equal of any \$2.00 stocking. In silver gray, light and pearl gray, new smoke and gunmetal.

Have You Noticed the Rapidly Growing Popularity of Our Glove Store?
"Due Entirely, Madam, to the Gloves We Sell."

First-class, Carefully-selected, Well-seasoned Skins in Reputable Makes, Ignoring the Larger Profits Possible in Sales of Seconds or Inferior Gloves

Meet Me on the Mezzanine Floor

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Meet Me on the Mezzanine Floor

Paris Says Bulgarian, Moire Bags—They're Here

Bulgarian Bags —A clever novelty in the gorgeous Bulgarian colorings. Carried with chain, moire lined and separate kid lined compartment. The silk used in their construction is of a durable quality. \$2.50, \$3.50.

Moire Silk Bags —For the afternoon use—of black moire mounted on a German silver frame. Lined with silk moire in contrasting shades. Carried by chain handle. Prices \$2.50 and \$3.50.

IMPORTED MACREME BAGS

—Opera or Afternoon Bag in the much-used macreme, with linings of the newest shades of silk—to correspond with any gown. Priced, \$3.50.

Editorial

—Look in the glass. How much have you changed in ten years? In ten years the methods of business have changed, too, and the progressive store has become an institution, developed entirely through scientific and modern means—an institution of public service.

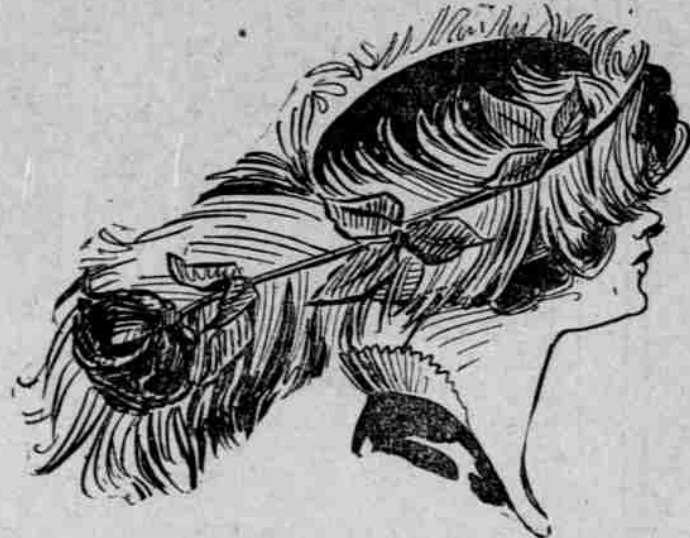
—The step forward in storekeeping is the result of constant watchfulness in securing and adopting every means possible tending toward the efficiency of store organization, combined with the constant thought of giving to the public the benefit derived from advanced methods.

—Some stores are content to abide by the old methods, with poorly lighted, ill-ventilated and overcrowded conditions. The business house of yesterday still holds to the narrow aisles, crowded with so-called bargain tables, where customers and clerks jostle each other in one mad melee. Where sales alone are reckoned as the ultimate result. Today the modern store presents to the public the right to expect comfort and service with shopping—the right to expect a well-ventilated, airy, healthful store, with broad aisles and merchandise attractively displayed, so that it can be inspected comfortably, leisurely and without being solicited to purchase; where salesmen and women are not overworked; where courtesy and politeness reflect the satisfied and contented employe. The modern store owes a duty to customer and employe alike. **We recognize that obligation.** Doing so, would it be possible for Lipman, Wolfe & Co. to "about face."

From Liberty & Company, London—Cretonnes

—Our importations of these celebrated fabrics are now for sale. We are Portland's exclusive agents for these beautiful cretonnes and chintzes. Handsome color combinations, only found in the Liberty Cretonnes. From 31 to 50-inches wide. From 50c to \$2.50 a yard.

Fifth Floor.



Faithful Reproductions of Paris Hats
Ostrich Trimmed
Special \$15.00

—A report from our Paris office, accompanied by photographic snap shots of the latest millinery at Auteuil's race course two weeks ago, furnished us with the material for these hats. They are reproduced in our own atelier by artist trimmers. They faithfully portray the prevailing styles—reflect the popular colors—and show the newest shapes.

—Uncurled ostrich—Paris' latest favorite, is shown in hats of Alice blue, wine, American Beauty, purple, brown and black. No two alike—each one exclusive.

A Paris Suit Model Tomorrow at \$28.50
The Ordinary Price of Suits of This Character Is \$40.00

—Not only the latest, but the smartest of Paris tailored styles is represented in these suits.
—In our opinion it is the smartest reproduction that has come to us so far this season.
—As for the special price of \$28.50 it is right that we should discuss this last, because it is exceptional and so out of the ordinary in a suit of this description that it will enter largely in influencing your decision in its favor.
—These suits are marked at a price that we are certain is far below what would ordinarily be asked for garments similar to these at any other store.
—They are man tailored of fine imported Eponge and hairline striped worsteds. In black, navy, white, tan and Nell rose.
—The jackets are modeled in jaunty one-button cutaway style with white moire silk set in vest and cuffs. The back shows an inverted pleat from neck to hem and fancy pearl button trimming. Lined with peau de cygne silk. The skirts are made and trimmed to match the jackets.



A Novelty
—A truly regal adornment for that most regal of personages—the American woman!
—An exquisite cap—direct from Paris—the recognized center of exquisiteness.
—Composed entirely of rich gold lace, heavily jewelled—with wing-like effect. An addition to any toilette. On view at Ribbon Section.

Silk Lined Coats Monday \$21.50
Regular \$32.50 Models

Coats of extra quality fine hard twisted English serge in navy and tan. Made three-quarter length in the new two-button slightly cutaway model. Lined throughout with a beautiful plaid taffeta silk. The trimming consists of pearl buttons. A most practical and attractive coat that can be worn appropriately morning, afternoon and evening. Well made, good looking and withal fashionable.

Silk Petticoats Special \$2.75

Silk petticoats, made of extra quality, all silk Messaline, in black, white, navy, Royal, brown, gray, copper, emerald, Nell Rose, American Beauty, pink, light blue and lavender. This petticoat has the extra deep knife-pleated flounce, three-section effect. Finished at the bottom with six-inch pleated ruffle.



A NOTABLE EVENT
INNOVATION
TRADE MARK
Wardrobe TRUNKS
For Men and Women
AT REDUCED PRICES

—We are agents in Oregon for these celebrated trunks. We have sold hundreds of them during the past few months, and are sure there are hundreds more of our customers who intend to own one "some day."
—The makers of Innovation Trunks adhere rigidly TO ESTABLISHED PRICES. We have arranged to secure a special concession that will enable us to make special prices on these trunks to our customers FOR ONE WEEK ONLY.

The Greatest Luggage Sale Ever Inaugurated
By Special Arrangement With the Makers of **Innovation Trunks**

We Have Made It Possible to Offer Innovation Trunks For One Week Only at Reduced Prices

—Monday this sale goes into effect—introducing to the Portland public these world-famous trunks.
—The simplified Innovation Wardrobe Trunks are the most complete and satisfactory trunks on the market today. They are very light and durable, and guaranteed to stand up under the most exacting service.
—The modern world tourist realizes that it is impossible to travel without a wardrobe trunk in order to keep clothing in proper condition.
—We furnish expert instructions, showing the exclusive features of these trunks and give an illustrated catalogue with each trunk, which is printed in English, French, German and Spanish.

- Trunks That Sell at \$30, Special \$24.75**
—This trunk comes in three sizes. Made of three-ply silkwood veneer covered with heavy canvas, which is painted a dark green and is bound with heavy Russian iron.
- Trunks Selling at \$50, Special \$39.75**
—Innovation Trunks made of three-ply silkwood veneer, heavy canvas covered, which is also painted a dark green and bound with heavy vulcanized fiber and center bands.
- Trunks Selling at \$65, Special \$54.75**
—Innovation Trunks made of three-ply silkwood veneer, covered with dark green corrugated fiber and bound with extra heavy vulcanized fiber and center bands.

A Splendid Sale of New \$5 Waists
Monday, \$3.45

—Novelty dress waists representing the very newest of fashions in original designs. And many are designed of a fine soft chiffon, built over white net.
—These models are copies of imported waists and are shown with high neck and short sleeves.
—The waist illustrated was copied minutely, in every detail, from an imported waist designed by a famous couturiere. The front has a set-in width of plaited white chiffon with lace yoke and wide band of messaline silk ribbon showing through the chiffon, finished with small pearl buttons.

FORSYTHE WAISTS
VOGUE WAISTS

New Spring Beltings
—An Endless Variety

The new Spring Beltings—always a feature of the new season—have arrived, and are shown in styles and colors to suit all tastes.
French embroidered crush belting. Elastic beltings, in all the new and staple shades, are a few of the offerings.
White Wash Belting—plain and embroidered in assorted colors: Persian and Bulgarian, Gold and Silver belting and banding.

PICTURE-FRAMING
LOWEST PRICES

Victor and Columbia Talking Machines



An Oasis in Desert of Sales
A Half Price Sale of Exquisite Undermuslins

—These undergarments were secured through a special purchase from the foremost specialty underwear maker in New York, whose garments are sold only to the exclusive Fifth-avenue shops and the large exclusive stores throughout the United States. We count ourselves fortunate in securing these undermuslin prizes.

- Princess Slips, Skirts, Combination Suits, Drawers, Gowns and Corset Covers. Fashioned of fine soft cambric, dimity and long cloth. Attractively trimmed with laces, lace insertions, embroidery, medallions and tucking. Cluny and double thread laces and ribbons.
- Gowns, Special, 63c, 88c, \$1.13, \$1.50 to \$4.50**
- Corset Covers, Special, 38c, 88c, \$1.00 to \$2.00**
- Combination Suits, Special, 88c, \$1.13 to \$5.00**
- Drawers, Special, 38c, 50c, \$1.00 to \$2.00**
- Skirts, Special, 88c, \$1.38, \$5.00 to \$7.00**
- Princess Slips, Special, \$1.13, \$1.25 to \$8.00**

DRESS BOOTS FOR WOMEN

—All America—that is to say, all the smart women who follow fashion closely—are as familiar with the correct fashion in boots as they are with the latest shades in ribbon, or the fashionable weaves in silk.
—It is to these women that we address this announcement.
—Rushed to us by express come the latest examples in shoe fashion.

- White Buckskin Button Boots**
- Black Satin Button Boots**
- Champagne Kid Boots**

—**WHITE BUCKSKIN BUTTON BOOTS** are made in the new receding model, tipped with the same material, wood Cuban heel—hand-sewed soles. Price, \$9.00
—**BLACK SATIN BUTTON BOOTS** in a plain-toe model, medium length vamp; lightweight soles—close trimmed edges. The newest Cuban heel. Price, \$7.00
—**CHAMPAGNE KID BUTTON BOOTS**, short vamp model, plain toe, custom trimmed welt soles and high Cuban heel. Price, \$7.00
—These are custom models featured by one of the most exclusive Fifth-avenue boot shops. Exclusive with this store here.

NEW ROTARY SEWING MACHINE
The Famous Domestic, Special \$38.50
The Regular \$57.50 Golden Oak Finished Model
A new machine, complete, with all its accessories and attachments. Sewing one-third faster than any other machine. Has many other features which will be demonstrated in our sewing machine department.
\$1.00 Down—\$1.00 a Week Plan

Direct From Our Paris Office
An Exhibition and Sale of Beautiful Wash Materials

—Exquisite batiste embroidered in original and beautiful designs. Fine cord piques with a small dainty shamrock design scattered gracefully over the surface. Fine mulls with eyelet embroidery designs producing an effect of all-over embroidery, also mull in designs of Irish embroidery in many patterns. Another soft material shows the Bow Knot pattern, which is most effective. One pattern especially attractive resembles a fine dimity with a leaf-like embroidery. Others with pretty dots and figures in conventional and natural designs.
—These foreign materials represent the latest in Paris fashions. Coming to us as they do, by express, they represent the last note of popular favor in foreign wash materials. Charming dresses, waists, yokes, collar and cuff sets are especially elegant when made from these materials.

The Entire Collection Priced at \$1.25 the Yard
Are You Acquainted With Our Juniors' and Girls' Section?

Fourth Floor Devoted to Girls' Apparel
—No other store on the Pacific Coast devotes the space that we allot to girls' apparel. Here you will find everything to outfit girls, children and infants. Ages from one year to 17 years. The displays now are most interesting and attractive.



Sale of Imported English and American Sheffield Plate

—Until this store introduced and specialized on fine Sheffield Plate it was impossible to select from any but the most meager assortment. Importing our Sheffield direct from England, we are in a position to offer remarkable bargains, an immense assortment, and exclusive designs to our customers AT VERY ATTRACTIVE SPECIAL PRICES.
ENGLISH AND AMERICAN SHEFFIELD PLATE AT SPECIAL REDUCTION. Comprising vegetable dishes, water jugs, cheese and cracker dishes, serving trays, pudding dishes, etc.
ENGLISH VEGETABLE DISH, in the popular bead design. . . . \$6.75
WATER PITCHER, plain design, the essence of elegance. . . . \$10.00
BREAD TRAYS, with thread border, a table necessity. . . . \$7.25
3-COMPARTMENT VEGETABLE DISH, with grape and thread borders—a positive joy to the housewife, at. . . . \$9.25
3-PIECE COFFEE SET, plain English design, an unusual bargain at \$13.25
CHEESE AND CRACKER DISH, with grape border, a beauty at \$7.25
13-INCH CHOP DISH, thread border. . . . \$5.75
FRUIT BOWLS, plain and thread designs, a variety of shapes. . . . \$6.00
ENGLISH BON BON DISHES, Pierce design, a most useful article, 79c
ENGLISH BON BON BASKET, extra heavy, with handle, in Pierce design. . . . \$1.75
PUDDING DISH, grape and thread borders, useful for numberless purposes, at. . . . \$7.75
20-INCH EXTRA HEAVY SERVING TRAY, with beautiful grape and thread borders—a most attractive possession. . . . \$21.50
TRAYS IN ENDLESS VARIETY, all sizes, designs and prices, at special reduction. . . . \$42.50
A sweeping reduction of from 15 TO 20 PER CENT on every article in our immense stock of staple Sheffield Plate.