

# LIPMAN-WOLFE'S 57th ANNIVERSARY SALE

1000 Special Bargains Today, Including Sunday's Specials Not Advertised; Look for Price Cards

21,000 People Passed Through Our Doors Yesterday Equal to Combined Population of Salem, Oregon City, Astoria, Albany, The Dalles

Who Wasn't HERE?



Who WASN'T here yesterday? That's the only way to put the question. It seemed as though ALL Portland had come to the Anniversary Sale. Starting the day with 437 employees, we were compelled to hire new clerks all day.

At night the sales footed up double the largest day we ever had in a month's business—an ordinary store's special sale—an ordinary store's month's business in a single day.

But what else was to be expected? Never before has Portland witnessed such a gigantic sales event. Not only the public but some retail stores were astounded at the extraordinary price reductions.

When this biggest of all sales events started, we expected a commotion. But such a commotion!

Other stores had their buyers here early. Bayers of the largest stores in Portland were noticed buying Dr. Fenner's Soap—strange, but true.

Merchants were here from near-by towns—but not home to dealers. Today we place on sale 1000 special bargains, including in the great big bargain advertised nearly every three-page Sunday advertisement.

Come back today for a second supply! Bring your friends along. The sale lasts two more days, and those two days will be truly sensational. Look for the sale price tickets and don't let the surging crowds dismay you.

## By WIRELESS From the Main Aisle

### Report of the Day From the Scene of Operations

7:50 A. M. (seen through the glass doors)—Customers waiting outside at both Third and Washington-street entrances.

8 A. M.—Doors opened; customers make straight for the bargains.

9 A. M.—Main aisle as busy as at 3 P. M. on ordinary days—This is clearly an ordinary day!

9:30 A. M.—Representatives of other stores noticed—taking a survey.

10 A. M.—Call goes out for more salespeople.

11:30 A. M.—Reports show actual sales as large as at Christmas time.

1 P. M.—No let-up in the enthusiasm.

2 P. M.—A few lots sold completely out; others take their place.

3 P. M.—Owing to the great success of the sale, it was planned to give 1000 special bargains for Tuesday.

5 P. M.—First signs of a breathing spell.

6 P. M.—Crowds still at the counters when store closed.

6:30 P. M.—Reports of sales show the most successful sale in 57 years of business history.



## The Manager's WORD:

In spite of the enormous crowds, we believe that the store service will be able to meet all demands upon it. Extra clerks, extra wrappers and extra delivery wagons have been employed. As fast as the sale specials melt from the counters, new lots will be brought to take their place. There won't be any question about the price, either. We'll mark every special sale article at a lower price than it ever before sold for in Portland.

## Advertising Manager SAYS:

Thousands of people commented on our gigantic Sunday advertisements—the largest ever printed in America. Hundreds of people personally congratulated us on the feat and its success.

You may rest assured that we used most large space only to advertise the most extraordinary aggregation of bargains ever gathered by a Portland store.

When before did you ever buy \$1.25 silks for 57c, \$4.50 jumpers for \$1.98, 75c gas lights for 38c, \$1.50 music rolls for 57c, \$1.50 kid gloves for 63c, you ever?

Today hundreds of new bargains and new lots of Monday specials go on sale. Be here early. Some will not last.

Established 1850—Fifty-Seven Years in Business—Established 1850

# Lipman, Wolfe & Co.

Good Merchandise Only—Quality Considered Our Prices Are Always the Lowest

### Music Rolls, Values to \$1.75 at 57c

500 Extra Fine Quality Leather Music Rolls, both flat and round, hand-stitched and lined, regular price \$1.25, \$1.50 and \$1.75. Only one to a customer at this extraordinary Anniversary Sale price of..... 57c

### 12 1/2c Percale, 9c

32-inch Percales, white grounds with figures and polka dots in colors, cadet, blue, reds, grays, black and white, etc., sale, yd. 9c

### Ginghams, 6c yd.

27-inch Ginghams and Zephyrs, sold regularly at 8c and 10c a yard, great assortment of patterns, sensational value, yard, price only..... 6c

### 25c Drawnwork Turnover Collars, 9c

1000 Japanese and Spanish Drawnwork Turnover Collars, a great many patterns to choose from. Values to 25c each, special for..... 9c

### 50c Scarfs at 23c

18x50 Hemstitched and Fancy Drawn Scarfs, regular 23c 50c values, sale price..... 23c Spachtel Scarfs and Squares, 50c values..... 23c

### Listerine, 57c

Large-size Listerine, 14-oz. bottle, \$1.00 size, cut rate..... 57c Coke's Dandruff Cure, regular \$1.00 size..... 57c

### Regular 15c Printed Batiste, 9c yd.

Superb quality Printed Batiste, a sheer Summer fabric; white grounds on which are printed exquisitely conceived floral designs in pale colors and dainty effects. Ideal fabric for Summer dresses. Sold regularly for 15c yard. Special sale price, 9c yard..... 9c

### 35c Towels, 19c

21x44-inch Huck Towels, sale only..... 19c 30x30-inch Hemstitched and Fancy Drawn Squares, 23c 50c values for..... 23c

### 50c Vests for 23c

Women's Fine Swiss Ribbed Vest, low neck, no sleeves, lisle thread or mercerized, trimmed or plain. Our regular 50c quality for..... 23c

### \$1.50 Bleached Linen Table Cloths, 98c

8-4 Bleached Linen Table Cloths in a large variety of designs, with border on all four sides. A very unusual linen value, even in such a great sale as this. Regular \$1.50 value, special for this 57th Anniversary Sale..... 98c

### Union Suits, 48c

Women's Swiss Ribbed Union Suits, low neck and sleeveless, lace or crochet trimming; drawers with lace edge. Our regular 75c quality for..... 48c

### Ingersoll Watches

Ingersoll Souvenir Watches, guaranteed, stem wind and gem set. Regular \$1 and \$1.50 values. Only a limited number at this sale price..... 57c

### 200 Handbags, Values to \$1.50 at 57c

200 Women's Fine Handbags, gilt and gunmetal trimmings, fitted with purse, moire lined. Sold regularly at \$1.25 and \$1.50. Your choice at this extraordinary Anniversary Sale price of..... 57c

### Every One of These Bargains Is Worth Half a Page of Advertising

105 Novelty Suits, Val. to \$87.50 for \$31.75

250 Tailored Suits, Val. to \$50 for \$19.65

320 Tailored Suits, Val. to \$32.50 for \$14.85

These three sensational suit specials, on display in our big corner windows, are on sale today in all sizes and colors, including every fashionable Summer material, every 1907 style, and every popular shade.

50c-\$1.25 Women's Sample Hosiery, 28c

New lots and new colors of this superb sample Hosiery for women go on sale today. The assortment is too great to describe in detail, but there are hundreds of styles of plain and fancy weaves in silk lisle, lisle thread and cotton, in black, white and every color.

\$1-\$1.25 Highest-Class Fancy Silks, 57c

5000 yards of Fancy Silks for shirtwaist suits, separate waists or jumper suits, in imported Louisines and Taffetas, in checks, stripes, plaids and figures, in all the new colors and novelty designs in highest favor for Spring and Summer, 1907.

Women's \$1.50 Two-Clasp Kid Gloves, 63c

Every woman knows how high glove prices are, and can appreciate the fact that this is the greatest glove bargain in Portland this year. This sale includes the enormous number of 2500 pairs of Ladies' 2-Clasp Kid Gloves, in black, white and every desirable color. The sizes range from 6 1/4 to 8.

Embroidery Sale, Vals. to \$2 Yard at 73c

5000 yards of Corset Cover and Flouncing Embroidery, 18 inches wide, all very fine Nainsook and Swiss, a beautiful material for waists and Summer suits; all the best grades.

Silk Jumper Suits, Values \$20 for \$8.95

Silk Suits, Values to \$35.00 at \$17.75

The first lot includes 55 Silk Jumper Suits, made of fine chiffon taffeta silks in black, navy, brown and green. Every fashionable woman will want a dainty jumper suit for Summer wear. Here is a chance to buy one at less than half price. The second lot consists of 125 highest grade Princess Dresses, Jumper Suits, Two-Piece Silk Suits and Novelty Lace-Trimmed Effects, in black, navy, brown, tan and green.

Reg. \$5.00 Knitted Norfolk Jackets, \$2.85

\$2.00 Waists, 83c \$3.00 Waists, \$1.96

150 All-Wool Knitted Norfolk Jackets, in red, white and gray, made in the newest fancy stitch, with belt and pearl buttons, collarless. 750 Women's White Waists of batiste and lawn, finely embroidered and tucked, at the extraordinary prices advertised above.

### 700 Trimmings Hats, Vals. to \$4 at 57c

We have filled the tables with 700 Untrimmed Hats and Ready-to-Wear Hats for women, misses and children—special for Tuesday's selling, styles that are pronounced as leaders, in all the correct colors. Values to \$4.00 for..... 57c

### 75c Lights at 38c

Gas Lights, complete with good mantle, "Jena" globe, and patent burner, always sold elsewhere at 75c and higher, sale price..... 38c

### 25c Mantles, 10c

1000 Gas Mantles, to fit any gas light, regularly 25c and 35c; while they last, Anniversary Sale price..... 10c

### Reg. \$1.50-\$2 Millinery Flowers, 48c

Roses, Lilacs, Buds, Poppies, Geraniums, Daisies—every wanted flower that is used for trimming the Summer hat will be found on our big bargain table today. Choice of thousands of flowers, selling regularly at \$1.50 and \$2.00, at the remarkably low sale price of..... 48c

### Lace Curtains

900 pairs of Scotch Lace and Cable Net Curtains, with plain or figured centers, white or Arabian, \$3 and \$3.50 values..... \$2.19

### Lace Curtains

300 pairs of Lace Curtains in Marie Antoinette, Cluny, Renaissance, Battenberg and Irish Point effects, values \$7.50, \$8.50 and \$10.00 for..... \$5.45

### Men's \$2.50-\$2.75 Fancy Vests, \$1.85

An extraordinary value that comes like Christmas, but once a year—150 Men's Fancy Waistcoats, made of fine Oxfords, piques and birdseyes, either plain white or stripes and small mat figures. Regular \$2.50 and \$2.75 values for..... \$1.85

### 25c Hosiery, 15c

Men's Fine Imported Cotton Half-Hose, in browns, tans, stripes, checks and a great variety of fancy colors. Regular 25c values for..... 15c

### \$1.00 Clocks, 64c

Nickel Alarm Clocks with guaranteed American movement, one of the best made. Regular \$1.00 values, on sale..... 64c

### 350 Stylish Corsets, \$1.75 Vals., 95c

350 new, perfect and Stylish Corsets, selling every day at \$1.75. In three distinct styles—all made of fine, white French coutil, front and side hose supporters, sizes 18 to 30. Three distinct styles at our extraordinary sale price..... 95c

### Toilet Water

Roger & Gallett Wood Violet and White Lilac Toilet Water, sale price only..... 57c \$1 Pinaud's Face Powder for..... 57c

### Handkerchiefs

2500 dozen Ladies' Hand-Embroidered Linen Initial Handkerchiefs, all letters, very sheer, 25c values, only 1 dozen to a customer for..... 12c