

Today We Celebrate Our First Birthday Sale

With the Greatest Series of Sales Ever Offered the People of Portland

—Our First Birthday Celebration will consist of a sharing of profits—of deep underpricing on the newest Fall Merchandise. Read and profit by every item, for every item has been selected with the utmost care.
 —Manufacturers and wholesalers co-operate with us to make this a sale affording the greatest economy on reasonable needs. Owing to lack of space many items are necessarily crowded out of the paper.
 —In every section special signs will call your attention to "Birthday" Specials. Every Sale is limited to one day only.
 —The following are the sales for Tuesday:

Visiting Merchants and Their Families are invited to inspect our new store. Attendants will be placed at their disposal to show the many attractive features of this modern mercantile establishment.

From the Suit Store
 100 New Fall Silk Dresses
 Selling From \$15.00, \$20.00 to \$35.00
 Birthday Sale Price \$9.85



—One of the best dressmakers in New York, entering with us into the spirit of the occasion, sent us these exquisite silk dresses. Think of buying crepe de chine, silk poplin, messaline, moire, veiling and fancy foulard dresses at \$9.85.

—Exquisite gowns in black, navy, brown, gray, copenhagen, tan, green, American Beauty, taupe, light blue, wistaria, Nell rose and pink. Scarcely two alike in the entire collection.
 —These beautiful dresses are fashioned in high and low neck effects, with the choice of either long or short sleeves. The skirts are exquisitely draped and trimmed to match the waists.
 Positively—only one dress to a customer.
 Third Floor.

From the Millinery Store
 100 Trimmed Fall Hats
 of Velvet and Silk Plush
 Selling Regularly at \$9.00, \$10.00 to \$12.00
 Birthday Sale Price \$4.95

—There are just one hundred of these hats—every one a model. Jaunty, close-fitting, practical hats in medium and small shapes, with smart turn-up brims, rolling crowns, tam crowns, soft pleated crowns and the ever-popular mushroom.

—They are made of silk, velvet and plush. In black, white and all the popular shades of the season.
 —They came to us from one of the best milliners in New York, who declared that he would allow no one to contribute to our sale any item of merchandise that would outrival his contribution.
 —These hats certainly are chic, and we believe will be fully appreciated by every woman who is fortunate to secure one of them.
 Second Floor.

Silk Velvet and Silk Plush
 Untrimmed Hats, Selling at \$3.00
 Birthday Sale Price \$1.48

—Smart in every line—showing some of the season's most attractive shapes and styles.

—These hats come in silk velvet and silk plush in a multiplicity of colors—taupe, black, purple, browns, blues—some with colored grosgrain bands with smart tailored bows, others with band and bow of self material.

—They are smart, attractive shapes with full tam crowns and soft mushroom brims, that can be worn becomingly either turned up at the side or turned down all round, and need only a quill or stick-up to convert them into the most becoming trimmed hats.
 Second Floor.



Never Before Equalled Here or Elsewhere
A Theodore Haviland
 100-Piece China Dinner Set
 Selling Regularly at \$35.00
 Birthday Sale \$19.95
 A Fitting Celebration in Announcing Our New China Department

—Consisting of 100 pieces of this famous china—in dainty spray designs in pink, blue and green—and in six different patterns for your choice.

—The set is in the latest shapes—all hollow ware with gold decorated handles, in the very best coin gold.

—The quality of the china is the very best Theodore Haviland, and the patterns, which are exclusive with us in Portland, may be duplicated or replaced by special order.

THE SET CONSISTS OF

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|----------------------------|----------------------------|
| 12 Dinner Plates | 3 Meat Platters |
| 12 Tea Plates | 2 Covered Vegetable Dishes |
| 12 Bread and Butter Plates | 1 Open Vegetable Dish |
| 12 Fruit Saucers | 1 Sauce Boat |
| 12 Soup Plates | 1 Covered Butter Dish |
| 12 Tea Cups and Saucers | 1 Pickle Dish |
| 1 Baker | 1 Sugar and Creamer |

Sixth Floor.

Finest Quality Dark Warp
 50c to 95c Fancy Ribbons 33c

—In the face of the greatest scarcity ever known in the silk ribbon business, we offer the latest Cubist designs in warp prints, also the very newest Dresden ribbons in navy, Alice, black and brown, striped effects and other desirable ribbons for millinery and dress purposes.
 First Floor.

Lipman Wolfe & Co. Merchandise of Merit Only

Oriental and Venice Allovers
 Now in Greatest Demand
 Selling Regularly From \$1.50 to \$5.00 Yard
 Birthday Sale Price 98c

—Direct from St. Gall, Switzerland—Oriental and Venice all-over laces. Fashion demands the use of these laces in innumerable ways. Nothing more popular for trimming Autumn dresses. An immense variety of stylish and dainty patterns—all 18 inches wide. Light, medium, dark and black nets. An exquisite collection offered on Tuesday at but a small fraction of the import cost.
 First Floor.

A Silk Sensation
Finest Black Charmeuse
 Selling Regularly at \$2.50
 Birthday Sale Price \$1.79

—Black satin charmeuse—it has just come—rushed to us by express from one of the largest silk manufacturers—fashion's most favorite fabric. Here is a material that promises to hold first place in the entire field of fashionable silks. It is also one of the scarcest silks.
 —On Tuesday we offer 2000 yards of our regular \$2.50 black satin charmeuse for \$1.79 yard.
 Second Floor.

Pure Thread Silk Stockings
 A Rare Occasion
 Stockings Selling From \$1.25 to \$2.00
 Birthday Sale Price 69c

—600 pairs—not a great many, but considering the remarkable price concession we were delighted to receive even so small an amount.

—Every woman who buys these stockings will recognize at once how underpriced they are. Pure thread silk stockings, in black, white and colors. In light, medium and heavy weights. In grades that (for fineness of weave and texture) rival the finest imported stockings.
 First Floor.

Rich Oriental Rugs at A Wonderful Price
 Only 59 of These Prizes, Selling Regularly From \$35.00 to \$42.50
 Birthday Sale Price \$21.45

—An Oriental rug never depreciates in value—there is always a fixed price that a good rug will bring. We are merely giving you an added dividend when we offer these rugs at less than the price they cost to import. When fishing for this lot of rugs the unsettled tariff question played a most important part in our argument, and helped us to close the purchase.

Irans, Mossouls and Belouchistans
 Sizes ranging from 3 by 6 to 6 by 6 ft.

—Rugs that are beautiful in design and rich in color—in Feraghan patterns and palm leaf designs in color combinations that are certain to delight every rug connoisseur.
 Fifth Floor.

Only Through a Concession of the Makers of the Domestic Sewing Machine
Can We Offer for One Day Only the \$55 Domestic Special \$24.75
 WITH A 20-YEAR GUARANTEE

—To celebrate our one year's exclusive agency for the famous Domestic Sewing Machines we secured from the manufacturers special permission to sell for one day only FIFTY of the regular \$55.00 Domestic Sewing Machines, the new 1913 model, for \$24.75, which we offer you Tuesday with a twenty-year guarantee.

—This machine is equipped with every modern improvement—the lock and double thread stitching—chain or single thread stitching—ruffling—tucking—hemming—binding—shirring—in fact has all the requirements of the best up-to-date sewing machine. It is durable, quiet and light running—yet simple in construction.
 —A full and complete set of nickel-plated attachments free with each machine. Wood work of the finest quarter sawed oak.
 Sold on the easy payment plan of \$1.00 Down—\$1.00 Week.
 Fifth Floor.

Canvas-Covered, Fiber-Bound Trunks
 Birthday Sale, \$7.95

—A large box trunk, canvas-covered and fiber bound, with brass bumper clamps, front dowels, large bolts and valance clamps on the box.
 —Fitted with extra heavy straps and strap protectors, and one very deep tray. These are 32 and 34-inch trunks.
 Basement.

\$6.00 Umbrellas
FOR MEN AND WOMEN
 Birthday Price, \$2.98

—Umbrellas made of water-proofed silk taffeta with reinforced tape edge—standard steel rods, best quality of steel paragon frames. They have 12 and 15-inch handles of black ebonoid; straight and flat tops capped and outlined with silver; plain and carved hardwoods with and without gold or silver trimmings. Prince of Wales crooks in polished woods with and without silver trimming; all have detachable handles.
 First Floor.

Stamp'd Child's Dresses
Art Needlework Section
 Regular Price 75c to 85c
 Birthday Sale, 39c

—Pretty little dresses for children from 1 to 3 years old. Made of French lawn and mercerized poplin. Little Empire style, one-piece hanger style, belt and kimono style, one-piece slipover style. All made up and stamped for embroidering in the simple scallop and French embroidery, floral and conventional designs, in the Lazy Daisy patterns, and for eyelet embroidery.
 Second Floor.

\$1.25 Percalé House Dresses, Birthday, 89c

—Plain, practical house dresses of percale in light or dark colors, in stripes, checks and plaids. Made with small yoke outlined with piping of harmonizing color, one pleat over the shoulder and elbow sleeves. Belted at the waist line and have plain skirts.
 Fourth Floor.

Imported Beaded Bags
 Selling Regularly to \$2.75
 Birthday Sale, \$1.48

—Beautifully beaded bags, in large assortment of colors and patterns—white grounds with gold, silver and every imaginable color, worked into artistic designs. Black beaded foundations, with gold, silver and steel patterns. These bags are all cloth lined, carried by chain, and have pretty fringed finishing.
 First Floor.

\$1.25 and \$1.50 Muslin Combination Suits
 Birthday Sale 75c

—These combinations, which are corset cover and drawer and corset cover and skirt combinations, are splendid, practical garments, made of good quality nainsook, perfect in every particular, cut, finishing and trimming.
 —They are made in the waisted style, with new cut medium narrow drawers and skirts, in accordance with the prevailing fashions. Prettily trimmed with linen and shadow laces, embroidery yokes and insets in covers and drawers. Finished at neck and bottom of drawers with lace edgings, ribbon run.
 Fourth Floor.

2-Clasp Silk Gloves
 Always Sold at 75c
 Birthday Sale, 59c

—The very best quality two-clasp silk gloves with double finger tips. In black, white, brown, tan, pongee, grey, navy, champagne, red, and Copenhagen. There is not a better silk glove than this glove—and you will find that it will give you the very best of service.
 First Floor.

75c, 85c and \$1.00 Bathroom Fittings
 Birthday Sale, 49c

—Heavily nickel plated fixtures such as tub soap dishes with extra heavy rim; 18 and 20-inch towel rods; tumbler holders in many different styles; bath seats in white or oak finish, crystal towel rods, 24 inches long with nickel brackets; bath sprays, metal shower tips, red rubber tubing.
 First Floor.



Men, Too, Will Be Here Bright and Early For Their Share of Neckties

Selling Regularly at \$1.00, 75c and 50c
 Birthday Sale Price, 35c

—New Silks Direct from the loom—and made up in the very newest shapes and styles in Fall neckwear.

—Notwithstanding the great advance in the price of silks and the great scarcity, owing to the silk strikes, we offer the newest Persian silks, brocades and novelty silks, bordered effects and plain colors in a wonderful assortment of the newest Fall shades. Of course, these scarfs are sold greatly under price. They need must be in order to make this an event out of the ordinary.

—Included, too, are a hundred dozen all-silk knitted ties in crossbar patterns in two and three-tone combinations.
 First Floor.

Famous Kayser Union Suits for Women
 Selling Regularly at \$3, \$2.75 to \$2
 Birthday Sale Price, \$1.43

—Kayser union suits of white silk lisle in a light medium weight. Made with low neck, sleeveless and knee length. Some with Italian or French band tops, also crochet yokes or plain neck. Some silk finished and trimmed by hand.

—Also included are some silk lisle vests in a variety of patterns of handsome hand crocheted yokes.

Kayser Knit Underwear Underpriced
 SELLING REGULARLY AT 75c to 90c
 Birthday Sale Price, 55c

—Swiss ribbed lisle thread and silk lisle vests, in white or pink, light or medium weight. They have low necks, plain or with pretty hand crocheted yokes, and come in regular or extra sizes.
 Fourth Floor.

Remarkable Contributions in Seasonable Wash Fabrics
 From Foremost Manufacturers
 50c Silk Mixed Shantung
 Birthday Sale Price, 25c

—A cloth admirably suited for girls' school dresses, waists and for slips. A fabric constructed with cotton warp and silk filling, woven in the fashionable rough effect. In solid colors such as navy blue, white, jasper, pink, black. Can be laundered without impairing the color or finish.

Superior Outing Flannel
 Birthday Sale Price, 6c

—Every housewife appreciates the worth of a good outing flannel and this special offering consists of a superior quality that can be used for nightgowns, children's wear and comfort covers. In light, medium and dark colors—stripes in hair line clusters, and fancy small checks and medium plaids.

75c Irish Linen Damask
 Birthday Sale Price, 49c

—This is a medium weight full bleached Irish linen table damask woven in an assortment of effective patterns. It is 66 inches wide.

45c Mercerized Damask
 Birthday Sale Price, 24c

—A heavy bleached damask in patterns usually found in the higher grade of linen table damask. Full 60 inches wide and will not lint.
 Basement.

Fichu Collars, Imperial Ruches
 Unprecedented Opportunity
 New 75c Neckwear 35c

—There is nothing in the whole neckwear line more popular for Autumn than these collars and ruches for jackets and waists. One sees them everywhere worn by the best dressed women, and for that reason this sale is bound to create the greatest interest.

—Fashionable fichu collars of net, edged and trimmed with dainty shadow laces. Round and square shapes frilled at the neck in Medici effect.

—Imperial ruches of white nets and soft crepe de chine boned at the neck, which gives it the full Medici effect.
 First Floor.

French and American Parisian Ivory
 For One Day, One-Third Off

—Our entire stock of imported and domestic Parisian ivory will be sold at just one-third the regular selling price on Tuesday only. This includes the plain and the hand-decorated ivory in many new style designs and shapes.
 First Floor.