

The Knottier Your Fall Outfitting Problem Is, the More Grim Jawed Are We in Untwisting It---Perhaps Yours Is the Wrong Store, Confer With Us

For Underwear and Hosiery
—No store is as satisfactory as this store.
—Supply your Winter needs now.

Mark Cross Safety Razors Very Special 15c
—These razors come complete with one blade.
Cross Safety Razor Blades Special 6 for 25c
Notion Section, First Floor

For the Nursery, the New Drayton 'Sw'heart Series'
—These are cushion covers all made up, finished with narrow fluted ribbon ruffles in various colorings. On the cover front are pictures of cunning children in various poses with a small verse. Done in embroidery and colored stamped designed. —Second Floor

Madame Butterfly
—A little history of the opera, the story, the music, the composer. Illustrated in colors. Pocket edition, cloth bound.
Special 39c
—Basement.

Attention
Home Sewers and Dressmakers
The Greatest Sale of Notions and Sewing Supplies
Is Now in Progress
—First Floor.

New Silk Bags \$1.95
—Fancy Moire Silk Bags to match the new gowns. These are the fashionable balloon-shape, drawn together at bottom and finished with silk tassel. Silver and gilt frames. Lined with white satin and furnished with coin purse and pendant mirror. Strap handle of self material.
—First Floor.

Sashes
—Of plain colored silk, also Roman stripes in all the rich Oriental colorings, handsome Scotch plaids and unusual bias stripe combinations. The newest ideas in knitted silks. Trimmed with tassels and fringes 69c to \$7.50
—First Floor, Leather Section.



Smart, New Velvet Trimmed Hats, Special \$3.95 That Are Really Worth \$5.00
—These are new arrivals—you will admit with us that you never saw hats quite so charming, though simple, for less than \$5.00.
—They are all of a soft, fine velvet—mostly black—and others in rich golden browns and soft blues.
—In medium and small sizes with the semi-tam crown that adjusts itself to the shape of the head. Plain and gathered brims that roll softly from the face, others with a jaunty tilt and still others with the drooping brim.
The trimmings are very smart, consisting in most part of black moire ribbons forming smart loops and bows, and many with fancy soft feathers combined with the ribbon.
—The number of models shown here, their unusual attractiveness of outline and trimming, and the practicability of the style, combined make this a very important event. —Second Floor.

Great Sale Blankets, Comforters

Winter Warmth, with October Economies

—**ALL GRAY WOOL BLANKETS** of superior quality, firmly woven, made with pretty fancy borders in tan, brown, pink or blue. Full size and weight.
\$4.50 gray blankets...\$2.69 \$5.50 gray blankets...\$3.45 \$6.50 gray blankets...\$4.45
\$7.50 gray blankets...\$5.35 \$8.50 gray blankets...\$5.95 \$10.00 gray blankets...\$6.85
—**PLAID WOOL BLANKETS** in broken or block designs, in pink, tan, gray, yellow or blue. These are very serviceable blankets, full in weight and size.
\$4.25 plaid blankets...\$2.69 \$5.00 plaid blankets...\$3.39 \$6.75 plaid blankets...\$4.73
\$7.50 plaid blankets...\$5.19 \$8.50 plaid blankets...\$5.65 \$12.50 plaid blankets...\$9.85
—**WHITE WOOL BLANKETS**, of selected quality fleeced wool, firmly woven. Some of the more popular priced blankets have a little cotton in the chain, which assures good wearing qualities. Others all-wool warp and filling. Full weight and size with pretty pink or blue borders.
\$4.25 white blankets \$2.69 \$4.75 white blankets \$3.39 \$5.50 white blankets \$3.73
\$6.50 white blankets \$4.45 \$7.50 white blankets \$5.19 \$8.60 white blankets \$5.65
\$10.00 white blankets \$6.85 \$11.50 white blankets \$7.95 \$12.50 white blankets \$9.85
—**COTTON FLEECE BLANKETS**—in a heavy warm Winter weight. Made with pretty fancy striped borders to match. Sizes 10-4 to 12-4.
\$.85 cotton blankets \$.63 \$1.00 cotton blankets \$.73 \$1.25 cotton blankets \$.89
\$1.50 cotton blankets \$1.17 \$1.75 cotton blankets \$1.39 \$2.00 cotton blankets \$1.59
—**SILKOLINE COVERED COMFORTERS**—filled with the best white laminated cotton and covered with the best grade of figured silkoline in pretty floral and conventional designs. Made with sateen and silk borders to match covering. Full weight and size.
\$1.50 comforters...\$1.19 \$2.00 comforters...\$1.68 \$2.50 comforters...\$1.89
\$3.00 comforters...\$2.33 \$4.00 comforters...\$3.19 \$5.00 comforters...\$3.95
—**DOWN FILLED SATEEN COMFORTERS**—These comforters are filled with the best quality goose down and covered with finest grade of figured sateen. All full large size.
\$7.50 comforters...\$5.95 \$8.50 comforters...\$6.85 \$12.50 comforters...\$9.45
—Fifth Floor.

Practicability—One of the Dominating Features of These Serge Dresses at \$16.45 That Sell Regularly to \$25



—These are the most fashionably favored serge models of the hour, of course. And are practicable from the standpoint that they can be worn on most any daytime occasion.
—The woman, who always spends busy hours in making or directing the construction of just such frocks, now has reason to put aside the idea that she cannot get them just as carefully made, ready made, and possessing a really much better style.
—One model shows the coat effect, as can be seen by the illustration, which was copied from the original model. Trimmed with satin buttonholes and satin girdle, having velvet collar and cuffs.
—Another model shows the very newest pleated effect in skirts, fashioned with V-neck, satin vest and revers and trimmed with rows of fancy braid.
The New Service Coat \$14.75
—This coat is the most-wanted kind—splendidly tailored—called a "service coat," because it answers every purpose.
—Made from the best quality American boucle. Forty-eight inches long, buttoning to one side. Trimmed with velvet collar and cuffs, velvet piping and buttons. In navy, black or taupe.
—No woman who needs a coat for general Winter wear can afford to overlook this announcement. Coat on sale exactly as illustrated. —Third Floor.


Men--Ties Special 35c

For Smartest Silk Scarfs Selling Regularly at \$1.75c, 50c

—Here is another one of those sales in which a store takes the keenest delight, for every tie makes a friend and customer for our furnishing department.
—These ties are made up in the large flowing-end shape and are selected from the newest Fall patterns. There are many novelty effects, including brocades, Persian designs, bias stripes and some new extremely neat patterns. In every standard and new color.
Men's Best 35c Cashmere Hose 25c
—These hose are made of a fine quality wool, having the reinforced heel and toe, which give added strength to the parts most exposed to wear. In black only. Sizes 9 1/2 to 11 1/2.
Men's 35c Suspenders 29c
—Just 50 dozen men's suspenders go on sale for Friday and Saturday. Of fine quality elastic, in neat patterns and trimmed with fine leather ends.
Men's Sweaters Special \$3.50
—The kind of sweater men enjoy wearing during the Winter days. Made especially to withstand hard wear. In V-neck or roll-neck styles. In natural gray or maroon color.
—First Floor.

Imported Austrian Robe Flannel At Just About Import Cost Selling Regularly at 35c, Special 25c

—Just 100 pieces of the finest robe flannel, representing two new distinct designs and colorings. Every piece is reversible, producing two patterns in one. This flannel is especially adapted for the making of bath and lounging robes. Soft in texture and beautiful in colorings.
20c Robeland Fleece Flannel Special 15c
—This is a lighter robe flannel than the quality mentioned above, but equally as good in quality and colorings. It is also reversible and carries with it a trimming border. Twenty-five designs and colorings in medium and dark-color effects.
12 1/2c Standard Percales Special 8c
—Thirty-six-inch wide percales, in navy blue, cadet blue, white and black grounds, over which are printed dots, stripes or fancy figured designs. This is the standard percale you are all familiar with and use so much for house dresses, aprons and children's frocks.
12 1/2c Dress Gingham Special 8c
—This special grade of gingham was never before sold in Portland at this price. In dark, medium and light shades, in all the desirable colors, fancy stripes, checks and plaids. 32 inches wide.
—Basement.



Free Demonstration Daily
IN THE ART OF KNITTING AND CROCHETING
Fleisher Yarns
—Experts of the Fleisher company are constantly evolving new uses for their splendid yarns.
—With yarns so admirably adapted to various needs they have produced designs and ideas that women appreciate.
—In tapestry crochet you will find the best designs for Indian blankets, canoe rugs, table covers and pillow tops.
—Fleisher Yarns come in all the rich colors that are desirable for any of these.
—An instructor is here to show you the new things, and to teach without charge, any who wish instructions. You are cordially invited to attend the classes as often as you wish. —Art Needlework Section, Second Floor.

A New Blouse of Crepe de Chine at \$5.00




—Crepe de chine is the most sought-after fabric today, and the output is very limited, therefore we feel that we are very fortunate in securing a limited number of the newest blouses in this material in navy blue and white. They are made with square yokes, back and front, with turndown collar and vestee effect, trimmed with dainty buttons. Long sleeves, with turnback cuffs. Collar, yoke and cuffs, trimmed with tiny veining.
Exactly as Illustrated
—Third Floor.

Cotton Crepe de Chine
An Exact Counterpart of the Silk Fabric
—Both in weave and appearance this new cotton fabric takes on the effect of the silk crepe de chine.
—It is soft in texture and possesses that clingy quality which is an essential in the dress materials of the present day.
—For dainty afternoon and house dresses and for waists, this cotton crepe de chine will be vastly attractive.
—In light blue, cream, apricot, taupe, golden brown, amethyst, mode, heliotrope, ivory and russet.
35c the Yard—Basement.

The Modart Front-Laced Corset Moulds You
—You cannot mould the corset.
—The bones never break through and wear out clothing.
—The Modart Corset gives style, comfort and poise.
—It can be perfectly laundered without injury to the corset. It gives perfect freedom of action.
—May we give you a trial fitting? Here only.
—Fourth Floor.


Over the Tea Cups Women Are Discussing This Exhibition of Handsome Dinnerware



—The word of mouth that passes from one woman to another as she tells her friends with delighted pride of the dainty set or exquisite odd pieces of china that she got here is creating the best kind of advertising for this worthy new dinnerware section.
—Large as the china salon is, it has not been large enough to display all the beautiful wares we imported from Europe and contracted for here expressly for this opening.
—New shipments are coming into the store daily—dinner sets, fancy china tea sets, coffee services and numerous odd and attractive pieces.
—Sixth Floor.

Bags and Suit Cases at Prices That Everybody Wants to Pay
\$7.00 COWHIDE SUIT CASES, SPECIAL \$5.00
—Made of genuine cowhide of extra quality stock, protected corners, umbrella straps, brass lock and catches, fancy linen lined, extra strong handle.
\$12.50 SUIT CASES, SPECIAL \$9.75
—Cowhide suit cases, size 24 inches and 26 inches, 8 inches wide, extra large inside. Leather corners, riveted. 1 1/4-inch straps all around, extra lock, two catches. Linen lined, well reinforced throughout.
\$6.00 WALRUS BAGS, SPECIAL \$4.39
—Women's walrus-grain bags, protected corners, leather lined, two large inside pockets, brass trimmings, size 14 inches.
MEN'S WALRUS BAGS
—Men's genuine walrus traveling bags, extra heavy stock, leather lined, two side pockets, sewed on corners. English steel frame, hand-sewed. Brass trimmed throughout.
\$10.00 Bags, 16-inch size, Special \$8.00
\$10.50 Bags, 17-inch size, Special \$8.50
\$11.00 Bags, 18-inch size, Special \$9.00
—Basement.

Continuing the Sale of Those Exquisite Hand-Embroidered Nightgowns



\$4.50 Hand-Embroidered Gowns \$2.98
\$6.50 Hand-Embroidered Gowns \$4.65
—We have just received a special importation of fine hand-embroidered nightgowns. These are made of soft, filmy material in slip-over style, with kimono sleeves, in the most exquisite designs of hand-embroidery, combined with punch-work medallions. Neck and sleeves finished with dainty hand-made scallops, with hand-made eyelets around neck, run with ribbon. Some have plain sleeves; others are embroidered to match the front design. These night gowns are the daintiest that it is possible to make, and the woman who loves dainty lingerie will be delighted to secure some of these. Many designs in French embroidery, with French knots, punch-work, Venetian ladder-work and Madeira embroidery, combined in conventional, floral and leaf patterns. These must be seen to be appreciated, as it is impossible to describe their exquisite daintiness.
—Fourth Floor.

Real Shoe Goodness BUILT INTO EVERY ONE OF THESE 150 PAIRS Go On Sale Friday \$1.95 Selling Regularly at \$3.50

—When you buy shoes such as these you may rest assured that you are getting full worth in every respect. Each pair is perfectly made and desirable, from a standpoint of style as well as quality. Of patent colt and dull calf, in the blucher lace style. All sizes from 3 to 6.
—This is an assortment of broken lines, and because they are not complete we are desirous of disposing of them, allowing you the benefit of our decision.
—Basement.

Toilet Preparations Low in Price—High in Quality

Pond's Vanishing Cream 29c	Cold Cream.....26c
50c Pebecco Tooth Paste 28c	\$1.00 Listerine.....59c
25c 4711 Glycerine Soap 13c	25c Sal Hepatica.....18c
25c Woodbury's Soap...13c	50c LAVORIS.....33c
25c Lyon's Tooth Powder 14c	50c Pond's Extract...31c
50c Theatrical Cold Cream 29c	50c Sanitary Protectors.39c
25c Frostilla.....14c	75c Scheffler's Colombine.55c
50c Hind's Honey Almond Cream, only.....29c	\$1.00 Glyco-Thymoline.69c
25c Jergin's Benzoin and Almond Cream.....19c	15c Witch Hazel.....9c
25c Packer's Tar Soap...15c	50c Bay Ram.....29c
10c Camphor Ice.....6c	25c Coconut Oil.....16c
25c Lustrite Cuticle Ice..13c	Mennen's Shaving Cream 16c
Lustrite Salve and Tint 13c	75c Atomizers for Oil or Liquids.....49c
75c Pinaud's Vegetal...59c	10c Nasal Douches.....5c
50c Pompeian Massage Cream at.....27c	35c Rubber Tubing.....19c
35c Daggett & Ramsdell's	35c Alcohol Curling Iron Heaters at.....19c
	15c Denatured Alcohol..9c

—First Floor.

No Liquors
No Groceries
No Meat Market

Lipman Wolfe & Co.

Merchandise of Merit Only

No Bakery
No Restaurant
No Pots and Pans