

In This January White and Clearance Sale---All Merchandise Is Absolutely New---Bear This in Mind

Because It Is January Women's Coats, Suits and Dresses Bear New Special Prices



\$22.50 to \$30 Smartly Tailored Suits

Are Traveling Out Fast at \$17.75

—To be expected that they would. If we could but spread this news in the right quarters there would be ten women in here today for every one of these smart suits. They are of fine all-wool serges, chevots and poplins and velvets, and every one was taken from our own cases and given a good-bye price. They represent some of the most popular models shown this season. In most instances there are but one or two of a kind. Can be had in black, navy blue, Copenhagen, taupe, wisteria and brown.

Very Practical Dresses for Women and Misses Specially Priced \$9.85

Selling Regularly up to \$20

—Very handsome dresses of serges, eponge, chevots and poplins, in black, navy, brown, taupe, gray and mahogany. One certainly would not hope to pick up anything of this kind at less than \$20. But this is January, and that means they must go at any cost. Very clever styles, representing the latest ideas of the designers; some are very cleverly combined with plaid materials.

Charming \$35 Coats of Mole Plush Very Special \$22.75

—These are novelty coats of the finest quality mole plush in taupe shades. They are 48 inches long, flounced around the bottom with self material and lined with extra heavy soft satin, finished with braid.

—The illustration shows one model each of these garments on sale. *Third Floor.*

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Event Extraordinary

TWO-DAY SALE

52 Women Will Each Secure a Prize

"Domestic"

The World-Famous Sewing Machine
Regular \$60.00 Model

Two-Day Sale Price \$24.95

—The Domestic Sewing Machine is too well known to go into details about its many splendid qualities — but suffice to say it is the fastest and easiest running machine on the market, having both the lock and chain stitch. A complete set of nickel-plated attachments with every machine, including hemmers, ruffler, tucker, binder, quilter and chain stitch attachments, making both chain and lock stitch, thus giving you two machines in one. The latest style cabinets of the best quality selected quarter-sawn oak, piano finish, hand rubbed. Let us demonstrate this Domestic machine for you. *Fifth Floor.*

Attention, All Who Have Need of ARTISTIC FRAMES FOR PICTURES

On Friday We Shall Dispose of

2000 Picture Frames, 8 by 10 to 16 by 20 inches,
Regular prices \$2.50, \$2.00, \$1.50, \$1.25, \$1.00 to 75c,

Special 25c

—These frames are made of our finest mouldings, odds and ends, accumulated from our Christmas rush. One, two and three-inch mahogany, walnut, oak, antique gold, gilt, and carbon brown, frames plain and ornamented. *Sixth Floor.*

Opening of Pictorial Review Patterns



So many requests have been received during the past from the patrons of our store for

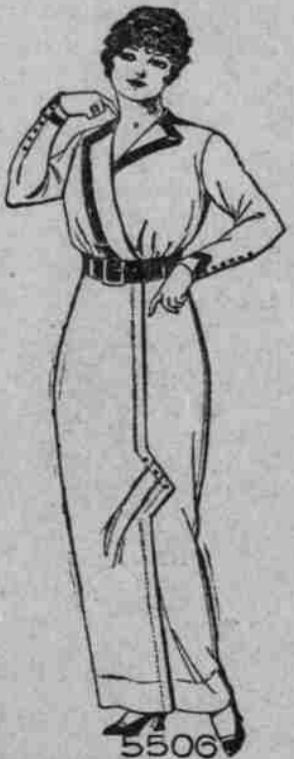
Pictorial Review Patterns that, after thorough investigation of their merits, we have decided to sell

Pictorial Review Patterns from now on in our establishment. We cannot enumerate here all the reasons of the wonderful popularity of

Pictorial Review Patterns, but request you to visit our pattern department, where Miss Elsie Mailer will fully explain their advantages.

February Patterns are on sale now; also the celebrated Pictorial Review

Fashion Books. We recommend to the women of Portland who are not yet acquainted with the superior merits of these patterns to try one—JUST ONE. It will convince them that Pictorial Review Patterns fully deserve the reputation they are enjoying all over the country.



5395
Waltz, 15 cents.
Skirt, 15 cents.

5506
Costume, 15 cents.

5000 Pictorial Review Magazines will be distributed free to patrons visiting the Pictorial Review Pattern Department, Friday and Saturday.

A Dinnerware Sale of Unusual Importance

Showing 42 Open Stock Patterns

Less a 20% Reduction

—Dinnerware from France, England, Austria and America.

The Celebrated Non-Shrinkable English Wool Viyella Flannel Special 65c
Which Sells Regularly at 75c the Yard

—The very highest class and finest flannels for women's waists, gowns, men's shirts and pajamas, which is also suitable for children's dresses. In natural gray tone, in tan, light blue, medium blue—and in white and colored stripes, checks and plaids. *—Basement*

Misses' Apparel—Economical Prices

Junior Suits, Special \$12.50

Selling Regularly to \$27.50

—Plain tailored models or the new blouse styles. Of broches, corduroys, serges and fancy mixtures. The blouse styles have velvet or self collars and cuffs finished with braided girdle. Skirts in two or three-piece styles with drapes; others with plain skirts. In navy blue, brown, mahogany or fancy effects.



Juniors' Sports

Coats

Regular \$13.50 to \$16.50

Special \$9.95

—Smart sport coats in plain double faced materials, trimmed with check or plaid collars, belts and cuffs; also fancy striped materials and Velour de Laine. In plain colors and stripes with storm or convertible collars with wide belts and patch pockets. In navy, brown, gray, mahogany and red.

Juniors' Sport

Coats to \$15.00

Special \$6.95

—Of fancy plaids, plain materials and mixtures; also boucles in tan, mahogany and green, with and without belts, kimono or set-in sleeves, large patch pockets and trimmed with fancy buttons.

Girl's \$1.75 Rubber Rain Capes, Special 98c

—Capes of striped gray rubber, with hood attached, plaid lined. All having arm slits. Sizes 4 to 14 years.

Adjusto Belle Silk Petticoats Special \$2.98

The Lowest Price Ever Asked for an All-Silk Petticoat With the Elastic Top

—The elastic top insures the closest of perfect fit and comfort. Of all-silk messaline with a deep knife pleated effect and finished at the bottom with a narrow ruffle. In black, navy blue, brown, emerald, American beauty and taupe. *Third Floor.*

This Is But the First Day of Our Half-Yearly Sale of Shoes

NONE BUT GOOD SHOES ADMITTED

—A sale embracing such economies happens only twice a year, and one of these times is now. Most of these shoes are made to our order; but the other shoes might have been made for us, so good are they in style and quality. Take as an example these

Women's \$2.50 and \$3 Shoes \$1.95

—These are splendid shoes, of very popular shapes, showing both the button and lace style. They are made of dull calf, tan calf and patent colt, having medium round toes with tips of same. In sizes from 3 to 6.

Boys' Shoes at Special Reductions

Sizes 10 to 13, Special \$1.45—Sizes 13 1/2 to 2, Special \$1.65

Sizes 2 to 5 1/2, Very Special, \$1.95 Pair

—Boys' gunmetal calf shoes, button style, full round toes, double soles and reinforced seams.

Small Boys' Tan Grain Loggers, Special \$2.45

—Fashioned with two buckles at the tops and full round toes, double strength sewed and nailed soles. Sizes 10 to 13 1/2. *Basement.*

A Very Important Part—To Housekeepers—Of the Month of White at Lipman, Wolfe & Co.

Is contributed by the sections devoted to

Household Linens

Lace Curtains

Decorative Linens

Muslin Sheets and Pillow Cases

Blankets

White Goods by the Yard

Bedspreads

Comfortables

—The White Sale offerings in these groups are all in readiness and present some of the greatest economies we have ever offered. Come now and secure your share of the splendid things.

Are You Planning a Trip? You Cannot Afford to Miss This Sale of Trunks

—Canvas-covered water-proof painted Trunk. Hardwood slats, brass bumper clamps, knees, front dowels and large bolts. Fiber bound. Straps. One tray.

32-inch, Special \$7.45

36-inch, Special \$8.45

—Slatless fiber-covered and bound Trunk. Heavy solid trimmings. Part riveted. Straps. One tray. Cloth lined.

34-inch, Special \$14.00

36-inch, Special \$14.50

38-inch, Special \$15.00

40-inch, Special \$15.50

INNOVATION

Simplified Wardrobe Trunks

—The new 1914 models conforming in size to the limits provided by the Interstate Commerce Commission, thus avoiding all excess baggage charges while providing

A Perfect Traveling Wardrobe For Men's and Women's Clothing

—They represent the last note in traveling satisfaction, the lightest and most durable trunk made.

In Three Models

\$25.00—\$45.00—\$65.00

—Basement

FRENCH LECTURE, Friday, 11 to 12 A. M., "Sicile," by Rene Bozin; Phonograph Hall, Basement

New Spring WAISTS

That are regular \$2.50, Special \$1.73

—Dainty lingerie, fine voiles and attractive crepe blouses contribute to this unusual gathering. High and low-neck styles, having the newest yokes, trimmed with embroidered turned-down collars in various new shapes — some show a trimming of cluster tucks, pin tucking and fine Valenciennes lace insertion; others show narrow panels of hand embroidery and ruffles of lace.

—These are the very newest of new blouses and afford you an opportunity of refreshing your wardrobe with the first new models. *Third Floor.*

An Exceptionally Large and Fine Collection of Undermuslins In the White Sale

—The best quality undermuslins may be selected here from this vast array of drawers, corset covers, chemise, combination suits, skirts and gowns. Many are adorned with a generous amount of trimmings; for those who prefer plain things, there are some that are the essence of simplicity.

At Half Price

—We are offering a special lot of undermuslins that sell regularly as low as 75c, and many others up to \$16; now they can be had as low as 38c to \$8 each.

From France

—We are showing a wonderful assortment of the finest of hand-made, hand-embroidered lingerie at greatly lessened prices.

Undermuslins for Children

—Can be had as low as 12 1/2c for drawers in sizes from 2 to 12 years; children's crepe gowns at 79c. *Fourth Floor.*

Deepest Reductions in Men's Underwear

\$1 Shirts and Drawers 67c Each

—Men's natural gray and white wool mixed shirts and drawers, medium weight for winter wear. Made in popular style and trimmed with saten.

\$1.25 Undergarments 84c Each

—French make shirts and drawers in a light-weight wool of fine texture. Neatly trimmed and French styled.

Norfolk and New Brunswick Underwear

\$2.50 Garments, Special \$1.67

\$3.00 Garments, Special \$2.00

—Two desirable winter weights, shirts and drawers, of pure lamb's wool — made full fashioned, saten and silk trimmed.

\$2.50 Undergarments \$1.67

—German make shirts and drawers of natural gray wool, winter weights; soft in texture and made for warmth and comfort.

ENTIRE STOCK OF IMPORTED UNDERGARMENTS AT ONE-THIRD REDUCTION

—Shirts and drawers in exclusive styles and perfectly fashioned of pure wool — silk and wool — pure silk and fancy striped novelty weaves. *First Floor, Wash.-St. Entrance.*

New Corsets in the White Sale

\$3.50 New W. B. Corsets, Special \$2.29

—These new models are fashioned of striped coutil with medium bust and long hips and back, having elastic lacing over the thigh to give ease in sitting. Embroidery trimmed, and three pairs of hose supporters attached. Sizes 19 to 30.

New \$7.50 Smart Set Corsets, Special \$3.95

—The newest models in smart set corsets, made of fancy broche, very long over the hips and back and low bust. Lace and ribbon trimmed. Two pairs of hose supporters attached.

\$5.50 La Vida Corsets, Special \$2.75

—These new models are made of the best grade of coutil, with medium bust and medium long hips and back. Fashioned on the straight fashionable lines, embroidery trimmed, and three pairs of hose supporters attached. *Fourth Floor.*



Smart Midseason Millinery Always Attracts When Prices Are Inducing

—There's hardly a woman that does not appreciate smartness in millinery, nor is there one who does not enjoy a little change from early-season fashions. Most stores, after the first rush of business, are content to sit idly by and see week after week pass with nothing but shopworn lingering hats to offer their customers.

—Monday morning our trimmers contributed from their various workrooms over seventy-five new Midwinter models in black velvet, plush and velour trimmed hats. Of course, there is no attempt at "first-of-the-season" prices; it's merely the disposing of materials on hand, therefore their very low prices.

—Our entire stock is divided into three prices, as follows:

\$ 6.50 to \$ 9.00 Trimmed Hats, Special \$1.95

\$10.00 to \$12.00 Trimmed Hats, Special \$2.95

\$13.50 to \$15.00 Trimmed Hats, Special \$4.95

Second Floor.