

Friday, As Usual, Bargain Day in Our Great Economy Basement Store—An Important Event

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Two Great Important Sales From the Third Floor Garment Salon

New Spring Model Suits
(as illustrated)
Regular Price \$32.50
Friday \$23.85



—What woman will want an out-of-date long coat suit now, when she can purchase one of the newest Spring models at such a moderate figure? And as well being up to the minute at the present time, she will be absolutely safe in selecting a short jacket suit for Spring wear, as short jackets are fashion's final edict for Spring.
—This particular suit is made in 28-inch length, with the new straight lines falling from the shoulder. The collar, cuffs and buttons are of velvet, and the back is made with small tailored plaits and strap. The skirt is flaring at the bottom, with yoke top. Jacket is full lined with peau de cygne silk.
—The finest quality of men's wear serge is used in their making, in black, navy and Copen.
—Third Floor.

Only \$22.75 for This Imp. Caucasian Lamb Coat
Selling Regularly at \$40.00

—Entirely new, just received by express, and shown Friday for the first time. A style that has just been brought out in New York—hanging perfectly straight from the shoulders, the severeness being broken by a wide stitched-on belt of plush. Collar is also of plush to match the belt.

—48 inches is the length of this coat, a good, comfortable walking length. Made of fine imported black Caucasian lamb and lined throughout with extra quality satin.

—Illustration from model on sale.

—Third Floor.



The Holiday Bazaar

Is now opened on

The Second Floor

Gifts at Very Moderate Prices

Selected From the Different Sections Throughout the Store.

A Convenient, Attractive, Cheerful Bazaar

—Especially arranged and designed for the patronage of economical and discriminating holiday shoppers.



Final Clearance of \$6.00, \$7.50 Trimmed Hats \$2.95

—A very attractive assortment of decidedly clever trimmed hats made of silk velvet. In black and some colors. Attractively trimmed with flowers, ostrich fancies, silver and gold ornaments and ribbons. Hats such as these will give you the best of service for months to come.
—Second Floor.

A Special Offering of New Large Sailor Hats
Introducing the Soft Crowns

Representing One of the Latest Mid-Winter Fashions

Friday \$1.95

For Models That Would Sell Regularly at \$3.00

—These models are made of a good quality silk velvet and copied after the latest of shapes, which is quite the correct thing for mid-season wear. In black only. They are so very attractive in style that but a little trimming is necessary to convert them into finished models.
—Second Floor.

"One Fact Is Stronger Than Twenty Theories"
OUR FRIDAY OFFERINGS ARE FACTS
Of Such Convincing Strength That Words Are Superfluous!
What Talks Better Than Price Combined With Quality?

\$3.00 Silk Jersey PETTICOATS
\$1.95

—The quality of these petticoats is not the cheap kind you would expect to find at this price, but firm, heavy, all-silk Jersey, in a quality made for long wear. They are attractively finished at the bottom with a deep flounce of heavy messaline silk, trimmed with pin-tucking and small ruffle.
—They come in black and all fashionable colors and are perfectly finished throughout.
—In lengths to fit almost every woman, and cut full in width.

Shop Early In the Morning

Manufacturer's Sample Line of Skirts AT COST

\$4.00 Skirts—Special \$2.98
—Of wool crepe, made in long tunic style with accordion-plaited under-skirt. In black, navy and wisteria. Another style is of serge with satin or serge under flounce, trimmed with satin bands.

\$3.50 Skirts—Special \$2.45
—Made with new flaring, simulated long tunic, trimmed with buttons and wide self band. In black and colors.

\$4.00 Skirts—Special \$2.98
—Sponged and shrunk serge skirts, in long tunic and yoke effects, with under section of Roman stripe material. Button trimmed. In navy, black and brown.

\$4.50 Skirts—Special \$3.19
—New flare effect with yoke top, trimmed with buttons, made of striped wool material. Also long tunic style with yoke effect. In plaids and stripes.



Featuring 1000 New Waists Just Received by Express
Actual Selling Prices \$1.25 and \$1.00
FRIDAY ECONOMY PRICE 69c

—The most remarkable sale of blouses we have ever held in the Economy Basement Store, showing the very latest styles, at prices much less than the cost of the material.

—In all there are seven models, each in a different new style. Some of these waists show the fronts buttoned clear to the throat, others have turndown collars, deep cuffs, vest effects, long set-in sleeves, deep armholes, hemstitched and gathered yokes, deep plaits, with trimmings of embroidery, hemstitching and crystal buttons.

—The materials are soft voiles, fancy crepes, embroidered voiles and striped crepes. They are finished throughout just as neatly as if done at home, and to sum it all up—they are the most remarkable blouses we have ever seen at this price.

\$2.95 New Black Velvet Hats
Economy Price 50c
An Astonishingly Low Price
Clever Models in Fashionable Shapes of Finest Silk Velvet in Styles for Women and Misses
A Remarkable Sale



Extraordinary Sale of Men's 50c Scarfs
Each Packed in a Holiday Box.
Economy Price 29c

—A gift that any man would appreciate, for these ties are in the styles that men are wearing this Winter, not an old-fashioned one in the lot. There are knitted silks, brocaded silks, velvets, crepe de chines and fancy silks, in a great variety of distinctive patterns, in figures, dots, stripes and plain colors, in black and popular colors.

Great Sale Stamped Xmas Needlework

Stamped linen pillow tops, in white and natural color .25c
Baby pillows, stamped with word "baby," on fine lawn .10c
Nainsook nightgowns, made up, stamped for working .63c
Children's dresses of white lawn or colored chambray .25c
Baby bibs, large size, of Turkish toweling, stamped . . . 25c
Pillow cases of heavy muslin, stamped for working, pair .35c
Linen huck towels, size 18x34, stamped in dainty designs 35c
—Also various other articles, such as centerpieces, doilies, pillow tops, aprons, etc., at lowest prices.

300 New Blankets Have Been Added to the Economy Blanket Sale
Offering Remarkable Savings

—Although only a few pairs of the original purchase of blankets which we offered last Friday remain, for today we have added 300 pairs of new blankets from our own stocks, at the original prices. They include cotton fleeced and wool mixed blankets, in white, gray and fancy plaids, all full size and weight.

\$1.00 Blankets79c \$1.50 Blankets \$1.09
\$2.25 Blankets \$1.19 \$4.00 Blankets \$2.79
\$2.50 Blankets \$1.98 \$1.25 Blankets98c

To Help in the Work of the American Red Cross

We have established a sewing-room on the fifth floor where women may bring their own materials to knit and sew. Patterns for making wearing apparel for soldiers will be furnished free of charge. An instructor will give lessons in knitting. The official Red Cross emblem will be sewn on each garment made in the store.
—Fifth Floor.

The Daughters of the American Revolution Will hold an important meeting Friday morning, December 4, at 10 o'clock in this store on the seventh floor.

Boys' Norfolk Suits
All Wool
Selling to \$8.00
Economy Price \$3.98

—These suits come from the very best manufacturer and never before in the history of Portland in the selling of boys' clothing, has a price ever been quoted approaching the price offered in this sale.

—These suits are all wool, made in Norfolk and plain sack styles, of fancy mixtures, diagonals, checks and herringbones, knife plaited, box plaited, sewed-down belts, patch pockets. In some of the larger sizes, the suits have two pairs of pants.

—Sizes 6 to 18 years.
Only one suit to a customer.

Boys' Separate Pants
Selling to 85c
Sale 49c

—Excellent qualities for school wear, of fancy wool mixtures in stripes and checks, in medium and dark gray and brown. Extra serviceable.
—Sizes 5 to 15 years.

Children's All-Wool Sweaters
Regularly \$2.50,
Economy Sale \$1.25
Sizes 2, 3 and 4 Years

—An unexampled sale of children's all-wool sweaters, in fancy weaves, with V-neck or Byron collar, and little patch pockets. In white, gray, navy blue, red and tan.

Children's \$1 Bonnets Of Corduroy, Silk and Velvet,
Economy Price 49c

—Pretty little bonnets for children to 2 years. Made in different styles, with turnback revers, or Normandy style with high back, trimmed with rosettes of ribbon. In navy, black, brown and white.

GREAT COAT SALE Quality—Style—Prices—Unequaled Clearance at Cost

—Every coat in this sale is new and up to date—every one a "this season's model." There are styles and materials to suit every woman, whether young or old, at prices certainly the lowest to be found anywhere.

\$7.50 COATS—CLEARANCE \$5.00

—Real service coats for all kinds of weather. Made of good quality black boucle and full lined with black satin. Collar and cuffs are of boucle, and large plush buttons form the only trimming.

\$11.50 COATS—CLEARANCE \$7.50

—A coat for dress as well as general wear, of fancy black boucle, with deep collar and cuffs of plush, and with set-in sleeves and silk ornament fastening. Lined throughout with a good quality of black satin.

Friday Only
Choice of any Colored Coat
Heretofore \$15, \$12.50, \$11, \$10
\$4.95

A Sale of Holiday Gift Pictures in a Wide Range of Subjects

LOT NO. 1—SPECIAL 39c

—In size 6 1/2x16 panels and 12x13, with gold frames. In landscape, religious, marine and comic subjects.

LOT NO. 2—SPECIAL 48c

—Reproductions of famous paintings, and marine and landscapes, in sizes 9x11 and 9 1/2x14. Framed in dull gold.

LOT NO. 3—SPECIAL 59c

—Circassian walnut frames, with deep mat, size 11x14, in an assortment of famous reproductions.

LOT NO. 4—SPECIAL 98c AND \$1.69

—At this price there are sizes up to 16x20 inches, with mahogany, walnut and Circassian walnut frames, in a great variety of choice selections.

Knitted Newport Shawls
Ideal Christmas Gifts
Regularly \$1.25,
Sale 89c

—These shawls are made of the finest quality of German wool, very soft and warm. They come in white, gray and black, and would make very acceptable and practical Xmas gifts.

Women's Flannelette Gowns
For Winter Wear,
Selling at 75c

Economy Price 59c

—Gowns are cut full width and extra long. Made of extra quality fleeced flannelette, with or without collar, trimmed with braid and hemstitching. Double yokes. Colors are white or white with pink or blue stripes. All sizes.

Two Important House Furnishings Sales

Small Size Axminster Rugs

\$2.75 RUGS, 27x60 INCHES, FOR \$2.19

\$4.50 AND \$5.00 RUGS, 36x72 INCHES, \$3.23

—500 choice rugs are included in this sale, in patterns and colorings suitable for any room. The variety is almost as large as the number of rugs, showing Oriental and conventional designs, in soft, rich colors.

Fancy Tapestry Pillow Tops
ECONOMY SALE 59c, 79c, 98c

—These beautiful pillow tops were made from remnants of the most expensive silk damask and fine tapestries. There is a great variety of rich designs, in all the subdued colorings usually found in high-priced tapestry. They come in size 24x24 inches. An excellent idea for solving the Xmas problem.

Bath Robes for Women and Children at Special Holiday Prices

—These robes would make most welcome Xmas gifts, combining both practicability and comfort.

\$4.00 WOMEN'S BATH ROBES, SPECIAL \$2.98

—Made of soft, warm Beacon blankets, in a large variety of attractive styles. In all colors, both light and dark, in all sizes. Finished with cord girdle.

\$1.75 CHILDREN'S BATH ROBES, SPECIAL \$1.35

—Of heavily-fleeced blankets, in pretty colorings and designs—also plain colors. Made in different styles, some trimmed with satin bands and cord girdle at the waist. Sizes 2 to 8 years.

Real Japanese Crepe Kimonos
Selling Regularly at \$1.84

Economy Sale \$1.49

—Made in real Japanese style, with wide, kimono sleeves and long sash. Of heavy Jap crepe, in many different colors, and designs, such as wistaria, cherry blossom, etc.

Dainty Flowered Camisoles 59c
Regular Price \$1.25

—A gift that would delight any girl. Made of the daintiest grenadine, with silk stripes and Dresden flowers. Trimmed with lace edging, and flat tailored bow.