

1850

# ANNIVERSARY 65<sup>th</sup> CELEBRATION 1915



Lipman Wolfe & Co.  
"Merchandise of Merit Only"

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"Merchandise of Merit Only"

ALL NEW MERCHANDISE  
NEVER SHOWN BEFORE THIS SEASON

ALL NEW MERCHANDISE  
SHOWN FOR FIRST TIME IN THIS SALE

## SALES TO AROUSE THE GREATEST ENTHUSIASM

This page tells the story only in part. Many sales are not advertised for lack of space, and those advertised are told in the simplest, most concrete manner. This sale has not been the outcome of a day's nor a week's preparation—not an attempt to create interest by mere size of type or space. People come to buy here with confidence—our standards are known. We have spent months in searching the markets to secure merchandise worthy of your confidence and patronage. We have proven to you in the past that we take no half-way measures. It must be very apparent to you by comparison with other Anniversary Sales that our oft-expressed claim that "you shop here best" is a self-evident, undeniable fact.

**SPECIAL**  
**These Extraordinary Suits**  
*Intended for the Opening of the Anniversary Sale*  
**Go On Sale Tuesday Morning at 9 A. M.**  
**Reproductions of the Latest Foreign Styles**  
**Selling Regularly at \$45.00 to \$60.00**  
**Anniversary \$21.45**  
*Scarcely Two Alike—Every One Less Than Maker's Cost*  
—This manufacturer is renowned for his fine tailoring, as well as for the highest-grade materials he uses.  
—These suits were intended for the first day of the Anniversary Sale, but they arrived too late and will make the second day in the suit department as crowded as the first.  
—There are novelty cut and trimmed suits, as well as sports, Norfolk and plain tailored styles. Of serges, gabardines, poplins, worsteds, tweeds, checks and stripes.  
—The colors are black, navy blue, Belgian blue, grays, tan, putty, black and white stripes and checks and fancy mixtures.  
—Every jacket is lined with silk and beautifully finished. The skirts are in flare, plaited and novelty styles, or fancy braid trimmed to correspond with the jackets.  
—Third Floor

**WONDERFUL SILK DRESSES \$9.85**  
**That Sell Regularly to \$22.50**  
—We wish to remind you that the materials used in the making of these dresses could not be purchased for the price we are asking for the finished garments.  
—Dresses of chiffon taffeta silks, crepe de chine and fine French serges, in black, navy, blue, green, taupe, wine, plum and sand.  
—It is an assemblage of handsome dresses, which portray all that is new in the world of fashion for this season. As a style exposition it is equally remarkable—it is one of the finest collections of high-grade dresses it has been our privilege to offer in an Anniversary Sale.  
—Third Floor

**\$4.00 Women's Walking Skirts**  
**Anniversary \$2.95**  
—Two new models in walking skirts, of black or navy blue fine all-wool hard-twisted serges in black and white checks.  
—Made in full flaring models, a style that is most popular and absolutely correct this season. They are strictly tailor made in every respect and finished with pocket.  
—Third Floor

**Discontinued Models of Famous Corsets**  
*In Styles and Sizes for All Figures*  
**Corsets for Every Occasion, Corsets for Every Woman**  
—\$3.00, \$3.50, \$4.00 to \$5.50 W. B., C. B., Nemo, La Vida and Smart Set Corsets. Anniversary. . . . . **\$1.95**  
—W. B. and C. B. corsets selling regularly at \$2.50, \$2.75 to \$3.50. Anniversary. . . . . **\$1.48**  
—Our regular \$1.50 and \$1.75 W. B. corsets. In sizes 19 to 30. Anniversary Sale. . . . . **98c**  
—Fourth Floor.

**Our \$1.50 to \$2.50 Picture Frames**  
**Exceptional at 59c**  
—A sale of picture frames that is almost too good to be true, but they are here, nevertheless, bought especially for this Anniversary Sale, and because they are so low in price we find it necessary to limit 3 to a customer.  
—In rosewood, walnut, gilt, antique gold and gun wood. In black and brown tones. In sizes 8 by 10, 10 by 12, 11 by 14, 10 by 14, 12 by 16, 14 by 17 and 16 by 20 inches. Made from 1/2 to 3-inch mouldings. Complete with glass, mat and back, all ready for your picture.  
—Sixth Floor.

**Genuine Pin Seal Handbags**  
**98c Instead of \$1.75**  
—Never before were you able to buy a genuine seal bag for this price. Made in the two-piece style, mounted on German silver frames and securely fastened by a fancy knob. Daintily lined and fitted with coin purse.  
—First Floor

**Handkerchiefs 15c**  
**Duplicates of what we Sell at 20c and 25c**  
—Hand-embroidered handkerchiefs with embroidered designs in the corner, of all pure linen; and English voile handkerchiefs with half and two-inch hems.  
—First Floor

Copy of Telegram  
*Lipman, Wolfe & Co.,*  
Gentlemen:  
—For your Anniversary Sale we are shipping you today twenty-five dozen Veribest waists made from specially selected high-grade materials in models exact reproductions of highest-priced waists. They should cause great excitement among your patrons. Wishing you great success.  
Marchioness Waist Co.  
**Veribest Waists \$1.00**  
—Twenty models chiefly of fine soft-finished voiles and organdies, in an endless variety of dainty allover embroidered, pin-tucked and lace-trimmed styles. A new feature of these waists is the new flaring collar of organdie and batiste in hemstitched and embroidered effects. Sleeves are long or short, finished to match the blouse, and with turn-back cuffs.  
—Third Floor.

**"Bontex" Wash Materials**  
were first introduced to the women of Portland on Monday, and proved an overwhelming success, as they found the materials to be more artistic and far more beautiful than wash fabrics usually found in a sale of this size.  
—Investigate this sale on Tuesday; you will find the assortments as broad and as complete as on the first day, as we are prepared to do a record week's business in wash fabric selling.  
**60c Belgian Striped Materials . . . . . 49c**  
**45c New Rice Cloth . . . . . 33c**  
**60c Silk Mixed Fabrics 49c**  
**35c Summer Voiles . . . . . 25c**  
**20c Checked Voiles . . . . . 11c**  
**50c Plazetta Silk . . . . . 39c**  
**20c Novelty Lace Cloth 11c**  
**40c Organdie Charmeuse for . . . . . 29c**  
**25c Newest Voiles . . . . . 19c**  
**40c Zara Organdie . . . . . 29c**  
**60c Fig'd Crepe Tissue 49c**  
**\$1.25 Crepe de Chine . . . 98c**  
**\$1.00 Flanders Crepe . . . 75c**  
—Basement

**Any Trimmed Hat**  
**In Our Entire Millinery Section Irrespective of It's Former Price**  
**For \$8.95**  
—This millinery disposal has no precedent in price or style. This season's original hats and every hat fully trimmed with its original trimming, and not a fine feather taken off here, nor a bit of exquisite ribbon removed, not a flower changed—which is so often the case in many stores that advertise special sales on their best hats. Here you will find hats in all their original beauty, each hat reflecting one of the season's best ideas—hats in black and white, in all black, in colors, hats for all occasions—hats that women can wear with a tailored suit as well as with a Summer frock or light-colored suit.  
—Second Floor

**Owl Heads**  
**The Correct Hat Trimming of the Season**  
**95c Each**  
**Regular \$1.50 and \$2.00**  
—In black and white, in large and medium sizes, made of smooth and ruffle-feather effects, very natural looking, used for trimming the large sailors, as well as small, close-fitting hats and tiny sailors.  
—Second Floor

**\$1 Women's Gowns**  
**In Extra Large Sizes**  
**Anniversary 79c**  
—Gowns of splendid quality longcloth and nainsook, made in extra large sizes, 18 to 20, for stout figures. In two styles, slip-over or open-front, trimmed with lace insertion, beading and ribbon, also fine tucked yokes and tiny ruffles of longcloth. Excellent quality gowns, extra well made and finished.  
—Fourth Floor

**Bathroom Fixtures**  
**Less Than Wholesale**  
**50c Nickel Towel Bar, 29c**  
—Best nickel-plated, 24-inch.  
**50c Tub Soap Dish, 29c**  
—Heavily nickel-plated on brass.  
**50c Toilet Paper Roller, 29c**  
—Extra serviceable, nickel-plated.  
**65c Tumbler Holder, 39c**  
—Tumbler holder with tooth brush attachment. Nickel-plated.  
—First Floor

**Men**  
**Black and White Striped Silk Shirts**  
*What Men Want but Impossible to Find*  
**They Are Here in an Express Shipment**  
**SELLING REGULARLY AT \$5.00 EACH**  
**Anniversary \$3.85**  
—Not in recent years has the demand for black-and-white stripes been so incessant. We demanded our shirtmaker that he must not fail us in this event, so we have the privilege of presenting a wonderful collection made of the finest quality tub silk.  
**B. V. D.**  
**50c Shirts and Drawers**  
**Anniversary 29c**  
—Every man knows B. V. D. Their standard quality, tailoring, fit and general satisfaction. We offer this famous make at Anniversary Sale prices.  
**SOCKS**  
**Silk Fiber**  
**Anniversary 17c**  
—Silk fiber hosiery, elastic and fully reinforced for wear, in a durable Summer weight, with a fine silk finish. Comes in black and all the new colors.  
—First Floor

**Infants' \$1.00 Long and Short Dresses**  
**Anniversary Sale 79c**  
—Made in the daintiest of styles with fancy yoke of fine embroidery and lace insertion; skirts finished with ruffle of lawn, lace edged and fine tucks. The neck and sleeves are also edged with fine lace. Sizes 6 months, 1, and 2 years.  
—Fourth Floor  
**THE MOST ATTRACTIVE ASSORTMENT OF**  
**Children's Dresses Selling to \$1.75**  
**Ever Shown at Such a Low Price**  
**Anniversary Sale \$1.08**  
—In sizes 6 to 14 years. Of extra quality striped, checked and plaid ginghams and plain chambrays. In a dozen different styles, with high or medium waistlines or straight effects, hemstitched or scalloped collars and cuffs of white, guimpe effects in white with contrasting stripe ginghams and embroidery edge. Others with wide belt effect or white pique and embroidery trimmed.  
—Fourth Floor

**For the Second Day of the Anniversary Sale**  
**Rugs and Curtain Scrims**  
**At the Manufacturer's Factory Price**  
**\$2.25 Reversible Art Rugs \$1.19**  
—These rugs are made from the short ends of the finest carpet warps, in attractive hit-and-miss designs, with fancy borders, extra firmly woven, in size 54x27 inches. These rugs are washable and reversible and especially suitable for general use. In colors of tan, brown, red, blue and green mixtures.  
**50c Fancy Bordered Curtain Scrim 27c**  
—An opportunity to secure all the curtains for your Summer home at the lowest price. 3000 yards of fancy bordered scrims and marquisesettes in this sale in hemstitched and drawnwork border designs. 38 to 40 inches wide, in white, cream and ecru.  
—Fifth Floor

Continuing Tuesday the  
**Extraordinary Shoe Sales**  
*For Women, Boys, Men, Misses and Children*  
—There has never been a shoe sale to equal this one in style, quantity and quality. It far surpasses anything ever attempted in shoe sales, and right at the height of the season and in styles that are in greatest favor.  
—**THESE WOMEN'S LOW-CUT SHOES**, in pumps and Colonial style, can be had with gray or fawn quarters, in all gray suedes, bronze, dull calfs and patents.  
**\$4.00 models for . . . \$2.95**  
**\$6.00 models for . . . \$4.95**  
**\$5.00 models for . . . \$3.95**  
**\$7.00 models for . . . \$5.95**  
—Basement

**Anniversary Sales From the Gift Floor**  
**ITALIAN MARBLE SCULPTURE AND PEDESTALS, IMPORTED ART BRONZES**  
**One-Quarter to Half Off**  
**NICKEL AND COPPER GOODS**  
**At a 20 Per Cent Reduction**  
**FEATURING FOR TUESDAY**  
**Our Entire Line of Serving Trays**  
**At a Discount of 20 to 50 Per Cent**  
—Including mahogany and oak finishes, Japanese fiber, wicker, Dresden and gold and hand-embroidered Chinese silk trays, as well as those of cretonne.  
**\$ 2.75** 11-inch round tray, with decorated center, brass mounted handles, mahogany finish. Sale. . . . . **\$2.00**  
**\$ 1.50** 10x13-inch oval tray, mahogany finish, cretonne center, heavy brass handles. Sale. . . . . **\$1.00**  
**\$ 6.00** 10-inch round tray, ebony frame, hand-embroidered Chinese silk center, mounted brass handles. Sale. . . . . **\$3.00**  
**\$10.00** 18x24-inch solid mahogany tray with handsome hand-embroidered Chinese silk center, gold-trimmed handles. . . . . **\$5.00**  
**\$ 8.00** 13 1/2x28-inch ebony frame, tray, Chinese-embroidered silk center. Sale. . . . . **\$4.00**  
**\$ 4.00** 10-inch fruit or sandwich baskets with handles over top, Chinese embroidered silk centers. Sale. . . . . **\$1.50**  
—Sixth Floor

**EXTRA!**  
**Anniversary Specials**  
**Told in Few Words**  
**Art Needlework**  
**Remarkably Low Prices**  
**Stamped Centerpieces and Scarfs, Each** 25c  
—Made of a beautiful quality of white linen-finished mercerized material, stamped in cross-stitch eyelet, fancy conventional and floral designs. Centers in size 36x36 inches, scarfs size 54x18 inches.  
**New Doilies 10c**  
—Size 18x18 inches, stamped on fine quality heavy linen-finished material, in a variety of the newest designs.  
—Fifth Floor

**\$3 Folding Card Tables**  
**Anniversary \$1.89**  
—Superior quality tables, with 30x30-inch top, covered with all-wool green felt. In mahogany, golden oak and fumed oak finishes.  
—Fifth Floor

**27 and 45-Inch Swiss**  
**Embroidery Flouncings**  
**Regular Prices to \$2.50**  
**Anniversary 79c**  
—Eyelet and blind elaborate patterns hand-loom edged and all-over embroidery in swiss, nainsook and cambric, in neat, small designs in solid embroidery, also Carrickmacross and eyelet designs, very popular for making the new Eton jackets, coats and waists. Beautiful embroideries that would sell elsewhere at several times our Anniversary Sale price.  
—First Floor

**Glove Silk Vests**  
**Of Regular \$1.50 Quality**  
**Anniversary \$1.29**  
—All new and made of a fine, extra quality of glove silk in white and pink, in low-neck, sleeveless style for Summer wear. Finished at yoke with edging and silk ribbon.  
—First Floor

**\$1.00 Silk Hose**  
**Two and Three-Colored Effects**  
**Anniversary 69c**  
—Excellent quality, all silk, in new two and three-colored styles, in sand, gray, putty, bronze, blue and green. Every pair made with double heel and toe, extra serviceable, fashioned.  
—First Floor

**50c Silk Lisle Hose**  
**Anniversary 39c**  
—Fancy top stockings, in combinations of black and red, black and orange, black and purple, black and canary. Of fine silk lisle, made for service, in Summer weight, fully reinforced.  
—First Floor

**Sale Women's New 1915**  
**Knit Bathing Suits**  
**\$5.00 STYLES, \$3.98**  
—Extra quality wool suits, made to button on shoulder, slit side skirts and utility pocket. Trimmed with contrasting stripes. Sizes 36 to 44, in colors, Oxford and green, navy and green, white and royal, red and green, lavender and white, emerald and black.  
**\$2.50 STYLES, \$1.89**  
—Serviceable knit suits, with round neck, cap sleeves, button shoulder, slit side skirt, utility pocket, contrasting stripe trimming. Sizes 36 to 44, in combination colors of Oxford and white, navy and white, navy and Oxford, navy and green, Oxford and navy, Oxford and red.  
—Fourth Floor

**Armenian Lace Edge**  
**Handkerchiefs 29c**  
**Regular 50c Quality**  
—Pure linen handkerchiefs with quarter-inch hem and trimmed with real Armenian lace.  
—First Floor