

# THIRD BIRTHDAY SALE

**Lipman Wolfe & Co.**  
Merchandise of Merit Only

## Congratulations To You—The Public

—The great array of Birthday Sales that this store offers today is a mighty demonstration of your patronage. That this sale will overshadow every previous event is certain. Months of preparation—the quality of goods we offer—the great underpricing of everything presented in this great occasion—the newest modes in apparel—the latest styles in Fall fashions—the most wanted and scarcest merchandise, are the magnets by which this Store expects to draw an unprecedented throng of shoppers to its doors. —The great success that we anticipate for this Sale is largely due to the fact that we know the public always relies on and responds to our announcements. They know that this Store's sales are real—are genuine—reliable.

### 56-Inch New Fall Dress Goods

Regular Prices \$1.50 to \$2.50 Yard

—A full range of the latest Fall weaves, such as gabardines, chevrons, Bedford cords, melrose, poplins, French serges, whipcords, vigoreaux, granites, prunellas, striped serges and a complete assortment of new colors, midnight blue, African brown, Russian green, taupe, Burgundy, Copen, gray, wine, helio and black. Every piece of this material is full 56 inches wide. **98c**

Second Floor.

### From the New Linen Store

**\$1.50 Imported Pure Linen Table Damask**

—Our own direct importation of extra heavy, full-bleached satin damask, full 70 inches wide, in new floral and scroll patterns. This price is less than the landed cost today. **\$1.24**

**\$2.75 Extra Large Crochet Bedspreads**

—The best spread we have ever offered at this price. In heavy raised patterns, in crochet weave, in an extra large size for full-size beds. **\$1.95**

**\$3.75 Pure Linen Heavy Napkins**

—100 dozen napkins, imported pure Irish linen, size 22x22 inches. Splendid quality for everyday use. **\$2.98**

**\$2.50 Irish Linen Table Cloths**

—Just received from Ireland, pure linen cloths, size 64x64 inches, good weight, in new floral patterns. No napkins to match these cloths. **\$1.59**

**\$7.50 Hand-Embroidered Luncheon Sets—**

—13 pieces, consisting of six 6-inch doilies, six 12-inch doilies and one 24-inch centerpiece, of pure linen, real hand embroidered and scalloped in the Madeira Islands. Several patterns. **\$4.45**

**85c and 75c Pure Linen Huck Towels**

—Hemstitched towels, of a very fine pure linen, with plain centers and damask borders, and space for monogram. Size 40x22 inches. **50c**

Second Floor

### Silk Crepe de Chine Night Gowns

Regular Price \$5.00

—Two new styles of fine, heavy quality crepe de chine, in pink and white, all full widths, Empire model, with lace yoke back and front, picot lace edging and wide satin ribbon. The other hemstitched yoke and sleeves, square neck, and narrow satin ribbon bows. **\$3.98**

### Silk Crepe de Chine Envelope Chemise

Regular Price \$2.50

—Of an exceptional quality crepe de chine, with yoke back and front of lace insertion, beading and ribbon. Wide shoulder straps. Drawers edged with double-thread lace to match. **\$1.49**

Fourth Floor

### Women's Beacon Blanket Bath Robes

Regular Price \$3.50

—In tailored style, with turn-down collar, cord tie at neck, and cord girdle at waist, large pocket. Made of heavy Beacon blankets, in conventional patterns, in rose, pink, light blue, lavender, red, brown and gray. Full length. **\$2.49**

Fourth Floor.

### Two Specials From the Glove Store

**\$1.75 New Imported French Lambskin**

—Two-clasp style, glace finish, heavy crochet contrasting embroidery on back, half-inch welt at wrist. All sizes. **\$1.59**

**\$2.50 Imported White Glace Gloves**

—Extra quality, pique or overseam sewn, 16-button length. Sizes 5½ to 7. **\$1.95**

First Floor

### Pictures Fitted Free in Stand Frames

Regular Prices \$2 to \$3.50

—Every size in these frames, from small cabinet size to and including 10x12 inches. Carved old gold with carved stand and ornamental top. These are the very newest frames. **98c**

Sixth Floor

### From the Art Needlework Section

**Ready Made Night Gowns**

—Stamped in a variety of designs ready to be embroidered. Birthday Sale **48c**

**Hemstitched Guest Towels**

—Of all-linen stamped for embroidering and some with stamped scalloped ends. Birthday Sale **25c**

**Stamped Tea Aprons**

—Made of fine lawn stamped for punch work, for French knots and for solid embroidery. Sale **10c**

**Small Laundry Bags**

—Made of dainty figured pique, with colored facing and cord and tassel to match. **15c**

Fifth Floor

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## Confidence Of You—The Public

—The habit of exaggeration has become so familiar to the shoppers of Portland that maybe it does not shock you as it might once have done, or as it should.

—But exaggeration is not a habit with this store. It is not even a casual occurrence. The need of glaring, sensational headlines, exaggerated claims, has never been required in our announcements.

—Hence the sales we announce tomorrow are told tersely and to the point. Many of them are important enough to warrant quarter-page descriptions. These two pages are merely a chronicle to give you an idea of the magnitude and importance of this Annual Sale—of the satisfactory and satisfying bargains that await your selection.

## MEN

Come to this Store Tuesday if You Would  
Revel in Bargains

Yes Sir, We'll Astonish You With New Fall Merchandise

**Shirts of Pure Silk and Silk Mixtures**

Regular Prices \$5, \$4.50 and \$4.00

—Manhattan shirts and Lipman-Wolfe special label shirts, all high grade, made from pure silk and silk mixtures of exceptional qualities, in the latest Fall patterns, in a wide range of stripings. All with soft bosoms and French cuffs. In sizes from 14 to 17½. **\$2.45**

**Men's New Autumn Neckwear to \$1.00**

—A bewildering collection of smart patterns, in large four-in-hands, with flowing ends, of the finest heavy silks. **35c**

**New Style English Cloth Hats**

Regular Price \$3.00

—Colors to match any suit or top coat. Styles that are absolutely new. Shapes that will appeal to the taste of every man. In plain colors, small checks and plaids, all different. **\$1.95**

**Men's New \$3.00 and \$2.50 Pajamas**

—Patterns and cloths taken from our new Fall line, made up in collarless style and trimmed with silk frogs. In helio, blue, tan, gray, green and black and white. All sizes at one price. First Floor. **\$1.48**

**Fancy Bordered Curtain Scrims**

Regular Prices 40c to 50c

—Great variety of patterns and colors on white, cream and ecru grounds, hemstitched borders, on fine scrims and marquisettes. Full width. **27c**

**Imported Scotch Curtain Madras**

Regular Prices 50c to 60c

—Very attractive for bedrooms, living and dining-rooms. In white and cream with pretty conventional and floral designs in colors. **27c**

**New Cretonne and Chintz Draperies**

Regular Prices 50c to 75c

—Art taffeta, cretonne, chintz, art linen and shadow cretonnes, in the greatest assortment of new designs ever offered in a sale, including striped linens and black grounds with striking color combinations. Patterns for every room. —Fifth Floor **29c**

**Women's Knit and Silk Underwear**

**50c Kayser Swiss Ribbed Vests**

—With crocheted yokes, new patterns. All in Fall weight, low neck, sleeveless. **39c**

**\$1 Kayser Lisle Union Suits**

—Medium weight for Fall, in low-neck, sleeveless, tight-knee style. All sizes. **69c**

**\$3 and \$2.50 Glove Silk Vests**

—Pure glove silk of a fine quality, in white, pink and sky. With band or crochet top. Many with fine insertion band tops, and fronts embroidered in beautiful patterns. **\$1.79**

**\$4.50 Pure Glove Silk Union Suits**

—In white and pink, with embroidery top in new patterns, band-top style, with tight knee. Exceptional quality pure glove silk. First Floor **\$2.35**

First Floor

**New Hosiery of Pure Thread Silk**

**\$1.50 and \$1.25 Black and White Striped Hose**

—Of all pure thread silk, with double tops and reinforced soles. In the latest Fall novelty patterns, of black with white and white with black stripes. Very new and smart. **89c**

**50c Black Silk Boot Hosiery**

—Only 600 pairs in the lot, all of fine thread silk, with extra lisle tops, double garter hems and double reinforced heels and toes. First Floor **39c**

First Floor

**New Genuine Leather Handbags**

Regular Price \$1.75

—In seal and crepe grain, mounted on metal or leather-covered frames, lined with Dresden silk, fitted with coin purse and mirror. New shapes, plain or pleated. First Floor **98c**

First Floor

THIRD

BIRTHDAY

SALE

Mail  
Orders  
Filled for  
All  
Specials

Mail  
Orders  
Filled for  
All  
Specials