THE MORNING OREGONIAN. FRIDAY, SEPTEMBER 24, 1915.

# Thousands Will Again Share in Wonderful Friday Sales

Don't Fail to Come. We Have Prepared Some Astonishing Sales. We Mean to Make This Economy Store More Helpful, More Necessary Every Day We Want to Get All Buyers to Appreciate How Much It Means to Them to Know the Lipman-Wolfe Economy Store--Its Earnest Efforts of Providing Quality Merchandise at Lowest Prices

Special 25c Hot Lunch In the Basement From 11:30 to 2 Soda Fountain and Candy Store



25c BOX OF WRITING PAPER, 10c -All fine white linen paper with a perfect writing surface. In many styles. Each box contains 24 sheets and 24 envelopes in latest cuts.



of \$1.19 the yard in order to introduce our fabric section of the Economy Store. In this sale we offer a magnificent assortment of patterns and in various weights. In plain colors, in stripes, checks and mixed effects. Extra heavy weight and full 56 inches wide.

## Sale of Black Silks Fine Qualities-Fashionable Weaves

and at Prices That Are Extremely Low

-Newest Silks, all new, full pieces and not short lengths and odds and ends, such as are usually found in the so-called economy sale, but the best qualities that money can buy at their various prices.

\$1.00 Black Messaline, yard wide, for ..... 69c 

## Great Sale Undermuslins The Finest 85c Plisse Crepe

# Gowns, Very Special . . . 59c



-Two distinct styles as illustrated. made of plisse crepe, which are extra full in length and width. One style with dainty embroidered design on the yoke with the neck and sleeves bound with silk stitching. Also an open-front, pajamalike style bound with colored crepe and fin-ished with silk frog.

#### 45c Long Cloth Corset Covers 29c

-In many pretty styles, with yokes of embroidery insertion, finished with lace edging. Also lace and insertion yokes drawn with ribbon and lace edging.

With Eager Buyers Surprised at the Extraordinary Offerings Now Come Elegant Velvet Trimmed Hats \$3.95

From Opening Until Closing Time the Millinery Section Is Thronged



-These Hats were expressly designed and trimmed for this special offering to convince, beyond question, the wonderful helpfulness of our Millinery Section in offering women smart, attractive, stylish Hats, reflecting the latest fashions at a nominal cost. Nowhere can you find such carefully designed, high quality Hats. -Every Hat is of a soft fine quality black velvet in all the newest shapes, some large and picturesque, others small and closefitting-many in the medium size-some are tilted upwards in the back, and others turned up on one side in a very jaunty manner. Correctly trimmed with feather fancies with novelty stick-ups, with ribbon bows, smart tailored ornaments and some with plumes.

# New Suits! New Coats! Just Arrived

# A New Fur Trimmed Suit Only \$17.45

-This new suit at \$17.45 is one of the smartest military-like models of the season. It buttons high and close about the neck with a band of fur, and finished at the bottom of the coat with two rows of silk braid, as illustrated. The skirt is plain flare style, having an inverted pleat on each hip. Made of fine all-wool poplin in navy blue or green.

#### This Suit Very Special at \$13.75 Features the Belted Fall Style

-A very popular suit in wool poplin in black, navy, brown and green. Made with a 31-inch-length jacket, satin lined, with velvet collar, which can be worn buttoned high or with turn-back revers; with plain tailored sleeves; with belt fastening at each side with buttons; a straight-model skirt, with inverted pleats. In style as illustrated.

# Two New Fall Coats Very Special \$9.85

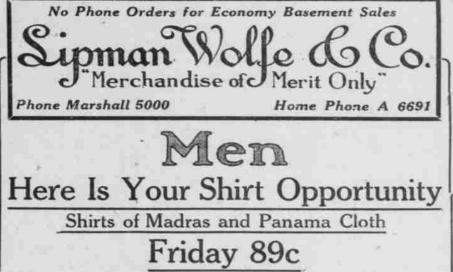
-One model is the very popular 46-inch Balmacaan coat, which has a smart flare and is quite full-made from very good quality of light and dark mixed materials. A very practical coat for all kinds of Winter wear.

-The second coat is of blue or brown mixture, having a wide belt, which holds the fullness in place at the waistline-deep plush collar and cuffs add the finishing note to these coats.



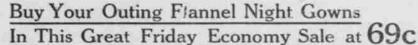
These petticoats are made with the deep flaring flounce so necessary this season, when the new flared skirts and dresses are worn. The flounce is trimmed with tucking and narrow ruffles at the bottom. In plain black and a variety of changeable effects.

#### 121/2 PERCALE 9c THE YARD



-A shirt sale for the economical as well as for the particular man-shirts that are perfectly tailored, well fashioned-shirts of fine madras and Panama cloth-shirts in the new stripes and in a variety of new colorings. Shirts made with the soft bosom and the French turn cuffs that are so very comfortable.

-We also offer here the new plain white negligee shirts with laundered cuffs, and at the same low price of 89c. —Shirts to fit all men, large, small and medium



-Good heavy-weight outing flannel night shirts for men, made large and roomy, with either flat collar or in military style. In a good assortment of colors, such as blues, heliotrope and pinks. Finished with frogs and braid trimming.

#### Men's Muslin Night Shirts for 48c

-These muslin Night Shirts are made with the V.neck and are full, long and cut generously full throughout, nicely trimmed with fancy braid and pearl buttons.

#### 50c Men's Shirts and Drawers 39c Each

-Ecru colored ribbed Shirts and Drawers for Fall wear. The Shirts are made in French neck style and the drawers with double crotch.



-Cluny Laces in many different designs from two to four inches wide. Suitable for trimming underwear, as well as waists and children's frocks.

Handsome \$1.25 Silk Nets 98c Yard -Diamond mesh Silk Nets, 42 inches wide, in white, black, ecru, cream and evening shades. So popular this season for waists and dresses.



#### 85c Envelope Chemise for 59c

-Two very attractive models of good quality longcloth, with yokes of embroidery insertion, beading, lace edging or insertion. All sizes,

Boudoir Caps Very Special 10c

-Made of colored lawns, cross-bar dimity, with colored dots in pink, blue or lavender. Also all-white caps with ruffle of fancy-colored binding, ribbon banding and ribbon bows.

65c Outing Flannel Night Gowns 49c

-These Gowns are made of good quality outing flannel with double yokes in back and front, turndown collar, all full lengths and widths, pink or blue stripes.

\$1 Antique Gold Picture Frames Special 59c Wonderful new frames in oval and oblong shapes, beautiful antique gold finish. Sizes up to 8 by 10 inches. -FREE-Your pictures will be fitted free in these frames.

-Full 36 inches wide, in medium and light grounds, in stripes and checks. A fine even-woven cloth, suitable for house dresses and aprons.

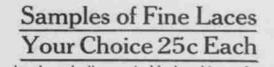
10c to 12<sup>1/2</sup>c FIGURED CREPE 6c YARD

-A splendid material for children's wear, house and street dresses. In white grounds with small figured designs in every wanted shade. 26 to 28 inches wide.

12-YARD BOLTS NAINSOOK \$1.10 BOLT

-36 inches wide, soft-finished nainsook, free from dressing, very desirable for dresses and children's wear. We will also sell this nainsook by the yard at the special price of 10c.

Special 25c Lunch in Basement-Soda Fountain and Candy Store in Basement



-Lace edges, bands and allovers, in black, white and cream-chantilly, Oriental and novelty silk and cotton laces.

-Spangled and beaded novelty flouncings in black and white.

These laces are from 12 to 27 inches wide and from 18 to 20 inches in length. They come in duplicate patterns, so entire waists and even dresses can be made from the same pattern. If bought in the regular way would cost as high as \$5.00 the yard.

