

Now is the Time to be fitted with a Nemo, Smart Set, La Vida or C. B. Corset

MERCHANDISE OF MERIT ONLY
Lipman-Wolfe & Co.

March Patterns and Delineator on Sale
Free Lessons Daily, Irish Crochet Work

Newest Hair Goods

—Not a day passes without the arrival of some new hair goods. Switches, turban pads or braid pins. Our stock is complete now with fresh new goods. Tomorrow we offer—

—NEW BRAID PINS to be worn with the turban style of hair dressing. These pins are heavy quality in both amber and shell color, square and oval tops.

—The large size sells for 45c, and a smaller four-inch pin for 25c each.

—NEW TURBAN ROLLS, made from genuine hair, in all the different shades. Price 50c.

—NEW TURBAN PADS, made from French floss, very light and comfortable. These pads come in all shades. Price 25c.

—RED CROSS HAIR NETS. Each net comes put up in a celluloid tube. Strictly sanitary. All shades. Price 15c.

—20-INCH EXTRA QUALITY SWITCH, made from real wavy hair. Comes in all shades. Price \$2.50

—WE MAKE SWITCHES from combings. Our prices are positively the lowest in Portland. Our work we guarantee the best.

Cut Glass Fernery \$6

—Large size Cut Glass Ferneries in a new superb cut. Fitted with heavy quadruple plated silver tray. The cut is very deep and full and finished with a hard box wood polish that insures everlasting brilliancy. Tomorrow we place on sale 50 of these cut glass ferneries at a very special price of \$6.

The Ten Most Popular Selling Books in Portland

—The Kingdom of Slender Swords, by Hallie Erminie Rives. Pub. price \$1.50, our price \$1.18.

—Lord Loveland Discovers America, by C. N. and A. M. Williamson. Price \$1.20.

—The Man Outside, by Wyndham Martyn. Pub. price \$1.50, our price \$1.18.

—When a Man Marries, by Mary Roberts Rinehart. Pub. price \$1.50, our price \$1.18.

—A Certain Rich Man, by William Allen White. Pub. price \$1.50, our price \$1.18.

—The White Prophet, by Hall Caine. Pub. price \$1.50, our price \$1.18.

—Bella Donna, by Robert Hichens. Pub. price \$1.50, our price \$1.18.

—The Veil, by E. S. Stevens. Pub. price \$1.50, our price \$1.18.

—Truxton Kind, by Geo. Barr McCutcheon. Pub. price \$1.50, our price \$1.18.

—A Girl of the Limberlost, by Geo. Stratton Porter. Pub. price \$1.50, our price \$1.18.

**Allover Embroidery
\$1.27 YARD**

Values to \$2.00 Yard

—Just out of the Custom House a new lot of fine St. Gall embroidered allovers, sample pieces of Swiss, cambric and nainsook in large varieties, new wanted effective styles, for yokes, waists and entire dresses. These goods are high-class, wellmade serviceable qualities.

—In this assortment the patterns are exceptionally pretty and the variety of blind and open work styles is sufficient to meet every woman's fancy. A big display on our embroidery counters, Monday.



New Spring Suits \$25

—The Lipman-Wolfe & Co. standard of \$25.00 Tailor-made Suits hold a position in the world of style that is distinctive to this house alone.

—Representing the latest advance in correct styles. The splendid merits of the materials and the fine workmanship combined with this moderate price of \$25.00 makes these unusually important February values in new Spring Suits.

—Ladies' new Spring suits in serges, fancy worsteds and diagonals. In a variety of models. The jackets come in the new 30 and 32-inch lengths. The skirts are full pleated. Peau de Cygne and silk lined. The collars are inlaid with moire and satin. Color: violet, rose, seaweed, tan, navy, grays.

New Pellard Suits

—In exclusive models, especially designed by this clever Frenchman whose supremacy in smart tailored suits is acknowledged season after season. This is the general consensus of opinion among women who are clever dressers.

—The new Spring styles are particular fetching. The fabrics represent the dominant fashions of New York and Paris. Very striking models are shown in both tailored and novelty suits. Prices, \$40.00 to \$75.00. Exquisite suits for Southern California or the South.



New Wash Fabrics

For Spring 1910

—Women with keen foresight always take advantage of the first showing of imported wash fabrics.

—They know from experience that the most exclusive styles are those shown first. Being imported it is almost impossible to receive a second shipment.

—This year the fabrics and color combinations resemble the silk materials so closely that when made up it takes close inspection to distinguish the difference.

—TUB TUSSAH—A silk-mixed fabric, in pongee color, in an assortment of self-colored designs. This fabric, as can readily be seen by its name, is specially well adapted for laundering. Price 50c a yard.

—OTTOMAN CLOTH—A silk-like suiting of heavy Rep weave, resembling the very popular silk indros in appearance, while closely woven, they make ideal early Spring dresses. In the colors offered the assortment embraces every new Spring fabric, 40c a yard.

—MILANESE SILK—A most beautiful colored brocaded silk-mixed dress fabric in combinations of rich colorings. One of the most beautiful materials brought out for Spring. One really needs to see this fabric to appreciate its beauty. In all the desirable shades, 60c per yard.

—SILK DIAGONALS—A new weave which bids fair to be one of the most popular this season. It is a solid color fabric, in a color range that embraces every desirable Spring shade. This fabric is composed of over 60 per cent silk. It retails for 50c a yard.

The New Dress Goods and the New Spring Silks

—Fabric harbingers of Spring, making possible the correct portrayal of the new gowns and tailormades that will express the smartest styles of the season, our showing is now very comprehensive.

IN THE DRESS GOODS SECTION

—New poplins, French serges, diagonals, Persian cords, diagonal chevots, English suitings, silk and wool poplins, Henrietta and shepherd checks, imported mixtures, basket weaves and homespuns.

IN THE SILK SECTION

—A splendid assortment of foreign and domestic silks including Salome Shantung, Oriental Pongees, shower proof Foulards, Occidental Simla Pongee, Messalines, Indro Shantung, Cashmere Diagonals.



—Ready with Early Spring Hats, Broad brimmed Leghorns, Napoleon Cockades, Sumatra and Java Continentals, Milans, Neapolitans.

—Russian turbans and small turbans continue in demand. They are slightly narrower and the oblong shapes are most in favor.

—Smart hats for tailored suits show cabaschons, malines and velvets for trimmings.

—All flower hats continue in favor. We are showing them in great variety. Also flower Poke bonnets.

—Nowhere in Portland will you find any showing that can compare with ours. For those contemplating a trip to Southern California we have hats in abundance. For early Spring wear we are showing a very complete assortment of turbans and round hats in black and colors ranging in price from \$4.00 to \$8.00.

\$3 Sweaters for \$1.98



—Ladies' and girls' fancy weave Sweater Coats in a remarkably good quality. You will find gray, red and white coats in the lot. These sweaters will be worn throughout the Spring and Summer this year. Their popularity will be stronger than ever. They go on sale Monday at \$1.98. This opportunity is unusual.

Spring Neckwear

—The New Dutch Collars in latest square effects, trimmed with embroidery and Venise lace.

—Exquisite new yoke effects in embroidered lawns with fine pin tucked collars and embroidered turnovers. 65c up.

—The latest thing in Coat Sets, of heavily embroidered linen, selling at \$1.50.

—New Silk Scarfs in plain crepe de chine and fancy flowered silks, also a new line of Spanish Lace Scarfs selling from \$6.00 up.

—Hand-made Irish Crochet Collars and Coat Sets, \$13.50 to \$17.50 each.

—A large assortment of new Tailored Stocks, some plain white, while others have colored dotted ends and trimmed with small tailored buttons. 35c.

—All the latest styles of Rabats and Jabots selling from 35c to 50c.

—Beautiful new Long Batiste Ties, with dainty embroidered ends, 35c.

—New Spring Neckwear, including a new embroidered lawn collar with fancy embroidered bows. Price 65c.

A GREAT SPECIAL SALE OF ROOM-SIZE RUGS

- \$33 Axminster Rugs 9x12 \$24.85
- \$35 Body Brussels 9x12 \$25.85
- \$65 Anglo Persian 9x12 \$55.00
- \$60 Anglo Indian 9x12 \$47.50
- \$50 Royal Worcester 9x12 \$42.50
- \$21 Tapestry Brussels 9x12 . . . \$14.95
- \$18 Art Craft Rugs 9x12 \$13.95

—300 Room-Size Rugs of all kinds at special prices. We have just received several large shipments of new rugs which are included in this sale. We have just the rug for your home. Beautiful patterns in Oriental, floral and conventional designs, in soft rich colorings to select from.