

Our Expert Fitters Make Corset Fitting an Art—Spring Model La Vida, W. B., C. B., A La Spirite, Nemo Corsets

Sale of New Spring Dress Goods  
The Best Values We Have Ever  
Offered in the History of the Store  
Practically All Half Price

—Now let us tell you some general but important and interesting facts about this sale. We quote four or five important items. We could quote a dozen more, but instead of filling up space with a lot of indifferent items we concentrated our sale on fabrics that are in greatest demand. We are offering the STAPLES of the textile world at prices that are truly startlingly LOW.

—Every yard is as fresh and as tempting as Spring flowers and at a price that cannot fail to demand the attention of buyers.

—\$2.00 ALL-WOOL AND SILK and wool novelty suitings, 50 inches to 56 inches in width, in shepherd's checks, fancy checks, small plaids, silk and wool stripes, is surely unparalleled for the money.

—We know what other retailers ask for these goods, and we say frankly that at this price reduction we upset all established standards.

—PER YARD 98c.

—\$1.25 MOHAIR AND WOOL CHECKS and stripes. Ideal Spring fabrics. 44 inches in width. In black and white, tans, gray, and green. There is not a fabric on the market firmer or will wear better.

—The opportunity to save 56c a yard on such a well-known and an established fabric does not occur so often that you can afford to pass this opportunity.

—PER YARD 69c.

—\$1.25 42-INCH SILK AND WOOL Panamas in neat checks and stripes. In pretty soft gray, blue and brown combinations. 56c reduction on every yard. That's incentive enough for you to keep us busy cutting off this goods all day long.

—PER YARD 59c.

—65c SHEPHERD CHECKS, 40 INCHES wide. In black and white, and navy and white. All size checks in this offering. Here's a fabric in such great favor that it is almost impossible to keep pace with the demand. Still, on Monday, we offer you an extra special bargain.

—PER YARD 49c.

Finer, Richer and More Beautiful Silks Than These Are  
Not Produced—Here Is an Intensely Vital Announcement  
5000 Yards, Our Regular \$1.50 Silks at 95c



—This sale is not the result of chance or accident. We resolved to compass a volume of silk business hitherto unknown in local retailing, so we decided to offer silk buyers IRREPROACHABLE qualities of silk. Silks that all women WANT.

—Tussahs, Rajahs, Plain diagonals, Motoros, self-colored satin striped Tussahs and Rajahs, self-colored dots in Tussahs and Rajahs. Pastel shades, embracing every desirable Spring coloring, is represented. Also a great choice of these silks in natural Pongee shade so greatly in demand.

—A 3rd-street window is devoted to the display of these silks. Sale starts Monday morning.

GREAT SALE  
EASTER  
POST CARDS  
**Lipman-Wolfe & Co**  
APRIL  
PATTERNS  
ON SALE

Easter Veils

—In our veiling section you will find a broad range of styles. We pay special attention to selection.

—A department that has always held first rank. Always showing the latest French novelties.

—Here you will find novelty and plain meshes. Quaint and unique designs, originated in Paris by those clever Frenchmen who rule the world for such novelties. Wash veils, automobile veils, two-tone combinations and solid colors.

—We make Switches, Transformations, Puffs and Pomadours—also dye switches to order. Our work is the best, our prices the lowest in the city.

New Beauty Pins

—Always come in handy  
—Gold filled. A superior pin that is made under a patent, insuring long service. In a great variety of chased, plain and fancy designs. In rose and plain finish. Jewelry stores get 75c and \$1.00 for the self-same pin. On Monday we offer them special,  
—Per Pair 25c.

**Hydegrade**

—You need only see this trademark on the selvage of the goods and you know at once that you have a guarantee of quality, wear and service.

—“Hydegrade” is a trademark you will find in our lining department upon fabrics used for petticoats, drop skirts and waist linings.

Silk Waists \$5



—300 newest model, finest quality silk waists, plain and changeable tafeta silk, pongee, striped and checked silks, messaline and China silks. Made in the new side-plaited and side ruffle styles.

—The colors are black, navy, green, tan, Copenhagen, reseda and all the newest changeable effects.



—Men's neckwear was never more inviting than the styles shown for Spring.

—There is a quiet elegance, an air of refinement to the patterns. Nothing loud and boisterous is shown here.

—We sell to men who take a pride in their neckwear, who prefer quality to gaudiness.

—New Easter ties,  
—50c to \$1.00

Easter Ribbons

—Ribbons for Easter were seldom, if ever, prettier than at this time. We are showing a vast range of dainty pastel warp print Dresden effects, French checks and plaids, Scotch plaids, Persians, basket weave styles, two-toned glace in moire and plain, combinations, solid color effects; in all the newest shades and at prices ranging from

—25c to \$2.25 per yard.

Pure Thread  
Silk Hosiery  
Special 98c

—Ladies' pure thread silk stockings, made with lisle thread garter tops and full fashioned. High spliced lisle soles. Both black or tan. Value \$1.25.

—Special, 98c a pair.

Teachers' Bible  
Special 89c

Regular Price \$1.50

—The greatest Bible Values ever offered in Portland.

—These Bibles contain references, maps, concordance and with additional matter, consisting of the Bible student's helper; Bible lands, their inhabitants and conformation.

—This Bible has the subject index, New Oxford concordance, dictionary of all Scripture and proper names, also Scripture atlas indexed.

—A very handy size and the edges are red under gold. Divinity circuit.  
—For the benefit of Sunday school teachers and Christian workers we offer a special Bible at the unusually low price of 89c.

Assuredly Unparallel'd at \$25

These Easter  
Tailored Suits  
Values to \$32.50

—A showing that is comprehensive in style, excellence and beauty.

—Suits that embody every correct idea—every new style thought—harmony of color—excellence of tailoring—perfection of fit.

—Of all-wool wide-wale diagonal serge in tan, navy, black and gray.

—The coat is made in the popular 32-inch length. All lined with fine satin and trimmed with silk braid. New shawl collar, faced with satin and trimmed with silk braid. The skirt is made in the newest plaited model, trimmed with braid to match the jacket.

Special \$25.00



Annual Easter Glove Sale



—2-CLASP PARIS POINT stitching, extra grade of ladies' kid gloves, overseam dress effect in black, white and all the seasonable colors. Worth \$1.75.

—EASTER PRICE \$1.27.

—3-CLASP STYLE LADIES' French kid gloves, best grade. Paris point stitching. In white, tan and gray only. Worth \$2.00 the pair.

—EASTER PRICE \$1.37.

—100 DOZEN GOOD QUALITY 2-clasp dress kid gloves, overseam sewn, one row embroidered back. In black, white and all colors. Worth \$1.75.

—EASTER PRICE 97c.

—1-DENT STYLE CAPE gloves in all sizes and in many shades of tan. Worth \$1.25.

—EASTER PRICE 87c.

—KAYSER'S CHAMOISETTE GLOVES, best grade. In chamois shade only. All sizes. Exceptionally priced.

—PER PAIR 50c.

Untrimmed Hats Are Here

—At last we have received our imported untrimmed hats. It was impossible to receive them sooner. Importers of ultra-fashionable millinery never offer their untrimmed hats until the styles are settled. Not so with many of the less conservative houses. That is why you see so many grotesque and undesirable shapes offered for sale as copies of imported models.—None of those in this store.

—EVERY SEASON WE WAIT UNTIL THE AUTHENTIC STYLES are out, then our New York office has instructions to ship immediately by express from the best French makers everything that is desirable.

—Tomorrow we show for the first time in Portland 450 untrimmed pattern hats, ranging in price from \$2.50 to \$12.00.

—Hair Hats—Faced Leghorns, Tuscan Braids, Blocked Chips and Imported Hemp—Birds' Nest Straw—in black and colors.

Room-Size Rugs Sp'l. Prices

- \$65 Wilton Rugs \$55.00
- \$55 Wilton Rugs \$42.50
- \$35 Axminster Rugs \$23.45
- \$35 Body Brussels \$25.85

—300 room size rugs of all kinds at special prices for this week's sale. You will find a large variety of beautiful patterns in Oriental and conventional designs in any color combination desired. We have just the rug for your home—at a great saving to you at this time. It's no trouble to show you our rugs as they are properly displayed on our new rug rack.

Table Cloths, Once a Year at \$1.95



—Once a year in return for our heavy orders this manufacturer reserves for us his surplus table cloths.

—These cloths are all-bleached linen, 2 yards, 2½ and 3 yards long. Choice designs bordered on four sides.

—500 in this lot ranging in price from \$2.50 to \$3.50 each.

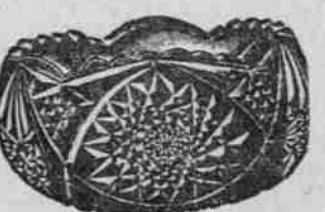
—Monday \$1.95.

—It will pay you to buy one or more of these cloths. They are exceptional bargains.

Rajah Silk Dresses at \$15.00

—Women's one-piece dresses of extra quality Rajah silk in natural, champagne, reseda, copenhagen, purple, and jasper.

—The yoke, collar and cuffs are made of heavy lace. The entire front is heavily embroidered with silk. New full plaited skirt made exactly like illustration.



\$4 Bowls \$2.49

—The new Pin Wheel cut in fine eight-inch brilliantly cut bowls. At \$2.49 we should sell them all before noon on Monday, as it is the best value we have ever seen or heard of in cut glass.