

Sincerity

—On July first building operations will start on our new store. In building this great establishment we firmly believe there is room in Portland for one store, whose clientele is composed of people who want a store that they can depend on—a store that is SINCERE in its every effort to give honest service—a store that will never misrepresent qualities—IN SHORT A SINCERE STORE—that is content to build for the future—SLOWLY IF NECESSARY—BUT SURELY AND SINCERELY.

Just a Little Difference Here In Our New Men's Shirts

—A couple of young college men were in the store yesterday selecting shirts. You know how fastidious these young fellows are about their wearing apparel. Just of the age where they have got to make an impression on every co-ed they know. . . .
—After making a selection one of the boys remarked, "After all there is something different in these shirts from those I have seen advertised elsewhere. The patterns and designs are a little more genteel, the colorings less harsh, the plaited bosoms modeled in newer styles. The cuffs distinctly new." . . .
—We have been receiving these compliments all week.
—THERE IS SOMETHING DISTINCTLY DIFFERENT AND WE KNOW IT.
—In selecting our men's furnishings we have sacrificed profit by refusing job lots, old patterns, ill fitting and poorly made shirts in order to be able to have something different from other stores. No. \$2.00 shirts here for 85c. We can't do it. On the other hand we give you the best \$1.50 shirt for \$1.50 that it is possible to buy. It is not how cheap with us but how good.

Something New



—Suede leather and satin shopping bags with long silk cord handles mounted in the very newest fad—"A RHINESTONE INITIAL" and Old English. To introduce this new novelty we offer a limited number on sale Monday.
Special \$1.78

First Sale New Rich Cut Glass

—The new cuttings in rich American glass makes their first appearance tomorrow. Wh. els. stars, diamonds in a myriad of crystallizing cuttings in entirely new designs bid for your approval. Our cut glass has always been known for its clear, lasting brilliancy, its deep cutting and last but important factor, our very moderate prices.
—Below we chronicle a few of the new items that go on sale tomorrow.

Five-inch handle nappies 98c	Spoon trays for \$1.50
Six-inch nappies \$1.23	Mayonnaise sets \$3.75
Seven-inch nappies \$2.50	Ice Cream trays \$5.25
Eight-inch nappies \$4.75	Celery trays \$3.75
Seven-inch nappies \$3.75	Celery trays \$4.25
Water tumblers half dozen at \$3.60	Pin trays \$1.75
Sugar and Cream sets. \$4.50	Eight inch berry bowls \$3.75
Sugar and cream sets. \$3.00	Nine-inch berry bowls \$4.50
Spoon trays for \$3.25	Water pitchers \$3.75
	Water Bottles \$3.75
	Perfume bottles \$4.00

New Bordered Wool French Challies

—Hand made rubber and bugle trimmings, copied from ancient Oriental robes are directly responsible for the great craze in bordered materials. Paris has been using these beautiful trimmings on all fabrics in order to produce the over skirt effect. Therefore border style.
—Tomorrow we show the most charming bordered French wool challies in floral, Persian and dotted effects. In delicate colorings and black and white. 30-inches wide.
Price 75c

Nen's New Neckwear

—Something smart tomorrow. New Shapes and colorings. Men's Ties at 50c Each

No Men's Clothing
No Pots and Pans
No Bakery

Tipman Wolfe & Co.

Merchandise of Merit Only

No Restaurant
No Grocery
No Liquors

Butterick Patterns and Delineator for April on Sale
Eclipse Floral Cream, Greaseless, Hygienic and Beautifying

A Stunning Coat Special \$15.00

Reg. Price \$22.50



—With the arrival of Spring there have been certain styles approved that are certain to become the leading fashions of the season. This is particularly so with this

New Model Coat

—It has been selected from a great number of models as a coat depicting the newest lines, while the style is radically different from any shown heretofore. It is a coat of service, refinement and character.

Made of finest twisted English serge in navy blue. This coat is full 54 inches in length.

—Made semifitting with deep notched collar and revers. Fastened to one side with three large buttons. The revers and deep turned cuffs are trimmed with either pongee or black satin and piped with contrasting colors.

Exactly like illustration.

Enthusiasm—That's the Term for This Silk Sale

Majestic Dress Satins

Regular Price \$1.35, Monday Special 79c Yd

—Popular fashion has crystallized the sentiment of women for this fabric. Real enthusiasm is shown for the new satin suits and dresses now in vogue.

—Tomorrow we inaugurate an immense sale. Over 10,000 yards of new dress satins. Every fashionable color on the Spring shade card is shown in this great offering.
—This satin fabric is full 23-inches wide. All pure silk. No previous season has ever witnessed satin in more popularity than now. It is being used for one-piece dresses, tailored and fancy suits, and trimming for coats and misses' wear.

New Tailored Suits Spec'l \$25

—There is no guessing with us, regarding fashion. THEY MUST BE AUTHENTIC, correct in every detail.

—Some houses are advertising 26 to 28-inch jackets as the proper length for new Spring suits.

—Read any fashion journal and you'll find in unmistakable terms that the 25-inch jacket is the correct length and the approved style, accepted both here and in Europe.

—We offer for tomorrow a novelty suit of extra quality all wool haid twisted English serge in black, navy, tan or white.

—The jacket is made 25-inches long and cut on a new shape loose back pattern and trimmed with wide silk braid. Lined throughout with Peau de Cygne. The skirt is made in the new panel model trimmed with braid to match the jacket.



Robinson and Wells' English tailored hats are here

—Always radically different, from the regular trend of millinery this Spring's new importation is no exception to the rule. The hats we show tomorrow are unusually alluring because of this difference.

Each hat has a distinctive style of its own, and while the trimming is strictly tailored, some are somber, some are even gay in coloring.

—While the shapes are varied and some even daring, none are harsh, and all becoming. Quills, feathers, satins and velvets are used in wondrous color combinations. In fact the host of women who are constant wearers of these hats need no other description of them than the words, "ROBINSON AND WELLS."

Pattern hats for little tots

—Little satin half pokes with turn up brims faced with fine knife plaited satin and trimmed with moss roses, for-get-me-nots and ribbons and other styles equal in beauty to hats for grown ups.



The Dominating Features of This Sale

Quality, Cut, Workmanship and Finish

Undermuslins Greatly Reduced

\$1.50 and \$1.75 Gowns, Special \$1.10

—Ladies nainsook and long cloth gowns made with circular, square, high or V-shape necks with trimmings of embroidery or lace and insertion, tucks, beading and ribbon, forming dainty yoke effects. Full width and lengths, elbow, puff or flowing sleeves.

Regular \$1.00 Gowns, Special 69c

—Slip-over style of gowns with French band finish, insertions of lace and embroidery or yokes of feather stitching. Puff and elbow sleeves made of long cloth.

\$1.50 to \$2.00 Skirts 98c

—Ladies white cambric skirts with deep ruffle of lace and five rows of insertion or embroidery and tucks. Also plain tucks and hemstitching. All with under ruffle.

Regular \$1.50 Skirts, Special 79c

—Ladies white cambric skirts with deep flounce and tucks, has embroidery ruffle. Full width with under ruffle.

Regular 75c Drawers, Special 49c

—Ladies cambric and long cloth drawers made full skirt style open or closed. With wide ruffle of hemstitching and tucks. Also embroidery trimmed in open patterns.

\$2.25 to \$3.00 Combinations \$1.95

—An assortment of ladies combinations, either drawers and corset covers or skirt and corset cover. Some in Princess or waisted styles with trimmings of dainty laces, insertions and medallions, also embroidery trimmed. Made of lawn or nainsook.

Hand Embroidered Japanese Crepe

—These come in dress patterns with panel embroidered skirt in the front and embroidered waist front with the cuffs and collars to match. Exclusive patterns. \$16.50 dress patterns.

Bordered Voiles

—Paris muslins and marquisette. Bordered in deep Persian designs in beautiful color combinations of colors and woven ribbon borders of every hue. 54-inches wide. Exclusive dress patterns. \$1.75 yard.

Spring Style Show of Easter Outer Apparel

Pellard Suits

—Designed of imported materials in all colors and styles. Price \$40.00 to \$85.00.

Moire Suits

—In tan, gray, navy or white, at \$38.50.

Satin Suits

—In black with fancy linings and trimmings. At \$35.00, \$40.00, and \$50.00 each.

Eton Suits

—In plain and fancy materials at \$28.50 \$35.00 and \$47.50.

White Serge Suits

—In plain tailored and fancy trimmed models at \$25.00 to \$50.00 each.

Pongee Coats

—54 to 58-inches long in plain tailored and fancy trimmed models. \$15.00 to \$85.00.

Satin Coats

—For street or evening wear in black and colors at \$25.00.

Tussah Silk Coats

—In black or tan at \$25.00.

Silk Shark Skin Coats

—In black or natural in tailored and fancy trimmed, at \$27.50.

Chiffon Taffeta Silk Coats

—Made full 54-inches long in loose or fitted models, plain and trimmed. \$12.50 to \$35.00 each.

Great Glove Sale 97c

8, 10 and 12-Button Length



—Kimono sleeves on both dresses and waists make it imperative for women to wear long gloves.
—The tendency toward long gloves has been known to us for a year past as Paris has been shortening the sleeves and using long gloves for the past two seasons.
—Tomorrow we offer women's long gloves made of real French glace kid with one row of embroidery stitching on the back and overseam finish in black only.

Art Needlework

—Special attention is given orders for bridal outfits, linens, lingerie and men's wear.
—It is necessary for us to receive orders in good time as we are crowded with work and can not promise the completion of new orders for at least three weeks.
—Our art embroidery classes are in session daily. We invite you to take advantage of expert instructions, all of which is entirely FREE. The same applies to our Irish Crochet classes.



Latest Fiction

"Marie Claire"
By Marguerite Andoux.
Price \$1.20.

—The novel by a French seamstress which has stirred all Europe and which America has awaited expectantly.

"When Half Gods Go"
Helen R. Martin, \$1.00.

"The New Machiavelli"
H. G. Wells, \$1.35

"Harold's End"
By E. W. Forster, \$1.35.

"The Bolted Door"
George Gibbs, \$1.25

"Robert Kimberly"
Frank H. Spearman, \$1.30.

"Sidney Carteret Rancher"
By Harold Bindass, \$1.25

"The Purchase Price"
By Emerson Hough, \$1.18.



First Showing of Little Tots' Coats

—Bewitchingly pretty and attractive little coats in black satin, moire, white serges, broadcloth and figured materials. We illustrate a few of the very attractive styles shown tomorrow.