



VOL. XXX.

PORTLAND, OREGON SUNDAY MORNING, JULY 16, 1911.

NO. 29.

We Can Make Any Indian Throw Up His Hands When It Comes to Making Baskets

—The next time you are in the store stroll any afternoon through our art needlework department and see a score of women busily engaged weaving Indian baskets. No tribe of Indians in any community ever modeled prettier shapes, ever combined prettier color combinations, or ever fashioned willow better than is done in our FREE CLASS in Indian Basketry.
—Women tell us it is the most delightful Summer pastime, and is a refreshing change from needlework.
—We welcome you to this class; there is absolutely no charge whatsoever.

Mrs. Phelan Still Teaches Irish Crochet

—We wished to discontinue these classes during the heated term—the public thinks differently—our Irish crochet classes are bigger now than at any time during the year. Now, that we are certain that the classes will continue, we invite you to learn Irish crochet work under instructions from Mrs. Phelan, the most expert teacher in Irish crochet in America.

Why We Never Use the Word "Value"

—You must have noticed innumerable times that many stores in order to create business have used the word "Value" in order to produce immense price reductions and fictitious bargains. Therefore the word "Value" never appears here.



Cool House Dresses for Midsummer Wear Very Special at \$1.19

—It will be interesting to measure the response to this announcement, for we place on sale five new models of house dresses in figured percales at such special prices that we expect a more than ordinary response.
—These pretty lightweight house dresses come in dark figured materials, stripes and dots.
—Made with high, Dutch and square necks, elbow sleeves and full skirts.

Long Kimonos 89c Selling at \$1.50

—Challie and lawn kimonos full lengths, in loose flowing styles. The challie kimonos are made with yokes or pleats over the shoulder and trimmed with plain saten bandings.
—The lawn kimonos are in flowered patterns with yokes and trimmed with fancy flowered borders and flowing sleeves.

Lawn Kimon's \$1.49 Selling at \$2.00

—Kimonos made of fancy flowered lawns with square neck and short sleeves. Just the kimono for these warm Summer days. Made in belted full-length style, with the neck, sleeves and waist finished with embroidery beading drawn with ribbon. Pleats over the shoulder.



Fool the Weather Man

—He is trying to rival some of the weather men in the East by borrowing a little of their hot weather, just to let us know how fortunate we are to live in this glorious country.

—Here's a grand opportunity to hoodwink "Old Sol."

—Tomorrow we place on sale

Summer Lingerie

In an immense assortment of garments, embracing all prices, from the simplest to the most elaborate.

—The entire collection is offered at exactly

HALF PRICE

A Good Story Bears Repeating

\$4 Chiffon Automobile Veils, Special \$1.98

—Saturday we sold more chiffon veils following the announcement of this sale than would ordinarily be found in any store. Realizing the real worth of these veils we bought generously, and have enough for tomorrow's selling. After that we cannot promise a complete assortment.
—These beautiful veils come in many fashionable shades. Extra large size with a finished satin band border.

We Were First to Show Shetland Veils

—And ever since have maintained our supremacy. We are showing new Shetland veils in black, white and all colors in a full range of prices.

Shetland Veils, Special at 89c and \$1.33

—Most stores would take advantage of the demand for these fashionable veils and charge full retail price; not so here. It affords us the greatest satisfaction when we can give the customer the benefit of a substantial saving, consequently these chiffon veils are placed on sale Monday at radically reduced prices.

Pompeian Massage Cream

—This is the time of year when creams are put to the severest tests that Pompeian proves its worth.
—There is a peculiar individual merit in Pompeian massage cream. Several million women and men use it constantly. Only merit could create such a demand. You are an exception if some friends at some time has not recommended Pompeian to you. A trial will convince you that Pompeian does give a fresh complexion by means of its hygienic massage action.

**50c Size Special 29c
75c Size Special 49c**

Men, Do Keep Comfortably Cool B. V. D. Underwear Does the Trick at 50c

—It has only been during the last few years that men have grown to know the real worth of nainsook, mesh and light cotton underwear. They are fashioned with short sleeves and the drawers are knee and ankle length. We show an immense assortment at 50c a garment.

Silk Hose at 50c

—Worthy hose, socks that we know will give you satisfaction. They are well made and wear well and withstand the laundry, which is saying a great deal in their favor. Toes and heels of silk lisle and lisle top. They come in all the fashionable colors.

Summer Shirts

—This warm weather has been the first opportunity of this store to pit its assortment of novelty shirts against those of other houses. Every day men tell us there is a distinctly different look to our shirts. Better fit, better styles, better assortment, lower price.

Silk Dresses Prove Their Worth In This Hot Weather

**Selling Regularly to \$15.00
Special \$5.75**

—Hosts of women use these simple little dresses in preference to all other Summer apparel.
—Extremely light, fashioned in the latest styles, and as attractive in appearance as the very highest priced garments, there is no wonder that these dresses are finding such immense favor with our patrons.
—Tomorrow more of these genteel garments are placed on sale.
—In the assortment you will find satin foulards and silk taffetas in all the most desirable Summer shades.



Marquisette and Lawn Dresses

Special \$10

—Delightful gowns for Summer resort wear, for dinners and dances. Made in imported lawn in black or white, king's blue, green, rose or white; also marquisette in blue, black and white.

A Final Good-Bye to These Dresses Marquisette, Voile and Lawn Special \$16.50

—There are always occasions for garments modeled of imported materials and trimmed with the latest fashion touches. Dresses like these have really no seasons, being appropriate at all times of the year when light, elegant, airy gowns are worn.
—These marquisette, voile and lawn dresses are trimmed with Bulgarian embroidery, some with lace trimmings and insertions.
—In black, rose, king's blue, green, white, in appropriate color combinations.

Here Are More New Polo Coats Priced at \$30 and \$35

—Polo coats have received rough treatment in this city the past season. Any coat in white with patch pockets have been called polo coats by some houses.
—These polo coats are made of the genuine polo cloth in tan and white.
—They have that exclusive appearance that distinguishes them instantly from the shabby, poorly made imitations that have been sold throughout the season.
—Fashioned with plain or patch side pockets, immense pearl buttons, high or turn down collar with the broad belt.

Long Coats, Entirely New, at \$12.50

—Smartly attractive. When a girl steps from a train or a boat or an automobile, the verdict at once will be WELL DRESSED.
—While inexpensive, they are made of materials that withstand the roughest usage. The tub is all that is needed to make them spick, span and new.
—As a little novelty they come with a hood attached. Can be worn or not, at the pleasure of the wearer. They are belted just like the polo coats.

New Automobile Coats \$22 to \$40 Pongee Automobile Coats \$22.50 to \$30.00 New Reversible Coats \$22.50

—Made of black satin with the inside of heliotrope, green, gold, mauve, king's blue, rose, light blue and cerise. Reverse the sleeves and, PRESTO!—from a black coat you have an evening wrap in any of the above colors.
—It is the smartest coat on the market and one in immense favor at present.

Why Not Buy a Navajo Blanket?

—Before starting on your return trip to the East tourists often rack their brains for something appropriate for their Eastern friends and relatives. Why not a Navajo? It is typical of the West. An industry originated and fostered by America's oldest inhabitants. An industry that is rapidly passing away. Each year sees the supply growing less and less.
—We have prepared for our annual influx of tourists with the most elaborate stock. Every color combination and pattern shown in Navajo rugs. Prices decidedly the lowest in the city.

Lipman, Wolfe & Co. Merchandise of Merit Only

Ship Ahoy—A Sale—A Sale of Sailors

Wonderful, Unequaled Bargains

**\$2.50 to \$5.00 Sailors
Monday 98c**

—No bark sailing the high seas ever brought more welcome tidings than will this announcement be to the shoppers of Portland.

Rough and Smooth Straw, Elegant Fisk Sailors

—This sale hinged upon a telegram—would we relieve Fisk & Co., the leading wholesale milliners of Chicago, of their entire stock of sailors, worth from \$2.50 to \$5.00, if the price was made so low that we would be insured selling them immediately and at the same time giving our customers the greatest sailor hat bargains they ever received? It took us but a moment to decide to accept this offer.
—So tomorrow we place on sale 1000 sailors in black, burnt, natural, white and colors at 98c.
—Heavy rough straw sailors with medium and wide brims—Milan and tagal sailors in smooth straws—light weight novelty straws in black and colors—chip sailors in many different models—narrow brim sailors with large head sizes—in short, every model and every style in greatest vogue is to be found in this immense assortment.

Travelers' Needs at Summer Prices

Rattan Suit Cases for... **\$3.95**

—Rattan suit case, 24 and 26 inches long and 7 inches deep. Linen lined. Full size pocket, hand sewed corners and handle. Leather bound; button lock, brass bolts and straps.

Keratol Suit Case. **\$1.25**

—This suit case is absolutely waterproof and just the thing for the beach; 24 inches long by 6½ inches deep. Good, strong handle. Brass lock and bolts.

Matting Suit Case. **\$2.95**

—Japanese matting suit case, linen lined and leather bound. Cowhide corners, strong handle. Brass lock and bolts.

Leather Suit Case. **\$5.00**

—Genuine cowhide leather suit case, linen lined; 24 inches long and 7 inches deep. Bell rivets. Full size fold and 4 inside straps. Button lock and brass bolts.

Lingerie Hand Bags 50c to \$1.95

—The smartest bag to carry with light Summer frocks. Bags of linen handsomely braided in fancy and unique patterns, pique and all over lace bags, carried by long cord handles. Many are fitted with a small change purse to match.

Beaded Bags Special \$2.69

—Handsomely beaded bags in the Oriental and Persian designs and colorings. Trimmed across the bottom with a heavily beaded fringe.

Just Received "MY LIFE" The Autobiography of RICHARD WAGNER 2 Vols.—Price \$8.50



Pure Silk Hose Special 39c

—An unusual offering, assuredly the lowest price you have ever seen connected with silk hosiery. A really skeptical price, but you have our assurance that these stockings will give satisfaction.

—It is really wonderful when one considers that but a year ago silk hosiery was regarded as a luxury, but nowadays, with the science of hosiery-making perfected, we are enabled to advertise these stockings at a price and at the same time have no fear of the results.
—The body of the stocking is pure black silk with a lisle garter top and lisle heels and toes.
—They will wear well and stand the test of the laundry.
—One hundred dozen on sale Monday.

Lisle Hose 25c

—Women's tan or black silk lisle stockings made with deep double garter tops and strong heels and toes.

Silk Lisle 50c

—Tan pure silk lisle or lisle thread and fast black cotton, lisle or silk lisle hose, all made with deep garter tops and extra spliced soles, heels and toes, at 50c the pair.

Children's Hose 18c

—Light weight fast black silk lisle stockings for children, sizes 6 to 9 years. Extra fine, soft and elastic.



Cut-Rate Prices Bath Room Fixtures

- 25c 15-in. Towel Rods...19c
- 40c 18-in. Towel Rods...29c
- 50c 24-in. Towel Rods...39c
- \$1.25 Combination Tumbler and Tooth Brush Holder.98c
- 25c Toilet Paper Rollers.15c
- 35c Toilet Paper Rollers...25c
- 75c Toilet Paper Rollers...59c
- 50c Tumbler Holder...29c
- 75c Tumbler and Tooth Brush Holder...49c
- 65c Tub Soap Dishes...48c
- 75c Tub Soap Dishes...69c
- 50c Tub Soap Dishes...39c
- \$1.25 24-in. Glass Rods...95c
- 35c Tooth Brush Holder...19c
- 25c Tooth Brush Holder...14c
- 75c Faucet Soap Dishes...59c

Drug Sundries

- 75c Therox...59c
- \$1 Pinkham's Vegetable Co.69c
- 25c Mentholatum...15c
- 50c Wyeth's Lithia Tablets 29c
- 25c Bromo Seltzer...14c
- 50c Cuticura Ointment...36c
- 25c Cuticura Pills...17c
- 25c New Skin...16c
- 10c Gauze Bandages...5c
- 25c Adhesive Plaster...18c
- 25c Peroxide...14c
- 10c Absorbent Cotton...5c
- \$1 Horlick's Malted Milk...69c
- 20c Boric Acid...12c
- 5c pkg. Epsom Salts...3c
- 10c pkg. Po. Sulphur...5c
- 25c Bay Rum...16c
- 35c Vanilla Extract...26c
- 25c Carter's Pills, 2 for...25c
- 50c Pebecco...29c
- 50c Stillman's Freckle Cr'm 29c
- 25c Houbigant's Rice P'd'r 19c
- 25c Lyon's Tooth Powder.14c
- 50c La Vida Rouge...26c
- 25c Squibbs' Talcum...15c
- 25c Euthymol Paste...13c
- 50c Theatrical Cold Cream.39c

Lest You Forget—

- Modart Corsets
- W. B. Corsets
- No Liquors
- No Grocery
- No Meat Market