

## Cut Glass, Silks, Dress Goods and Apparel Sales

### Postscript

—It is an old adage and a good one that "Charity begins at home." The prospect of the pre-holiday "rush" has already brought out the "Shop Early" plea.

—The gift-buying season is actually close upon us, and we hasten to assure our public—whom we have found to be the kindest in the world—that we have long ago provided for the strenuous Christmas season. No one need be rushed or tired out, for our far-sighted chief of service has already arranged for enough "extra help" to meet every emergency.

—One of the precepts of our business has always been that the way to best serve our customers is to take good care of our employes. No amount of vigilance on our part could inspire in our salespeople a really cheerful and intelligent interest in the wants of our customers. But by "taking thought" in every possible way for the comfort and health of our employes, we have been rewarded with a loyalty and a courtesy of our coworkers that is extended to our customers.

—A position with Lipman, Wolfe & Co. has come to mean the acme of ability. It is because we make it a practice to see that each employe shall do his or her quota of work and not be burdened with more during rush seasons, that we are enabled to keep our pleasant and efficient body of salespeople with us year after year.

—It is with this idea that we have made our hours shorter than those of any department store in the United States. We are open for business at 8:30 in the morning (Saturdays at 9:15), and we close at 5:45 every night except Saturday. The large, sunny lunch room on the seventh floor is as cheerful as we could make it. Generous cups of tea and coffee or glasses of milk are provided gratuitously to make the lunches seem more palatable, and a steady stream of alert, business-like salespeople make use of it from 11:00 until 2:00. The rest-room, with its cretonne curtains, its roomy wicker chairs and cushioned couches, is just adjoining. Books and magazines abound, and a friendly trained nurse mingles with the girls and attends to all the small troubles that might grow into big ones. How much better than to worry along all day in utter misery for the lack of practical aid!

—The hospital room is on the same floor, where the "cases," which are bound to come up from time to time, are taken care of. You are invited to inspect all of these places at any time.

—Another of our "success secrets" is our aim to be sufficient unto the day. We wish to provide for your needs as you call for them and not to force sales by enlisting your sympathy.

—It is for this reason that we wish to announce that we are anticipating the holiday spirit in making ample provision for the holiday rush. There will be no racked nerves and tired faces here, for we shall have enough people to do all of the work comfortably. And you, Madame, will be sure of the same considerate attention that you receive at any other time.

### Myrol and Lyrtis

—Two new odors from the French perfumer, Charny, of Paris. These odors, delicate and unusual, having a rare fascination and lingering fragrance, have charmed the fastidious French woman, and are certain to find favor with women of refinement everywhere.

—These scents come in delectable extracts, toilet waters and veils, and have also been combined in exquisite creams, face powders and brilliants.

Lyrtis Extract, \$1.50-\$2.50  
Myrol Extract, \$1.50-\$2.50  
Lyrtis or Myrol Toilet Water ..... \$1.50  
Lyrtis or Myrol Vegetal ..... \$1.00  
Lyrtis or Myrol Powder ..... \$1.00  
Lyrtis or Myrol Brilliantine ..... \$ .65  
Fourth Floor.

### Dr. Jaeger's Sweaters For Women

\$9.00 and \$10.00  
—Soft and light as down, yet as warm as the heaviest Mackinaw coats—these wonderful sweaters surely represent the acme of perfection in manufacturing art.

—Made of the finest quality Australian wool in military, rough-neck and "V" collars. Soft, natural shades and color combinations.

## Sale of Silks

### Of Aggressive Elegance Gowns and Suits of Distinction

—Silks have the peculiar power of making distinctive attire. But the material must be of fine quality. Silk-makers, anticipating fashions this season, have given to the world of fashion the most exquisite creations that have probably ever been woven.

—Through a remarkable opportunity we were enabled to assemble for this sale a very comprehensive collection of beautiful silks and satins, to meet not only the demands of fashion, but individual tastes.

### Prices Are Extremely Low A Brief Mention of a Few

Tells the story of a silk sale that will delight all those in search of distinctive, dependable silks at

### Sale Prices

#### Crepe de Chine

40 Inches Wide, Special \$1.39

—One thousand yards of this, one of the most fashionable fabrics for evening wear. Our collection of shades embraces the entire color range of delicate tints as well as the pastel shades.

#### Two-Toned Bengaline

36 Inches Wide, Special \$1.79

—This fabric is now in greatest demand for two-piece suits, coats and wraps. Some of the most beautiful imported models shown this season were fashioned from this fabric.

#### Two-Toned Ottoman

36 Inches Wide, Special \$2.48

—A fabric that lends itself most admirably to one and two-piece suits. Shown in a range of colors suitable for distinctive garments.

#### Crepe Meteor

45 Inches Wide, Special \$3.19

—Three thousand yards of crepe meteor in a superb quality. This is the most popular fabric today for street and evening wear. We are showing this grade of crepe meteor in a great range of colors embracing the entire range of shades in the most delicate to the more staple street colors.

#### Colored Messalines

27 Inches Wide, Special 69c

—This store has always been known for this dependable silk so much in demand now for dresses, petticoats, linings and trimming purposes. We offer for your selection over fifty shades.

#### Colored Moire

24 Inches Wide, Special 89c

—Colored moires are very fashionable for coat, dress, waist and millinery trimmings. The quality on sale is particularly attractive at this special price.

#### Silk Bedford Cord

41 Inches Wide, Special \$3.59

—Here is a fabric that Paris decries shall be the most popular silk material for Spring of 1913. In keeping with our policy to show new things here first, these Bedford cords were rushed to us. No other store shows this fabric. It is particularly well adapted for one and two-piece suits and dresses. The color range includes taupe, Alice, navy, heliotrope, tan, brown, gray, black and white.

#### Black Silks

27 to 36 Inches Wide  
Special 95c

—Here are silks upon which the foundation of every silk store is built. These are the staple, every-day fabrics in constant demand and which you are best acquainted with. It is because YOU know these silks best that you can best judge their worth. In this sale we offer you messalines, satin duchess, peau de soie, soires, taffetas, that sell regularly at \$1.50 yard.  
Second Floor.

### Some Styles in Corsets

That Give the Willowy Effect

—In these days, when fashion seems to cater almost exclusively to the tall and willowy, the woman with shorter and broader proportions must try to get the style which will in a measure give her this appearance.

—Among the many styles of corsets in our Corset Salon we recommend this new French model.

### The Etoile de France

—It will particularly appeal to the fastidious woman, as the finish is perfect down to the last detail.

—We show them in suede, high-grade coutil, mercerized batiste, plain and fancy broche and brocade.

—Priced from \$5.00 to \$19.50 a pair.  
Fourth Floor.

### We Have Made Our Mark In Apparel for Women

—It has been one triumphant march, unhampered, unrestrained and unchecked by competition. We have met competition fairly and squarely and won by quality and merit.

—No opportunity is lost sight of when we can demonstrate to the public the efficiency and service possible in this great woman's apparel department.

—As an example of how we work to the public's advantage in this store, we refer to the following sales:

### Nobility Coats for Women

SELLING HERETOFORE AT \$25.00

## Special Monday \$18.75

Exactly as Illustrated

—This model is one of the best-selling coats we have. Our buyer, who has just returned from New York, was able to secure, from one of his manufacturers, a concession whereby we can announce a lower price.

—In order to reach this special price we also make profit concessions.

—The result being that tomorrow we offer coats for women of extra quality diagonal, two-toned boucle in black and white, brown and white and navy and white.

—Made full length in the new double-breasted side effect—velvet collar and throw finished at the end with silk tassel. New coat sleeves with velvet trimmed cuffs. The back has small strap buttoned to one side.



### Plain Tailored and Novelty Suits

Exactly as Illustrated

## Special \$23.50

Former Selling Prices \$35 to \$40

—This sale embraces a variety of the late Fall styles in tailored suits that are worn by the best-dressed women of New York and Paris. You will find both the perfectly plain man-tailored styles as well as the novelty trimmed effects.

—Suits with jackets modeled in the straight front, and others in the fashionable cutaway style. Lined throughout with a fine quality silk, and modeled in the correct 32-inch length.

Some are attractively trimmed with braids in a diversity of styles and others adorned with buttons, velvets and cloth.

—Suits of serges, chevots, whipcords, broadcloth and fancy mixed materials in light and dark shades.

—The skirts of these suits are cut and finished in styles that match the jackets.

—You can take your choice of black, navy, brown or taupe—the four shades that are fashionable this season.  
Third Floor.

### Imported Jewelry for Christmas

—We go directly to Europe, directly to the small hamlets in Germany, France and Austria, where small manufacturers with their own designers and workers originate the L'Art Nouveau jewelry now so much in vogue. These we exhibit now in an elaborate display in the jewelry section.

—As you pass down the jewelry aisle your eye is held with a display of trinkets so novel, so unique, so modestly priced that you are forced to stop and investigate.

—Vanity cases in gunmetal, silver, platinum and gold finish, in German silver. Coin holders and a hundred and one other articles ranging in price from 50c to \$2.75.

—Jeweled chains, lavaliers and bar pins set with assorted stones in gold, silver, platinum finish. Prices ranging from 50c to \$5.00.

—Hat pins in a wonderful array in pearl, gunmetal, jet and colored stones from 50c to \$3.50.

—Imported sterling silver brooches, coral beads, coral bracelets—gunmetal bags, fine Roman pearl beads; in short, everything you would expect to find in exclusive jewelry stores, only our PRICES ARE MUCH LESS.  
First Floor.

Lipman Wolfe & Co.  
"Merchandise of Merit Only"

### Dress Goods Sale

—Diagonals, serges, chevots, whipcords, Panamas and novelty striped suitings.

—These materials are sure to find favor, for they represent the most staple fabrics for every-day wear. There is satisfaction and service in every yard of these materials. They range in width from 44 to 54 inches.

—They sell regularly at prices from \$1, \$1.25, \$1.50 to \$1.75

## Special 75c

—Clay worsteds, bedford cords, whipcords, two-toned diagonals, plain and striped melrose cloths in all the most demanded shades, such as navy, brown, Alice, reseda, old rose, heliotrope, tan, garnet and black.

—Good, honest, dependable fabrics that appeal to our most exacting customers. The closer you examine them the better will you realize that the manufacturers did not exhaust all their efforts trying to make them merely look well. Solid worth and thoroughness in every thread.

—Ideal fabrics for Winter suits, coats and children's dresses. 50 to 54 inches wide. Selling regularly from \$1.75 to \$2.50.

## Special 95c

Second Floor.



### New Automobile and Theater Hats

—While other stores are closing out trimmed millinery we are busy originating and presenting new styles as the season advances.

—Tomorrow we show unique and uncommonly attractive new hats for automobile and theater use.

—These are modeled from original Paris chapeaux. They are designed in silks, satins and velvets so fluffy and light that, no matter how delicately your hair is dressed, they can be worn with perfect safety and comfort without fear of deranging the coiffure.  
Second Floor.

### Sale of Rich, Scintillating CUT GLASS In a Remarkable Movement

—Walk into the cut glass room. The most careless observer can easily grasp the situation. There is taste, harmony and effectiveness in the display. The immense cut glass section is crowded with effulgent crystal.

—This condition is the normal consequence of our policy to have the largest stock for our customers' selection.

This great sale, coming as it does at the very outset of the holiday shopping season, is of utmost importance, when gifts are uppermost in the minds of most people.

—This store does not sell cut glass recut on pressed or inferior blanks, nor polished with acids. The glass on sale is perfectly rich with a richness of beautiful designs deeply cut, accurately and artistically. Every piece of glass we sell is guaranteed to maintain its brilliancy indefinitely—to be of the best American blanks and cut by the most expert glass cutters.

### As to Price Reductions

—We inaugurate a new plan whereby each reduction is figured at the time of sale, showing the customer just how much the saving is from each piece of cut glass. We do this in order to emphasize the REMARKABLY LOW PRICES. We do this also as a protection to our customers against a common practice of some stores who use the two-price ticket marking up the glass and putting on a second figure in order to create the impression of a reduction.

—Monday we inaugurate the greatest sale of cut glass ever presented to the Portland public. Below are a few examples:

#### \$10 BOUDOIR LAMP \$5

—This beautiful cut glass lamp is 14 inches high, and has a seven-inch glass dome fringed with hanging cut prisms. A six-foot white silk cord attached makes it ready for use.

#### \$8 WATER SET SPECIAL \$5

—This water set consists of seven pieces—a two-quart water jug with notched handle and six ten-ounce tumblers. Cut in a handsome sunburst pattern.

#### \$1.75 SUGAR AND CREAMER \$1 SET

—An unusually pretty set in the hob star pattern with notched handle and cut star bottom.

#### \$2.75 CRUET SPECIAL \$1.50

—Globe-shaped oil or vinegar cruet cut in the whirlwind design, with double notched handle and cut stopper.

#### WHIP CREAM BOWL SPECIAL \$2.75

—Dainty whip cream or mayonnaise bowl, complete with six-inch plate cut on heavy blank.

#### \$6 WATER JUG SPECIAL \$3

—This is a five-pint water jug cut in a handsome sunburst pattern, with notched top and handle.

#### \$3 BERRY BOWL SPECIAL \$1.50

—An eight-inch cut glass berry bowl or salad bowl in a beautiful design and pattern.

#### CELERY TRAY SPECIAL \$1.75

—This tray is correct in style and lovely in pattern, with notched edge.

#### FRUIT DISH SPECIAL \$3.75

—Three-foot fruit dish in the elegant jewel pattern, elaborately cut with scalloped edge.

#### COVERED CHEESE DISH \$3.75

—This dish is of extraordinary beauty, cut on new lines. It consists of an eight-inch plate and dome shaped cover surmounted by a notched knob.

#### RELISH DISH SPECIAL \$3.75

—An elaborately cut four-compartment relish dish, with two notched handles.

#### FLOWER BASKET SPECIAL \$4.00

—An eight-inch basket cut in the beautiful pinwheel pattern, with long, graceful handle. Very attractive and suitable for table decoration.

#### CUT GLASS VASE SPECIAL \$2.75

—An eight-inch vase of admirable style in the popular hob star pattern.

#### JELLY DISH SPECIAL 75c

—A six-inch dish cut in the pretty sunburst pattern with notched edge.

#### CRACKED ICE TUB \$1.25

—This ice tub is cut in the bizz star pattern with notched top, edge and star cut bottom.

#### IMPORTED SALT DIPS AT 15c

—These salt dips come in a variety of neat and pretty designs.

#### KNIFE RESTS SPECIAL 50c

—Imported cut glass knife rests in the prism cut.

#### SALT AND PEPPERS 35c EACH

—Imported cut glass salt and pepper shakers with sanitary glass tops. Choice of three patterns.  
Sixth Floor

