



AUTUMN EXHIBIT



New
Oriental
Rugs

In Paris One Goes to the Races to See The Autumn Fashions

In Portland One Goes to Lipman, Wolfe & Co. to See the Fashions

—Women who appreciate beauty and serviceability in the things they buy, and seek the better qualities for their home and personal adornment, are invited to be present at the Autumn Opening of the Store on

Monday Morning

—Our Organization is now complete—Our European offices, located in London, Paris, Berlin and Florence, keep you in close touch with the latest foreign fashions.

The Store Is Brilliant

—with new Fall fashions and the displays out rival any that were ever held in the store. It is an assemblage of all the modes that fashion decrees, and one must attend this opening to become acquainted with the different ideas presented by the arbiters of fashion.

—Practically the entire display represents merchandise and wearing apparel that is sold exclusively to this store. If you meditate for a moment you will realize the magnitude of this exhibition.

You Are Invited to See A Very Delightful Exhibit of

- Evening Gowns for Theater, Receptions and Dinner Parties.
- Dresses for walking and afternoon wear.
- Dressy Frocks for the dance and all occasions.
- Tailored Suits for shopping and calling.
- Coats for evening, afternoon, automobiling and shopping.
- Waists—French, Austrian and American.

Rich Foreign Silks
Beautiful Silk Velours
Brocaded Plush Voiles
Metallic Brocades
Broche Damasse Crepe
Imported Dress Goods
Novelty Cloakings
Imported Art Neediework
Fall Model Corsets

Exquisite Junior Apparel
Children's Dresses and Coats
Charming Beaded Tunics
Imported Laces and Trimmings
French and American Ribbons
Corsage Bouquets and Flowers
French and Italian Kid Gloves
Men's English Haberdashery
Imported French Perfumes

Imported Jewelry and Leather Novelties
English and American Sheffield Plate

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Imported French and Austrian Lingerie
New Autumn Models in Fine Foot Gear



"Mauve"

A Poudre de Riz
—An exquisite new and fashion-
able

Purple Tint
that is now the dernier cri—a
shade of powder that is very much
affected by the Parisian women of
today.

From D'Orsay, Paris
On sale here only
\$1.50 Box First Floor.

Formal Presentation Tomorrow of the

New Autumn Millinery

What Do the New Hats Look Like?
What Are the New Materials?
What Are the Trimmings, Colors, Shapes?

—Do you know a woman who is not interested in the answers to these questions?
—If so, she is the only woman in Portland whom this opening will not interest.

—These beautiful models, over seventy-five of which came to us from our Paris office, were created by the best-known French modistes.

—It is the largest presentation of Paris millinery that has crossed the Atlantic for Portland women.

—The collection of over 1000 trimmed hats makes altogether the most charming millinery exhibit ever seen in this city.

—The new hats are adorable—there is no other woman's way of putting it.

—Instead of telling you what they are like, how incomparably CHIC, how altogether new and different—we invite you to see them tomorrow in our millinery store.
—Second Floor.

Opening Week Sales—Merchandise of Serviceability and Styles for Women Who Seek Things of the Better Quality

Pure Irish Linen Towels
That Sell at \$1.00 Each
Opening Special, 59c

—Just fifty dozen handsome towels of Irish manufacture, meadow bleached of pure linen huck and damask. Size 41 by 22 inches.

—Spoke hemstitched with plain huck centers and brocaded damask borders, having elaborate monogram space; hemstitched damask with circular wreath border; plain all-over huck with damask border and three letter spaces; birdseye linen with fancy border on four sides. Scarcely any two alike.
Basement.

85c Brassieres
Opening Sale 50c

—Strong, well made brassieres for the stout figure—made from a good quality cambric which crosses in the back and has V shape neck and yoke effect of effective embroidery. Reinforced under the arm. Sizes 32 to 46.
Fourth Floor.

A White Yukon Fox Set
Opening Sale \$15.00

—One of the newest styles in furs for the coming season. An extra large double snake scarf of very fine silky quality skins trimmed with two large animal heads, brush tails and paws. Lined with a high-grade white satin. The muff to match is in the new extra large semi-barrel shape with puffed satin ends and wrist cords.
Third Floor.

Some New Gold Lavalliers
That sell at \$8.00 to \$10.00
Opening Special \$5.95

—These long slender lavalliers are now "quite the thing"—exquisitely designed in conventional and semi-floral effects of solid gold and set with genuine fine cut diamonds or pearls, having a slender neck chain attached. These are exclusive designs and cannot be found elsewhere.
First Floor.

Silver Picture Frames
The \$3.50 Styles

Opening Special \$1.98
—These picture frames are more than mere ornaments, they are little treasure nooks for protecting the photograph of some dear friend—in a medium size that is not too large, yet not small; in fact, to be exact they measure 5 3/4 by 7 inches—oval in shape—they are of pure Sterling Silver and come in two styles—one is perfectly plain and other in a most effective etched design with small space at the top for a monogram if desired. They are mounted on a purple silk velvet and are posed on two small silver balls.
First Floor.

Imported Perfumes
At Special Reductions

\$2 oz. Mary Garden Extract, \$1.35
\$2 oz. Houbigant Ideal Ext., \$1.25
75c oz. Piver's Le Trefle, Azura or Florayne 55c
\$1.50 oz. Euziere Conc't Violet, 95c
\$2 oz. Coty's L'Origan Ext., \$1.50
First Floor.

A One Day Sale of a
\$9.50 Cut Glass Water Set
Opening Special \$6.00

—This sale constitutes a price formation that has never before been matched for real, genuine economy. The artistic woman will see at a glance that this water set is of exceptional beauty—the glass is of that crystal-like clearness found only in the finest qualities—cut in a beautiful marguerite design, the tumblers being cut on hand-made blanks. This handsome set consists of a two-quart tankard shape jug and six glasses to match.
Sixth Floor.

Here are some \$3.50 and \$4.00
Boots for Women
Opening Sale \$2.95

—In dull calf, patent colt and tan Russian calf. In lace and button styles. In sizes from 3 to 6. Anticipate your Fall needs.

Patent and Dull Calf
BOOTS FOR WOMEN
Opening Special \$2.39

—In this offering you will find some very excellent boots in the blucher lace style with welt soles—of patent colt and dull calf. Sizes 3 to 6.
Basement.

Modart Corsets
The best front lace model
Sold here only

A Man's Opportunity
To secure \$1.50 Gloves
Opening Sale \$1.15

—In the Men's furnishing section will be found these very fine quality gloves on Monday. Gloves that are made of a heavy stock, triple stitched, having one good-looking strong clasp. Can be had in light, medium and dark shades of tan. They have nicely stitched backs and are made of an excellent quality soft pliable stock. Just the kind of glove for street wear.
First Floor.

Lace and Net Blouses
Opening Sale \$3.45

—Dainty fluffy waists of fine net and lace—the lace woven in various effective floral designs. In light blue, pink and flesh tint. Fashioned in the very newest styles, having long or short sleeves and effective low necks. Trimmed with ribbon bows and lace, also ruching effects.
Third Floor.

Best \$1 Chiffon Taffeta
Opening Sale, 39c

—This splendid sale is the direct result of our silk organization's active preparation for this event. This is the kind of silk used by women who ever want silks at all—the best \$1.00 quality 26-inch wide Chiffon taffeta that is used for petticoats, waists, entire gowns and trimming purposes. In light blue, pink, old rose, lilac, brown, grey, reseda, beige, Jack Rose, and bluetie.
Second Floor.

Swiss Ribbed Silk Vests
That were \$1.50 each
Opening Sale, 98c

—This special offering is taken from our regular stock—and is an exceptionally fine quality, rarely priced lower than \$1.50 and in other stores at \$1.75. Vests of medium weight pure silk ivory white. Made with round low neck and sleeveless. Plain or with hand crocheting all around the neck.
Fourth Floor.

Boudoir Caps
Opening Special, 98c

—Charming becoming creations that have taken their inspiration from original French models. There is the Dutch style, pointed effect with ear tabs and ruffled styles. Made of chiffon, plain and Dresden combinations—of Point d'Esprit—Dresden silks—plain and figured mulls. Daintily trimmed with frills of lace, net or self material ribbon bows and chiffon rosebuds.
Fourth Floor.

Crepe de Chine Petticoats
Regular Price \$6.50
Opening Sale \$4.65

—Novelty petticoats of soft crepe de chine made with a deep net pleating over which is set a 14-inch flounce of soft cream shadow lace, finished at the top with ribbon and beading effect. Another style has a fine pleating of Valenciennes lace and insertion to match with wide satin ribbon and finished with a large flat French bow. In white, pale blue and pale pink.
Fourth Floor.

Here Are the Best
One-Clasp Glace Gloves
That sell regularly at \$1.50

Opening Special \$1.29

—We know it absolutely—and many glove critics have also told us so. No glove we ever bought possessed so many excellent qualities—perfectly made from selected stock. They are pique sewn glace gloves with one clasp, having fancy embroidery backs. In black, white, brown, tan, gray, and champagne shades. For finish and durability no gloves can match these at the price.
First Floor.

Smartest Millinery Trimmings
Ostrich Feathers
In a variety of colorings
GO ON SALE TOMORROW
At \$5.98

—Again the ostrich feather reigns supreme as fashion's favorite millinery adornment—notwithstanding this fact we are enabled, through a special concession, to offer you a choice collection of the finest ostrich feathers tomorrow at a price unusual for this class of feathers.
—Ostrich feathers of the finest male stock full 20 inches in length. Black, white, and an assortment of exquisite colors.
Second Floor.

Agents for
D'Orsay Perfumes