

Hydegrade



dress fabrics

Commencing Tomorrow Morning
MONDAY, MAY ELEVENTH
We Shall Hold a Remarkable Exposition
and Sale of Cotton Fabrics
Unparalleled in Beauty and Economy

—The Hydegrade manufacturers of cotton goods, realizing the advantage derived from a complete exposition of their dress fabrics, have prepared for public presentation a wonderful collection of Summer tub fabrics.

—The Hydegrade master maker and designer of these nationally well-known fabrics has had the courage to try to make cotton dress goods that would rival silk. His skill and courage were rewarded by complete success, for **NEVER BEFORE IN THE HISTORY OF THE FABRICS HAVE SUCH EXQUISITE COTTON DRESS GOODS BEEN PRODUCED.**

—Tomorrow Lipman, Wolfe & Co. have the honor to present to the women of Portland this extraordinary collection of Hydegrade Summer Dress Fabrics. **NOT A YARD OF THE MATERIALS IN THIS EXHIBITION AND SALE HAS EVER BEEN SHOWN BEFORE — NOT A YARD CAN BE SEEN OR PURCHASED IN ANY OTHER STORE.**

—To introduce these new materials to our patrons we shall offer for one week this entire exposition of Summer cotton fabrics **AT ANNIVERSARY SALE PRICES. QUOTING 7 SPECIALS FROM 30 ON SALE.**

- 40c WOVEN STRIPE CREPE, 29c** —This fashionable weave comes in white and tinted grounds in crinkled effects. It has a satin warp stripe harmonizing with the ground shade.
- 85c SILK MIXED RATINE, 59c** —In this material beauty of texture and durability are combined—soft clingy, non-crushable—full 36 inches wide. In solid colors in all the new and standard shades.
- 75c CREPE DE CHINE, 59c** —This is probably the best adapted dress material for the 1914 styles, is constructed of silk and cotton, and almost defies detection from the all-silk fabric. In all the late colors, also black and white.
- 50c STRIPE TUB SILK, 39c** —32 inches wide, in staple and fancy stripes, in all the new color combinations.
- 25c CHIFFON SHANTUNG, 17c** —A silk mixed light dress material in solid colors and changeable effects. In thirty-five of the new colors.
- 60c PRINTED JACQUARD, 49c** —A light weight silk and cotton fabric with self Jacquard dots over which are printed floral and figured designs in the latest hues; 36 inches wide.
- 60c CRYSTAL SILK CREPE, 39c** —Full 36 inches wide—in solid colors with pebbled surface. Blues, pinks, lavender, black, green and peach. *Basement.*

64th ANNIVERSARY of Lipman Merchand

1850

Sterling Silverware of Quality

A Feature Sale of Our Anniversary

—Exquisite examples of the silversmiths' art in exclusive shapes and patterns. **PRICES IN EVERY INSTANCE EXTREMELY LOW.**

\$18 Fruit Bowls.....\$11.95	\$10.00 Tea Caddy.....\$6.95
\$47.50 Fruit Dishes.....\$32.45	\$42.50 Sandwich Tray.....\$28.45
\$20.00 Bread Tray.....\$12.95	\$29.00 Sandwich Tray.....\$19.90
\$22.75 Bread Tray.....\$14.95	\$33.50 Water Pitcher.....\$22.15
\$22.50 Vases.....\$14.75	\$37.50 Water Pitcher.....\$25.85
\$10.00 Vases.....\$6.95	\$49.50 Water Pitcher.....\$33.00
\$31.50 Coffee Pot.....\$21.10	\$32.50 Cake Basket.....\$21.95
\$13.50 Cracker Rack.....\$9.20	\$25.50 Chop Plate.....\$16.95
\$10.00 Mounted Oil and Vinegar Stand with handle.....\$6.95	\$22.50 Casserole.....\$14.95
\$10.00 Bon Bon Basket.....\$6.95	\$4.75 Twin Bottle, oil and vinegar.....\$3.65
\$20.00 Mounted Roll Basket.....\$12.95	\$6.00 Lenox China Silver Mounted Milk Pitcher.....\$3.95
\$10.00 Mounted Butter Tub now priced at.....\$6.95	\$7.50 Lenox China Tea Caddy, mounted.....\$4.95

First Floor.

\$4.50 Genuine Pin Seal Bag \$2.95

—Genuine natural seal and pin seal hand bags, silk and leather lined. Mounted on gold, silver, gunmetal and leather covered frames. Fitted with coin purse and mirror, also with memorandum pad and pencil. These bags are shown in a large variety of shapes.

\$5 Leather Hand Bags \$3.50

—Genuine pin seal and Morocco hand bags in the latest shapes with gunmetal, gold, silver and leather covered frames. Silk and leather lined. Fitted with hanging or hinge mirror, coin purse, memorandum pad and pencil. In black, brown, blue, purple, green and gray. *First Floor.*

Announcement

The Custom Tailoring Salon

—Has at its disposal imported materials in the newest Spring weaves suitable for two and three-piece suits.

—As an added feature to our 64th Anniversary Sale we shall offer to our patrons the opportunity of selecting from this broad assortment of imported fabrics, and having made to their especial order tailored suits at the special price.

Fifty Dollars

—This price is most exceptional and we feel certain it will be appreciated by our customers. *Seventh Floor.*

Real Irish Crochet Neckwear

300 Samples, No Two Alike
Selling From \$3.00, \$4.00 to \$7.50
\$1.98

—This assortment of laces consists of coat and waist collars, coat and dress sets, circular yokes, waist inset, collar and cuff sets.

—The collars can be had in round, square, sailor, shouder, Quaker and Bishop shapes, some having long reveré ends.

—All this beautiful neckwear is of hand-made Irish lace made by the peasants of Ireland, showing beautiful Baby Irish meshes with shamrock, harp and Irish rose designs. *—First Floor*



CAPTURED!

Glorious NEW Silks FOR THIS SALE

\$2.25 and \$2.50 Fleur de Soie \$1.59

—**Fleur de Soie**, a 40-inch figured silk in crepes and plain and crinkled weaves. Designs are Poiret and Jouey patterns.

—This silk is in greatest demand and is enjoying a ready sale now in the different Portland stores at \$2.25 and \$2.50 a yard.

—The range of coloring we offer includes amethyst, taupe, American Beauty, French blue, navy, sapphire, Copenhagen, wisteria, mahogany, midnight blue, leather and the new putty shades.

—The price just about represents this silkmaker's cost.

Black Chiffon Taffeta SELLING REGULARLY AT \$1.50 \$1.18

—5000 yards of 36-inch-wide black chiffon taffeta—a material extremely scarce and most desirable, and used by the best dressmakers for three-piece suits and fancy coats.

Colored Chiffon Taffeta REGULAR PRICE \$2.00 \$1.39

—No fabric in the silk world today is so scarce as colored chiffon taffeta—no material lends itself to Spring fashions as readily as this shimmering material.


—For dresses, for capes, for coats and for suits. It is in greatest demand. Tomorrow we show this material in white, ivory, ciel blue, Copenhagen, King's blue, navy blue, wisteria, bottle green, Nile green, cardinal and primrose pink.

Plisse Crepe Gowns

Regular \$1.35 and \$1.50
98c

—Four dainty new styles are shown in this offering of gowns. The model illustrated buttons in the front, having a round neck and a turnover collar of soisette in rose shade, lavender, maize, cadet, light blue or pink and kimono sleeves finished to match the collar.

—Other models in slipover styles with kimono sleeves trimmed with heavy Cluny lace and ribbons. And gowns of daintily flowered crepe trimmed with lace, ribbon and beading. *— Fourth Floor*



Mid-Season Styles As Shown by 100 Hats That Make Their Bow Tomorrow Anniversary Sale \$6.95

—We have exactly 100 of these new hats made of the finest quality of Milan-hemp in various shapes, depicting the Tricone, the semi-sailor, side and back bandeau effect and shapes with high effects on one side. Trimmings consist of wide heavy faille ribbons, small wings and ribbon wreaths. In white, black and all colors. *—Second Floor.*



Tomorrow 2000 New Summer Blouses Selling Regularly From \$2.50 to \$5.00 \$1.95

Voiles, Crepes and Fine Lingerie

—Every blouse new and fresh, representing 1914 midsummer models. The most remarkable assemblage of Tub waists ever collected for a special sale. Come early in the morning.


\$2 Satin Charmeuse \$1.29

—Another fabric now in great vogue—a soft 36-inch material that adapts itself for the making of three-piece suits and coats. It comes in black, white and a large range of colors.

Crepe de Chine REGULAR PRICE \$2.00 to \$2.25, \$1.79

—This superior silk Crepe de Chine is offered our patrons in an immense range of colors, in fact we are told that our silk store shows more by double the shades of any other store in the city. *Second Floor.*

ALL SILKS REDUCED



Perfume D'Orsay "Leur Coeur"

—Meaning (Their Heart) is a new d'Orsay triumph. It is a blending of the fragrant hearts of many flowers—the very essence of their petals held captive in a perfume of rare distinction—that has captivated the elite Parisiennes. It is the favored perfume of many royal courts, including those of Spain, Holland and Germany. On sale in our Perfume Shop exclusively at \$1.50 an ounce. *First Floor.*

INNOVATION A Sale At Stirring Low Prices AT LAST They Are Here

1914 Wardrobe Trunks

—Our selling of **INNOVATION TRUNKS** a month ago far surpassed our expectations. Although we had a goodly number in all models at the end of the second day's selling our entire stock was practically exhausted. Having announced the sale for **ONE WEEK** we felt ourselves obligated to supply our patrons with **INNOVATION TRUNKS** at our special remarkably low prices.

—To this end we wired the Innovation Trunk Co. and received yesterday 109 **INNOVATION TRUNKS** in grades 1, 3, 5 and 6.

—This embraces the four styles of Wardrobe Trunks and at the prices offered practically eliminates every other wardrobe trunk from your consideration.

—**INNOVATION TRUNKS** are the **ORIGINAL** Wardrobe Trunks, and today, in spite of numerous imitators, are still far in advance of all other makes.

—**INNOVATION TRUNKS** are world-famous and are to be found in every civilized country in the world.

—When you think of **INNOVATION**, you think of Wardrobe Trunks. In other words they are the standard by which all other wardrobe trunks are gauged.

—As these trunks are the standard of luxury in traveling—never equaled in their convenience of arrangement, or in their strength and lightness combined—people who intend buying **INNOVATION TRUNKS** should do so while this offer lasts.

Reg. \$25 Grade Innovation Trunk \$19.95
Reg. \$45 Grade Innovation Trunk \$33.00
Reg. \$65 Grade Innovation Trunk \$42.50
Reg. \$75 Grade Innovation Trunk \$56.00

—We will give special instructions to demonstrate the fact that the **INNOVATION Wardrobe** is the most practical Trunk made, and will have our expert call at your home if desired. *Basement.*

A Blouse Shop for Girls 12 to 18 Years Fourth Floor

—Tomorrow we announce the formal opening of a waist section for girls 12 to 18 years old.

—It's the only department of this kind on the Pacific Coast. We have had made to our special order and from our own designs charmingly girlish waists of voile, crepe, china silk and crepe de chine. Youthful trimmings and youthful models entirely different from the styles shown for grown ups.

—Come see them tomorrow

—displayed in every popular shade and white.

Priced \$1.69, \$2.39 to \$7 *Fourth Floor*

Hot Point Week

—Selling Electric Stoves and Irons at special prices for one week only.

A New Regular \$5.00 El Glostovo \$2.50



—With this little stove any family can afford to cook with electricity. This new 7-inch Hot Point Glowing Electric Stove does your cooking from any lamp socket and on which you can use your regular dishes. Full cooking heat in 15 seconds. Guaranteed 5 years.

\$5 Triangle Electric Iron for \$2.69



—A household or laundry iron, guaranteed forever. Saves one-third the time on ironing day. Full nickel finish. Six-pound weight, complete with cord. *Basement.*

Sale Bloomers for Women

75c Bloomers, Spec. 59c

—This popular garment has come to stay—easily adjusted and easy to launder—made of an excellent quality of white plisse crepe or fine white long cloth in all sizes. In closed style, with elastic at waist and knee.

—Extra sizes in crepe.

Bloomers, Special \$1.69

—Of fine white messaline, a new washable material most satisfactory for its wearing and washing qualities. Finished with elastic at knee and waist.

New Tango Skirt Bloomers, Special \$1.59

—Another novelty in ankle length is shown in fine white long cloth and is finished at ankle with lace ruffle.

Bloomers, Special 95c

—These are made of white or black sateen of splendid extra wearing quality. *Fourth Floor*

Joan Sawyer Pins



—Very artistic and beautiful novelty pins and back combs, distinctly Colonial in style, hand carved.

—Joan Sawyer, the well-known and beautiful dancer, first introduced these pins at one of the fashionable New York tango teas. Shown here in amber and demi-blond; priced at **\$1.25 to \$3.50 each.** *Jewelry Shop, First Floor.*