

July CLEARANCE Sales With Wonderful Economies

It Is Not a Magic Wand

—that has brought success to this store—its increasing popularity—its growing business.
—It is the realizing knowledge of the public to the fairness of its prices, the genuineness of its sales, the service, courtesy and efficiency of its organization. Altho to its responsibilities, it neither shirked nor dodged them. The persistent determination to establish this store solely upon the merit of its merchandise, the resolve never to be undersold, the fixed idea of selling only reliable standard merchandise, has brought to this store a growing and increasing recognition from the public that is being shown every day with an ever-increasing patronage.
—Today this store stands pre-eminent as the store for all the people, selling merchandise from the most modest to the highest price, filling everybody's needs at less than you pay elsewhere for inferior goods.

IN THIS CLEARANCE SALE

you have our positive assurance that you will procure greater merchandise worth than has ever been possible to produce under any circumstances in any former sale. This fact will stand out in prominence, judged from any standpoint whatever, when measured by unbiased comparisons.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Sale of New Cool Tub Dresses Clearance \$8.45 Instead of \$12.50

Dresses Exactly Like
Illustration



—All white dainty dresses for women and misses, of fine cotton crepe of corded, crossbar and crinkled effects. They are made in the newest Mid-Summer models with long Russian tunic skirts and girdles of Roman stripe silk or patent leather. Some have collars of lace and others of white organdie in Gladstone style. Every dress has the new drop kimono sleeves and fancy turned cuffs. Clusters of buttons are used for trimmings.

Sale of Sweaters
New Sweater Section
Third Floor

See Page 3 This Section for
Additional Clearance Sales



Models Illustrated Sketched From Suits on Sale

Tomorrow
The Presentation of an Extraordinary Sale
Making the Most Important Event
in Suit Selling Ever Offered in Portland
Monday \$18.85

For Any Tailored Suit in the Store
Regularly Priced From \$35.00 to \$75.00

—We cannot possibly hope to give you in print a fair impression of these suits. All we can give you are a few IMPORTANT FACTS—thus—

—No better tailored suits are possible at any price. No better materials are produced than those used for their making. No better custom tailoring could be employed than was used in modeling these garments. No newer styles exist for Summer fashions than those presented in this collection. Indeed, many of these silk and cloth suits show the tendency of Fall modes.

—In order that customers be put to the least possible delay, we shall number each suit as sold. Where alterations are necessary, we shall deliver them in rotation.

No Suits C. O. D. No Mail Orders. No Approbation Orders Filled.

We Hope Every Woman Will Read This Exceptional Millinery News

It's an Extraordinary Tale
of 438 Summer Hats
That Sold Readily From \$5 to \$12
Monday \$2.50

The most wanted shapes.
The most desirable straws.
The most fashionable trimmings.
The most sought-for styles.

—It's the smartest and the greatest gathering of trimmed hats ever offered by one store. It announces a collection of Summer hats that every woman who sees them will want one or more. It's an immense occasion.

—We don't want any woman to be able to say she did not have the opportunity to secure one of these trimmed hats. No woman can know so little about millinery that she will not recognize at once the extraordinary opportunity that this sale offers. When she sees that every hat is smart, up to date, of the newest materials and in most wanted shapes, in black and in every color that's now in favor, she will realize what an extraordinary occasion we announce.

—BE ON HAND EARLY MONDAY MORNING



Third Floor.

4000 Prs. 16-Button Length Milanese \$1.25 Silk Gloves 85c

Most Important Clearance Sale of Summer Silks

The Weaves and Patterns Are
Those Wanted Now

\$1.50 BLACK TAFFETA, SPL \$1.18
—Soft chiffon finish with high luster, black only. Very popular now for bathing suits as well as suits and coats. 36 inches wide.

\$1.25 COLORED MARQUISSETTES 79c
—Silk marisettes in all the new shades, 40 inches wide. For overdrapes and fancy waists.

\$2.00 SATIN CHARMEUSE \$1.29
—1000 yards of yard-wide colored satin charmeuse of a beautiful soft quality, in a full range of the most wanted colors, including the new sweet pea shades.

\$1.25 NEW TUB SILKS 98c
—The newest tub silks for both women and men's wear, shown in a variety of different stripes, in blue and white, green and white, black and white, lilac and white and gray and white.

\$1.50 COLORED TAFFETA \$1.39
—Yard-wide chiffon taffeta, soft finish, in taupe, brown, reseda, Nile, rose, American beauty, lilac, pink and black. Suitable for one and two-piece suits, coats, skirts, sashes and trimmings.

\$1.25 SILK MESSALINE 98c
—A beautiful, soft quality of messaline, in navy, Alice, ceil, rose, lilac, gold, brown, emerald, myrtle, pink, American beauty, Nell rose, white, ivory, cream and black. 36 inches in width.

Second Floor

Clearance of the Prettiest Tub Materials

25c PRINTED CREPE 17c

—These crepes are in medium weight—white and mottled grounds over which are scattered buds and sprigs of effective color combinations.

40c JACQUARD TUSSAH 25c

—Silk and cotton mixed crepe-like weave in brocaded designs of self colors, 25 inches wide. In lavender, golden brown, tan, cream and light blue.

20c AND 25c WASH FABRICS 12c YARD

—1000 yards of the choicest wash fabrics including satin stripe voiles—satin stripe poplins—and blaiser stripe cloth. In a fair assortment of colors.

75c RATINE FOR 35c

—A light weight ratine in rough weave with a raised cord stripe effect—in tan, pink and cadet blue.

40c JACQUARD FOULARD 25c

—Sheer foulard weave with Jacquard dot—in wistaria, mahogany, brown, taupe, leather with contrasting colored floral patterns.

50c COTTON CREPE DE CHINE 25c

—36 inches wide—an exact counterpart of the silk fabric. In silver, mode, tan, russet, light blue, lavender, royal blue and marine blue.

65c "SILK" POPLIN 49c

—A silk and cotton mixed material in solid colors with self satin stripes prominently woven about one inch apart—in pink, Copenhagen, tan, mahogany and maize.

\$1.25 LONG CLOTH 98c PIECE

—36 inches wide—soft finish—absolutely free of starchy substance—10 yards to the piece. Admirably suited for fine underwear.

—Basement.

LINENS

One-Quarter to Half Less

Lunch Cloths
Separate Cloths
Napkins
Bedspreads

Pillow Cases
Triumph Sheets
Linen Damask
Towels and Toweling

—Linens from the foremost looms of England, Ireland, Scotland, France and Germany. The world's best linens at Clearance Sale Prices.

—Housekeepers, hotel-keepers, thrifty housewives who know the merit of our linen sales eagerly await this semi-annual occasion.

Basement.



First Floor

A Sale Without a Precedent
Never Such Gloves at Such a Price
EVERY PAIR BEARS OUR NAME
AND CARRIES WITH IT A GUARANTEE

—No mystery about this sale—just the force of circumstances.
—Through an error in this great glove factory, a duplicate lot of 16-button length milanese silk gloves were rushed through, stamped and labeled Lipman, Wolfe & Co. After they were sent and ordered checked, the error was discovered. Without waiting to hear from us whether or not we would accept these gloves, this manufacturer wired us to make a sale, to get as much benefit as possible out of this lot and he would stand the loss.
—That is how we come to offer 4000 pairs of 16-button length pure silk, heavy milanese weave, double-tipped, guaranteed silk gloves at a price less than it cost this manufacturer to make them. They come in white only, sizes 5 to 8.

—First Floor.

Every Parasol in the Store at Clearance Prices All Parasols \$5.00 and Over at Half Price

—Not one Parasol exempt in this great Clearance Sale—Parasols in every color—every new shape—every fanciful whim of fashion.
—Some women carry parasols to shade their faces; others because the sunshades are so pretty and add so much to a costume that they can't resist them. Be the reason for parasols what it may—this fact remains: **WE HAVE ALL THE NEW PARASOLS AND ALL AT CLEARANCE PRICES.**
—Parasols of linens, pongees, plain silks, printed silks, Dresden silks—in regulation shapes—the palm shape, the bell shape, the India shape, the morning glory and many other new shapes. Handles in many beautiful shapes and finishes, plain, carved and mounted.

\$.85 Parasols \$.69	\$ 5.00 Imp. Parasols	\$2.50	CHILDREN'S AND MISSES' PARASOLS
\$1.00 Parasols \$.79	\$ 6.00 Imp. Parasols	\$3.00	25c Parasols
\$1.25 Parasols \$.98	\$ 6.50 Imp. Parasols	\$3.25	50c Parasols
\$1.50 Parasols \$1.19	\$ 7.00 Imp. Parasols	\$3.50	60c Parasols
\$1.70 Parasols \$1.39	\$ 7.50 Imp. Parasols	\$3.75	70c Parasols
\$2.00 Parasols \$1.59	\$10.00 Imp. Parasols	\$5.00	\$1.00 Parasols
\$2.50 Parasols \$1.98	\$12.50 Imp. Parasols	\$6.25	\$1.25 Parasols
\$3.50 Parasols \$2.49	\$15.00 Imp. Parasols	\$7.50	\$2.50 Parasols