

There's a Hustle and a Bustle About This Store That Is Mighty Convincing--Note the Special July Clearance Sales

An Interesting Display of Richard Hudnut's New Perfumes and Toilet Preparations

is now ready for your inspection. There are many new odors in perfumes and toilet waters, also new rouges and powders. Rose of Omar is one of these exquisite new odors. Toilet water, 75c and \$1.40; sachet, \$1.00 ounce; perfume, \$1.00 and \$3.50 bottle; in bulk, \$2.00 an ounce; violet Sec. bath salts, 75c and \$1.40 bottle, and toilet water, 75c and \$1.40 bottle.
—A sample of violet Sec. toilet water, marvelous cold cream and violet Sec. soap given with each purchase.
—First Floor.

Lipman Wolfe & Co "Merchandise of Merit Only"

A Perfect Rainbow of \$3.95 Auto Veils \$1.95

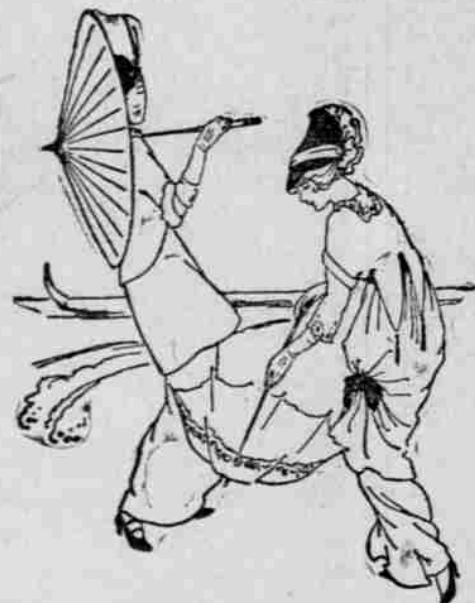
—They are made of the finest quality chiffon cloth, soft and silky, finished with hemstitched or silk borders. Also of crepe finish chiffon with silk border. The colors are light blue, champagne, tan, leather, brown, royal, navy, white pink, cream and beautiful ombre colorings in blues, rose, green, brown and cardinal. They are 2 and 2½ yards long and a yard wide. —First Floor.

Tomorrow The Climax in Retailing Is Attained Choice of Any Suit in the Store

Selling From \$25 to \$65

Monday, \$15.00

Suits of Silks, Serges, Worsteds and Linens



—We cannot possibly hope to give you in print a fair impression of these suits. All we can give you is a few important facts—thus—
—Every suit is new—and every suit represents a reproduction of the season's best models, both imported and American—Every suit is perfectly tailored throughout.
—No suits will be sent c. o. d. No mail orders or approbation orders filled.
Third Floor.

Fine Undermuslins in the Clearance Sale at a Reduction of One-Third

Gowns, Combinations, Corset Covers and Drawers

—THE GOWNS are made in slipover style with kimono or set-in sleeves, with embroidery and lace trimmings, set in medallions and ribbons. V and square-neck styles.

Regular \$1.00, \$1.50, \$2.75 and \$3.50
Clearance 67c, \$1.00, \$1.85 and \$2.35
—Also Crepe Gowns in open-front styles with long or short sleeves. Clearance, 90c and 1.17, which were \$1.35 and \$1.75.

—DRAWERS of fine muslin or nainsook in open style, in narrow cut or ruffle of embroidery trimmed. Also trimmings of tuckings, laces, embroidery and insertion with ribbon bows.

Regular 50c, 75c, 85c, \$1.00, \$1.35 and \$1.75
Clearance 35c, 50c, 59c, 67c, 90c and \$1.17

—COMBINATION SUITS in Princess and waisted styles, attractively trimmed with laces, embroideries, ribbons and tuckings.

Regular \$1.50, \$1.65, \$1.75, \$2.50, \$3.00 to \$5.00
Clearance \$1.00, \$1.10, \$1.17, \$1.69, \$2.00 to \$3.35

—Also crepe combination: in waisted style and narrow cut drawers finished with embroidery or lace. Very special, \$1.00, for regular \$1.50 suits.

—CREPE CORSET COVERS are made of fine plisse crepe with trimmings of fine insertion and lace or embroidery and torchon lace combined. All ribbon drawn. Regular 50c, 75c and \$1.00. Clearance, 35c, 50c and 67c.



Ask to See the
New Basque Dresses
—Now on sale on the
third floor.

Dainty Cotton Dress Fabrics At Specially Low Prices

An Exceptionally Large Assortment of 40c Printed Crepes at 25c

—These crepes represent the best designs and colorings introduced this season. They show a white ground over which are scattered daintily colored floral designs and make charming dresses and waists.

50c Printed French Crepe 35c

—A wonderfully beautiful crepe weave showing colored floral patterns in blue, pink, lavender, rose and other desirable shades. 36 inches wide.

50c Plaid Crepe Suiting 25c

—36 inches wide—broken plaids in dark effects, combining various beautiful and harmonious shades. This material makes ideal one-piece dresses and two-piece suits.

An Introductory Sale of the Famous "Juvenile Cloth" at 20c Yard

Which Sells Regularly at 25c the Yard

—We have been appointed exclusive agents in Portland for the celebrated English juvenile cloth, and in order to introduce this wonderful cotton fabric to the women of Portland we have reduced it to 20c a yard, which is the lowest price at which this cloth has been sold in any city in America. —It is 32 inches wide and is shown in staple and fancy stripes, checks, as well as solid color.

—It is a material that is especially suited for boys' and girls' suits and dresses and for women's dresses. It washes perfectly and comes in all fast colors. —Basement

SILK GLOVES

Our Annual Summer Sale Offering Short and 16-Button Lengths In Four Special Groups

Clearance 68c, 85c, 79c and \$1.29



\$1.50 16-BUTTON-LENGTH, \$1.29

—Pure silk heavy, Milanese gloves in four-thread weave. Full line of sizes—in black and white.

\$1.25 16-BUTTON-LENGTH, 85c

—Milanese silk gloves of a splendid quality having double-tipped fingers. In white only. Sizes 5 to 8½.

\$1.00 16-BUTTON-LENGTH, 79c

—Pure silk gloves, double tipped, shown in black, white and gray shades.

75c TWO-CLASP GLOVES, 68c

—Heavy Milanese silk gloves with double-tipped fingers. With plain and embroidered backs. In black, white, tan, gray, pongee and all the fashionable colors. —First Floor

Final Reductions on Women's Spring and Summer Coats Selling as High as \$40 Each July Clearance \$9.95

—This is the month in which we prepare for a new season's business—nothing of one season must be left when Autumn is ushered in—hence this radical reduction on these fashionable and beautiful coats.

—Coats for all purposes—of Taffeta Silks, Moire Silks, Bengalines and wool poplins in every popular shade as well as dark blue and black.

—They represent the smartest styles in plain tailored, semi-tailored and trimmed models.

—Such coats as these will give you good service as well as a fashionable appearance for many months to come. —Third Floor

The New Satin Hats at \$1.95

—The opportunity to buy the newest and most fashionable satin hats at such an attractive price proves another of the marvelous millinery feats for which Lipman, Wolfe is noted.

—The latest shapes in these smartest of tailored hats in small sailor shapes can be had in all white, all black or a combination of black and white. They have square and slanting crowns or soft full crowns.

—Many have tailored bands, and others require but a dash of trimming to complete them. —Second Floor



A Woman May Not Sacrifice Comfort for Style If She Wears One of These Summer Model W. B. Corsets

\$3.50 W. B. Corset, Special \$2.29

—Fashioned on the newest straight lines, of striped coutil, with medium bust and long hips and back. This model has elastic lacing in front to give ease in sitting. Embroidery finishes the top. Three pairs heavy hose supporters attached. A very good model for the average figure. Sizes 19 to 30.

\$3.00 W. B. Corset, Special \$1.95

—Made of good quality of soft coutil in a weight not too heavy for Summer wear. Has medium low bust and is medium long over hips and back; suitable for the average figure. Embroidery trimmed and three pairs serviceable supporters attached. Sizes 19 to 27.

\$1.75 W. B. Corset, Special \$1.19

—An excellent corset for comfort, as it is lightly boned. Made of soft coutil, and has very low bust with the new supporting back, extremely long over hips and back. Neatly finished with embroidery at top. This is a model that can be worn by all figures. Sizes 19 to 30. —Fourth Floor

Think of It! A Fitted Walrus Bag for \$9.75

Always Sold for \$13.00

—An opportunity like this comes but once, and the men and women who purchase one of these bags will indeed be fortunate.

—The bags are made of genuine black walrus, and have heavy steel frames, built for much wear. They have stitched ends and corners, brass catches and locks and are leather lined. And each bag is fitted with a hair brush, clothes brush having good bristles, a comb, tooth brush holder, soap dish, smelling salts bottle and an extra bottle for whatever you may wish to use it. The bottles are of clear crystal with bright nickel tops. All fittings are contained in a leather strap case, which may be removed if desired. —Basement

Cook With Electricity

—Hughes' electric cooking ranges and American Beauty cooking electric devices are now being demonstrated in our new electric department on the Sixth Floor.

—Mrs. Madison will gladly explain and demonstrate the many advantages of these electric cookers. —Sixth Floor

Austrian China Cups and Saucers Clearance 8c Each



—At any other time you would pay at least 15c for these cups and saucers. They are of clear white Austrian china, modeled in ovoid shape, with strong handle. Many people use them for hand decorating purposes, and for the family who contemplates an outing nothing could be more suitable or inexpensive.

—At this little price even the large supply we have cannot last long, so we advise an early purchase. —Sixth Floor

A Group of Exceptionally Good Offerings in GRAY HAIR GOODS for Monday Only

—These gray switches and transformations were selected with the special point in view of catering to the coiffure needs of women whose hair is thin. There are switches and transformations of purest white to the kind that match the woman's hair just beginning to gray. And most interesting are the economies the prices reflect.

NATURALLY WAVY GRAY HAIR SWITCHES

Regularly \$2.95 to \$3.95 tomorrow at \$1.95
Regularly \$3.95 to \$4.95 tomorrow at \$2.95
Regularly \$5.95 to \$6.95 tomorrow at \$3.95
Regularly \$7.95 to \$8.95 tomorrow at \$4.95

WAVY GRAY HAIR TRANSFORMATIONS

Regularly \$1.95 to \$2.95 tomorrow at \$1.45
Regularly \$5.95 to \$7.95 tomorrow at \$4.45
Mail orders filled. Perfect match assured. —Second Floor

Continuing the Annual Sale of SHOES

For Men, Women and Children

—Shoes in styles which cannot be duplicated again at these clearance prices. "Lipman, Wolfe & Co." stamped on every shoe is sufficient warrant for their worthiness of style and leather.

—In the women's section you will find all low Summer shoes bearing a reduction of 20 to 50 per cent.

—And the men's and boys' shoes as well as the children's shoes are as radically reduced.

White Nubuck and Dull Calf Pumps \$1.95
Selling Up to \$4.00 Pair

Women's \$6.00 Pumps for \$2.95

Black Satin, Gray and Brown Suede Pumps With Light Welt Soles and Cuban Heels

\$2.00 Colonial Pumps \$3.95

—Women's patent and dull calf Colonials with buckles on vamp, plain toe models, Cuban and Louis heels.

Novelty Pumps Selling to \$6.50 for \$4.95

—Women's novelties in Colonial pumps with gray and fawn cloth or buck quarters, and also black silk vesting quarters, all with Louis heels.

Women's \$8.00 Colonials for \$5.95

—Women's bench-made Colonials and pumps of imported patent calf or demi-calf, plain custom last. —Basement

Victor and Columbia Talking Machines