

We Want You to Know the Lipman-Wolfe Store Better



A Xmas Suggestion Boudoir Caps Regularly to \$1.25 Sale 59c

—They are so dainty and fresh, they would make ideal Xmas gifts.
—Pretty round, Dutch or close-fitting caps, in a world of styles, all very new.
—Clever combinations of fine double thread nets, heavy lace insertions, wide satin ribbons. Of crepe de chine or pussy-willow taffeta, with lace pleatings, edgings, or silk and lace insertions.
—In pinks, blues, lavender, maize and white.
—Fourth Floor

From France Hand-Made Apparel For Infants

—From our Paris office recently came this shipment of dainty things for the wee baby.
—The most exquisite of hand-made and hand-embroidered garments.
—Little skirts, long and short slips, lawn and pique buggy robes, bibs, poplin and pique dresses, and pillow slips.
—The best part of it all, is that these little things are so little in price, for instance as low as 98c and range in price as high as \$9.95 for the most elaborate.
—Fourth Floor

Tomorrow We Repeat Last Week's Success New Metallic Lace Flouncings Selling to \$8.50 \$1.98 Yard

—45, 36, 27 and 18 inches wide. The most beautiful imported metallic laces, done on fine Maline and silk Tosca nets. Every piece different.
—Gold and silver on black silk nets, gold and silver on white and cream nets.
—15-inch edges to match selling to \$2.50 yard
69c Yard
—No laces will be sold or sent on approval.
—First Floor

—The weeks just past have been the most remarkable ones in the history of Lipman, Wolfe & Co. They have been the busiest this store has ever known. This splendid activity inspires us to still greater effort. We propose, week by week, to demonstrate the usefulness and helpfulness of this store to the public. We shall use every endeavor to have you become more intimately acquainted with the workings of this institution, its efficiency, its service, its liberal policies. The whole store is imbued with a spirit of progressiveness and aggressiveness. Our advertisements are daily interpretations of this spirit. Tomorrow should be the busiest Monday of the Fall season. Every section has unprecedented merchandise offerings, and they await you with a welcome of utmost cordiality.

We Hardly Know How to Begin To Describe These \$32.50 Suits It's a Remarkable Array of Models AND EVERY ONE Fur-Trimmed

—Ten distinctly new models, every one created within the past month—therefore every new and up-to-date style is represented in this unusually beautiful assortment.
—And every suit is trimmed with fur.
—Made of broadcloth, gabardine and poplins, in black, navy, brown and green.
—Flaring models with straight fronts, semi-fitting and flaring skirts. Other styles in box effects, as well as belted models. Every jacket is lined with silk, beautifully tailored and finished. The skirts are flaring as well as plaited, according to the style of the jacket.
—Third Floor



Even Though They Are Scarce Fur Trimmed Corduroy Coats Are Here At \$14.85

—We can offer these most fashionable of coats at this price because our buyer had the foresight to anticipate the demand before the materials became so scarce.
—These coats are fashioned in one of the most attractive of the Winter styles, being 45 inches long and belted all around. Trimmed with a soft fur collar; lined throughout with silk. Shown in black, navy blue, brown and green.
—No more fashionable and at the same time practical coat can be found than these identical models of corduroy.—Third Floor

Plaid Silk Petticoats \$2.95

That Under Regular Selling Would Be \$4.50

—A silk petticoat occasion of more than passing interest—an occasion when it behooves every woman in need of such a garment to profit by this sale.
—For these petticoats are of a fine quality soft-finished taffeta silk in a variety of colors—modeled in this season's full-flaring style with ruffled flounce and patent elastic fitted top.
—Third Floor

NEW! NEW! NEW! White Hats Are the Vogue



—Of course they are here—and of course we are the first to show them. Always alert for the most advanced modes of the hour is the reason why we can offer the shopping public of Portland the very newest of new fashions.
—Come tomorrow—view this exhibit of the latest millinery fashion, try on the different models—you will be sure to find one most suitable to your particular individual style.
—Artistically trimmed hats of white silk plush, moire plush and imported felts. At the one price of
\$8.95
—Third Floor

The Velvet Store

—Our display of velvets is arousing much interest today among the women of this city who are planning suits, dresses and wraps of this most fashionable of materials.
—Nowhere can be found such an array of colors and shades in beautiful soft pile fabrics, such as velvets, velveteens and plushes, corduroys, chiffon velvets and chiffon panne velvet.
—And yet these lovely velvets are priced at the smallest figures imaginable just when they are wanted the most.
—Velveteens from \$1 to \$4.00—Plushes \$6.00 to \$9.00 yard.
—Chiffon Velvet \$5.00 and \$6.00—Corduroy 85c to \$1.75.
—Chiffon Panné Velvet \$3.50 yard.—Second Floor

UP, UP, UP Goes the Price of Wool—DOWN, DOWN, DOWN Go the Prices in This Dress Goods Sale

For the Most Serviceable Dress Goods to \$2.00

95c

And Not One Yard Shown Before This Season
—Every year a certain prominent manufacturer, who operates one of the largest woolen mills in America, clears away his remaining stocks. This year we closed a deal with him which enables us to present to you, on Monday, the greatest of all dress goods sales.
—When we are fortunate enough to buy for less, we sell for less, and here you will find the very fabrics you most desire at a price that is more than exceptional.

GABARDINES, FRENCH SERGES, WHIPCORDS, MELROSE, EPONGE, STORM SERGES AND BEDFORD CORDS.

—This collection is distinguished by the unusual broad assortment of fashionable and scarce colors, such as browns, grays, navy blue, black, heliotrope, taupe and wine; also checks and stripes in many handsome effects.

48, 50 and 54 Inches Wide

Second Floor.

Undermuslins Selling to \$1.75 Monday 98c Ea.

Gowns, Skirts, Combinations, Drawers
Princess Slips, Corset Covers, Bloomers

—Gowns of longcloth, slip-over, square and round necks.
—Princess Slips of longcloth, front or back closing.
—Combinations of longcloth, princess or waisted.
—Corset Covers of longcloth or fine secco silk.
—Drawers of longcloth, open or closed, medium width.
—Bloomers of silk filled crepe or secco silk.
—Greatest variety of styles ever found in a sale. Trimmings of laces, nets, embroidery, insertions, beadings, lace insets, and ribbons.
—Fourth Floor

Rain or Shine—Monday—We Shall Hold the Great Sale of \$5 and \$6 Silk Umbrellas at \$3.49

In the New Rib Style

For Women For Men

—Black Phoenix silk umbrellas, of extra heavy quality, guaranteed rain-proof, in regular shape, in the 8-rib style.
—Ebony loop, carved crook, plain loop and straight handles, some with sterling silver trimmings.

—Only 200 umbrellas at this price
—First Floor



Do You Know We Have a Section Devoted Exclusively to Intermediate Girls', Misses' and Small Women's Suits, Dresses and Coats? It's Located on the Fourth Floor

—The most exquisite party frocks, of soft taffetas, combined with the finest of laces, airy malines, embroidered designs in silver—in all the dainty colors girls love.
—Velvet dresses, and silk dresses galore, smartly trimmed with fur, or with braid, in clever styles.
—The best looking suits in tailored and more dressy models, very smartest styles, and dozens of them—fur trimmed, velvet trimmed, button trimmed, braid trimmed.
—Warm, comfy coats, with high collars, deep pockets, belted and half belted—in every style that a girl or woman could wish for.
—Fourth Floor

THIS IS RUG SALE WEEK

Reductions That Will Create Buying Interest.

9x12 (Room Size) Rugs

—Rugs that are noted for their wear-resisting qualities, as well as for their beauty of coloring and design. Many are copies of the finest imported Oriental rugs.

\$22.50 Seamless Tapestry Brussels Rugs... \$16.85
\$25.00 Axminster Rugs, superior quality... \$17.45
\$35.00 Very Fine Axminster Rugs, sale... \$27.45
\$35.00 Body Brussels Rugs, extra quality... \$29.85
\$45.00 Wilton Rugs, best American make... \$36.85

WOOL AND FIBER ART RUGS

—Ideal rugs for general use—light, attractive, and possessing great wearing qualities. Plain or figured centers, fancy borders. Tan, brown, blue, rose and mixtures.

\$10.00 Wool and Fiber Rugs, 7-6x10-6 feet... \$7.95
\$12.50 Wool and Fiber Rugs, 9 x12 feet... \$8.95

\$2 and \$2.50 Small Rugs \$1.47

—Sizes 27x54 and 20x60 inches. Fine velvet Wiltons, chenille rugs, and mottled Axminsters, in a great collection of pleasing designs and colors.

Washable Rag Rugs Now Reduced

—\$1.00 rugs, 27x54, sale 79c; \$1.50 rugs, 30x60, sale 98c.
\$2.50 rag rugs, size 36x63 inches, \$1.79.

\$1.25 Inlaid Linoleum, Yard 89c

—Bring us your measurements—we will tell you just how much linoleum you will need for each room.
—Fifth Floor

Pacific Phone Marshall 5000 Home Phone A 6691
Lipman Wolfe & Co.
Merchandise of Merit Only
Mail and Telephone Orders Filled by Expert Shoppers

Annual Sale Sheffield Plate

The Most Comprehensive
Stock at
Lowest Prices



—Genuine Sheffield plate has not been made since 1845—the modern Sheffield process is one of electrolysis, and when reliable is superior in appearance and finish to the real Sheffield.

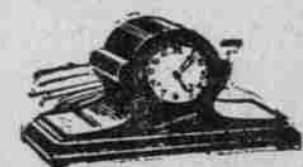
—These pieces are from one of the best American manufacturers, and that means today the best Sheffield reproductions made.

—Included in this sale are chop plates, vases, fruit bowls, trays, water pitchers, vegetable dishes, tea sets, coffee sets, mayonnaise bowls, sugar and cream sets, pie plates, syrup jugs, coffee pots, tea pots, tea strainers, tea caddies, well and tree dishes, bread trays, sandwich trays, compots, baking dishes and many other useful and wanted things.



\$17.00 Chop Dishes... \$12.75	\$ 9.00 Syrup Jugs... \$ 6.75	\$ 6.00 Sandwich Trays \$ 4.75
\$ 9.00 Water Pitchers... \$ 6.75	\$17.00 Bowls... \$13.75	\$ 6.50 Gravy Boats... \$ 4.95
\$11.00 Trays... \$ 8.25	\$11.00 Vegetable Dishes... \$ 8.25	\$ 3.50 Bon Bon Dishes... \$ 2.75
\$ 8.00 Vases... \$ 6.25	\$19.00 Well and Tree Platters... \$14.50	\$ 9.00 Vegetable Dishes... \$ 6.75
\$ 4.00 Vases... \$ 3.25	\$ 4.50 Bread Trays... \$ 3.50	\$ 6.00 Mayonnaise Bowls... \$ 4.75
\$ 7.00 Sugar and Creamer Sets... \$ 5.50		

Tick! Tick! Means Dollars to You



Half to Third Off Sample Clocks

—Over 100 high-grade clocks. A full line of a manufacturer's samples including Desk clocks, library, Tambours, guest, boudoir and traveling clocks, in fact clocks for all purposes in the new Bronze, ivory, mahogany, and best wanted finishes.

—All new numbers taken directly from the manufacturer's shelves, some of them so new that stocks have not yet been delivered to the dealers.

—This special purchase enables us to sell them at

\$ 2.25 Clocks... \$1.25
\$ 2.50 Clocks... \$1.45
\$ 3.00 Clocks... \$1.65
\$ 3.50 Clocks... \$1.75
\$ 3.75 Clocks... \$1.95
\$ 4.75 Clocks... \$2.45
\$ 5.75 Clocks... \$3.25
\$ 8.75 Clocks... \$4.75
\$10.50 Clocks... \$5.75
\$13.50 Clocks... \$7.25
Up to \$54 Clocks, \$28.50

—Sixth Floor