

Stock-Reducing Sales

Previous to Inventory

Economy Basement Store

ATTENTION, SHOPPERS!
 Try Our Special
25c HOT LUNCH
 Tomorrow when shopping in
 the store. You will find it ap-
 petizing and delicious.
QUICK SERVICE

See First and Second
 Pages, This Section,
 For Additional Stock-
 Reducing Sales

"WHERE YOU SPEND THE LEAST AND GET THE MOST FOR IT"

—When you enter the Economy Basement store Monday and find the tables piled high with merchandise, we wish to impress upon you A FACT—that this is our first season in this great Economy Store and that ALL merchandise is NEW—brand NEW. This means that you are going to enjoy the greatest reductions on new goods—seasonable, fashionable, and desirable merchandise and not the regular run of OLD, SHOP-WORN MERCHANDISE that is the usual nucleus of sales.
 —Come tomorrow, be on hand with the opening of the store. Start the year right with true economy. Hundreds of attractive sales will not be advertised owing to lack of space.

Suits at \$5.00

—All-wool English serge tailored suits in black and navy blue. Remarkable suits in the season's most popular styles, with 30-inch jackets and flaring skirts. Every suit new this season. Sold regularly at \$12.00.

Coats \$6.95

—Full-length, warm Winter coats of plain and fancy mixed coatings, in latest belted styles. Some trimmed with velvet, others tailored and self-trimmed. Regular price \$11.85.

Waists at 89c

—A great assortment of styles in voile, madras and fancy striped materials, the newest styles, high and low necks. Also black soisette waists with white collars and cuffs.

Cotton Blanket Sale

—These blankets were all bought before the rise in cotton, which accounts for the unusually low prices which we have marked on these extra qualities. Pure white and gray, made with fancy striped borders in pretty colors. Extra heavily fleeced.

- \$1.00 Cotton Fleeced Blankets, pair, 77c
- \$1.25 Cotton Fleeced Blankets, pair, 93c
- \$1.50 Cotton Fleeced Blankets, pair, \$1.23
- \$1.75 Cotton Fleeced Blankets, pair, \$1.47
- \$2.25 Cotton Fleeced Blankets, pair, \$1.79
- \$2.50 Cotton Fleeced Blankets, pair, \$1.87
- \$2.75 Cotton Fleeced Blankets, pair, \$1.95
- 85c Cotton Blankets, special, pair... 63c

REMARKABLE Silk Sale

Black Silks—Most in Demand and Scarcest of All Fabrics
 —This sale was planned months ago, and the silks bought before the rise in price. If we were to buy these same silks today we could not possibly sell them at anywhere near these prices. Take advantage of this great opportunity to save on Lipman-Wolfe quality black silks—the most wanted silks for Spring.
 35c-Inch Black Messaline... 69c, 79c, 89c, 95c
 35-Inch Black Taffeta... 79c, 89c, \$1.00, \$1.25
 35-Inch Black Pekin Stripe Taffeta... \$1.09
 35-Inch Black Duchess Satin... 89c
 35-Inch Black Peau de Soie... 89c
 26-Inch Black Messaline Silk... 50c

WONDERFUL Dress Goods 69c

Regular \$1.25 and \$1.00. And 40 to 46 Inches
 —Every yard purchased specially for this great event—new Spring weaves and colors, the greatest assortment of wool dress goods ever offered in Portland at this low price. Poplins, French serge, herringbone, stripes, Vigoreaux, wool taf-fetas, etc., all 40 to 46 inches wide, black, taupe, brown, helio, biscuit, tan, mode, gray, Copen, navy, green and wine.
 —It will be a long time before such excellent materials can be purchased at 69c a yard—and certainly not until present conditions are changed. Buy now for the entire family's needs.

Men's Shirts 75c

They Are Remarkable at This Price
 —Shirts that always sell at higher prices. Made of firm madras or percale in light, medium and dark colored attractive new patterns—every shirt specially tailored for Lipman, Wolfe & Company—they are made to fit. Stiff cuff or soft French cuffs, and plain, soft bosoms. Buy a season's supply at great savings. All sizes.

Overalls at 50c

Nothing Ever Shown Like These Less Than 85c
 —Union-made overalls of blue and white striped jean, full-cut sizes, made with extra deep front bib, with shoulder straps and six pockets. All sizes.

Flannelette Night Shirts 48c

YOU WOULD EXPECT TO PAY 85c FOR THESE
 —Extra long, full, large-bodied night shirts of a fine, warm quality of flannelette, in fast colors of pink, blue, gray stripes. All sizes.

Men's Union Suits 79c

HERETOFORE ALWAYS SOLD AT \$1.00
 —Winter weight, ribbed suits, in natural gray color. Made with soft fleece lining. French neck, closed crotch.

Shirts and Drawers 39c

SOLD FOR 50c AT ANY OTHER TIME
 —Ecru cotton in good Winter weight, ribbed style, French neck, drawers with double seat. All sizes.

The Final Out-Go of Winter Hats

\$1.19
For Trimmed Hats at \$3.50 to \$5
 —Extraordinary hats that will be a revelation to every woman—in a variety that will create the greatest enthusiasm. Velvet and plush models, feather, ribbon, ostrich and flower trimmed—every one a smart, wearable model.
39c
For Children's and Misses' \$2 Hats
 —Ready-to-wear tailored hats of velour, beaver and cloth, plain and mixtures. Finished with ribbon band and tailored bows.

59c
For \$1.50 to \$2.00 Ve've! Shapes
 —Don't fail to see these shapes—every Winter style at a remarkable, new, low price—fine velvet and plush shapes, large, medium and small effects, that only need a simple trimming to convert them into the most attractive midwinter models.
10c
For New 50c Novelty Hat Trimmings
 —Stick-ups, ostrich fancies and many other novelties, very new. In black and all popular, most wanted colorings.

Great White Sale Undermuslins, Corsets, Domestic, Embroideries, Starts Tomorrow

—We cannot go into detail—a page would not suffice to tell you of the months of preparation, of the advance purchases, of the extraordinary savings that await every woman who attends this Great White Sale of undermuslins. If our business were done in the ordinary way, these sale prices would be impossible. Over nine months ago we contracted for undermuslins, and this sale is the result. To give you a concrete idea of what you may expect Monday, we give a list of prices, showing the enormous assortment you will find on display in the basement.
 —Don't fail to take advantage of these economies. We doubt if we can repeat this sale until conditions again adjust themselves.

- 25c** For Corset Covers and Drawers
 —Of good quality muslin, corset covers with yokes of embroidery and lace. Drawers open or closed, ruffle and tucking trimmed.
- 29c** For Corset Covers and Drawers
 —Of longcloth, extra quality. Drawers full or tight knee, full style, finished with ruffles, torchon lace or scalloping, open or closed. Corset covers with yokes of lace, embroidery and beading drawn with ribbon.
- 39c** For Corset Covers and Drawers
 —Regularly to 65c. Corset covers of nainsook, with yokes of lace, embroidery, insertion and edging. Also fine longcloth drawers with ruffles edged with lace, or embroidery ruffles. Open or closed.
- 59c** For Gowns, Envelope Chemise, Combinations and Skirts, Regularly 75c to \$1
 —Creme or muslin gowns, slip-over style. Envelope chemise in regulation style. Combinations, waisted style. Skirts straight style, scalloped or trimmed. These garments are made of the finest materials, extra well made and finished, trimmed with lace, embroidery, beading, insertion, of the daintiest patterns.
- 79c** For Envelope Chemise, Combinations Skirts, Gowns, Regularly \$1 & 1.25
 —Plisse crepe and muslin gowns, round, V-neck, slip-over styles, open-front styles, banding, lace, medallion and embroidery trimmed. Chemise with yokes of lace, butterfly medallions, Swiss and lace insertion. Combinations waisted style with yokes of embroidery, lace, insertion and ribbon trimmed, beading and ribbon at waist. Skirts full style, lace, insertion or embroidery ruffles, or scalloped edges. All made of the finest of materials.

Hosiery Sale for Women and Children
 Buy a Season's Supply Now at Reduced Prices
 Women's 25c Wearwell hose, regular and outsizes... 17c
 Women's 50c pure thread silk hose, in colors... 39c
 Children's 35c split-foot black cotton hose... 19c
 Children's 50c Fay Ideal button-on hose... 21c
 Children's 25c black ribbed cashmere hose... 19c

Corsets \$1.19
 Regular Price \$1.75
 —Of broche and heavy coutil, with medium and low bust lines, long and medium hips and back, models for the average and stout figures. They are made to give the correct fashionable lines, extra well made and durable. All sizes, 19 to 36.

Brassieres 25c
 —Remarkable at this price. Cross-back and hook-front styles, plain or with embroidery yoke of fine quality, finished with neat embroidery edging. All sizes.

Aprons 59c
 Our Regular 85c Styles
 —All the newest aprons, Billy Burke, Polly Ann, Puritan, middy, envelope, and extra large overall aprons, of excellent qualities of Scout percale. Some fasten in the back, others slip on over the head or under the arm, full belted, semi-belted, finished with neat pipings. In light and dark colorings, in figures, or plain pink, blue or lavender.

Bathrobes \$2.49
 Regular Price \$3.50
 For Women
 —Tailored styles of heavy Beacon blankets in conventional patterns, in a good assortment of soft colorings. With turn-down collar, set-in sleeves, cord tie at neck, cord girdle and pocket. All sizes.

Soiled and Repaired Gloves
 Regular \$1.00 to \$2.50
 To Be Closed Out at
50c and \$1 Pr.

1916 EMBROIDERIES SENSATIONAL PRICES RULE
\$1.50, \$1.25 and \$1 Flouncings, 45-Inch, 25c
 —Eyelet patterns, with firm, well-worked edges, effective designs, on fine material suitable for lingerie dresses, waists, underwear, petticoats. Full 45 inches wide.
8c to 10c Beadings, Edgings, Seamings, 5c
 —Of good quality cambric, worked in neat designs, with fast edges. A variety of patterns from which to choose.
To 20c Skirt and Corset Cover Embroidery 12½c
 —17 inches wide, a wide selection of new designs, on finest materials, fast edges.
To 35c Skirt and Corset Cover Embroidery 19c
 —Eyelet and solid worked patterns, embroidered to a depth of 4 to 6 inches. Full 17 inches in width.
50c Embroidery Flouncings, 27-Inch, 29c
 —Fine Swiss embroidered in effective, dainty patterns, suitable for children's and misses' dresses.
15c Embroidery Edges, 3 to 9-Inch, 9c
 —Hand-loom and convent edges on fine Swiss. Especially suitable for trimming dainty undergarments.
35c to 45c Flouncings, 17-Inch for 23c
 —Cambric and Swiss flouncings and corset cover embroidery, hand-loom edges, firmly worked.

Women's \$1 Union Suits 79c
 —Medium weight, white, fine ribbed. Dutch neck, elbow sleeves. Elastic, form fitting. All sizes.
Women's 75c Vests and Tights 47c
 —White ribbed, cotton-fleeced garments, medium weight. Full or short sleeves. Ankle-length tights.
Women's 65c Cotton Union Suits 49c
 —Full bleached, fine ribbed, neatly trimmed. High-neck, long-sleeve style. All full sizes.

Children's Union Suits 59c
 —Natural or white, heavy-weight cotton, fleece lined and reinforced for extra wear.
Children's 50c Tights and Pantalettes 25c
 —Black tights, ankle length, full body. Also natural gray or white pantalettes, medium weight.

Lipman Wolfe & Co
 Merchandise of Merit Only
 No Phone Orders for Economy Basement Sales

50c Bleached Damask 35c
 —Full-bleached, mercerized damask, high satin finish, evenly woven. Several floral patterns. 58 inches wide.
\$2.50 Pure Linen Cloths \$1.95
 —Extra heavy quality warranted pure linen, hemmed ready for use. Size 66x66 inches.
\$1.00 Hemmed Table Cloths 75c
 —Evenly woven, in stripe and check design. Full bleached. Size 58x64 inches. Splendid for everyday use.
15c White Huck Towels 12½c
 —Double woven, pure white, hemmed ends. Size 18x36.
15c Crash Toweling, 17-Inch, 11c
 —Extra heavy double thread, closely woven. Blue borders.
\$1.25 Crochet Bed Spreads 98c
 —Free from dressing, hemmed ends, full size, neat patterns.
\$1.39 Crochet Bed Spreads \$1.19
 —Large assortment of patterns, full size, hemmed ends.
50c Hemmed, Bleached Sheets 39c
 —Heavy quality, free from dressing. Size 2x2½ yards.
70c Seamless Bleached Sheets 59c
 —Size 2x2½ yards, 3-inch head, 1-inch foot hems. Of extra fine cotton, evenly woven.
42x36 Inch Pillow Cases 12c
45x36 Inch Pillow Cases 13c
 —Woven muslin, bleached, fine, durable quality.
12½c White Outing Flannel 1c
 —Pure white, 32-inch, extra heavy, perfect goods. Suitable for children's wear and night dresses.

L. & G. Enamel Ware
 Turquoise Outside, White Enamel Inside
 —The heaviest steel base with extra thick enamelling both inside and out—the best product of the largest and greatest enamel manufacturers in the country, the famous Lalanc & Grosjean products. An extra special concession on the part of the manufacturers enables us to offer this well-known ware at these extra special prices:
 3-Pint Lipped Sauce Pans... 17c
 4-Pint Lipped Sauce Pans... 19c
 5-Pint Lipped Sauce Pans... 23c
 5-Pint Coffee Pots... 45c
 4-Quart Berlin Sauce Pans... 45c
 2-Quart Double Rice Boilers... 59c
 14-Quart Dishpans... 59c
 4-Quart Tea Kettles... 59c