

Lipman Wolfe & Co.

"Merchandise of Merit Only"

Spring! Glorious Spring Fabrics Here--in Two Most Extraordinary Sales

SALE

OF
SPRING
1916
SILKS



Making a Silk Dream a Fact

—Last season when manufacturers were preparing for 1916 fashions our Silk Buyer and Merchandise Man were in New York. One of the largest stores in New York City held a Silk Sale. It was extensively advertised. It drew to its doors thousands of women. It was town talk, even for so large a city as New York. —A dozen times our Silk Buyer and Merchandise Man remarked: "If we could hold such a Silk Sale in Portland, if we could collect the most fashionable, most desirable silks, in quantities large enough to supply an unprecedented demand, if the prices could be so exceptionally low that even women unfamiliar with silk worth would recognize the fact at a glance, **WHAT A SENSATION IT WOULD CAUSE!**" —Filled with determination and enthusiasm to collect such a stock of silks, our Silk Buyer and Merchandise Man started to assemble silks for this sale. Every large silk mill in the East was visited and contracts placed for

Imported Gros de Londre, Brocaded Taffetas, Foulards, Taffetas in plain colors, Striped Taffetas, Print Warp Taffetas, Black and White Plaid Taffetas, Jacquard Messalines, Striped Messalines, Two-Tone Silks, Chiffon Crepes, All-Silk Duchess Satin, and the most exquisite weave of Thistle-down Taffeta, to be delivered January 15, 1916.

—There was no dye scarcity then; prices were normal. After a few months rumors of dye scarcity began to be heard. A few weeks later notices were sent broadcast to merchants that raw silk had risen from \$3.00 a pound to \$5.60 a pound, and that the supply of foreign dyes was about exhausted. Silk prices jumped by leaps and bounds, mills refused orders at any price—we were offered bonuses to release our contracts, so

The Silk Dream Became a Fact

for these silks—bought at low-level figures, are offered to our patrons tomorrow at wholesale prices, and should create silk-buying such as Portland has never known before.

Come Tomorrow!

—Extra salesmen, extra counter room, extra tables will be piled high with Spring, 1916, silks.

Embroidery Fete

Celebrating the Largest Purchase of Embroidery We Have Ever Made at the Beginning of a New Season

New Spring 1916 Embroideries
49c Yard

Will Buy These \$2.50, \$1.75, \$1.25 Patterns Which Go on Sale for Two Days Only

—This is truly an extraordinary sale. It is so far and away beyond the usual embroidery sales in greatness of scope and supremacy of worth that mere words simply cannot do it justice. Most every kind of embroidery is included.

From 18 to 27 Inches Wide

—Deep flouncings and corset-cover embroideries on Swiss, nainsook or cambric in handsome conventional patterns and convent edges. Skirt flouncings heavy with solid and open-work designs on fine Swiss and voile.
—27-inch baby flouncings in the daintiest patterns with scalloped edges, or finished with hemstitching, and some with two-inch ruffles. In Swiss, voile, batiste and lawn.

At This Store Only
Advanced Models of the Renowned
"Korrek" Separate Skirt

—The most perfectly tailored of all walking skirts, and shown in all the most fashionable fabrics.

At \$5.95, \$6.95, \$7.45 to \$11.95

59c Yard
For Fancy Silks

that are 22 and 24 inches wide. Very fine imported Gros de Londre in beautiful pastel shades, small jacquard patterns; print warp taffetas, new brocaded taffetas, fancy stripe messalines and taffetas, and Persian designs.

69c Yard
Cheney Bros.' Shower Proof Spring Foulards

—For the 1916 season foulards promise to hold first place, and here you have a choice of over 50 of the very newest designs and colors. These identical silks sell always at \$1.00 the yard.

75c Yard
For Heavy Duchess Satin

—For tailors and dressmakers we have this extra heavy all-silk Duchess satin, 20 inches wide, which usually sells at \$1.50 yard. Don't confuse this satin with messaline, as it is the best quality of all-silk Duchess on the market today. In black and all the staple colors.

98c Yard
For Novelty Silks

—Such as new stripes, new print warp taffetas, black and white plaids, jacquard messalines and stripes from the finest hair lines to medium width, in every color and two-tone combination you can think of. Also a few 40-inch chiffon crepes in handsome Persian designs.

\$1.75 Yd.
For Thistle-down Taffeta

—Our own brand and guaranteed by us to be satisfactory. 40 inches wide, soft, serviceable and washable. In light colors for underwear, shirtwaists, dresses and linings. It has no equal and is similar to pussy-willow, which sells at \$2.00 to \$2.50 the yard. In ivory, flesh, pink, maize, rose, Nile, light blue, Copenhagen, navy and black.

The Most Fashionable Black Silks, Special 79c to \$1.98

Black Taffeta, 89c, 98c, \$1.19, \$1.29, \$1.33, \$1.39, \$1.49, \$1.69.

Duchess Satin, 89c, 98c, \$1.19, \$1.39, \$1.49, \$1.98. Black Messaline, 79c, 95c, \$1.19. Black Grosgrain Silk, \$1.89 yard.

Luxon and Wilson Weaves

The New 1916 Cotton Fabrics of Fashion

Will Be Introduced to the Women of Portland

In a Great Fashion Exhibit

And Introductory Sale

Inaugurated and Planned With the Co-operation and Inducements of the Makers

Price Concessions for This Sale Are Made

to open a new field for Luxon and Wilson weaves, and Lipman Wolfe & Co. are named the exclusive representatives for these new Wash Fabrics. —Why take chances? Why not insure the smartness of your Spring gowns? Luxon and Wilson weaves are acknowledged to be the most correct and authentic wash fabrics.

Why You Should Attend This Sale

—Without a question of doubt novelties in wash fabrics are bound to be scarce as the season advances. It will be impossible to replace these first styles later on, and assuredly you will not enjoy the price concessions this sale affords.

The Greatest Display of Wash Fabrics

Ever Shown in Portland

New Wash Fabric Section, Second Floor

—A word of advice: Don't delay the selection of your Spring tub materials. Your opportunity for selection is best presented in this sale, to say nothing of the great savings offered.

40c Organdie 29c

—New colored striped organdie in white and solid grounds with cluster stripes and floral effects. 40 inches wide.

75c Voile for 59c

—In woven stripes and plaid effects. 40 inches wide.

50c Stripe Skirting 35c
—In cluster and wide stripes. The newest creation in cotton skirting. 36 inches wide.

75c Novelty Waisting Special 59c

—Silk mixed waisting with large cluster stripes in beautiful color combinations. 36 inches wide.

50c White Goods 39c

—New weaves in voile, with lace-stripe effects, for waists and dresses. 36 to 40 inches wide.

50c Silk-Mixed Waistings 49c

—Handsome striped effects in crepe weave, mixed with silk, in clever color combinations.

50c Rice Cloth 35c

—The newest stripes in popular shades, also floral effects. 36 inches wide. For waists and dresses.

50c Silk-Mixed Crepe 39c

—The most-wanted colors—pink, blue, lavender, maize. 36 inches wide. Makes delightful waists, dresses and underwear.

Imported Novelty Voiles 59c to \$1.25 a Yard

—Weaves never seen before, imported direct, including large corded plaid effects, splash voiles, lace and gabardine stripes, in pure white, from 36 to 40 inches in width.

New Organdies 50c to \$1.25

—The new stripes and checks, also crepe weave organdie, in all widths to 45 inches, for making Spring and Summer dresses, waists, etc.

White Gabardine 39c to \$1

—The scarcest and most in demand of all materials for skirts and suits. In serge and herringbone weaves. 36 inches wide.

White Goline 75c to \$1.25

—Another of fashion's favorites for coats, suits and separate skirts. Medium-width cord, in good weight and full 36 inches in width.



Authentic Modes
For Spring

Are Now Ready on the Third Floor

Suits and Waists

—Distinctive in their style and materials, and the appropriateness of their lines.

Another Showing of Spring Millinery

—In a notably fine display of advanced models, featuring the smartest style notes and in all the new colorings, which are so noticeably different from shades of previous seasons. —Third Floor

—By special concession from the Nadia Corset Company we present to the women of Portland five models representing the correct figure, giving lines demanded by fashion.

—The price in each instance is deeply reduced from the regular.

—This corset sale is the most important held in Portland for many seasons. Take advantage of it.

—Here are corsets for women who desire the new figure. It isn't a matter, however, of changing your figure; it's the matter of the right corset. This sale of variety of models will fittingly give the proper effect.

\$3.50 Nadia Corset \$2.65

—Of fancy broche in flesh tint. Medium bust and medium long hip and back.

—Of soft coutil with low bust and medium hip and back. Sizes 19 to 28.

\$3.00 Corsets \$2.35

—Of fancy broche, in flesh tint. Low and medium bust line and medium long hips. Some have the "free" hips. Sizes 20 to 28. Hose supporters attached.

\$3.00 Corsets \$2.35

—Of heavy coutil in all sizes for the medium and stout figures. Has elastic gore at the bust and elastic across the fullest part of the back. Hose supporters attached.

\$2.25 Nadia Corsets \$1.75

—Made of stripe poplin, with medium low bust, slightly curved at the waistline. Hose supporters attached.



\$2.50 Corsets \$1.55

—Of double batiste with medium high bust, curve waist, free hips. Trimmed with lace and ribbon. Three pairs of heavy supporters. Sizes 19 to 26.

85c Brassieres 59c

—Hook-front style, made of fine cambric with embroidery yoke in front and back. Edging of embroidery, reinforced under the arms. All sizes.

\$1.25 Brassieres 79c

—Hook-front style of lace stripe nainsook, with V-shape of embroidery, reinforced under the arms. Edging of embroidery. All sizes.

For Two Days Only We Shall Present

A Large and Distinguished Sale of

Luxurious Glove Silk Underwear

\$2.79

\$3.85

For Regular \$3.50 to \$5.00
Silk Vests and Bloomers

For Regular \$6.00, \$6.50 and \$7.00
Union Suits and Combinations

—Solely on condition that we do not mention the name of the maker of this world-famous silk underwear are we allowed to sell these beautiful garments at such radical reductions; but every woman who is at all familiar with the finest of glove silk underwear will at once recognize the importance and unusualness of this great sale.

—The union suits, vests, corset covers and combinations can be had in white, flesh tint and sky blue. Made with embroidery trimmings.

—The bloomers are in knee length, shir length bloomers with accordion-pleated white, black, orange, mustard, rose.

—Every garment is reinforced, which makes for extra service.

—NOTICE—No exchanges, credits, approvals or phone orders will be granted in this sale. See Fifth-Street window display.



Cretonnes for Spring

—Half an hour among Lipman Wolfe cretonnes (there are none like them) and one has suggestions for the treatment of house, wardrobe, motor-car and travel impediments.

—Cretonnes are used generally. Motor cars are upholstered with them. Cretonnes for chairs and couches make a room delightfully bright and inviting. Trunks and hat boxes are charming when covered or lined with cretonnes.

—Extraordinary variety of cretonnes here at 25c to \$5.00 the yard.

The Spring Dress Materials

Are More Alluring Than Ever Before

—This collection of new fabrics is distinguished by the unusual excellence of the materials, by the rich depth of tone in the darker street colors, by the individuality of the various weaves. A visit to this department will give a very comprehensive idea of what the smartest women will wear during the Spring and Summer season of 1916. We particularly mention the following:

Velour Check Coatings, 56 Inches Wide at \$3.00 Yard
The newest check dress fabrics are 49 inches wide and \$1.50 yard.
The smartest of awning stripe materials are 56 ins. wide, \$2.50 yd.

For Monday's Sales in THE ECONOMY BASEMENT
SEE THIRD PAGE OF THIS SECTION