



Out of their Wrappings—from New York

150 Coats

(20 Styles)

--at \$35



—and if we were resorting to the “camouflage” of comparative prices, the revelation would be startling—but the COATS themselves tell you that without the aid of comparisons.

Astonishing results have been accomplished in the face of seemingly impossible conditions.

Our Coat Buyer was right in the market at a time to accomplish a master stroke—that accounts for this sale of coats.

THESE ARE NOT \$35 COATS—THEY NEVER WERE \$35 COATS AND WERE NOT DESIGNED AND MADE TO SELL FOR ANY SUCH MODERATE PRICE—

But Nevertheless—Here They Are for You Monday at \$35.00

And SUCH coats as they are—Real Bolivia Cloth, Zibeline, Pebble Cheviot, Wool Velour and Bolivia Cheviot in Beetroot, Amethyst, Mole, Taupe, Navy, Russian Green, Brown, Plum, Mouse—in a word, all the newest and most-asked-for shades!

Fur Collars, Fur Cuffs and Deep Bands of Fur around the bottom form the most effective trimming you could wish—and many are Untrimmed, with large Cape Collars. But all are lined—some fully lined and some just half lined—with beautiful, shimmering satin.

Just look at the sketches on this page—that will give you an idea of the ultra-smartness of their style.

Come down and see our window today—then you’ll know about the colors—but really to appreciate these coats—you’ll have to actually see them tomorrow morning—and (just a hint) don’t delay about coming—for every woman who sees them will appreciate the wonderful value represented by these coats at \$35.

—Third Floor

Lipman Wolfe & Co.
Merchandise of Merit Only

HATS

PLUM COLORED HATS,
NIGGER BROWN HATS,
METAL HATS, VELVET
HATS—

—Big hats, tiny hats, dinner hats, theater hats, street hats, ostrich hats, sophisticated hats, demure hats—

“OH, WE HAVE THEM ALL,” said the enthusiastic saleswoman, posing one beauty on her head after another.

—“You know, our buyer is noted for his excellent taste—and he was in New York only last week—

“For the Season’s Big Opening Display.

—“Why, nobody is back in New York before October, you know—the very newest styles aren’t shown until then!”

And it’s no wonder the most fastidious women are so enthusiastic about the Lipman, Wolfe Hats.

—They are bought with an eye to beauty—smartness—chic—and better than that—they’re sold with the idea of becomingness—of adding just the right note to your costume.

—We cannot put most of these Hats in our windows because—well, to keep styles exclusive, we find it better to show the hats in our Millinery Salons. You’ll enjoy THIS DISPLAY TOMORROW!

—Third Floor.

LESTELLE CORSETS

—\$4

—Lestelle corsets receive their introduction to Portland women tomorrow. Lestelle Corsets are extremely popular throughout the East, being featured in the finest corset shops.

—The makers of Lestelle Corsets never allow them to be sold at any but the established price.

—By a concession granted us for this one sale, we are permitted to sell these wonderful front-laced corsets

AT HALF PRICE

—Two of the most popular models made by the Lestelle Corset Company were sent to us especially for this event.

—Models of pink broche, woven in the daintiest of flower clusters, delicately trimmed and fitted with supporters.

—Our expert corsetiers will give you a special fitting.

—Fourth Floor.

Our Advertisement
In the Other
Sunday Paper Is
ENTIRELY
DIFFERENT

Read It!



SKETCHED IN OUR OWN STUDIO

