

An OUTPOURING of GREAT OFFERINGS ALMOST WITHOUT PRECEDENT!

—We invite you to read with **CARE** the news printed on these **FOUR** pages. It gives some indication of our determination that the Sixty-eighth Anniversary Sale shall surpass any previous event in this store's history. No sale was ever given more consideration, more thought, more careful attention than this **EXTRAORDINARY EVENT**. Our careful preparations have been successful in gathering goods for every department in the store. Our chief concern is to be of **REAL SERVICE** to the thousands who are keeping this store wonderfully busy these stirring times. It will be a distinct loss to miss the **UNPRECEDENTED** opportunities that this Sixty-eighth Anniversary Sale brings in this store.

Tomorrow Will Be a WONDERFUL DAY

—On every counter, on every table, in every section of this store, from basement to roof, merchandise, seasonable and essential, of quality and style, of **MERIT ONLY**, will be offered at extremely low sale prices—a sale of great **MAGNITUDE**, a fitting **CLIMAX** to 68 years of active business.

When You Come TOMORROW

you will find the Lipman-Wolfe Store was never so good a store as it is today; never so ready to serve the people well. What people find here is the best evidence of our ability, and much more to the point than the blowing of trumpets. We are well content to let those speak for us who know us best out of their own experience. To you newcomers, who have lately made Portland your home, we especially extend an invitation to attend this great sale.

—When once you fully understand the **SPIRIT** back of this store's merchandise and **METHODS** you will come **FOR YOUR OWN SAKE**, not because we ask you to.

—In events of this kind, when merchandise is offered at sensationally low prices, even though we start the day with generous stocks, those who delay are often disappointed. We urge early shopping—as early as convenient, with the opening of the store if possible.

Lipman Wolfe & Co.
"Merchandise of Merit Only"



Silk Service Stockings

Irregulars

In Colors and Black and White

89c

—For twenty years Silk Service Stockings have been standard quality stockings. So careful are the examiners that the slightest flaw, even though undetectable to the ordinary person, forbids them being sold as perfect.

—We have secured 60 dozen Silk Service irregulars for the opening day of this great sale. Women who know good silk stockings will be on hand to secure a goodly lot of these fine stockings. They will be placed on sale in the Fifth-Street Circle. No phone or mail orders filled.

Main Floor—Lipman, Wolfe & Co.

Wonder Suits \$28.75

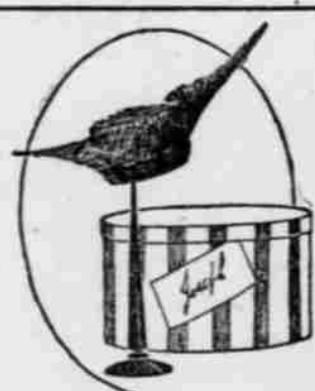
—This announcement alone should be sufficient to focus the attention of the best dressed women of the city on this Great Sale—To best describe them—let us just say—Think of our Finest Suits—Exquisite Suits—Our best examples of man hand tailoring—Suits, that with this season are bound to disappear until after the war—And we have not overdrawn the picture one whit. Our only regret is that we have only enough to delight about 100 women—What are they made of—wool serges, gabardines, poplins—Ripple, flare, belted and sports models—New models—Exclusive models—in navy, black, tan, Copen and Biege—and the Saving—Fully a Third to One-Half in every instance!

And Equally Wonderful Coats \$23.50

Here IS opportunity—Here is **ECONOMY** exemplified—Here is **SERVICE** supreme—Think of Coats of Duvet de Laine, wool velour, Delphi cloth, wool poplin and other serviceable fabrics that are rapidly disappearing from sale, offered at \$23.50—Coats of 48-inch length in full flaring models—High-waisted with gathered and belted backs—also straight-line effects—in tan, gray, navy, Pekin, rose, Copen and brick — But why tell more? — Come see them—that's the surest way of surprising you!

Third Floor—Lipman, Wolfe & Co.

Charge Purchases Tomorrow
and Balance of Month
Go On May Bills, Payable
June 1



Joseph

Master Designer of
Exquisite Millinery

—The co-operation of this master mind makes it possible for our Millinery Salon to announce the most wonderful sale women of Portland have ever had the good fortune to attend.

100 Beautiful Models

—Exquisite examples of Summer styles, in wonderful variety. Large, medium and small shapes; hats for every occasion; hats so surprisingly priced it is almost impossible to believe, were it not for the fact that each hat bears the Joseph label.

—Every exclusive model worth two, three and even four times the wonderful sale price.

\$9.50

—Positively none reserved; every sale final.

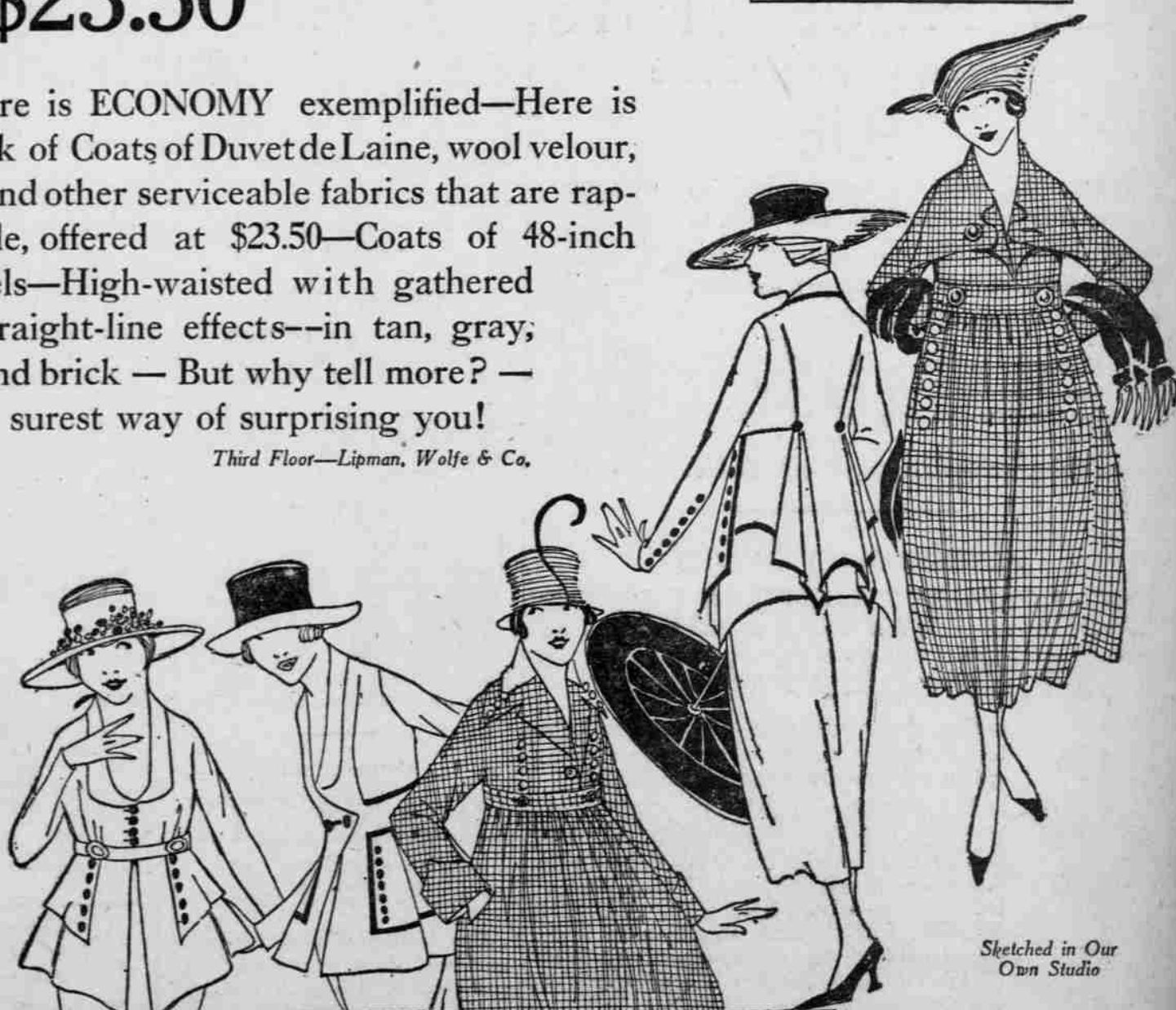
Third Floor—Lipman, Wolfe & Co.

Most Exceptional These Silk Petticoats at \$3.95

Only Two to a Customer
No Phone Orders

—The loveliest assortment of taffeta silks and silk jersey top petticoats, in changeable and light and dark colors. The flounces are circular, with trimming of knife-pleating, tucking or rows of ruching. All with elastic fitted top. Anniversary Sale price—\$3.95.

Third Floor—Lipman, Wolfe & Co.



Sketched in Our
Own Studio