



Special Christmas Magazine Offer

For limited time—Century and St. Nicholas Magazines, both for \$5.25 to one or different addresses. You save \$1.75. Also Pictorial Review and McClure's for one year \$3.00, or each for two years.
Main Floor—Lipman, Wolfe & Co.

Lipman Wolfe & Co.
Merchandise of Merit Only

Our Complete Toilet Goods Section

—A delight is in store for the chooser of gifts for the difficult to please. Here are perfumes from the most renowned foreign and domestic makers—no end of toilet ware of all kinds. All exquisite.
Main Floor—Lipman, Wolfe & Co.

Great Attractions to Start Off HOLIDAY Buying in Earnest Begin Monday in This "Store of Essential Gifts"

The Dominant Garment Disposal of PORTLAND

—Since quality and the Lipman-Wolfe name are so inseparably connected, women of discernment will make haste to attend this reduction sale of the finest quality garments to be had.



—Patrons are reminded that this store uses no comparative prices and that it stands squarely and unreservedly back of every claim (though it may seem extravagant) that it makes.

Every Third-Floor Garment
—NO EXCEPTIONS—
At Drastic Price Reductions

—Hundreds of suits, coats, dresses, skirts. Reputed as the finest stock in Portland. "Cuts" are big—the comparisons are omitted. This is the first reduction on all our stock.

You Can Buy in This Sale Garments You Have Seen at Much Higher Prices

Suits Now
At \$25 to \$280

—Broadcloth, velvet, gabardine, wool velours, Poret twill, velours de laines, silvertone velours, duvet de laine, wool jersey, wool poplin and serge.
—Every style, every shade; sizes for every type.

Coats Now
At \$17.95 to \$225

—Coats for all purposes, of Evora Bolivia cloth, silvertone velours, crystal cloth, wool velours, broadcloth, duvet de laine, pom pom, suede velours, velvet and seal plush.
—Warmly lined and interlined. All shades, sizes, styles.

Dresses Now
At \$17.75 to \$100

—Endless variety in serges, velveteens, satins, taffetas, wool jerseys, tricolettes and novelty cloth.
—All formerly much higher; in sizes and styles for every type.

Skirts Now
At \$7.95 to \$36

—Women may now have a separate skirt, in woolen plaids, stripes or checks or in brocaded and fancy silks.
—Hosts of styles; all popular materials, and every size for women.

Practically all new within a few weeks. Values not to be duplicated hereabouts.

All Sales Are Final. No Exchanges or Returns. No Memorandums or Approvals

PLAN TO COME

The Outer Apparel Shops—Third Floor.

A Lot of New "Indra" Pearls From Spain At \$2.25

—From Barcelona has come to us a shipment of lustrous Indra pearl beads. And at \$2.25 neck lengths are featured Monday in white and cream-white tints in both graduated and uniform sizes.
—This store has perhaps the largest collection of pearl beads in this section.
Street Floor.

From France Comes Famous Vallier Washable Gloves, \$3.50

—A recent importation of Vallier famous washable white kid gloves in sizes 5 1/2 to 7 at \$3.50.
—Also Vallier, Reynier and Chanut kid and French lambskin gloves, with contrasting embroidery trimming, in black, white, champagne and modish shades, at \$3.00 and \$3.50. Street Floor.

Sale of 157 Table and Boudoir Lamps for Gifts

—A specially planned Christmas sale of art metal, glass and mahogany table and boudoir electroliers with silk shades. Only a few of the special groups are here.

50 MAHOGANY FINISH DESK BOUQOIR LAMPS, \$3.50

—In pillar styles and assorted shades; in solid colors for milady's boudoir or desk, specially priced.

12 Art Glass or Metal Electroliers, \$19.75

—Three styles in art glass and metal electroliers at this special saving.

25 EDWARD MILLER METAL TABLE LAMPS, \$8.50

—Two-light table lamps in rich heavy metal, with art glass panels. A variety of styles and finishes.

10 Mahogany Finish Table Lamps at \$10.50

—Assorted styles, with shades of Cheney silks.

25 Edward Miller Three-Light Table Lamps, \$12.50

—Three-light table lamps, in heavy metal with art glass panels. A varied assortment.

11 Japanese Lacquer Table Lamps at \$2.50

—Japanese lacquered table lamps, in varied styles, with Cheney silk.



(Hat as sketched, \$5.00)

A Special Showing of Choice Trimmed Hats at \$5

—Not alone do these hats reflect the newest trend of the mode for women and misses, but they represent the best value we have offered this season or seen hereabouts for \$5.00.

—Fashioned of velvet, Lyons velvet, hatters' plush and panne velvet combined, and in all the shades women may have in mind; with plenty of blacks.

—Wings, ribbons, flowers, feathers, ostrich or novelties for trimmings, and used with the artistry that has stamped Lipman-Wolfe hats this season as so unusually attractive.

Third Floor—Lipman, Wolfe & Co.

100 Pure Irish Linen Odd Table Cloths at \$3.75 to \$15

—Direct shipment from Belfast to us. Pure Irish linen tablecloths at prices way below present value because of slight imperfections in the making. All seconds.

Imported Madeira Linen Scarfs at \$3.50 to \$7

—18x36, 18x45, 18x54 Madeira linen scarfs. A wonderful assortment to select from and all much underpriced.
Second Floor.

Genuine Imported English Spreads at \$5 to \$14

—The largest showing of these spreads hereabouts. Three-quarter, full size and extra large sizes, in both hemmed and scalloped styles.

300 Yards All-Wool Navy French Serge

\$1.75

—44-inch all-wool French serge, in navy blue only, at an extraordinary low price for a reliable dyed and finished woolen fabric.
Second Floor.

A Picture Gift of Ruskin Proofs

\$3.00

—No better gift than these reproductions from the old masters, proofed from copper plates and hand colored. Modern painters are represented, too.
Sixth Floor.

"More Umbrellas Than Any Store Ever Had"

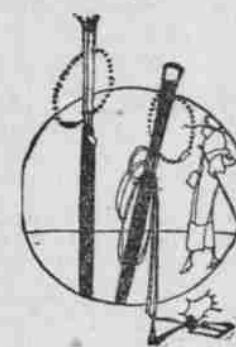
—Write the Manufacturers. Thousands of Them, All Brought Together for the

Greatest Of Sales

—Nearly a year ago we planned with the leading umbrella manufacturers of America to make to our own specifications thousands upon thousands of umbrellas. We bought in such enormous quantities that we obtained prices almost unbelievable.

—This sale, then, is the culmination of all this planning. It is the presentation of the finest umbrellas at the lowest prices that have ever been offered by any store on this Coast.

—We direct your attention to these.



Unmatchable Specials

—And invite inspection, not alone of the stocks here, but to comparison of other assortments and qualities hereabouts, and we urge immediate buying of this—a most practical gift.

Fancy Trimmed Umbrellas \$6.95

—Amber and ivory ringed handles, with white tips, with caps to match the color of the silk. Especially fine taffeta cloths, in all colors.

7/8-Inch Wide Tape Umbrellas, \$7.50

—Extra weight pure silk taffetas, in all colors. Ivory and amber handles, with rings to match silks and white tips.

400 Perfectly Wonderful Silk Umbrellas for Gifts at \$5

—Unquestionably the greatest umbrella value we have ever been able to offer, even in days before the war.
—Pure silk taffetas, with all kinds of fancy handles, ivory finished rings, solid ivory handles and club loop handles. Every shade that women could want.

Ten-Rib Gold Frame Umbrellas, \$7

—Club loop handles, with ivory and amber rings. Splendid quality taffetas, in practically every color.

Fancy Wide Border Umbrellas, \$12.95

—Finest quality silks, with solid color extra-wide border tape. Novelty handles, with tips and ferrule to match.

Elaborate Silk Umbrellas, Amber and Ivory Handles, \$9.95

—The very best umbrella that we could have manufactured. If bought ordinarily the price would be infinitely more (and are probably bringing much more in town). Solid amber and ivory handles, with tips and ferrule to match and new crook handles. Pure silks, in every color.

Men's Umbrellas At \$1.50 to \$12.50

—A splendid assortment of men's umbrellas in all sorts of handles, from perfectly plain one to lavish sterling silver trimmed grips.

Child's Umbrellas At \$1 to \$7

—Sturdy, everyday school umbrellas for children up to fine all silks, with sterling silver rings. Sizes from 16 to 22 inches.

New Novelty Handled Umbrellas, \$13.50 Up
Women's Plain Black Umbrellas, \$1 to \$16
See the "Phoenix" Silk Umbrella at \$5

Street Floor.

Please Turn to Page 3; This Section, and to Section 1 for Other Store News. Also See Today's Journal for Lipman, Wolfe & Co.'s Ads

This Store Uses No Comparative Prices—They Are Misleading and Often Untrue