

PLENTIFUL ASSORTMENTS OF DELICIOUS CANDY BOXED IN VARIOUS WEIGHTS FOR CHRISTMAS GIFTS—THIRD FLOOR

### Give Merchandise Bonds

—You cannot go wrong giving any of your friends merchandise orders. They eliminate the necessity for exchanges and allow the choice of one's own best liked gift. Issued in denominations of \$1 and up at a booth on the street floor.

**Lipman Wolfe & Co.**  
"Merchandise of Merit Only"

### See Our Other Ads

—Please turn to page 13 of this section for another page of Christmas news from "The Store of Essential Gifts." See also today's Journal for other interesting advertisements of Lipman, Wolfe & Co.

# Monday's Shoppers Need Go No Further Than This Store For Gifts

## New Attractions Enter—No Cessation of Efforts to Win Our "Drive for Gains"

### HERE'S WHAT WE ARE DOING

—One week ago we set out to bring to actual realization business getting aims conceived a year ago.

—We aimed at great business increases and, thanks to the generous support of our own public and the many thousand workers who have come to live in our midst, our seeming great dreams have nearly been realized.

—But we are not taking any chances, so holiday merchandising precedents have been upset in an effort to attain great figures in which all our salespeople share, and prices on standard essential merchandise have been placed on a new level to stimulate active buying.

—Folks tell us this is the busiest, breeziest store in Portland this holiday time and Monday values (told of here) tell the reason why. Come early in the day.

### 34 Inch Colored Paon Velvet Was \$5—Half Price

—Stylish, serviceable velvets, in lovely qualities at HALF PRICE. In black, midnight blue, African brown, taupe, burgundy and plum.

### Crepe de Chine in All Good Colors—Special \$1.25

—Gift lengths of crepe de chine, in ivory, maize, flesh, pink, gray, navy and black. Reduced to \$1.25 a yard in this Monday sale.

Second Floor—Lipman, Wolfe & Co.

### 88 x 98 Satin Finish Bed Spreads Monday Only \$6.75

—Soft finish spreads in two patterns, with scalloped and cut corners. Fine English finish and packed ready for giving.

### Embroidered and Initialed Pillow Cases—Special \$1.50 Pair

—Another sale of embroidered and initialed Fruit-of-the-Loom pillow cases. All neatly hemstitched.

Second Floor—Lipman, Wolfe & Co.



As Sketched—\$4.75.

## 600 Fine Crepe de Chine and Georgette Blouses Reduced \$4.75

—Monday—just in time for last-minute shoppers comes another of the sensational waist sales that are fast placing this store in the forefront for values.

—600 Blouses of heavy Crepe de Chines or filmy Georgettes in practically an unlimited variety of tailored and fancy styles at \$4.75—a very sharp reduction.

—You may choose from white, flesh, maize, rose, grey, bisque and navy.

—Monday—600 of them, all \$4.75.

### VICTROLAS We Have Them

—Come for your Christmas Victrola early Monday. Stocks are fast diminishing and unless you come now you probably will not be able to have this, the best gift for all the family, at home for Christmas Eve. Easy, convenient terms may be arranged.

### Best Record Collection in Town

—People tell us, who have shopped around, that our collection of new records is the most complete in the city.

—All classes of music, from popular to operatic. Sound-proof recording rooms to make selections in.

Seventh Floor—Lipman, Wolfe & Co.

### 120 Shetland and Wool Sweater Coats, Were \$6.95 to \$12—Half Price

—We offer Monday 120 wanted wool and Shetland sweater coats for women; taken from our own regular stocks and reduced to HALF PRICE. The styles are in the mode, as are the colors—turquoise, white, salmon, pink, rose, plum, gold, maize, Nile and in combinations of colors.

### Entire Stock of Pure Silk Sweaters, Were \$28.50 to \$57.50—Half Price

—We also offer Monday our entire stock of all silk sweaters, without restriction, at exactly HALF their original prices.

Third Floor—Lipman, Wolfe & Co.



### STREET FLOOR

## GIFT JEWELRY HALF PRICE

—As far as we know this sale of fine jewelry pieces at half price is without precedent hereabouts at Christmas time. Monday hundreds of pieces enter the sale and offer splendid gift opportunities.

—One \$17.50 solid gold Lavalliere, with genuine coral rose and baroque pearls, HALF PRICE.

—Two \$15 small Vanity Lockets of solid gold, at HALF PRICE.

—One \$15 Solid Gold Bar Pin, mounted with a small diamond, HALF PRICE.

—One \$12.50 Masonic Watch Chain of solid gold, enameled in colors, HALF PRICE.

—One \$18 Playing Card Case of sterling silver, engine turned, HALF PRICE.

—Two \$27.50 Solid Gold Rings, set with small diamonds and doublets, HALF PRICE.

—The above list is but representative of the many savings that can be effected in this half price sale of fine jewelry. Hundreds of other pieces at equally attractive prices.

—One \$35 Sterling Silver Jewel Case, engine turned, HALF PRICE.

—Three \$10 Men's Full Dress Button Sets, white pearl on solid gold mountings, HALF PRICE.

—One \$7.00 Gold-Filled Neck Chain, with engine turned locket, at HALF PRICE.

—One \$7.50 Gold-Filled Vanity Case, with Cloisonne sides, HALF PRICE.

—One \$24.50 Solid Gold Bracelet, pierced designs, mounted with small diamonds, HALF PRICE.

—One \$6.50 Man's Solid Gold Ring, Elk emblem design, HALF PRICE.

Street Floor.

### Just In—240 Pairs Dainty Cretonne, Poplin Slippers, \$1

—Just in from the East, 240 pairs of cretonne and poplin slippers in women's sizes, 3 to 7. In pink and blue, and in pink, blue, lavender and rose cretonne patterns. Cord finish, pom poms, quilted insole and some with tongues.

Fourth Floor—Lipman, Wolfe & Co.

### COWHIDE LEATHER Handbags

16-Inch \$19  
17-Inch \$20

—Hand-sewed bags of genuine cowhide leather, in favorite three-piece shape, with hand-sewed reinforced corners. Leather lined and flat lift catches.

—Attractively priced for Christmas giving. In the 16 and 17-inch size, at \$19 and \$20.

### Automobile LUNCH KITS \$20, \$25, \$35

—As a gift to friends with motor cars these enameled, duck covered lunch kits at \$20, \$25 and \$30 offer a timely, practical suggestion.

Balcony—Lipman, Wolfe & Co.



Let Your Wife Buy Her Own Gift

### ALL OUR LOVELIEST TRIMMED HATS \$9

—If every woman will stop to consider that we offer at \$9 an unrestricted choice of our exclusive model hats from the foremost modiste creators of the East, it will not take her long to decide upon a Christmas gift Monday.

Third Floor—Lipman, Wolfe & Co.

### All Winter-Weight COATINGS 1/2 Price

—Continuing until Christmas, we offer our entire stocks of Fall and Winter coatings, velvet, suede cloth, chevots, silvertones, duvet de laine, kersey and zibeline, and our entire stock of tweed suitings and plaid skirtings, at HALF PRICE.

—All full 56-inch width and regularly priced at from \$3 to \$8.50 yard at HALF PRICE.

Second Floor—Lipman, Wolfe & Co.

### Needlework NOVELTIES 1/2 Price and Less

—We offer on Monday at half price and at even greater reductions hand-painted magazine racks, serving trays, baskets, sewing boxes, sweetmeat boxes, candy boxes, felt pennants, pillow covers, sweet grass baskets, party bags, knitting bags and assorted novelties, including French novelties.

Fifth Floor—Lipman, Wolfe & Co.

### Save \$10 on a Cabinet "The Free" Sewing Machine. Two Days More

—As a special offer to men who would give their wives essentially practical gifts we are allowing a \$10 reduction on the regular price of any cabinet "Free" sewing machine. Sold on easy terms. Come and investigate!

Second Floor—Lipman, Wolfe & Co.

### THE FLOOR of 10,000 GIFTS

—The Sixth Floor is a gift bazaar with its thousands of Christmas hints—unique, lasting, practical, reflecting one's own good taste. Here in abundance are

### China, Glass, Silver, Art Novelties, Lamps, Etc.

and special price attractions have been made on practically every line on the floor for these last two great selling days before Christmas. Come to this floor, bring

your gift list with you, and you probably can check off most of the names on it from these seemingly unlimited assortments.

Sixth Floor—Lipman, Wolfe & Co.

### All Wool Knitted Caps Reduced 55c

—Toques and hockey caps, so snug and warm and comfortable for grown-ups and kiddies alike when motoring, skating and outdoor wear.

—In white, green, red, Alice blue, old rose, brown, purple and combinations of color. All with fluffy rosette or tassel trimming. Many in Angora finish.

Street Floor—Lipman, Wolfe & Co.

### STILL EVERY KIND of TOYS

—Despite the enormous selling of the past few days, there is still every kind of toy that anyone could want in the Toy Section in the Basement. Selling space has been greatly enlarged and we can give you prompt service Monday.



Red Chair 39c

—250 of these substantial red chairs at a wonderfully low price Monday.

### 1000 BARKING "TEDDY" DOGS 50c

—Teddy is the big barking dog that all the kiddies want. He is practically unbreakable and when you hit him on the head he yips and yowls. Special 50c.



### Dolls

—Still good assortments of dolls, from little wee ones with hair and eyes, that sleep, at \$1, up to big character dolls at \$8.00 and higher.

### All Kinds of COASTER Wagons Here At \$5.50 to \$12.50



—Big Coaster Wagons for boys and girls to play with and to help them make themselves generally useful. Substantially built; many with ball-bearing rollers; all sizes from \$5.50 to \$12.50.

—There are countless other specials in the Toy Section on Monday, but space does not permit of their mention. Come for any kind of toy and you will find it here in the newest and nicest toy shop in Portland.

Basement—Lipman, Wolfe & Co.

## Buy Men's or Boys' Overcoats for a "Dress Up" Christmas at 20% Reduction Here Monday