



AD CLUB RALLY AT AUDITORIUM TODAY—MAYOR OLE HANSON AT 3 P. M.—EDGAR B. PIPER AT 8 P. M.

"Portland, Dress Up for This Gala Week," Commands King Cotton—"My Sale's 2d Week Brings New Goods for Less"



—Heed the clarion call of King Cotton, Portlanders. This is a gala week in our city. We are hosts for thousands of visitors—the Ad convention (with its hosts from up and down the country west of the Rockies)—the travelers to the spectacle of the Rose Festival. Put on your best—on your person; in your home. Let everyone see what a REAL people we are.

—And King Cotton makes it possible for you all to clothe yourselves and your homes with the low prices on "Merchandise of Merit" he offers in his sale. The past week thousands invested here for the whole summer. This week fresh assortments, new savings are offered for the thousands still to be served. Come!

A SURPASSING WHITE SILK SALE 3600 Yards--All New--About Half--\$1.75

Best Offer of Its Kind We Have Known
of Hereabouts for Many Months—Come!

Sport Stripe Poplins and Jacquard Effects: Plain Moire: Bengaline: Lustrous Chiffon Taffeta: Satin Duchesse and Majestic: Messaline: Habutai: Broadcloth: Satin: Crepe de Chine and Others

—These are the silks that were expected for the opening day of the King Cotton Sale—last Monday—but they were delayed in transit and have just come. But we are glad to have them now for these first warm days, when one's thoughts turn to visions of cool white silk apparel. And consider that these silks are new and in all the beauty of their shimmering white luster and note well the variety so that you will realize that we are not over enthusiastic in proclaiming this the most unusual sale of silks in many, many months.

—Silks for street, afternoon, evening, sport and house wear; every kind that is new and fashionable and in demand. Satin striped poplins, satin jacquard poplins, heavy white Bengaline, moire, thick sport satins, crisp cool chiffon taffeta silk, broadcloth, habutai and loveliest wash satins; silks for the bride, for the graduate and for every woman's summer wardrobe in this sale.

Second Floor—Lipman, Wolfe & Co.

Lipman Wolfe & Co.
"Merchandise of Merit Only"



This Store Extends A
Hearty Welcome To
The P. C. A. M. A.
Portland Visitors.

—After seven years you are back with us again! My, but we are happy to see you—you who have been with us before—you who are with us for the first time. But times have changed. You—your profession has grown until today you are the force that sways the opinion of the world.

—And we have grown. The city you knew seven years ago is now a great virile community—a dominant factor in the unparalleled growth of the vast Pacific Northwest—an industrial center for scores of commodities—a potent force in American life.

—We want you to enjoy our natural beauties as we enjoy your company. We hope you will find inspiration here, as we expect to be inspired by your presence.

—Particularly are you welcome at Lipman, Wolfe & Co.—an "up-and-doing" store. Particularly are fellow-retailers invited to call and question us as we will question them.

—Welcome!

Domestic Dominance

Cotton and Linen
Very Low Priced
During This Sale

12 Yards King Philip
Nainsook for \$3.95

—This is the best value we know of; soft, mercerized finish baby nainsook for this low price; 36 inches wide.

12 Yards Bridal Veil
Nainsook for \$4.75

—A delightfully soft quality nainsook that discerning women demand for their better undergarments.

12 Yards Imperial
Longcloth, \$2.19

—Actually less than wholesale cost is this longcloth in soft, fine quality, especially desirable for gowns and underthings.

Extra Size Bed
Spreads for \$3.45

—300 of these, but don't let the quantity deter early shopping, for the value is extraordinary. Hemmed ends; assortment of patterns.

54x90 Seamless
Sheets—Special \$1

—100 dozen to sell at this low price; excellent quality heavy weight sheets for single beds or for camping. Do not miss this.

70-Inch Pure Irish
Linen Dumask, \$2.95

—An extra special item is this fine damask in either the heavy silver bleach or full bleach. A fascinating variety of patterns.

Turn to the Next Page for
Specials in Tablecloths

Second Floor,
Lipman, Wolfe & Co.

Pink Brocade La Vida Corsets—Big Sale at \$3.95

—It would be superfluous to praise the La Vida brand of corsets, since every woman knows their worth, but just a word about this model: It is of dainty pink brocade, with medium low bust, extreme long hip and back, giving grace of line, and lace ribbon by way of adornment. All sizes.



As Sketched.

Fourth Floor—Lipman, Wolfe & Co.

An Unusual Collection of Gowns—For Afternoon and Street Wear, Repriced \$47.50



—Who wouldn't enjoy calling or shopping or doing any of the hundred and one delightfully frivolous things brought forth by a golden day in June if she went clad in an artistic and becoming frock of the season's favored fabrics?

—Frocks of rich tricolette, lustrous paulette, crepe meteor, cool Georgette, combinations of satin and Georgette, crisp taffetas and heavy moire—all in the season's choicest modes and colors—have been greatly reduced in price to \$47.50. Just one or two of most models.

For Immediate Disposal Capes of the Finest Kinds at \$45

—Capes to flaunt gaily in the summer breeze any morning or evening—the more gaily because they are so dashing and yet so greatly reduced in price. —Capes of finest Poirer twills, gabardines and serges in navy or black; lined throughout with handsome silks. Some are braid or button trimmed, some are tailored and others are in draped and novelty effects.

Third Floor—Lipman, Wolfe & Co.

Women's Glove-Silk Union Suits, Special \$2.98

—Familiar as he is with the scarcity of silk, King Cotton has generously agreed to sell these excellent glove silk union suits for so low a price as \$2.98.

—Their very simplicity and the firmness of the fabric make them especially desirable. Low necks with beaded tops. Some have bodice tops with ribbon shoulder straps. Sizes 36 to 44.

Street Floor—Lipman, Wolfe & Co.



Soft Wool SLIP-ONS

Specially

Priced at \$5

—A touch of color here and there is to be expected in one's June wardrobe, and there's no happier way to introduce it than through a wool slip-on.

—These are in novelty weave, with Dutch collar and fish tail and are shown in turquoise, salmon, buff, Pekin and American Beauty shades.

Third Floor.

The Millinery Shop Brings
Forward for Monday a Lot of

New Summer Hats at \$10

In White and Pastel Shades

—The charm of daintiness belongs to these exquisite hats of filmy Georgette that have by way of elaboration odd posies, ribbon used in novel ways or ostrich that forms a soft halo round one's face.

—White and delicately colorful shades. Soft crowns and graceful folds make them so very becoming, even flattering with their big brims that shade one's face ever so little.



As Sketched.

Third Floor—Lipman, Wolfe & Co.

All White Woolens

—A Featuring

—Smart suits, tailored frocks and separate skirts fashioned of white woolens will find a happy place in the gay summer season. See these:

36-Inch White Serge, \$5
56-Inch White
Gabardine, \$6
56-Inch White
Other interesting fabrics, too.

Second Floor,
Lipman, Wolfe & Co.

There Has Just Arrived A Vast Shipment of FRENCH PEARLS

Held in Holland for Four Years This
Is the First Shipment That Has
Come Through, and May Be the Last

—These pearls have traveled through many waters and many countries before they come to you in the form of lustrous beads to reflect the soft glow of your skin and add a note of beauty to your costume.

—They are made from the scales of fishes found in Russian waters. These are sent to France to be made into "pearls" and are as near the real "oyster pearl," whose cost is almost prohibitive, as can be.

—They are here in strands of various lengths; pearls of different color and size; some with diamond-studded clasps. Priced at \$1.35 to \$22.50.

Street Floor—Lipman, Wolfe & Co.

King Cotton Decrees Monday A Special Petticoat Selling Day.

And Thousands of Skirts
Are Here on Sale

At \$1—Two models in longcloth; one with ruffle, the other flounced; both embroidered trimmed and with dust ruffle.

At \$1.25—Two models in longcloth; both are embroidered trimmed and finished with dust ruffles; exceptionally good.

At \$1.45—Double panel (front and back) skirts of longcloth; neatly finished with scalloped edge; suitable for sport or house wear.

At \$1.95—"Sport models," with and without dust ruffles; flounces and scalloped edges; all are prettily trimmed with embroidery.

New Tailored Crepe de Chine Undershirts, \$4.95

—Here is true Lipman-Wolfe value; firm crepe de chine skirts, double panel both front and back, simply tailored and finished with scalloped edge. To be had in either flesh or white.

—New satin petticoats in flesh or white, with double panels, well made and daintily trimmed with Val lace and hemstitching; are priced \$6.95.

—This department is overflowing with the loveliest of lingerie for brides and girl graduates—at the most moderate prices, of course.

Fourth Floor—Lipman, Wolfe & Co.



At \$2.15—Pique and sateen skirts; several models, differing slightly in trimming; tucks, hemstitching and scalloped edges.

Flouncing Embroidery

Of Fine Voile
Very Special
\$2.25

—Lovely embroidery flouncings are coming into their own again this summer—they are so lovely they're bound to.

—These specially priced flouncings have scalloped edges and are daintily embroidered in artistic designs.

—This is imported Voile embroidery of beautiful quality; very specially priced.

Street Floor,
Lipman, Wolfe & Co.

Unusual Skirts

—This is, indeed, a season of skirts, and no woman who is dress-wise will attempt to start the summer's pleasant activities without one. And none will want to when she sees these delightful models in

Mirette Silks, Dew Kist Silks, Fan Ta Si, Kumsi Kumsi Silk, Baronette Satin, Tricolette, Moon-Glo, Striped Crepe de Chine, Paulette, Wool Plaids and White Flannels.

—You can easily see there is variety enough to accommodate all occasions, and styles were never lovelier. Prices range from \$15 to \$38.50.



—Third Floor, Lipman, Wolfe & Co.

Turn The Page For More Big News