

—Our Personal Service Bureau will be glad to shop for you when it is not convenient for you to come in person. Ask for Mrs. Alice Campbell.

—Pictorial Review Patterns, new magazines and Fall Fashion Book here. Street Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

—Let us develop and print your films. Our service is of the highest kind. Street Floor.

—Take a box of our delicious Candies home with you—or let us send them. They are delicious and absolutely pure—made fresh here, every day. Street Floor.

Autumn and the New Are Inseparable at This Store

—Radiant with the spirit of newness—you will find this Store the most attractive shopping center in Portland this Autumn. Effort has been made as never before to present the new here first—in all its glory, in all its beauty, in all its richness! A visit to this store tomorrow will convince you that this store displays the sort of apparel and accessories you will enjoy wearing this Autumn!

Hats That Are Distinctive At \$15

—Every year women tell us what charming assortments of millinery are to be found in our salons—but we have never felt more pleased ourselves than with the chapeaux which we have to show you this Autumn.

—In this group featured tomorrow at fifteen dollars you will find hats that reflect all the salient points of the most expensive imported models. And the assortment is so varied it is quite impossible to attempt description in a few words here.



Materials that are the last word in smartness, styles, color combinations—touches of trimming—all proclaim the artist designer and make these hats unusual at \$15. Styles and sizes for all occasions. Won't you come and see them?
—Third Floor, Lipman, Wolfe & Co.

Blouses Out of the Ordinary At \$7.50

—New Autumn models in blouses at this moderate price that look as if they had cost very, very much more await your selection tomorrow!



—There are embroidered, lace trimmed, frilled and tailored effects—blouses for every kind of a suit.
—All the popular suit shades and, of course, dainty flesh, maize and white blouses are shown—and while there are hundreds, the price is so moderate buying will be eager!
—Third Floor, Lipman, Wolfe & Co.

A Sale Extraordinary Velveteens \$3.65

—Velveteens bought for the first day of Birthday Sale—but received but a few days ago! However, consistent with Lipman, Wolfe & Co. policy, the advantage is yours—buy now at the extraordinarily low sale price!

—Deep pile velveteens, 36 inches wide, in the most wanted colors—Mink Brown, Dark Brown, Plum, Taupe, Navy and Black—at a price unheard of now with silks so high and labor problems so acute.
—Ask any tailor—any dressmaker—about the situation of the Velvet Market—then you will come early Monday morning if you expect to procure velveteens for a new frock, suit or coat at this LOWER-THAN-WHOLESALE PRICE!
The quantity is limited—so no telephone orders can be filled—none reserved or exchanged.
—Second Floor, Lipman, Wolfe & Co.

Special Sale Glove Silk Undergarments

Glove Silk Vests \$3.50

—Attractive vests finished with plain tailored band tops and very narrow shoulder straps. Also there are bodice top styles that have ribbon shoulder straps—nice to wear under camisoles. Sizes 36 to 42—in flesh color.

Glove Silk Bloomers \$5.50

—Flesh-colored bloomers of good glove silk, reinforced in crotch, with elastic at waistline and knees. These in sizes 6, 7 and 8.
—Street Floor, Lipman, Wolfe & Co.

New Clocked Silk Hose Special \$2.25

—Fine quality silk hose with dainty clocking at the sides, especially popular with Bayler autumn oxfords and pumps or for dancing. In black, cordovan, white and gray.

Women's Heavy Sport Hose

—Many of these are in the popular Richelle rib, and others quite plain—all are exceedingly smart. Such shades as green, brown, blue and heather mixtures of worsted. Priced upwards from \$2.
—Street Floor, Lipman, Wolfe & Co.

New Fur Collars

—To give that smart appearance to your fall suit or coat. Shawl and sailor-shaped collars, taped and padded, all ready to sew right on. Of skunk, opossum, nutria, Australian opossum, Hudson seal, seal de luxe and cooney. Priced \$8.75 to \$25.
—Second Floor, Lipman, Wolfe & Co.

New Neckwear

—The new Crowley neckwear is here in all its exquisitely fresh loveliness. Fine batiste, organdie and net collar-and-vestee sets; gimpes with cascades and Bertha collars. Quaint Buster Brown and Quaker sets—all are as lovely as can be.
—Second Floor, Lipman, Wolfe & Co.

Featuring Garments by Pellard Coats Suits Tailored Frocks

—Again this week we are able to show new models in the famous Pellard Garments—the apparel of distinction approved by the most particular women.

A Hint of What Awaits You—

—Pellard Coats of rich silk duvetyne, embroidered, enriched by deep collars of beaver or squirrel. Soft wraps of peachbloom with lustrous collars of Hudson Seal. Crystal Cloth developed into glorified coats with big, big collars of nutria or beaver—coats without end. Priced \$125 to \$450.

—SUITS that reflect the last whimsey of Dame Fashion—with touches of the unusual here and there to assure you they are "Pellards". The newest fabrics, the loveliest colors—the richest furs and touches of embroidery. Priced \$125 to \$450.

—TAILORED FROCKS of every kind that's fashionable—coat frocks, street frocks, embroidered and tucked frocks—in all the modish shades—\$75 to \$250.

Furs of Fashion

—Rich, luxurious furs to add to the smartness and comfort of any Autumn or Winter Costume. The past week has brought out to us the most exquisite fur coats we have ever seen. They are in the fashionable 28-30 and 36-inch lengths. Elegant combinations of pelts, artistic in design and exquisite in workmanship. Priced \$450 to \$800.



Featured Specially for Tomorrow

TRICOLETTE FROCKS AT \$50

—A special sale of these charmingly modish frocks. They are in the season's most approved styles—embroidered, plain tailored and some are combined with Georgette. All sizes for women, including small sizes.

NOVELTY SUITS AT \$75

—Suits of such desirable fabrics as Tricotines, Fancy Tweeds, Silvertones and Wool Velours—in a variety of the season's most pleasing styles. There are belted, fancy braided and plain tailored models—all beautifully tailored and silk lined. The very newest shades.
—Third Floor, Lipman, Wolfe & Co.

New Yalama Coatings \$7.00

—A rich coating fabric that is popular this season because it falls into such beautiful flowing lines. It is 56 inches wide and strictly all wool of fine texture.

—In brown, navy, taupe, reindeer, Copen, beaver, tan and blue devil.
—Second Floor, Lipman, Wolfe & Co.

La Vida Corsets Here Only in Portland



—For the woman who wants to be assured of the correct Autumn Silhouette—the announcement of new arrivals in popular La Vida Corsets will be greeted with enthusiasm.
—These are designed especially to give grace and freedom of movement—they are lightly boned and made of fine broches and coutils—in white or flesh.
—Our expert corsetiers will find the exact model which your individual requirements demand.
—Priced \$5 to \$16.50.
—Fourth Floor, Lipman, Wolfe & Co.

Dainty Undergarments of Crepe de Chine Specially Featured

—No better values in dainty feminine undergarments have we seen for some time than these so specially featured.

Gowns \$5.95

—Four lovely models in gowns of a splendid quality crepe de chine. Tailored and more elaborate styles—round, pointed or square necks. Bodice top or built-up shoulder effects.



Chemise \$3.35

—Four of the prettiest models in fine quality crepe de chine envelope chemise—all made bodice-top style, trimmed with lace and insets of lace. White and delicate flesh shades.
—Excellent good values—buy for the entire season.

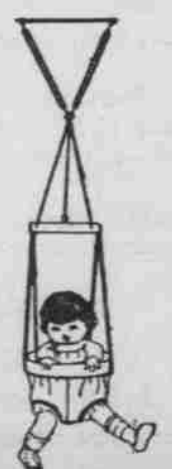
Crepe de Chine Bloomers \$3.45

—Excellent quality wash satin bloomers, unbelievably low in price. Garter effects with hemstitchery or lace trimming and lace insets at knee. Elastic at waist. And firmly reinforced. Some models have tiny pockets to carry Milady's powder puff.
—Fourth Floor, Lipman, Wolfe & Co.

Baby Week



Eugenic Developer For Baby—\$2.95



A convenient swing to be suspended from door, with springs. Indispensable for comfort of both baby and mother.

—Mothers will find everything for the little newcomer—daintily made and daintily displayed here for selection in the Baby's Own Shop—on the Fourth Floor. Everything from the tiniest hand to the most elaborate coat or bit of nursery furniture. We have complete stocks of Arnold's and Vanta and Reuben's wear for infants.

—Infants' Beeson Blankets—To roll the baby in or for crib use—pink or blue ones with white designs, \$5c.

—Blankets—all white or with touches of color in figures and designs, \$1.35.

—Double Crib Blankets—so downy and soft, with pink or blue borders and flowers and bindings, \$2.35 - \$3.95.

—Baby Bags—Something new for go-cart or crib use, \$3.

—Wood Toilet Seats—Oak finished, 75c.

—Infants' Nursery Chairs—White enameled, with tray, \$1.95.

—Infants' Bobby Beds—Five different models, in all white enamel with springs—all on wheels with rubber tires. Priced \$5.95 to \$9.50.

—Driers or Clothing Racks—All white enameled, \$4.

—Genuine Baby Kiddy Koops—Two sizes, white, \$26 or \$28.

COMPLETELY-MADE LAYETTES

—One at \$54.95

A 60-piece set—dainty articles—many of them hand made or hand embroidered—consisting of:
2 Arnold's silk and wool shirts
2 Arnold's binders
2 Arnold's gowns
3 Flannel skirts
hand scalloped
1 Double blanket
1 Single blanket
1 Receiving blanket
2 Hand-made slippers
2 Hand-made gowns
2 Hand-made dresses
2 Hand-made skirts
2 Arnold's towels
2 Wash cloths
1 Rubber sheeting
1 Quilted pad
36 Daisy cloth diapers
1 Quilted pad
1 Receiving blanket
1 Stool form
1 Stocking form
2 Cards safety pins

—And One at \$35

Another charming set, but without any hand made pieces; 65 pieces in all:
2 Merino shirts
2 Vanta binders
2 Cashmere hose
3 Daisy cloth Gertrude shirts
2 Daisy cloth gowns
2 Nainsook slippers
1 Nainsook skirt lace trimmed
1 Nainsook skirt
1 embroidery trimmed
1 Double blanket
1 Single blanket
2 Daisy cloth wrappers
1 Quilted crib pad
1 Rubber sheeting
36 Daisy cloth diapers
3 Packages of safety pins

SANILAP TABLES \$5.50



Convenient for mother and comfortable for baby—the easiest way to change and dress baby at any time. Collapsible and easily put away when not in use. Like cut.
—Fourth Floor—Lipman, Wolfe & Co.

An Entirely New Miser Bag

—The bag pictured is a clever new miniature miser bag with double purse—containing coin purse in both sides and a large mirror dividing the purses.



—As you see, it is to be carried by a single strap handle that allows it to swing gracefully over the arm.
—Of fine soft suede—in tan and gray or white, gray, tan and black kid—\$1.95 to \$7.00.
—Street Floor, Lipman, Wolfe & Co.