

VISIT THE ELECTRIC HOUSE, SEVENTH FLOOR

Lipman Wolfe & Co. January White Sale

"Merchandise of Merit Only"

Tomorrow's Charge Purchases Throughout the Store Will Appear on Bills Rendered February First



Sketched in the Lipman-Wolfe Studios.

Editorial

—The Christmas holidays awaken the "do-something-for-others" spirit in all of us.

—A store can be just a store, or it can be an institution that recognizes its responsibilities and fully appreciates its duties.

—The "do-something-for-others" spirit is the foundation of these great January sales, and we believe you will agree we ARE "doing something" in offering staple merchandise at today's wholesale prices, and in some cases for even LESS.

—For instance: —Take our great clothing sale; prices for spring are higher than today's retail prices.

—Our lingerie, our wonderful linens, our white goods, etc., are all priced in this sale at about replacement cost and in many instances LESS.

Don't you believe we are doing our level best to lower the cost of living?

SNOWY LINGERIE—Mountains of It Irresistibly Underpriced

OUR preparations for this Annual occasion began further in advance than in any past year. Obstacles more serious than we had ever encountered had to be overcome—labor difficulties—scarcity of goods from raw product to the finished article—high prices that had to be lowered in order for us to give the usual January White Sale VALUES. Come tomorrow and see the final, net result of our efforts.

EXTRA SPECIAL!
Envelope Chemise
\$1.19
 —Many dainty styles in these popular garments, made in empire effect, with rows of lace and embroidery insertion and edgings of fine Val. laces and embroidery. Some are in strap effects, while others have regulation armholes.

EXTRAORDINARY!
Crepe de Chine
Envelope Chemise
Special \$2.95
 —Flesh and white crepe de chine envelopes with strap shoulders; one style has pretty yoke formed by rows of insertion and lace; another has lace edges, ribbon drawn and inserts of lace to match. Both are lovely.

VERY UNUSUAL!
Philippine Underwear
\$2.95
Gowns and Envelopes
 —Exquisite hand-made and hand-embroidered garments, made of the softest of lingerie cloth and at prices that are astonishingly low.
 —The gowns, in three different slip-over patterns, are adorned with dainty floral sprays and dotted designs, and have fine scalloped edges.
 —The chemise are also in several different patterns and are elaborately embroidered and scalloped by hand.

SPLENDID!
Nightgowns
\$1.79
 —A group of excellent gowns in slip-over and empire styles; are lace and embroidery trimmed and ribbon drawn.

SPECIAL!
Windsor Crepe Gowns
\$1.65
 —Slip-over gowns of white or flesh crepe, with shirtings or plain band edges. This is a quality that is very special at the price. Other crepe gowns in plain or dotted or Blue Bird designs are priced at \$2.25, \$2.50 and \$2.95.

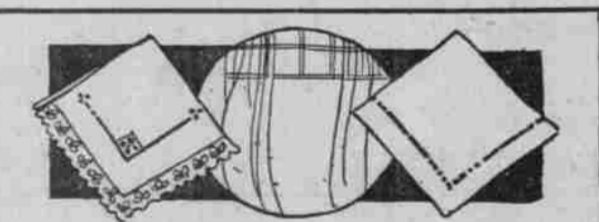
VERY SPECIAL!
Envelope Chemise
\$1.39
 —Of fine soft longcloth and Windsor crepes are fashioned these most desirable of "underthings." A variety of styles are shown; embroidery, lace, shirring and insert trimmings; yoke and deep empire effects.

VERY SPECIAL!
White Petticoats
Of Sateen and Longcloth
\$1.79
 —Splendid quality sateen petticoats with scalloped edges or hemstitched flounces and skirts of longcloth in the following styles: Those with deep flounces of eyelet or "close" embroidery; sport skirts with double panel and straight ruffles, and some with scalloped edges and dotted designs.
 —Other qualities may be had at \$1.35, \$1.65, \$2.25, \$3.45 to \$6.50.

UNUSUAL!
Nightgowns
\$1.39
 —Gowns in slip-over styles, with dainty yokes of embroidery with lace edges and insertion. Have either square or "V" necks. Are made of an excellent quality of longcloth.

SPECIAL!
Sateen Bloomers
\$1.35
 —An extra quality of sateen bloomers, in flesh, white and black. Have elastic at knee and waist.
 —And at \$1.45 are jacquard and seco bloomers with double garter finish; flesh only.
 Fourth Floor—Lipman, Wolfe & Co.

Unparalleled Values in Linens, White Goods and Beddings



Unusual Assortments in Curtains and Materials
 —Specially priced, too, and all fresh seasonable merchandise. Buy NOW!
Fine Scrim Curtains, \$5.35
 —Dozens of pairs of pretty scrim curtains, with dainty hand hemstitchery and filet block patterns. White and cream; 2 1/4 yards long.
Voile, Scrim and Marquisette Curtains Special \$4.45
 —Dainty curtains, firmly made and enhanced with pretty lace edges; white and cream.

Hemstitched Marquisette and Filet Scrim Curtains, \$2.25
 —Good quality curtains; neatly hemstitched; 2 1/4 yards long; white and cream.
Filet Scrim Curtains \$2.75
 —Well made and daintily finished with lace edging; white or cream; 2 1/4 yards long.
Special—Fine Voile Curtains, \$5.95
 —Special lot of fine quality curtains. Filet blocks and hand-drawn work; white and cream.
Filet Curtain Nets Specially Priced 85c, \$1.10, \$1.35, \$1.55
Cream Figured Curtain Madras Special 49c
Fancy Bordered Curtain Scrim Special 39c Yard
Curtain Marquisette Very Special 33c
 —36 inches wide; white or cream. For all rooms.
Curtain Scrim—36 to 40 Inches 55c Yard—Special
 Fifth Floor—Lipman, Wolfe & Co.

IN THE FACE of most adverse market conditions which make it practically certain that this merchandise will be duplicated at greater wholesale prices than we are quoting at retail, we are announcing this January event in goods most difficult to get at any price. This is an event worthy indeed the immediate attention of every housekeeper and hotel keeper in the city of Portland—and for that matter the entire state of Oregon.

Linen Table Cloths Specially Priced
 —One hundred odd cloths at less than we could buy them for in Belfast, Ireland.
 Size 2x2 yards, \$6 to \$9.25 Size 2x2 1/2 yards, \$7.95 to \$13.75
 2x3 yards, \$9.95 to \$16
 —A wonderful assortment of patterns. No napkins to match.
Bath Towels 25c
 —Good weight, liberal size; an unusual price for a quality decidedly unusual.
Bath Towels 40c
 —A very special price for pure bleached absorbent bath towels; hemmed ends. Dozen, \$4.25.

Pure Irish Linen Pattern Cloths, Special
 —Assorted circular patterns. Fine heavy weight.
 Size 2x2 yards, \$10.25 Size 2x2 1/2 yards, \$12.75 Size, 2x3 yards, \$15.25
 Napkins to match, 22x22 inches, \$13.75 dozen
Bleached Union Crash 35c Yard
 —Heavy weight bleached crash that will give fine service; neat colored borders.
Hemstitched Huck Towels 40c
 —Fifty per cent linen; extra heavy; size 18x32 inches. A splendid value.
Linen Huck Towels 65c
 —Heavy weight pure linen hemmed huck towels. Size 18x36. About 1916 price.
70-Inch Linen Damask \$2.75 Yard
 —Several patterns; medium weight; full bleached, pure Irish linen. Exceptional!

Nainsooks and Longcloths
10 Yards 36-Inch Nainsook For \$2
 —An unheard of price these days for this quality. Limit one piece to a buyer.
10 Yards Princess Nainsook \$3.15
 —Exceptionally fine quality, wonderfully wearing; 36 inches wide.
10 Yards Princess Nainsook \$3.50
 —A lovely soft finish nainsook at a marvelously low price.
12 Yards Bridal Wreath Nainsook \$5.50
 —Another product of the famed King Phillip Mills; an exquisitely fine quality. Boxed, with thimble enclosed.
10 Yards Regal Longcloth \$5
 —A wonderfully fine quality that insures long and satisfactory wear.
15 other different grades of Longcloth and Nainsook at Special Prices

Bedspreads, Sheets and Sheeting
Honeycomb Bed Spreads \$2.95
 —Hemmed spreads in a fine, soft finish. Full size. An enormously special price.
Crochet Bed Spreads \$3.85
 —Size 80x90 inches, crochet bed spreads of a liberal size. Several patterns.
Crochet Bed Spreads \$4
 —Full size scalloped, cut corner spreads of a splendid weight and finish.
Satin Bed Spreads \$5.75
 —Below wholesale; extra large size spreads with hemmed ends; 82x94 inches.
Satin Bed Spreads \$7.25
 —Extra fine quality satin spreads of a lovely finish. Assortment of patterns. Hemmed, \$7.25. Scalloped cut corner, \$7.75.
Wearwell Sheets \$2 and \$2.25
 —Full bleached, seamless; two sizes: 81x99, \$2; 81x108, \$2.25. Limit six to a buyer.
Dwight Anchor Sheeting 72-Inch Width 80c, 81-Inch 85c
 —One of the best brands of sheeting. Splendid weight, soft finish.



An Extraordinary Offering of CORSETS
 Prepared especially for the White Sale and including such famed makes as LA VIDA STYLISH STOUT (Front Lace) MODART DORINE
 —A sale which (in some cases) brings them to you less than half.
\$4.65
 —Made of the best qualities of brocades and coutil, and are in medium low, medium high and real low bust styles; all are very long on the hips. All sizes are in the lot, but not in every style.
 —All models will be fitted by our experts.
 —None exchanged, sent C. O. D. or on approval.
Brassieres 95c Very Special
 —Hook at front and hook at back styles; made of brocade and muslin. All have wide lace at the top and some have lace insertion; either ribbon or tape over the shoulders.
 10c—Bandeaux, which are radically reduced. The sizes are 34, 40, 46, 48 only.
 Corset Department, Fourth Floor—Lipman, Wolfe & Co.

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