



SEE OUR OTHER ADVERTISEMENT ON PAGE 3



To General John J. Pershing:  
Our Greeting—  
A Thousand Welcomes!

Lipman Wolfe & Co.  
Merchandise of Merit Only

New Adalyn Creams

—Charm-inspired creations of delectable daintiness are the new confections upon which we have bestowed the name "Adalyn."  
—Delicious "baskets" of our famed nonpareil chocolates filled with an irresistible fluff of maple cream and powdered walnut, make up these wonderful sweets.  
—Made in our modern electric candy kitchen and taken at once to the Sweet Booths, Street Floor.

Please Spend a Half Hour in Careful Study of This Page

With greater compensation than you have ever received, we believe

January Economies

—Most drastic in every department of the store—planned with a purpose—as everyone in Portland now is aware of our co-operation with the Department of Justice at Washington in their effort to

Lower Living Costs

—We hear many deprecating remarks as to the buying power of the dollar nowadays, and while we have our assurance that in many of the departments your dollar will actually do double duty.

READ—ACT—SAVE

Suit Sale!

We announce to begin tomorrow at 9:15 a sale of

Exactly 50 Suits

\$25



—We hesitate to detail in full the merits of these garments, for there are but 50 suits in the collection.

—To say that they are all extraordinary at the price is indeed stating the facts rather conservatively, as many of them are priced

At Less Than HALF Jersey Serge Tricotine

—And also a few silk suits are included. The colors are navy, brown, rose and black; and while the size range is complete, you will not find all sizes in each style. Your choice \$25.

All Other Suits \$35

—Another lot containing about 37 suits has been drastically reduced to \$35, and this includes every single garment in our suit stocks, with the exception of those described above.

Third Floor—Lipman, Wolfe & Co.



Philippine Underwear A SALE

—The lure of daintily fine, hand-made, hand-embroidered undergarments from the faraway Philippines is felt by all feminine lovers of exquisite underthings, and when such delightful lingerie may be purchased at prices that are lower than machine-made domestic garments it behooves every woman to take immediate action.

Gowns and Chemise at \$3.95

—An extra special offering of gowns and "envelopes" of exceptional quality, exquisitely embroidered and made in several styles. The gowns are slipover, with kimono sleeves or sleeveless. The chemise are strap or arm-hole styles. In sizes from 36 to 44.

Envelopes  
—Very special price on pretty envelopes: \$2.95

Gowns and "Envelopes"

\$4.95—\$5.95—\$6.95—\$7.95

—At these prices are garments alluringly fine, beautifully embroidered, and introducing new notes by the use of lace inserts, wide beadings, etc. Many styles; all sizes.

Extra! White Petticoats

At \$1.00—Extra special; flounced, embroidery trimmed petticoats of longcloth.

At \$1.39—Dainty lingerie petticoats in several styles; embroidery, lace and insertion trimmed and plain. Some with scallop edges and double panels.

At \$1.95—Excellent quality longcloth embroidery petticoats; also lace and insertion trimmed.

Fourth Floor—Lipman, Wolfe & Co.

A Sale in the Millinery Section

125 Tailored Hats at

\$3.50



—Soft velvet effects in close-fitted tams and hats with brims, including poke shapes. Black and colors.

Third Floor—Lipman, Wolfe & Co.

Women's Silk Sweaters

A Special Lot in a Sale \$24.50

—Pure silk sweaters: a limited number at a price that is below cost. Plain and fancy stitch Tuxedo style with sash or belt. White, rose, cerise, peacock, turquoise.

—Silk sweaters bid for high favor for the coming season, and certainly no wardrobe is complete without one.

Fourth Floor—Lipman, Wolfe & Co.



Here's a Sale of Furs at Half Price



—Fortunate, indeed, will be the woman who is able to participate in this sale of luxurious furs—capotes, coats, etc., in the fashion of the hour—whose prices have been astonishingly severed. Perhaps the particular cape or coat which you admired so intensely is here with its tag bearing a price that carries with it a thrill—a price that brings it to you at exactly HALF.

Note Well This Inventory

- |   |                                   |
|---|-----------------------------------|
| 1 Mole Cape now \$327.50                                      | 1 Mole Cape now \$437.00          |
| 1 Hudson Seal Cape Coatee, with squirrel collar, now \$312.50 | 2 Coney Coatees now, each \$56.00 |
| 1 Mink Cape now \$411.00                                      | 1 Nutria Coney Cape now \$47.50   |
| 2 Nutria Capes now, each \$263.85                             | 4 Coney Capes now, each \$39.50   |
| 1 Persian Lamb Cape, with skunk collar, now \$95.00           | 6 Coney Capes now, each \$33.75   |
|   | 3 Coney Capes now, each \$19.50   |

Third Floor—Lipman, Wolfe & Co.

100 Coats Now Half Price



—The opportunity of selection of winter coats from the Lipman, Wolfe & Co. section at half price is always worth while. Some rare examples of bargain giving exist in this lot of 100 coats, in all the best materials.

Third Floor—Lipman, Wolfe & Co.

Here Is Big News

of an important shipment of six-strand embroidery and other

D. M. C. Cottons

—Yes, and all of those much demanded shades are included—pink, blue, etc.

- Art 117—Six-strand cottons in pink, blue, brown, yellow, lavender, green, etc.  
Art 115—Sizes 3 and 5 perle cottons, in all wanted shades.  
Art 128, 127, 99-B—Desirable numbers for white work.  
Art 151—Sizes 5 to 80, for crocheting. White only.

Buy while stocks are complete. Fourth Floor—Lipman, Wolfe & Co.

IMPORTANT ANNOUNCEMENT

All Pearl Bead Necklaces At a 25% Reduction

For Monday and Tuesday Only

—A vast range of lengths and tints, and including makes of such fame in the realm of pearl beads as

Indra, Regent, La Tausca, Sea Garden and Other French and American-Made "Pearls"

Sale Prices Range From

\$1.46 to \$40.50

(Neck Lengths) (Opera Lengths)

Including also Fan Lengths.

—In the faultlessly exquisite beauty that makes them akin to their deep sea sisters. White, cream, creamy white and oriental. With no debutante's jewel casket complete without its strand of these "deliciously REAL looking" pearls, this is a splendid time to supply the deficiency or to add another strand of perhaps a different length or tint.

Street Floor—Lipman, Wolfe & Co.

Lamp Shade Materials At HALF PRICE

—Fascinating materials for artistic lamp shades. Fancy figured silks in scores of lovely combinations. Pure silk fringes; shades of blues and greens, and two-tone combinations. Odd lots of silk, chenille and tinsel braids. Choose at HALF.

Fourth Floor—Lipman, Wolfe & Co.

Needlework—Special Lots

Some at Half Price and Less

- |  |  |
|--|--|
| Lot 1—Dresser Scarfs, 35c                              | Lot 4—Boudoir Pillows, stamped, 25c        |
| Lot 2—Emb'd Covers, 9x14 and 18x27 inches, half price. | Lot 5—Stamped Goods, odd lots, half price. |
| Lot 3—Women's Stamped Gowns at \$1.00                  |  |

Art Needlework Section, Fourth Floor—Lipman, Wolfe & Co.

Housewares in the Annual January Sale Are Much Under Price!

In the Household Efficiency Department, where items are arranged for easy selection, and where "saleswomen who know" are in attendance.

Hi-Lo Clothes Dryers

68c  
—Compact; out of the way when not in use. Best clothes dryer made.

French Veneer Furniture Polish, 39c  
—Especially good for use on mahogany furniture.

Double Fry Pans \$1.29

Galvanized Wash Tubs

89c  
—Heavy weight—well galvanized, drop handles.

Clothes Wringers

\$4.99  
—Wooden frame wringers—one year guarantee on rolls.

Lipped Sauce Pans 8-quart, \$1.69  
—Heavy gauge aluminum with wooden handles.

Market Baskets

59c  
69c  
—In variety of colors and shapes.

Towel Bars 10c



Tumbler Holders 59c—98c

Stand Soap Dishes 35c

Bath Room Hooks 40c

Toilet Paper Holders 35c—39c

Glass Wash Boards 65c

—Gold Medal glass boards—very special.

1-Qt. Aluminum Double Boilers

\$1.69  
—The famed Swissalu aluminum. Heavy sheet aluminum with wooden handles.

Rotary Noodle Cutters 69c

Jiffy Dish Washers \$1.25

Stamped Alum'm Fry Pans 85c

—With cutlery cup!

8-Inch Casseroles

2.85  
—Heavy nicked frames, complete with genuine Weller insets.

Common Clothes Pins 3c doz.

4 Oz. Sprustex Furniture Polish 19c

Round Wire Dish Drainers 89c

—With cutlery cup!

Earthen Tea Pots

89c  
—Brown with green band. Four sizes and shapes.

50 Feet WIRE CLOTHES LINES, 31c

Wooden Sink Racks 45c, 55c (two sizes)

Wooden Knife and Fork Trays 29c

Wooden Dish Drainers \$1.98

—Medium weight—all green corn. Splendid value.

Simplex Clothes Washers

\$1.69  
—Heavily galvanized, smooth perforations, to be used in wash boilers.

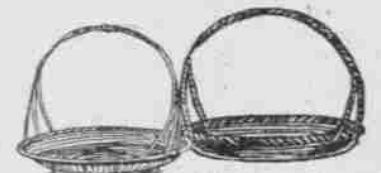
Basement and Garage Brooms 20c

—To save your house broom.

Zan Parlor Brooms 98c

—Medium weight—all green corn. Splendid value.

Fruit Baskets



\$1.19, \$1.59

—Hand painted; various shapes and sizes.

14-Inch Yellow Bowls \$1.39

—Yellow with white bands.

—The values represented in this sale are decidedly worth the attention of every housewife. Quantities restricted in this sale.

Household Efficiency Section, Eighth Floor.

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