

SEVEN PAGES of Extraordinary Offerings Stamp This Event as the Most IMPORTANT of Its Kind Ever Presented to Residents of Portland and Its Environs

Lipman Wolfe & Co.
Merchandise of Merit Only

SEVEN FULL PAGES in This Section All Teeming With Interest. Read Each One of Them Carefully!

A NEW SALE in the Annals of Department Stores Seasonable Merchandise at Next Season's Prices

Yesterday



A Bold Stroke!

We have done more than turn back the hands of the "old price time" clock, which was regulated by war-time costs—we have discarded it altogether, and in its place have installed the "new price time" clock.

ON MONDAY, NOVEMBER 15,
LIPMAN, WOLFE & COMPANY,

Today



Will inaugurate the greatest sale in its history in which regular merchandise from every department will be sold, irrespective of former markings, at amazingly low prices in order to make this event stand out pre-eminently as the **BEST SALE EVER HELD IN PORTLAND**

To do this we have resolutely determined to take these daring reductions---Not a few things at half-hearted reductions BUT SEASONABLE MERCHANDISE FROM EVERY DEPARTMENT Without a Single Exception

at Next Season's LOW PRICES

SUCH A MOVEMENT as this calls for courage, and in doing it we take the lead, as our patrons always look for and expect us to do. We are going to dismiss the thought of profit in this Sale. We are going to sell merchandise at next year's prices based on NEW advanced wholesale costs, established by many mills and already in our possession.

AND WHILE WE have been candid and outspoken in telling you the why and wherefore of this Sale, we want YOU—our patron—to remember that this great movement is also for you. You will gain in distinct savings. In the end we will both profit — we shall have gained your patronage and confidence and a great future for this Store will be assured.

Silks Reduced to \$4.95

Four of the Finest and Most Beautiful Weaves We Have Ever Shown

Silk Brocade *Heavy Fancy* *Printed Warp* *Rodyair*

—THE SILK BROCADE is in the shades of orchid, sea foam, new rose and jade that light up most beautifully for evening wear. 39 inches wide.

—THE HEAVY FANCY is most effective for big evening wraps, combining well with plain material. 40 inches wide.

—THE PRINT WARP SATIN-AND-TAF-FETA combination displays the most wonderful changeable color effects that we have ever shown. 36 inches wide.

—RODYAIR is the newest and best of knit fiber weaves for dresses and blouses. In black, navy, seal, taupe and Copenhagen. 42 inches wide.

\$1.35---The Lowest Price to Be Quoted on Such Fine Black Messaline and Taffeta as These

—Both these silks are 35 inches wide—the messaline is a heavy weave, in the best black, and the taffeta is in the soft Swiss finish—none better. Fashion demands at least

one black silk dress in the wardrobe and here is a real opportunity to save on the silk.

Second Floor—Lipman, Wolfe & Co.

Incomparable Velvets and Velveteens

In Our Greatest Sale of Pile Fabrics

—These are the fabrics incomparable for color that shimmers and glows and changes.
—Every woman will welcome the opportunity to choose from the finest collection of these fabrics ever assembled in Portland—and right at the beginning of the season—at end-of-the-season reductions!

40-Inch Chiffon Velvet
\$7.45 Yd.

—This is a wonderfully fine and becoming weave in black, midnight, brown, taupe, plum, sapphire, wine, dark green.
—\$7.45 is the lowest price that has been announced for such superfine velvet.

36-Inch Paeon Velvet
\$5.45 Yd.

—A lustrous serviceable velvet in black, midnight, navy, brown, taupe; greatly reduced for this sale.

36-Inch Velveteen
\$3.35 Yd.

—This is the best quality of boulevard velvet, superior to all other velveteens for style and service; black, navy, African, taupe, Copenhagen.

48-Inch Velveteen
\$4.95 Yd.

—Fast-color, fast-pile velveteen, just the right weight for suits, coats and dresses; in black, seal, midnight, plum.

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