

**200 NEW HANDBAGS 98c**  
 New Leather Handbags in brown, green, navy, tan. In seal and buffed alligator. Gilt and leather frames. New Wellesly, Anthony and Draw string Bags. All sizes. Values to \$2.50, Friday only. .... **98c**

# Lipman, Wolfe & Co

**\$1.95 Framed Etchings at 98c**  
 2000 Framed Etchings, 30x17 inch. Framed in 2 and 3 inch hardwoods. The best assortment of landscape subjects we have ever offered. Excellent for den or living room. Friday at ..... **98c**

## \$2 TREFOUSSE GLOVES 98c

### 3-Clasp Delorme 98c

The world's famous \$2.00 Trefousse Three-Clasp Delorme Real French Kid Dress Gloves. These gloves are full-finished, three-clasp, best grade French kid, in tan and slate, overseam or dress-sewn effect, in all sizes. Sold the world over at \$2.00 per pair. Every pair fitted by experts at our Glove Counter. On sale Friday only at a price no other store ever dreamed of—**98c**  
 Make a comparison in price and quality with the other Glove offers in the papers today.

## THE HUM OF BUSINESS

Business with us on the whole is satisfactory. However, it is a little nervous. Why? The tariff, the weather—both are unsettled. Economic legislation and backward weather keep retailing from steadying down to a strong, firm basis. The tariff **MAY** continue to annoy us, but the weather is almost sure to calm down to normal **ANY** hour. Meanwhile we will not become drowsy or sluggish. A store like Lipman, Wolfe & Co. cannot wait on time or temperature or tariff. The hum **MUST** keep up here—the hum of business.

### Honest in Advertising

Many of you have had years in which to test our claims with our facts. Thousands have tested, and each time they did it we gained a victory. One thing we cannot afford to do is to fool you. Deceived once, you'd be suspicious always.

### Business Prestige

Is derived from your business life, your merchandising, your advertisements and your methods, and not an advertising juggler's trick. Our store is the most transparent thing in the world. There are the goods, there are the prices, there are the people to serve you. Buy—don't buy. You never will be urged. But we were speaking of the weather, and the tariff, and the hum of business. If you would see it, come to Lipman-Wolfe's Friday Sales. We have planned to smash a few precedents by selling many lines of goods at prices that from today establish new standards of value.

## 85c LADIES' HOSIERY AT 23c

### Silk Lisle Hose at 23c

2000 pairs of Ladies' Sample Hose, consisting of fine lisle thread, cotton, lace boots, embroidered insteps and silk lisle. A manufacturer's sample line of Imported Stockings. In every desirable color of the spring's fashions, such as smoke, tans, oxblood, gray, greens, navy, sky, pink, white, blues, copenhagen, champagne, leather. Values from 50c to 85c. Friday only at. **23c**

Make a comparison in price and quality with the other Hosiery sales in the papers today.

## 75c SWISS EMBROIDERY AT 14c

### Nainsook and Cambric at 14c

The greatest sale of Swiss, Nainsook and Cambric Embroideries we have ever offered since we have been in the embroidery business. Swiss, Nainsook and Cambric Edges, Insertions, Gallons, Corset Cover Edges, Flounces and Allovers, widths from 2 to 18 inches; wide French Embroidery, English eyelet effects, beautiful dotted and floral designs. In this assortment will be found embroideries for every purpose. Values from 50c, 75c to \$1.00. Friday, the yard, ..... **14c**

Make a comparison in price and quality with other Embroidery offers in the papers today.

## \$1 WOOLEN DRESS GOODS 59c

### 50-Inch Panamas at 59c

2000 yards of All-Wool Stripe Suitings, 44 inches wide; also 50-inch Woolen Taffetas and Panamas, in all the choicest spring colorings ..... **59c**

### \$1.50 NOVELTY SUITINGS \$1.19

1500 yards French and German Novelty Suitings, Pastel Stripe Prunellas, Silk Wool Stripes and Fancy Worsted, All-Wool Chevron Novelties, in all the wanted spring shades, regular \$1.50 values ..... **\$1.19**

Make a comparison in price and quality with other Dress Goods sales in the papers today.

## \$1 NEWEST SPRING SILKS at 49c

### Plain and Fancy

The greatest offering in Fancy Silks we have ever placed on sale in our Silk Department. The assortment comprises Chamois Taffetas, Checked and Striped Fancy Silks. Colors in old rose, champagne, gray, mais, copenhagen, pink, navy, Alice blue, new greens. Every piece in this collection new this season. Very desirable for street suits, for the new jumper and princess dresses. Just the thing for summer waists. Couldn't come at a better time, either.

Make a comparison in Price and Quality with silk sales in today's papers

## \$45 NEW EASTER SUITS \$26.45

### Superb Tailored Suits \$26.45

We say at just about half price, but that really does not tell the story nor do the occasion justice. They are the choicest Tailored Suits, made by the foremost ladies' tailors in America. It is not often that an opportunity of this kind is given the public to buy suits like these just before Easter at such startling reductions. They come in two and three-piece effects. Every jacket is lined with best quality silk. Skirts cut in newest models. In all latest spring shades.

Make comparison in Price and Quality with other suit sales in today's papers

## \$10.00 LINGERIE DRESSES \$6.73

### First Spring Showing, \$6.73

A very attractive assortment of handsome White Lingerie Princess Dresses and a great variety of patterns and styles, made of allover embroidery with Valenciennes lace insertion. This sale is the result of the purchase of manufacturers' sample garments and enables us to offer them in our Friday Bargain Sales at the very low price of **\$6.73**. But don't judge by the price and think them ordinary in quality and workmanship. They are well made and from the best models.

Make comparison in Price & Quality with other dress sales in today's papers

## \$9.00 SMART EASTER HATS \$4.95

### A Wonderful Showing \$4.95

Realizing the need of a stylish and fashionable hat at a modest cost, our Mr. McKim instructed his milliners to turn out 200 hats, made in the best materials, with the highest class workmanship and copied from hats selling at twice and three times their price. These hats are ready for stock. They range in price from \$8.00 to \$10.00 each, but we have decided to put them all in at one uniform price—and at a price that will make you enthuse and frankly admit that you have never seen stunning millinery at so modest a cost ..... **\$4.95**

Make a comparison in Price and Quality with other millinery sales in the papers today

### \$1.00 Men's Shirts at 53c

#### On Sale Friday Only

Smart New Shirts, just received, made of madras, percales and oxfords, plain and plaited. Attached or detached cuffs. In all popular colors. These shirts sell regularly at \$1, special ..... **53c**

### Men's Neckwear at 35c

2000 Easter Four-in-Hands, made of imported tie silks, in dashing, up to date patterns. Regularly sold at 50c, for Friday, 3 ties for ..... **\$1.00**

### \$4.00 Net Waists at \$1.59

#### On Sale Friday Only

Novelty Net Waists, made over silk, in the new butter colors, tucked yoke with Medallion in center; front, back and sleeves trimmed with insertion and Valenciennes lace; newest long sleeves. Selling regularly at \$4.00, ~

### Special \$1.59

## Thro' the Store

Pure Linen Center Pieces, popular size, stamped for eyelet coral French embroidery or coronation cord. Values to 69 cents,

### Special 37c

Madras Waistings, a large assortment of white grounds with small designs. Regular 12½c per yard,

### Special 9c

1000 Hair Rolls, 24 inch net covered, soft and fluffy. Regular 25c and 35c, for

### Special 14c

1000 New Hair Barettes, 50 styles, scroll and plain, carved and cut. Regular 50c,

### Special 23c

1000 boxes of Stationery. Fine linen fabric paper, in gray, white, tint. 20c box,

### Special 9c

600 Post Card Albums, linen bound, floral covers, holds 300 cards. Regular 50c,

### Special 19c

### \$35.00 Fine Rugs at \$19.95

100 Axminster Rugs of the best quality. All the leading makes as follows: Hardford, Axminster Bigelow, Superior and Smith Axminster Rugs. Beautiful patterns in oriental, floral and conventional designs. Quality considered you will find this the greatest Rug-value ever offered in Portland. Special ..... **\$19.95** for Friday

## Jewelry Specials

New Belt Buckles and Belt Pins. A hundred different patterns in more than a dozen different finishes. An assortment bought for Easter and never shown before. Many of them worth from **19c** 50c to \$1.00 each, Friday special. Hat Pins, in fine jet and amber, rose, Roman, green, gold, coral, jade and turquoise. Over 300 pins in the assortment and all of them entirely new. Values up to \$1.00, Friday special at. **17c**

### \$1.25 Wrappers at 69c

Ladies' New Percale Wrappers, made full front, turn down collars, shirtwaist sleeves, deep ruffle on skirt; colors, red and white, checks, gray, navy and blue. Sizes 34 to 44, regular \$1.25 value, special ..... **69c**

### 75c Coveralls at 29c

Extra long Coverall Aprons, in extra quality gingham, ruffled on bottom. Great value at 75c, special for Friday ..... **29c**

### 25c Music for 10c

All hits, no old or unknown pieces, very new, popular and up to date: "Naughty Eyes," "I Want Some One to Call Me Dearie," "Hang Out the Front Door Key," "Are You Sincere," "I Used to be afraid to Come Home in the Dark," "Eileen," "Rainbow," "Rose Leaves," "Marsovia Waltz," "Garden of Dreams," "Golden Arrow."

### \$2.50 Bibles at 89c

For the benefit of Sunday school teachers and workers we offer a special Bible which we sell below the cost of manufacture, in arrangements with a large eastern Bible society. A Bourgeois type teachers' Bible, bound in French Morocco, with over-lapping edges, red color under gold. Helps to the study of the Bible, comprising compendiums, explanatory notes and tables, together with a dictionary of scripture, proper names, a Biblical index, concordance and a series of 12 new maps ..... **89c**

### \$1.25 Linens at 75c

A sale of half bleached Table Linens, size 63x58 inches. A large variety of patterns. The cloths are hemmed, ready for use. Just 71 in the lot. Excellent values. English Long Cloth, the favorite soft finish, ready for the needle, fully bleached. Regular 15c per yard, special ..... **9c** Irish Linen Suitings in gray, tan, blue, violet, pink, brown, cream and navy. Regular 25c yard, special. .... **17c**