



# Fall Opening

## And Monster Hat Sale

—of Popular Priced Fall Millinery  
 —inaugurated and organized by our  
 —New Millinery Buyer, Mr. W. S. McKim

—Our buyer, who for years has been associated with the largest and most exclusive department stores in New York and Chicago, opened each fall season in these cities with a monster sale, following a policy he had adopted to introduce the various fashions in such a manner as to command the attention of all women interested in fall headwear.  
 —This monster sale is an authoritative presentation of the styles that women will wear—a presentation infused with all the spirit of Paris beauty creation, reflecting all the latest modes that deserve permanence. It is a season of becoming millinery—that, without question, we believe that no woman could walk through out millinery rooms now and fail to find almost at a glance a dozen, fifteen, twenty hats, with any one of which she would be more than satisfied.  
 —To be sure, there are some millinery freaks this season — BUT THE FREAKS DO NOT COME TO THE LIPMAN, WOLFE & CO. STORE.

**Lipman-Wolfe & Co**

### 200 Hats, Values to \$8.00 at \$4.95

—The hats in this assortment are models and shapes copied from many pattern hats and represent a range of styles so broad that a selection, at the special price we offer them, is made a certainty.  
 —The hats come in a variety of different shapes with many varied styles of trimmings. In the assortment are both black and colored hats. We feel certain at this price no such offering has ever been made in the city.

### \$12.00 Trimmed Hats, Special \$6.95

—The refined looking and elegant trimmed hats in this assortment are especially trimmed street hats, including many of the Hussar Turbans and Cossack Turbans with a large crown effect, also many new models in silk, velvet and scratch felts.

### \$7 Imported Fur Felt Shapes \$4.95

—We were the only store in Portland that prepared for fashionable trade with fur felt hats. Today you cannot find in any store in the city of Portland a line of these imported French shapes. Not a house shows a single hat, yet it is an indisputable fact that fur felt shapes are today the most desirable article in millinery, particularly in the continental and broad-brimmed effects. We have them in great profusion in black and colors.  
 —These hats sell regularly from \$6.95 to \$7.95 each. We offer our entire stock of imported shapes in this quality, special, **\$4.95.**

### Fur Felt and Scratch Felt Hats \$2.95

—We offer in this great sale tomorrow our entire stock of elegant fur felt and scratch felt hats made by the very best American manufacturers, being direct copies of imported hats from the very best French makers.  
 —These hats come in an immense assortment of elegant shapes and are today the scarcest article in the millinery business; in fact, you can't buy them at any price. Manufacturers are overloaded with orders, but through the foresight of our buyer we are prepared to furnish any shapes that are demanded of us.  
 —These hats never sold for less than \$4.95 to \$5.95 each. We offer them in this great sale at..... **\$2.95**

### Large Stock of Hats, Special \$3.95

—The hats that we are offering at this price include styles in both black and colors. Trimmed tastefully in fancy feathers, velvet and fancy wings.  
 —The shapes come in both medium and large styles, affording a very broad selection of tastefully refined hats for street wear.

### 100 Hats, Values to \$20.00 at \$9.95

—We do not hesitate to claim that never in the history of millinery selling has such values as these \$9.95 hats ever before been offered in this or any other city.  
 —There is not a hat in the lot, the regular price of which is less than \$18.00 to \$20.00.  
 —They are of velvet, silk beaver, hatters' plush in continental shapes and silk moire. The color scheme are very soft and lovely. The trimmings are all imported wings and breasts, also metallic effects. The range of styles in this lot is so large that a selection is made easily.

### New Horse Show Hats Sacrificed

—A shipment of foreign models which should have reached here a week ago for the horse show arrived yesterday in a delayed shipment.  
 —These hats were selected for us by our foreign representative with orders to send us only the very latest and most refined styles. That he executed our orders successfully is fully demonstrated by the beauty of these magnificent hats.  
 —They are profusely trimmed with aigrettes and gorgeous new uncurled French plumes. Many of these models have never been on display, having arrived too late for the horse show opening. Tomorrow we offer them at the following reductions:

\$45.00 Horse Show Hats, Special.....	<b>\$30.00</b>
\$35.00 Horse Show Hats, Special.....	<b>\$25.00</b>
\$30.00 Horse Show Hats, Special.....	<b>\$22.50</b>
\$20.00 Horse Show Hats, Special.....	<b>\$14.85</b>

### Moire Taffeta & Bengaline Hats \$2.48

—These beautiful hats come in black and colors with the under brims finished in silk and velvet. All that is required to make these a complete trimmed hat is the addition of a fancy feather or a knot of velvet.  
 —We offer these hats in this big sale at..... **\$2.48**

### \$2.48 Silk and Satin Shapes \$1.49

—In this line we offer our regular \$2.48 shapes, which are simple, pretty street shapes and ready-to-wear shapes, in black and colors.  
 —In a large assortment of becoming styles; special..... **\$1.49**

### Sample Line Fancy Feathers at 39c

—Fancy wings, quills and feathers in a great variety of styles in black and all the Fall millinery shades. They are sample feathers of a large manufacturer. The values run as high as 95c each. Special in this sale..... **39c**



**Lipman-Wolfe & Co**

**DON'T FAIL TO ATTEND THIS SALE**