

Come and Hear Dr. Cook's Own Recital, How He Discovered "The North Pole"--Told on a Victor Talking Machine

Lipman-Wolfe & Co.

THURSDAY, OCTOBER 28, 1909.

—Let us know if anything is not right, or if any one lacks in courtesy. Your frank criticisms are always desired and received with thanks.

—Our methods, as far as principles are concerned, are very old. The bond that unites thousands of customers to this store is "Reciprocity."

—The conduct of this business is revealed through its advertisements, its policy, its aims, its methods are reflected day after day.

—Extravagant claims, flashy head lines, sensational type, have long ceased to be factors in the mercantile business.

—The average American woman is as good a judge of goods as the shrewdest buyer. She surely cannot be deceived as to style, and seldom as to quality.

—Our strongest appeal for patronage is

—MERCHANDISE OF MERIT ONLY.

Goods Bought Friday and Saturday Go on December 1st Bill



- \$1.00 Nickel Alarm Clocks **59¢**
- \$1.00 Nickel Time Clocks **59¢**
- \$1.50 Copper Alarm Clocks **\$1.19**
- \$1.50 Nickel Alarm Clocks **\$1.19**
- \$1.75 Copper Alarm Clock, has double bell, splendid time'per **\$1.29**
- 30c Paraffine Wax Candles, per dozen. **23¢**
- 25c Wax Candles, per dozen. **19¢**
- 25c Gas Torch with box of never-drip tapers, special **15¢**

Friday---Glove Day

- LADIES' 1-CLASP DENT STYLE CAPE GLOVES, 150 dozen, always \$1.25 per pair. Friday special **87¢**
- LADIES' PIQUE SEWN GLOVES, 1-clasp, extra grade, black, white and all leading colors, in all sizes, worth \$1.50. Special at **\$1.17**
- LADIES' DRESS KID GLOVES, 100 dozen, 2 and 3 clasp, in several styles and all sizes. Values to \$2.25; special **\$1.33**

85c Fancy Ribbons 37c

—Another big shipment just received of several thousands of yards of dainty Dresdens, Persians and fancy French Plaid Ribbons, 4½ to 7 inches wide. Values from 50c to 85c a yard.

Silk Taffeta Ribbons 17c

—5000 pieces extra quality all pure silk satin taffeta Ribbon, 5 inches wide, in black and white and all colors. Values to 35c.

75c New Fall Veils 18c

—Thousands of yards of Mesh Veilings in plain and dotted effects, in all the popular wearing colors. Values to 75c a yard.

50c Linen Handkerchiefs 35c

—500 dozen extra good grade, all pure linen hemstitched cloth, hand embroidered designs in corners, worth 50c each. Friday special, **35¢**.

—Great Sale of hand embroidered and real Irish Crochet Linen Collars, values to \$2.50, special **78¢**

—For Friday's great bargain event, our entire line of ladies' hand embroidered and real Irish crochet linen collar novelties, values to \$2.50 each, at the startling price of **78¢** each.

—BRADLEY MUFLERS ARE FULL FASHIONED and fit about the neck and hold their shape; best fitting muffer in the world. Black, white and all colors.

—WAY MUFLERS, BLACK, WHITE and all colors, made of fine mercerized yarn. Choice of either Way or Bradley Mufflers. Friday special, **37¢** each.

Flannelette Velour 10c

—500 PIECES OF THIS BEAUTIFUL FABRIC for Kimonos, Long and Short; dark, medium and light effects. The largest assortment of patterns ever shown in Portland in most attractive combination of colorings. Grays, blues, greens, tans, browns, pinks, floral designs, figured designs, bird designs, Persian in stripe and other effects.

Dolls, 75c Vals. at 23c

—Full Jointed Dolls, Celluloid Dolls, Rag Dolls, Kid Body Dolls, Dressed Dolls, Teddy Bear Dolls, Smiling Billy Dolls, long or short Curly Hair Dolls, special, each **23¢**

Portland Agents Famous "Forsythe" Waists

Sale of 63 Beautiful Hand-Tailored Suits

Suits Selling Regularly to \$75

Friday Special at \$32.75

—The highest class tailor-made suits in black and all the newest Fall and Winter shades.

—The coats are made 45 to 52 inches long, strictly plain tailored and lined with finest quality Peau de Cygne silk.

—The skirts are made in the newest plaited styles including the popular Moynage effects.

Plaid Silk and Net Waists

Regular \$6 Values Friday \$2.98

—These Waists are all new, modeled in the very latest styles, presenting a variety of different ideas, all of which are most attractive. Some strictly tailored, others with fancy lace insertions and trimmed effects.



\$275 Hydegrade Petticoats \$1.78

A Very Special Friday Bargain

—Women's petticoats of best quality black Hydegrade taffeteen made with extra deep flounce and twelve rows of tucks.

—The bottom of flounce is trimmed with extra deep embroidered ruffle finished above the embroidery with three rows of hemstitching, also dust ruffle.

Messaline and Flannel Waists

Special for Friday at \$2.98

—For Friday we offer these two popular Waists special. These Flannel Waists, which come to us from one of the best makers, are plain tailored in beautiful designs. The season of these waists is just approaching and, at a special price, makes a most attractive bargain for Friday.

—Messaline Silk Waists are plain tailored in a most attractive assortment of colors.

Lipman-Wolfe & Co.

Children's Bearskin Coats



—Of extra warmth, high turned-down collar, pearl buttons, extra well made, in white only, sizes from 3 to 4 years.

—These bear skin coats sell regularly from \$3.00 to \$3.50 each. They go on sale special

Friday \$1.95

Webster's Dictionary

New Census Edition
Publishers' Price \$3.50



This large dictionary, which we offer in our Friday Bargain Special, is one of the greatest values ever offered in our Book Department. We place on sale 100 of these books. Bound in genuine sheep; indexed; 1500 illustrations; an appendix of 10,000 words and supplemented with new dictionaries of Biography, Synonyms, Antonyms, Noms de Plume, Foreign Phrases, Abbreviations and dictionary of musical terms.

Friday \$1.39

Incandescent Gas Lights 75c Values Special 38c

—1000 Incandescent Gas Lights precisely like cut. Made to produce a very brilliant light at a minimum cost. Burner fitted with good mantle and imported globe. Every burner guaranteed. Special Friday, complete... **38¢**

35c Mantles at 25c

—Best Incandescent Single Weave Mantles on the market, guaranteed to last for 100 days. Special **25¢**

Values Never Before Offered In Fine Hair Goods

\$7.50 Human Hair Switches, Special at \$4.50

—3-oz. Human Hair Switches, all shades, extra well made, straight or wavy, 26 inches long, best switch ever offered. Special for Friday **\$4.50**

\$20.00 Wavy Human Hair Switches, Special \$15.00

—3-oz. Wavy Human Hair Switches, all shades, extra special **\$15.00**

25c HAIR PINS 12 1-2c

—Extra large shell or amber, either straight or crimped; 3 pins on a card; sp'l, per card **12½¢**

Dress Goods Remnants Offered Friday at Cost

—Steady selling of dress goods necessarily creates remnants. These remnants represent short lengths of the best sellers in both black and colored dress goods.

—We have assorted the lot, measured and marked them special for Friday. In these lines will be found sufficient material for waists, skirts and children's dresses and coats.

—The saving on the material by the way we have marked these remnants virtually brings the goods to you at cost.



Friday Bargains in Corset Covers at 79c

Drawers at 98c Special

—LADIES' FINE NAINSOOK CORSET COVERS, daintily trimmed with embroidery, lace, beading and ribbon, circular neck. Regular \$1.00 value, special **79¢**

—LADIES' FINE CAMBRIC AND NAINSOOK DRAWERS, regulation umbrella, Vassar, Fluffy Ruffle and circular styles, trimmings of embroidery, lace, insertion and cluster tucks, open or closed; \$1.25, \$1.35, \$1.50 vals, sp'l **98¢**

Velvet Draped Turbans

—The charming style that has just sprung into popular favor.

Regular \$5 Vals. **\$3.95**

—These Turbans follow the lines of the high grade models and present a variety of different shapes.

—They come in black, navy, cardinal and brown, and are ready to wear. As is usually the case, we show these Velvet Turbans first in Portland.

—From reports sent us recently, these Velvet Draped Turbans promise to replace the fur turbans used so extensively last Fall. They are becoming, jaunty, stylish and can be worn with any suit.



Untrimmed Hats Worth \$1.48 to \$2.49, Friday at 69c (2d Floor)



—Included in this great lot of Untrimmed Hats at 69c are every shape and style that the Autumn fashions have adopted. Made of good quality Austrian and fur felts. The entire overproduction of a prominent maker. Hats worth \$1.48 to \$2.49, specially priced for Bargain Friday at only **69¢**

—The colors are black, brown, gray, navy, old rose, green and tan. Twenty different styles in medium and large shapes. Choose at **69¢**

A Phenomenal Sale of Trimmed Hats at \$4.95

—This exceptional lot of hats sent to us for this Friday sale contains many high priced hats that would readily bring from \$8.00 to \$10.00 apiece.

—The variety of shapes in this lot is even greater than any received before; many on the turban and small hat order, while quite a few are trimmed with Ostrich feather.

—Also an assortment in this lot of beaver stripes and velvet hats, in fact they are the best hats we have ever received to offer in a Friday bargain sale.

A COMMANDING SALE Brass Bed Outfits at \$39.75

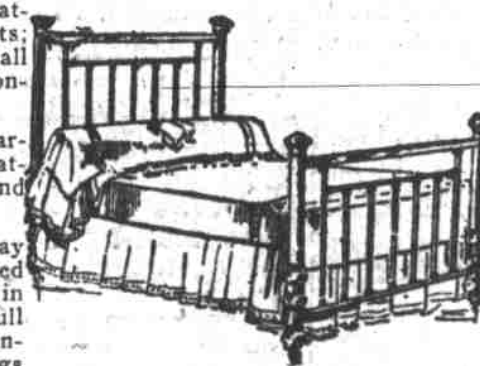
The Regular Price Being \$62.50

The first principle of merchandising in this department is for BETTERNESS and DEPENDABILITY. We are particularly vigilant in the matter of bedding, as so much inferiority can be hidden from the public eye.

—BRASS BEDSTEADS, as illustrated, in satin finish, with 2-inch posts; 75½-inch filling rods, with Tee Ball connections. The best possible construction and design.

—STEEL SPRINGS which we guarantee against breakage. The most satisfactory spring for durability and usage.

—MATTRESSES, 35-lb. silver gray wool mattresses, filled with selected quality gray drawings, and come in the best quality A. C. A. ticking. Full weight and size guaranteed. This entire outfit complete, brass bed, springs and mattress, value complete \$62.50. Friday special **\$39.75**



"NADIA" FALL STYLE CORSETS AT 98c

—We doubt if there ever was a corset at this price that embodied so many qualities confined usually to very high-priced corsets. We will grant that the finishing and trimming of \$4 and \$5 corsets are of a finer grade of material. —At the same time the quality of material put into this corset is durable, serviceable and strong. The model is an exact reproduction of the latest Fall lines demanded by dressmakers. —At **98¢** we believe this to be the "peer" of any corset ever offered in the City of Portland — not at **98¢**, but at \$1.50 and \$1.75, as the regular price of this model is \$1.75.



Underwear for Men and Women

The Biggest Sale in Undergarments--in worthy, reliable makes--in the city. Note savings

\$3.25 Men's Shirts and Drawers. \$2.50
—500 suits Men's Camelhair Shirts and Drawers, regular Winter weight, very soft and warm, well fashioned, all sizes.

Men's Derby Ribbed Shirts and Drawers \$2.00
—Men's Derby Ribbed Shirts and Drawers, also Plain Natural Gray Shirts and Drawers, two thread wool, well finished, all sizes.

25c Men's Linen Hemstitched Kerchiefs. 16c
—2000 Men's All Pure Irish Linen Hemstitched Initial Handkerchiefs, ¼ or ½ inch hem, all letters, regular value 25c each, special, per box of 6 for \$1.00.

65c Ladies' Fleece Vests and Pants. 47c
—Ladies' Fleece Vests and Pants, good heavy Winter weight, white, natural and ecru. Value 63c, sp'l 47c each.

\$1.25 Ladies' Merino Vests and Tights. 83c
—Ladies' Merino Vests and Tights, ¾ wool, very soft and warm, white or natural color.

\$1.25 Ladies' Fleece Union Suits. 85c
—Ladies' Fleece Lined Union Suits, high neck, long sleeves, ankle length, good Winter weight, come in ecru only.

\$2.50 Union Suits. \$1.95.
—Ladies' Forest Mills Union Suits, white only, best fitting suits made.

Great Friday Sale Drugs

- 25c Espey's Fragrant Cream, Owl Cut Rate **16¢**
- 50c Satin Skin Cream, Owl Cut Rate **37¢**
- 50c Knowlton's Massage Cream, Owl Cut Rate **37¢**
- 25c Boradent Tooth Powder, the only milk of magnesia paste, Owl Cut Rate **17¢**
- 25c White's Antiseptic Tooth Powder, Owl Cut Rate **18¢**
- 25c Rubifoam, bottle, Owl Cut Rate **16¢**
- 25c Pray's Nail Enamel, Owl Cut Rate **18¢**
- 25c Lustrite Nail Powder, Owl Cut Rate **18¢**
- 25c Eversweet, overcomes the odor from perspiration, Owl Cut Rate **19¢**
- 25c Nail Files, flexible, best steel, Owl Cut Rate **19¢**
- 50c Nail Brushes, good quality bristles, Owl Cut Rate **39¢**
- 25c Tooth Brushes, guaranteed bristles, Owl Cut Rate **19¢**
- \$1.00 bottle Mary T. Goldman's Hair Restorer, Owl Cut Rate **79¢**
- \$1.00 bottle Sheffler's Hair Colorine, Owl cut rate **69¢**
- 50c size Kondon's Catarrhal Jelly, Owl Cut Rate **39¢**
- \$1.00 bottle Custer's Emulsion Cod Liver Oil, Owl Cut Rate **90¢**
- 50c Sal Hepatica, Owl Cut Rate **39¢**
- 15c Pears' Unscented Soap, Owl Cut Rate **11¢**
- 15c White Rose Glycerine Soap, Owl Cut Rate **12¢**
- 25c Cuticura Soap, Owl Cut Rate **16¢**
- 50c Imported Castile Soap, large bars, Cut Rate **39¢**
- 25c Squibbs' Talcum Powder, Owl Cut Rate **18¢**
- 25c Pure Rice Talcum Oriental Odor, Owl Cut Rate **16¢**
- 35c Hazeline Cream, Owl Cut Rate **29¢**