

PORTLAND, OREGON, SUNDAY MORNING, MARCH 5, 1911.

WE NEVER USE THE WORD "VALUE"

—George Washington has had attached to his name an advertisement that has lived 170 years—The saying—
—“Yes father I did it—I cannot tell a lie.”
—There has never been recorded, as far as we know, any statement contradictory that George Washington said this—so the saying may be accepted as a truthful advertisement.
—The word “Value,” so conspicuous in the majority of the advertisements in Portland, is used to make extravagant claims of bargains—to produce immense price reductions—to create glaring announcements by which to attract people with statements not wholly based on facts.
—Thinking merchants, seeing this good word so abused and corrupted, have ceased using it.
—The public—wise to its real intent and purposes—shun it.
—Stores conducted on high standards need no subterfuge to attract a clientele.

MERCHANDISE OF MERIT ONLY

Have You a Medium or Slender Figure?

Here's a New W. B. Spring Model Corset

Special \$1.39

—A splendid model for medium and slender figures, giving the new approved lines. Made of good quality coutil. Has medium bust, finished with embroidery and draw string. Long over the hips and back. Four hose supporters attached. Sizes 18 to 26.

“WHY NOT” Dress Goods From Us?

—WHITE AND BLACK—Complete stocks of the latest black and white wool suitings. Pekin stripes, shepherd checks, all sizes. Tennis stripes, hairline stripes, club checks and pin checks. Priced from 50¢ to \$2.00 the yard.
—SILK AND WOOL Ploplins. The first showing of this popular fabric for 1911. Every yard guaranteed; 44 inches wide. New and exclusive designs in brocades and twenty-five modish new colors. For street and evening wear. \$1.50 to \$2.00 the yard.
—FRENCH CHALLIES—All wool, in the new bordered effects for street wear. Polka dots in all colors and sizes—small floral effects for children's dresses and new Persian effects. Prices 50¢, 59¢, 65¢ and 75¢ the yard.
—SCOTCH SUITINGS—Gray and tan mixtures in the new rough effects for tailor suits and coats. Prices \$1.75 to \$2.50 yard.

Special Needlework

—In our Needlecraft Department we are equipped for executing all branches of needlework, consisting of table linens, gowns, lingerie, dainty waists and brides' trousseau.
Join the Classes
—Learn Irish Crochet and the art of making collars, jabots, belts and endless bits of finery.
—All classes are FREE. You are welcome to join at any time.
Royal Society Packets

It's New Milady The Buckle Swathe For the Coiffure

—This swathe will complete the coiffure as an elegant accompaniment. The satisfaction of possessing natural wavy hair surrounding the Chignon of curls or puffs. Price \$3.00 and \$5.00 each.
Gray Transformations, \$3.50.
Queen Hair Rolls, every shade, 50¢.
Gray Chignons for \$6.00.
Real French Hair Switches, 24 inch, \$8.00.
Real French Hair Switches, 29 inch, \$12.00.
Natural German Wavy Switches, \$10.

\$35 Body Brussels Rugs \$24.85

—In small neat designs, tans and browns. Suitable for office, living rooms and dining rooms. Full five frame quality. Size 9x12. Many attractive patterns.

No Restaurant
No Grocery
No Liquors

Lipman Wolfe & Co.
Merchandise of Merit Only

No Men's Clothing
No Pots and Pans
No Bakery

\$55.00 Wilton Rugs \$41.00

—Beautiful Wilton Rugs of superior quality, exact copies of real Oriental rugs, with exquisite soft colorings. Large assortment of handsome patterns. Size 9x12.



“Just in” — Smart hats in great profusion
Trimmed and Semi-Trimmed Hats

—There is a boldness and a dash to the trimming of these hats that give them a distinguished appearance, such as tailored hats have seldom had.
—Designers have exercised their greatest ingenuity in the fashioning of these attractive hats.
—One style in particular is shown in many novel twists and turns. It is the new “broad-across-the-face” effect, which on the head has a most becoming appearance.
—Heavy, coarse braids are again popular.
—In the semi-trimmed hats the trimming is mostly petite roses and small flowers. Many are trimmed with tiny blossoms in great masses, others with pompons. We have never, at this early date, shown such a varied stock as is ready for your inspection tomorrow.
—The prices are indeed reasonable, and therefore most attractive, ranging from \$4.45, \$5.95 to \$7.50 up to \$10.00.

Show us the woman who can resist these new Foulards — From Paris

—Foulard silks—first in woman's favor. A fabric no longer a whim of Fashion. Every woman counts on at least one Foulard dress among her gowns for spring. They will be in constant demand for street or house wear.
—And to meet the inevitable demand we show tomorrow a magnificent collection of imported Foulards, of interest to those women of fashion in search of something **DISTINCTIVE AND EXCLUSIVE.**
—Bordered Novelties in such great favor this season are shown in profusion. Every fashionable shade, every conceivable style is assembled in this comprehensive collection.
—Of greatest importance is the fact that we have one dress pattern of a kind only. Three windows show a partial display, the balance is exhibited in the Silk Department.
—Prices range from \$1.00 to \$3.00 the yard.

Baby things at little baby prices

75c Infants' Skirts 59c
—Infants' long white Daisy cloth or outing flannel skirts; best quality, finished with dainty scalloped edge and has cambric waist.
75c Infants' Gowns 59c
—White Daisy cloth gowns, buttoned in front and finished with ribbon binding. The sleeves have turnback cuffs and drawstring in the hem. Exceptional quality.
25c to 50c Hose 15c
—Special lot of infants' tan and black silk, lisle and cashmere hose, also pink and blue lisle, lace and plain styles. Size 4 to 6.
25c and 30c Booties 22c
—Dainty little wool booties, hand made, in the regulation and sock lengths. All white, blue and white, pink and white colors. Crochet or knit.
35c Infants' Sacques 25c
—Crochet sacques in colors or plain white, also of white outing flannel with crochet edge. Has plain or open sleeves.
\$1.35 and \$1.50 Sacques \$1.19
—Infants' fine cashmere sacques and nightgales, with scalloped edges of white, blue or pink silk, ribbon-tied. Also dainty hand-made crochet sacques in white and colors, with yokes.
\$1.25 and \$1.50 Pillow Slips 98c
—Baby's lawn pillow slips, with hand-embroidered corners and ruffle of hemstitched embroidery. Also hand-made pillow slips with scalloped edges.

Men See the Difference at a Glance
Between Smart and Bargain Neckwear

—We are being complimented constantly on the smartness of our men's furnishings. Men tell us we show the noblest and newest things in the city, and that there is a touch of exclusiveness different from the things shown about town.
—There is a reason for this.
—We have a new manager—A man who has catered all his life to the finest trade.
—As an example:—Black and white is very fashionable this season. Budd of New York used his entire corner window a week ago for his opening display of new ties in black and white.
—Today we show the same styles in shepherd checks, flowing ends. The price, 50¢
—New derby ribbed spring underwear in white lisle. Trimmed with silk, open front and finished cuffs. \$1.00 the garment



Up goes the curtain
The Spring show is on
The Plot—Pellard Tailored Suits
The Price—Forty Dollars

The Cast—Imported Materials, Correct Fashion, Perfect Fit, Man Tailoring, Best Workmanship
—Designed of the finest quality double-twisted serges, in black, navy or gray. Also fancy imported cloth such as is now being used in men's fine tailored suits in browns, tans, grays and blues.
The jackets are made 24 and 25 inches long with semi-fitting or three-quarter fitting back and single breasted fronts.
—A feature of the Pellard suit is the collar and revers, which are tailored to perfection. All the sleeves are modeled after the newest coat style to be found only in the finest man-tailored suits.
—The linings are the very best quality all silk Peau de Cygne and Serges.
—The skirts are made in this season's most popular and approved shapes. They are from 2¼ to 2½ yards wide, in the tube, straight, flare or panel models.
—All Pellard French skirts are modified to suit the American woman.

The Adjusto-Belle Petticoats

—The only petticoat that can be made smaller in the waist and larger on the hips—or larger in the waist and smaller on the hips as the form demands practical adjustment.
—Fits perfectly to any shape, opens on the side.
—This petticoat is made of finest quality all silk messalines in black, navy, gray, tan, copenhagen, rose or white. Made with deep accordion plaited flounce. At \$6.00, \$7.50 and \$8.00.

Silk Jersey Top Petticoats

—With fancy tucked, fluted and accordion plaited flounce, trimmed with knife-plaited ruffles. Black, navy, gray, tan, copenhagen, brown, champagne and white. Made with adjustable Belle patent, \$6.50 and \$8.50 each.

Sale of Books

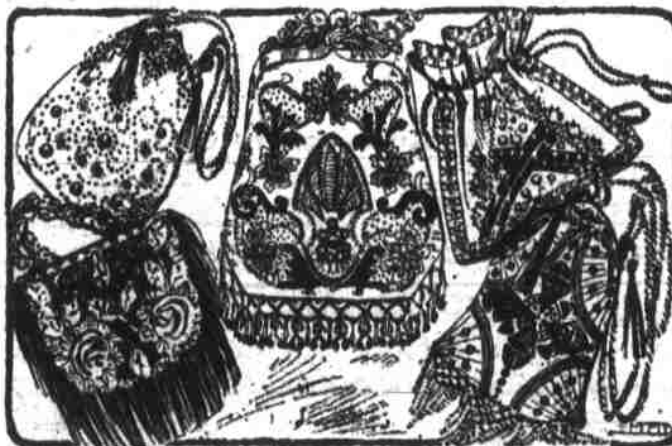
Attention—Boys and Girls
Here's Real, Live News—Read on
Your Choice 19c

—Popular books that have been famous for years. Those good, standard books written by world-famous authors that have been the delight of boys and girls, year after year.
—We offer 3000 fine cloth bound books printed on good paper, in clear type.
—Books by Alger, Henty, Trowbridge, Jules Verne, J. Fennimore Cooper, Edward Ellis, Harry Castleman, Lieutenant R. H. Jane, Captain Mayne Reed, Charles Carleton Coffin, C. A. Stevens, Oliver Optic.
—Stories of adventure, fascinating stories pertaining to the great rebellion and revolution—adventures in the forest and jungle—Indian stories, war stories—stories of pluck and daring—in fact, stories to suit the taste of every boy and girl to be found in this immense sale.

Join the Book Lovers' Club
\$1.00 Down—\$1 a Week

New Beauty Unfolds In These 1911 Wash Goods

ORGANDIE RAYETTE
—A particularly handsome wash fabric of decidedly new construction. A sheer texture in white grounds with self-warp cluster stripes, over which are printed floral and geometrical designs. Price 25¢ the yard.
ORGANDIE SUPERFINE
—This is an imported cloth of sheer Organdie weave, white and tinted grounds, in neat as well as elaborate patterns. Artistic designs. 25¢ the yard.
VICTORIA FOULARD
—A domestic fabric rivaling in beauty of design and colorings the imported fabric from which it gets its name. A washable material of more than ordinary merit. Light, medium and dark effects. Only 25¢ yard.
PARK SUITING
—A rough woven cloth of extraordinary quality which is not impaired by laundering. Specially adapted for the Eton jacket suits. All the standard and new spring shades. Price 25¢ the yard.
IMPORTED VOILES
—This fabric, which bids fair to lead in the wash dress goods materials, is an exact counterpart of the wool fabric. Is less liable to muss and wrinkle than most of the cotton materials. A very large range of colors. 25¢ the yard.



See these bags, then admit they are the most beautiful ever exhibited here
A European Agency Secured for the New Store
Plaisance et Cie

Paris Vienna
Creators of Beautiful Opera and Carriage Bags
—Reproductions in the same materials, with the same frames and the same trimmings—bags in vogue in court circles during the 15th and 16th centuries.
—A great vogue has arisen in Paris for these artistic and elegant bags. They are used for theatre and calling purposes and replace card cases and vanity purses.
—In this display there are no two alike. Nor will there be any duplicates. Prices range from \$10.00 to \$75.00.



Victor Talking Machine
50c Down—50c Week

—We will deliver a Victor Talking Machine and your choice of 12 records to your home upon the first payment of 50¢.