

PORTLAND, OREGON, SUNDAY MORNING, OCTOBER 13, 1912.

If You Miss Seeing This Oriental Rug Exhibition and Fail to Share in Its Economies, You Miss the Event of the Year

The Oriental Rug Bazaar

Makes Its Bow to Portland

With a Unique Presentation of Rugs
A Remarkable, Unprecedented Sale

Furnishing All the Price Advantages
Offered in Constantinople Bazaars

\$75,000 Stock of Rugs

At Prices, We Believe Are Lower Than Ever Before Quoted on
Rugs of Such Excellent Color and Texture

To Begin With—This Bit of Important Information

—These rugs were purchased for us by our own representative in the Far East. Having come to us direct, they, one by one, were selected as individually fit to be presented to our customers. Every rug is guaranteed free from aniline dye and is of carefully chosen first quality. People who understand Oriental Rugs thoroughly, and who have seen this collection of Rugs, have expressed themselves as satisfied that the prices are lower than they have ever seen them before.

—The prices are fully 35 per cent lower than the customary New York quotations.

NOR DO WE HUMBLED YOU WITH TWO PRICE TAGS

—You don't buy Oriental Rugs just because they are tagged with two tickets, one with a high price—a fictitious price—another with a second price—from which a still further reduction may be secured, measured by your ability as a trader. It's a deception and a cheat.

—The odd figures at which some of the Rugs are marked are explained by the fact that they are computed on the lowest possible square-foot basis, and the prices have been fixed by that calculation. So each rug bears ONE PRICE—the ONLY selling price, the LOWEST selling price.

THIS ORIENTAL RUG SALE HAS BUT ONE OBJECT

—To establish in Portland an Oriental Rug Bazaar at which you can purchase these beautiful Rugs with the same feeling of confidence that you experience when buying ordinary merchandise.

—We stand back of every Rug with a Lipman, Wolfe & Co. guarantee.

—The selection of an Oriental Rug from this sale will give you life-long happiness—for it will live with you indefinitely. It greets you every day in the week—either with a smile or a frown, according to the kind of a Rug it is.

—It says good-night to you with a scowl or a caress, as the case may be.

—It's for you to say—what kind of a Rug you'll buy.

—We safeguard your selection in this Oriental Rug Sale by great assortments—with Rugs of unmis-
takable beauty and texture.

—The welcome of the Lipman, Wolfe & Co. Store is yours. Visit this great exhibition, whether you come to buy or not.

*Pu. this Oriental Rug Sale
to any test you choose, and
you will find it rings true.*

Lipman Wolfe & Co.
"Merchandise of Merit Only"

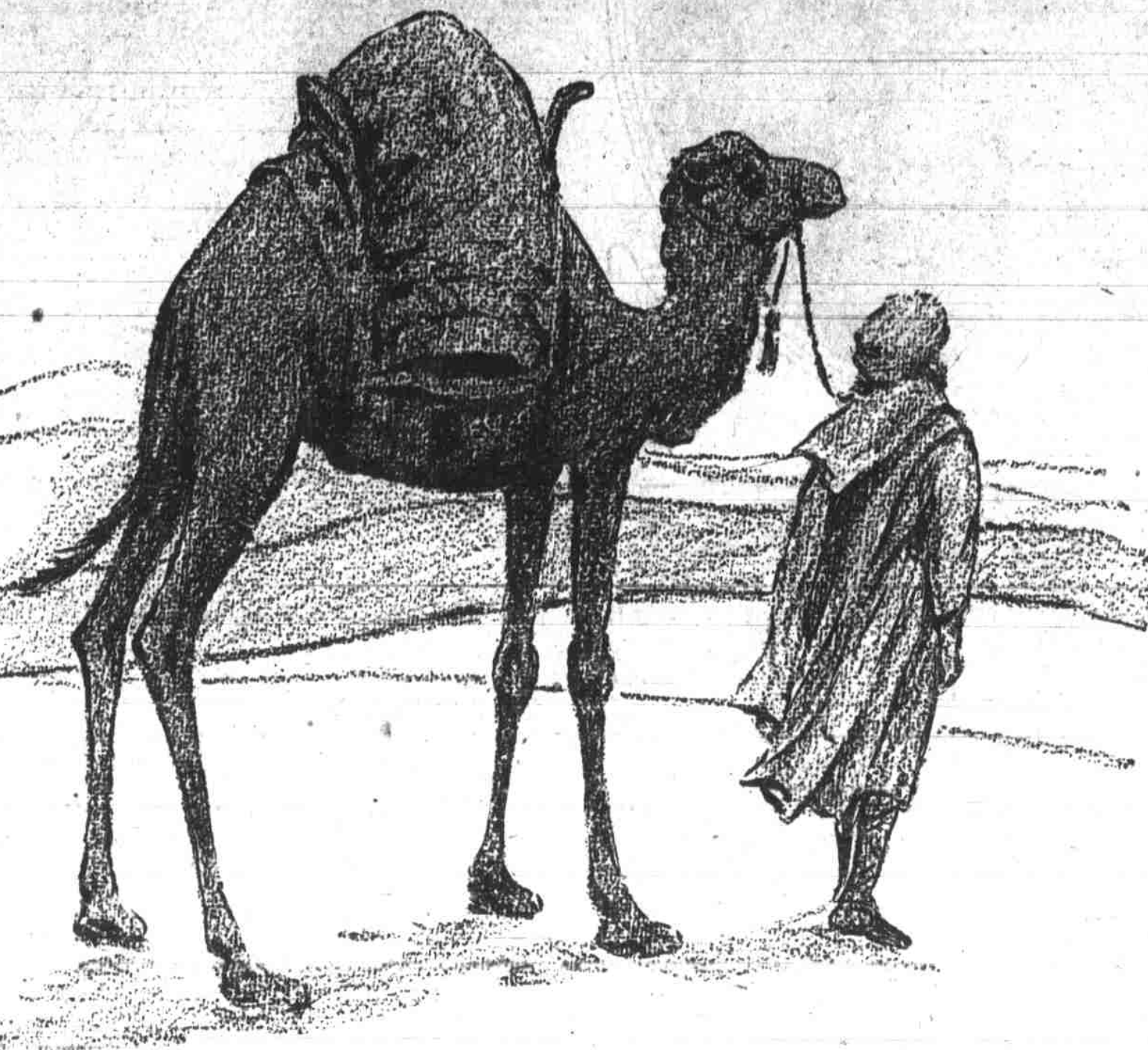
Room-Size Rugs

—Our stock of large Khiva Bokhara rugs is very large and shows most careful selections. Khiva Bokhara rugs are of the Turkoman family. The colors are of dark rich reds shading into mahogany, maroon, wine or reddish brown and white. They have geometrical figures in detached squares, oblongs and octagons, often suggesting some form of life, tied with Senna knot, from 64 to 400 knots to the square inch.

Sizes 8-0 by 5, priced **\$72.50**
Size 8 by 3 by 6, priced **\$74.50**
Size 9 by 6-3, priced at **\$76.00**
Size 8-2 by 6-5, priced **\$79.00**
Size 8-9 by 6-5, priced **\$87.50**
Size 9-7 by 6-7, priced **\$91.00**
Size 9-6 by 7-0, priced **\$97.50**
Size 10-10 by 6-10, priced **\$110**
Size 9-8 by 7-0, priced **\$115.00**
Size 10-4 by 8-0, priced **\$125.00**
Size 10-10 by 8-8, priced **\$135**
Size 12 by 8-1, priced **\$142.50**
Size 11-7 by 7-10, pcd. **\$172.50**
Size 12-3 by 8-0, priced **\$185**
Size 13-3 by 10-0, pcd. **\$258.50**
Size 16-0 by 10-8, pcd. **\$333.00**
Size 17-10 by 10-7, pcd. **\$368**
Size 18-5 by 11-0, pcd. **\$395.00**

Fine Mahol Rugs

Room Size
Size 12-1 by 8-4, priced **\$147.50**
Size 12 by 8-3, priced **\$151.50**
Size 12-1 by 8-8, priced **\$157.50**
Size 12-5 by 8-9, priced **\$163.50**
Size 12-3 by 8-11, pcd. **\$167.50**
Size 11-10 by 8-7, pcd. **\$172.50**
Size 12-0 by 8-0, priced **\$174**
Size 12-5 by 8-4, priced **\$174.00**
Size 13-0 by 8-11, priced **\$179**
Size 13-2 by 10-8, pcd. **\$197.50**
Size 11-6 by 8-9, pcd. **\$157.50**
Size 11-8 by 8-10, priced **\$155**
Size 11-10 by 8-9, priced **\$157**
Size 12-5 by 8-7, priced **\$159.50**
Size 12-10 by 8-10, priced **\$169**
Size 12-6 by 9-4, priced **\$173.50**
Size 12-7 by 9-1, priced **\$171.00**
Size 12-10 by 10-3, priced **\$180**



Karabagh Rugs, size 3-2 by 2-10, priced **\$ 8.75**
Karabagh Rugs, size 3-6 by 3, priced **\$11.50**

—Karabagh rugs of Caucasian weave are well known for their heavy texture and for their rich colorings. Come in sizes 3-2 by 2-10 to 3-6 by 3-0.

Afghan Namazi Rugs, size 3-9 by 2-11, priced **\$12.50**
Afghan Namazi Rugs, size 4-1 by 3-3, priced **\$14.75**

—Afghan Namazi, woven by the Afghans, in a firm weave and made especially for prayer rugs. In sizes ranging from 3-9 by 2-11 to 4-1 by 3-3.

Belouchistans, size 4-8 by 2-10, priced **\$11.50**
Belouchistans, size 4-11 by 3-0, priced **\$13.50**

—Woven by the wandering tribesmen—weavers who utilize the dark natural hues of the wool to get a rich, soft luster, found especially in these Belouchistan rugs. Most of the figures are hexagons or octagons in loose geometrical designs. The pile is tied with the Senna knot. Average sizes 4-8 by 2-10 to 4-11 by 3-0.

Senna Mats, size 3-1 by 1-8, priced **\$14.50**
Senna Mats, size 3-6 by 2-0, priced **\$17.50**

—Senna rugs are well known for their peculiar knot and their weave, which gives them the appearance of great firmness. They have a very close clipped nap, giving them a Mosaic effect. We have a very fine assortment of these rugs, averaging in size 3-1 by 1-8 to 3-6 by 2-0.

Shirvans, Daghestans and Cabistans, size 4-4 by 3-1, **\$22.50**
Shirvans, Daghestans and Cabistans, size 4-8 by 3-6, **\$29.50**
Shirvans, Daghestans and Cabistans, size 5-0 by 3-10, **\$35.00**
Shirvans, Daghestans and Cabistans, size 5-2 by 4-1, **\$37.50**
Shirvans, Daghestans and Cabistans, size 5-6 by 4-4, **\$42.50**

—We have an exceedingly fine assortment of Cabistan, Daghestan and Shirvan rugs at the above prices. These rugs are especially notable for their good wearing qualities and were among the first oriental rugs to become generally popular in America.

—The patterns suggest Mosaic work and are firmly woven, rich in coloring and tied with the Ghaordis knot, averaging from 64 to 120 knots to the square inch. Sizes from 4-10 to 3-0.

Mosuls Rugs, size 6-0 by 3-6, priced **\$21.00**
Mosuls Rugs, size 7-9 by 3-10, priced **\$27.50**
Mosuls Rugs, size 8-9 by 4-1, priced **\$32.50**

—These rugs are woven by the Persian or Turkish tribesmen. Made with a heavy pile, all wool web. Very serviceable for hard wear. Have soft, rich, dark colorings in medallions and small floral designs.

Heavy Persians, size 6-2 by 4-6, priced **\$37.50**
Heavy Persians, size 6-8 by 4-10, priced **\$47.50**

—Heavy Persian rugs in a large, choice selection of especially selected patterns in soft, rich colorings, firmly woven, from 75 to 100 knots to the square inch. Sizes from 6-2 by 4-6 to 6-8 by 4-10.

Bokhara Gartchins, size 5-2 by 3-2, priced **\$22.75**
Bokhara Gartchins, size 5-6 by 3-4, priced **\$25.00**
Bokhara Gartchins, size 5-9 by 3-7, priced **\$31.50**

—Bokhara Gartchins rugs in soft, dark colorings shading into mahogany, maroon, wine or reddish brown and white, are used in singular geometrical designs in detached squares, oblongs or octagons, often suggesting some form of tree life. They are closely woven with the Senna knot and average from 64 to 400 knots to the square inch.

Persian Hall Runners, size 13 by 3-8, priced **\$57.50**
Persian Hall Runners, size 11 by 3-6, priced **\$62.50**
Persian Hall Runners, size 12-8 by 3-8, priced **\$72.50**
Persian Hall Runners, size 13-4 by 2-10, priced **\$79.00**
Persian Hall Runners, size 12-9 by 3-9, priced **\$82.50**
Persian Hall Runners, size 14-2 by 3-2, priced **\$110.00**
Persian Hall Runners, size 17-8 by 3-4, priced **\$127.00**

—Persian hall runners in a large variety of designs, especially in dark, rich blue colorings, woven of a very heavy texture. Most serviceable when subjected to hard wear.

Khiva Khatchlis, size 6-1 by 4, priced **\$37.50**
Khiva Khatchlis, size 6-4 by 4-6, priced **\$47.50**
Khiva Khatchlis, size 7-5 by 5-0, priced **\$59.50**

—The Khiva Khatchlis rugs are much smaller than the Bokhara rugs, but they employ the same Senna knot and have selvage sides, in other respects they bear close resemblance to Bokharas in designs and colorings, finish and weave. Sizes 6-1 by 4 to 7-5 by 5-0.

Fine Belouchistans, size 5-2 by 3-3, priced **\$23.50**
Fine Belouchistans, size 5-10 by 4-6, priced **\$27.50**
Fine Belouchistans, size 6-7 by 3-6, priced **\$32.50**

—From Belouchistan come these unique rugs in soft, rich, dark colorings, for which these rugs are noted. We have a very choice selection, and at the above prices we are sure they will interest the most critical rug buyer. Sizes run from 5-2 by 3-5 to 6-3 by 3-6.

Kirmanshah Rugs, sizes 4-2 by 2-7, priced **\$35.00**
Kirmanshah Rugs, sizes 4-7 by 3-0, priced **\$45.00**
Kirmanshah Rugs, sizes 6-2 by 4-6, priced **\$69.50**
Kirmanshah Rugs, sizes 6-6 by 4-9, priced **\$97.50**

—Kirmanshah rugs, with the exception of the real Persian silk and Royal Kashan rugs, are the perfection of rug weaving. It is difficult to distinguish them from the real silk rugs, so beautiful, soft and rich are their colorings.

—These rugs have never been sold at such low figures in Portland and we urge an early inspection. Sizes 4-2 by 2-7 and 5-6 by 4-9.

Chichi and Baku Rugs, sizes 3-6 by 2-6, priced **\$21.00**
Chichi and Baku Rugs, sizes 3-11 by 2-11, priced **\$27.50**
Chichi and Baku Rugs, sizes 4-4 by 3-5, priced **\$32.50**

—"Chichi" is the trading name given to these rugs which come from the mountains north of Daghestan. They are well made with strong Persian influence, sometimes rosettes, scrolls or geometrical designs woven 75 to 125 knots to the square inch and tied with Ghaordis knots. Size from 3-6 by 2-6 to 4-4 by 3-5.

Fine Iran Persian Rugs, sizes 5-10 by 4-5, priced **\$47.50**
Fine Iran Persian Rugs, sizes 6-7 by 4-8, priced **\$52.50**
Fine Iran Persian Rugs, sizes 6-8 by 4-10, priced **\$62.50**
Fine Iran Persian Rugs, sizes 7-0 by 5-0, priced **\$72.50**

—"Iran" means Persia, and rugs woven in various sections of the country are named "Irans," such as "Foraghan," "Jashaghan," "Seraband," etc. These rugs possess wonderful color combinations in the softest, richest colors possible. Woven in small rosettes and seraband palm leaf design in rich blues, reds and ivory shades. Sizes from 5-10 by 4-5 to 7-0 by 5-0.

Kazack Rugs, size 7-4 by 4-6, priced **\$42.50**
Kazack Rugs, size 7-9 by 4-10, priced **\$47.50**
Kazack Rugs, size 8-3 by 5-0, priced **\$52.50**

—Kazack rugs were first made in the North Caucasus by tribes scattered over southern Russia. These rugs are easily recognized by their long, soft, heavy pile. The designs are bold and typical of the tribesman. The heaviness of the fabric and the length of the pile necessitate bold design treatment. They are from 36 to 70 knots to the square inch. Sizes from 7-4 by 4-6 to 8-3 by 5-0.

Koramabad Rugs, sizes 7-0 by 3-0, priced **\$37.50**
Koramabad Rugs, sizes 7-3 by 4-0, priced **\$41.50**
Koramabad Rugs, sizes 7-6 by 4-5, priced **\$45.75**
Koramabad Rugs, sizes 8-0 by 6-5, priced **\$57.50**

—Heavy Koramabad rugs, heavier in texture than Mosuls, but similar in design and colorings, having a very fine weave and heavy back. Most serviceable for hard usage. Sizes from 7-0 by 3-9 to 8-0 by 6-5.

Senna Persian Rugs, sizes 6-5 by 4-5, priced **\$68.50**
Senna Persian Rugs, sizes 6-6 by 4-7, priced **\$72.50**
Senna Persian Rugs, sizes 6-7 by 4-8, priced **\$85.00**

—These large Senna Persian rugs are especially known for their fineness of weave and their beautiful antique colorings, having a very close-clipped nap, giving them a rich mosaic finish. Sizes from 6-5 by 4-5 to 6-7 by 4-8.

Tabriz Namazi Rugs, sizes 4-7 by 2-7, priced **\$29.00**
Tabriz Namazi Rugs, sizes 4-5 by 3-3, priced **\$37.50**

—The city of Tabriz is a great distributing point for Persian rugs. Some of the finest rugs are woven in and near this oriental city. They have a very close pile, employing the Turkish knot, and are finished with great firmness and smoothness. A most serviceable rug in beautiful, soft, rich colorings, especially in blues, reds and ivory colorings. Sizes from 4-7 by 2-7 and 5-4 by 3-3.

Geube-Persian Rugs, size 7-6 by 4-0, priced **\$39.00**
Geube-Persian Rugs, size 8-2 by 4-4, priced **\$42.50**
Geube-Persian Rugs, size 8-7 by 4-6, priced **\$47.50**

—"Geube," the heavy Persian rugs, are woven near the boundary of Persia. They are medium fine in texture with a heavy pile and woven with a very lustrous yarn. Very soft, rich colorings and most serviceable. Varied designs in medallions, small floral effects and quaint geometrical figures.

Royal Sarouk Rugs, sizes 4-8 by 3-4, priced **\$ 57.50**
Royal Sarouk Rugs, sizes 5-0 by 2-8, priced **\$ 69.50**
Royal Sarouk Rugs, sizes 5-6 by 4-0, priced **\$112.00**
Royal Sarouk Rugs, sizes 6-0 by 4-2, priced **\$127.50**
Royal Sarouk Rugs, sizes 6-4 by 4-4, priced **\$136.75**
Royal Sarouk Rugs, sizes 6-7 by 4-6, priced **\$147.50**
Royal Sarouk Rugs, sizes 6-8 by 4-5, priced **\$179.00**

—Royal Sarouk rugs are well known for their close texture and excellent wearing qualities. Generally of medallion design on a rich ground of dark blues, red or ivory. So well blended are the colors in these rugs that the effect is most pleasing and harmonious.

Carpet Size Rugs

MICKKABAD
12 by 8-7 priced. **\$97.50**
12-5 by 8-6 priced. **\$97.50**
13-10 by 9-8 priced. **\$135.00**
12-5 by 8-6 priced. **\$97.50**
14-0 by 10-2 priced. **\$147.50**

KIRMANSHAH
11-2 by 8-9 priced. **\$255.00**
11-8 by 8-4 priced. **\$310.00**
10-1 by 9-3 priced. **\$339.00**
11-5 by 8-11 priced. **\$335.00**
10-8 by 8-9 priced. **\$315.00**
13-5 by 8-10 priced. **\$307.00**
11-6 by 9-3 priced. **\$365.00**
12-1 by 8-11 priced. **\$363.00**
14-1 by 9-7 priced. **\$366.00**
11-11 by 9-2 priced. **\$368.00**
12-4 by 9-1 priced. **\$387.50**
13-5 by 8-9 priced. **\$395.00**
12-3 by 9-9 priced. **\$450.00**

MUNTAZ
12-5 by 8-4 priced. **\$195.00**
12-5 by 8-10 priced. **\$198.00**
11-2 by 9-2 priced. **\$210.00**

SAROUK
10-2 by 6-9 priced. **\$295.00**
11-10 by 9-4 priced. **\$450.00**
12-6 by 9-0 priced. **\$465.00**
14-3 by 10-5 priced. **\$585.00**

BEDJAR
11-5 by 7-4 priced. **\$157.00**
12-0 by 7-3 priced. **\$161.00**
11-11 by 7-4 priced. **\$166.00**
11-11 by 7-6 priced. **\$169.00**
14-0 by 9-4 priced. **\$227.50**
14-7 by 8-8 priced. **\$155.00**
13-2 by 8-6 priced. **\$209.00**

ISPAHAN
11-8 by 8-1 priced. **\$247.50**
12-2 by 8-4 priced. **\$298.00**
12-3 by 8-6 priced. **\$387.50**
13-3 by 10-3 priced. **\$389.00**
13-6 by 10-0 priced. **\$395.00**
13-10 by 8-6 priced. **\$298.00**

SERAPI
13-10 by 9-4 priced. **\$237.00**
13-5 by 9-2 priced. **\$239.00**
12-4 by 9-9 priced. **\$249.00**

ANTIQUÉ FARAGHAN
13-0 by 5-8 priced. **\$114.00**
16-7 by 7-6 priced. **\$227.50**
16-2 by 7-2 priced. **\$247.50**

ROYAL KASHAN
6-4 by 4-5 priced. **\$189.00**
6-8 by 4-6 priced. **\$189.00**
6-9 by 4-4 priced. **\$189.00**
7-5 by 4-8 priced. **\$189.00**
6-11 by 4-5 priced. **\$189.00**
6-8 by 4-7 priced. **\$189.00**
10-3 by 7-6 priced. **\$519.00**
10-2 by 7-8 priced. **\$535.00**

Important Advertisement
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Suits, Coats, Furs and Millinery