

CONVICTION--Deep-Rooted and Enduring, Is Sinking Into the Minds of the People--The Power of This Store's Sales

Beautiful Undermuslins, Woman's and Children's Bath Robes, Women's Aprons A Trio of Sales---With Savings Identical Undermuslins, Bath Robes and Aprons at HALF PRICE

Conviction, deep-seated and enduring, is sinking into the minds of the people--THIS FACT--This store sells better merchandise for the same money and the same merchandise for less money than any other store in Portland. This store is never undersold, even though we combat inferior merchandise with merchandise of merit. YOU must decide for YOU are concerned. Shall seconds be sold for first quality or as seconds? If first-quality dependable merchandise is demanded, the efficiency, the force and the power of this store is demonstrated. We have always given you dependable merchandise and have told you exactly what it was--and we ALWAYS will.

Undermuslins Half Price

—Every year about this time we aim to offer our customers a sale extraordinary in the way of muslin underwear—and this year we take the greatest pleasure in presenting A HALF PRICE SALE of undermuslins, which for quality, finish and style have never been equaled at these prices. By the able co-operation of a large manufacturer this offering is made possible. —Every market is perfectly tailored—cut from well-fitted patterns—trimmed in the daintiest manner possible—the materials employed are soft and fine, the kind that comes from a tubbing with an air of rejuvenation. —You will find gowns, walking skirts, corset covers, drawers, combination corset covers and drawers and chemises.

Gowns at Half Price

—Made of sheer materials with circular necks, square necks and V-shape or high necks; short, puff or flowing sleeves. Trimmed with lace edgings, insertions and lace medallions.

Regular \$.75, \$1.25, \$1.50, \$2.50, \$3.00 to \$8.00
Half Price..... \$.38, \$.63, \$.75, \$1.25, \$1.50 to \$4.00

Corset Covers at Half Price

—Circular neck corset covers finished with lace edgings, beadings and ribbon and yoke formed of fine lace, insertions and medallions.

Regular \$1.25, \$1.50, \$1.75, \$2.00 to \$3.00
Half Price..... \$.63, \$.75, \$.88, \$1.00 to \$1.50

Drawers at Half Price

—Regulation or circular style drawers of nainsook or sheer materials. Trimmed with Valenciennes laces and insertion, others with fine eyelet embroidery, beading and ribbons, and some with medallions.

Regular \$1.25, \$.75, \$2.00 to \$4.00
Half Price..... \$.63, \$.38, \$1.00 to \$2.00

Combinations Half Price

—These combinations consist of corset covers and drawers made of fine longcloth and nainsook. The covers are trimmed with lace or embroidery edging, insertion and beadings and ribbons, others with medallions joined at the waist line with embroidery beadings and ribbons. The drawers have embroidery and lace trimmings.

Regular \$1.50, \$2.00, \$2.50, \$3.00 to \$10.00
Half Price..... \$.75, \$1.00, \$1.25, \$1.50 to \$5.00

Princess Slips Half Price

—These princess slips are made of sheer materials with embroidery, lace insertion and edgings forming a yoke effect.

Regular \$1.50, \$1.75, \$2.00, \$2.50 to \$8.00
Half Price..... \$.75, \$.88, \$1.00, \$1.25 to \$4.00

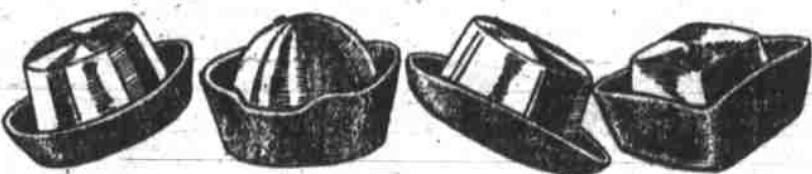
Bath Robes at Half Price For Women and Children

—Bath and lounging robes for women and children, made of fancy figured wool blankets and plain colored eiderdown. Cut with square, "V" shape, round or collarless necks; others with turnover collars and some with sailor collars.

—In combination colorings, such as gray with pink, red and white, lavender and white, navy with white, gray with blue and plain colors in red, gray, lavender, pink and blue.

Regular \$4, \$4.50, \$5.00, \$6, \$6.50 to \$12.00
Half Price .. \$2, \$2.25, \$2.50, \$3, \$3.25 to \$6.00

—Fourth Floor



Here They Are—The New Plush Hats Here First—Here Only Special \$3.45

—Once again fashion's fancy turns to a new chapeau. This time it's the hatter's plush hat. A few weeks ago the first reports from Paris told us of the return to favor of the medium and small size hats and turbans. Also of the growing popularity of the tricon shape. —Yesterday we had rushed to us an express shipment of these new hats. The crowns are made of the best quality hatter's plush—the brims are of an erect pile plush. In black only.

—Second Floor

Mrs. Housewife, Read This

All About the Domestic Sewing Machine

—It is the easiest thing in the world to put one into your home in time to help you in the making of the Fall and Winter clothes for yourself and your children.

\$1.00 Cash Does It

—The remainder of the price, of whichever model of the "Domestic" you buy, being payable at the rate of \$1.00 a week, WITHOUT INTEREST CHARGES OR EXTRAS. And the machine is sent to your home on the first payment of \$1.00.

A NEW 1913 REGULAR \$55 MODEL, SPECIAL \$35

—Is two machines in one—the only machine which will sew either lock or chain stitch at will, and possesses all the good points of other machines besides several no other machine has.

—Fifth Floor

Aprons at Half Price

—Aprons for maids, nurses, sewing, serving and work styles. Made of white lawns, Swiss, cambric, gingham and chambray. Trimmed with fine embroidery insertions and edgings, scalloped edges, dainty Valenciennes lace and insertion. Some have bibs, others with reverses, straps and plain band styles. Regular ... 38c, 58c, 75c, \$1.00, \$1.50, \$2
Half Price: 19c, 29c, 38c, \$.50, \$.75, \$1

—Fourth Floor

The Famous Kayser Globe Silk Underwear

—The largest variety to be found anywhere—and this popular underwear is now sold in exclusive shops in London, Paris and Berlin.

—Despite its silky luxuriousness, it can be washed as easily as a silk handkerchief, and is practically as economical as the low priced lisle thread.

—Prices range from \$1.50 for vests to \$40.00 each for union suits.

—Some exquisite union suits have just arrived, ranging in prices from \$12.00 to \$40.00 each. Made in princess style, with lace insertion in numerous patterns and designs. Exquisite undergarments that you will find here only.

—There are considerably over a hundred styles in Venetian and Italian silk undergarments from which to make your selections.

—Vests are priced from \$1.50 to \$6.50 each.

—Tights and bloomers, \$3.00 and \$3.50 each.

—Corset Covers, \$3.00 and \$4.50 each.

—Union Suits, \$3.75 to \$40 each.

A Special Offering ON REGULAR \$3.50 TO \$7.50 GARMENTS at \$2.50 Each

—These garments are of fine Italian silk—from the leading world's maker of these goods, whose name we are not permitted to mention. In white or colors. Silk vests, tights and chemises; also closed back suits.

—Fourth Floor

24-Inch Undressed Doll Special \$1.29

—These dolls are made of an extra good quality papier mache—socket head and full jointed body. —These pretty sweet faced dolls have eyes that go to sleep and long eye lashes. Their hair is natural curly and comes dressed with a center or side part and some have bangs, in brown, black, light and toska shades.

—Messaline

Lipman Wolfe & Co.
"Merchandise of Merit Only"



Have You Tested the Efficiency of Our Hosiery Section

—We are better prepared and more completely stocked to meet your every demand in hosiery than any other store in Portland.

—We have always enjoyed the largest hosiery business in the city for these reasons.

—If you need hosiery try us once—you will never have the need of changing again.

At 35c a Pair

—Or three pairs for \$1.00. Silk lisle—gauze—light, medium or heavy weights in fast black. Also pure white and new shades of tan. All heavily spliced at parts of wear and made with deep double garter tops.

At 50c a Pair

—Full fashioned stockings of silk lisle, regular width, truck top and extra size—fast black—all wanted weights.

75c Hosiery at 59c

—The Onyx brand silk lisle stockings in medium fast black weight. Made with extra spliced toes, soles and heels and double stop run garter top.

At \$1.00 a Pair

—Thread silk stockings, lisle lined, in all black only. Made with extra spliced double garter tops, soles, heels and toes.

At \$1.50 a Pair

—Of heavy thread silk—made for wear—luxurious stockings that are as durable as the heavy cotton. With cotton tops and soles—or all silk lisle lined. Not matched elsewhere at the price.

—First Floor

Decided Economies Tomorrow In Linens and Domestics

\$1.00 Table Damask, Special 75c Yard

—This table damask is manufactured in Belfast, Ireland, which in itself alone is a guarantee of quality and worth. These cloths are full bleached in a medium weight, finely finished. 70 inches wide—and every thread is of pure linen.

\$2.50 Napkins, Special, Dozen, \$1.98

—These napkins are also of an extra fine Irish linen with pretty floral and figured patterns scattered over the satiny background, with handsome borders to match. They are twenty-two inches square.

\$1.25 Table Damask, Special 89c Yard

—A pure Irish table linen—half bleached. This is an extra heavy weight linen and comes in over ten different patterns in floral and conventional designs. 72 inches wide.

70c Whitby Sheets, Special 59c Each

—This sheet is full bleached—and absolutely free from starchy fillings. It is torn and not cut before hemming, thus insuring its perfect shape after being laundered. Made with a three inch head hem and a one inch foot hem. No seams—no rough spots—smoothly woven. Size 81 by 90 inches.

Whitby pillow cases, size 42x36 inches, each 14c

Whitby pillow cases, size 45x36 inches, each 15c

\$1.75 Bed Spreads, Special, Each \$1.29

—These bed spreads are full size—extra firmly made in crochet patterns with hemmed or fringed ends—Marseilles designs.

18c Fine Flannelette 12 1-2c Yard

—We offer a special good lot of fancy flannelette with borders and without. In pretty designs and a variety of colors. We invite you especially to see this line of dress and wrapper materials, as they are unusually attractive.

A Kimono Crepe at 12 1-2c Yard

—A large collection of kimono crepe of the best styles—in attractive patterns—small figures, flowered butterfly designs—in navy blue, light blue, pink, tan, red, lavender, gray and many other color effects.

—Second Floor

Many New Waists at \$3.75

—Just eight new styles—tailored and fancy waists—of chiffon, messaline, taffeta silk and shadow laces.

—Our waist department is noted for its display of new fashions—styles that are no sooner brought out by the foremost designers than they are reproduced for this store—hence you can always feel assured of securing the very latest blouse fashions.

—The waists in this sale come in gray, taupe, Copenhagen and white, also hairline stripes in black, navy, brown and gray and Copenhagen.

—First Floor



This New Suit Is Undoubtedly of Particular Importance at \$30.00

The Regular Price Was \$42.50
Of Fine Chiffon Broadcloth, Sponged
and Shrunk

—Perfect satisfaction is spelled in these new suits. The materials are of the best—the tailoring is perfect, likewise the fit—the styles are uncommon, as you will at once notice upon inspection.

—The broadcloth is of the best chiffon variety, sponged and shrunk.

—In addition to these we are showing some cheviot suits of exceptional merit.

—These suits are strictly man tailored in navy, taupe, ruby and brown.

—The jackets are modeled in thirty-two and thirty-four-inch lengths and lined throughout with a fine quality Peau de Cygne. Made with a straight cut-away front. Trimmed with self-cord and fancy buttons.

—The skirts show the new straight gored styles.

—Third Floor

Messaline Silk Petticoats \$1.75

—Of extra quality all silk messaline with fancy knife pleated and tucked ruffles. In black, navy, brown, gray, taupe, lavender, light blue, pink, Nile, Copenhagen and a large variety of changeable effects.

—Third Floor