

At the Flash of the
GREEN LIGHT

—Whenever you see the flash of the green light you know at once that it signals a special sale. It indicates at all times an unusual, advantageous and economical offering.

—It directs the attention of our patrons to important sales, often not advertised.

—It is your guide to the many special events constantly occurring throughout the store.

—In every instance it blazes the way to practical, substantial economy.

Charmeuse Coat \$35.00

—For evening and afternoon wear. Made of a fine soft charmeuse in black, white, champagne, light blue and pink.

—These coats are all copies of the newest imported models. Lined throughout with peau de cygne. Trimmings of hand-made ornaments, cords and fancy buttons. Fashioned in the three-quarter length that effects a slightly pulled-in effect around the bottom, giving that dashing chic air so much sought for in the new wraps.

Dainty Lingerie Waists \$2.75

—In this sale are 10 distinctively different new Spring models, each one fashioned of the very best material, every seam and stitch neatly taken. There are high necks and low neck styles, long and short sleeves.

—Made of a fine white lawn with Valenciennes lace and insertion trimming combined with Austrian hand-embroidery.

"Pam Green" the New Shade in Silks

As selected by Mrs. Woodrow Wilson for afternoon and evening gowns, now shown in our silk department, Second Floor, for the first time.

New Coiffure Helps for You

Switches, Braids, Transformations and Puffs

Selling Regularly at \$8.95

Special \$4.45

—There's something very satisfactory in knowing that your hair is attractively arranged. And there are women here who know about such things to help you. The late styles are well represented, too, in this showing and all marked for a special sale event, which will continue through Saturday.

\$8.95 German Hair Transformations, Special \$4.45

Long enough to go around the head.

\$8.95 German Hair Switches, 26 inches, Special \$4.45

\$7.00 Cluster Puffs of Fine French Hair, \$4.45

\$7.45 Coronet Braids, 32 inches long, \$4.45

Of German wavy hair

Hair Rolls, Hair Nets, Bangs, Curls Specially Priced



Friday and Saturday Shoe Sale

For Boys

—Satin calf blucher lace shoes, full round toes with tips.

Sizes 1 to 5½, Special \$1.99

Sizes 10 to 13½, Special \$1.49

For Misses

—Dongola button shoes with patent leather tips, plump soles, comfort last.

Sizes 2½ to 6, Special \$2.00

Sizes 11½ to 2, Special \$1.50

For Women

—Patent calf boots with dull kid or cloth tops. Also gunmetal calf button boots with dull kid tops. Cuban heel or common-sense heels.

All Sizes, Special \$2.39

Picture Framing by Experts—Lowest Prices in the City—Newest Mouldings

—Sixth Floor.

EVERY BOOK THAT'S
FIT TO READ

French and German Books
Portland's Largest Book Store

Exclusive Portland Agents
For The Famous
**INNOVATION TRUNKS
AND ACCESSORIES**

No Restaurant
No Groceries
No Bakery
No Meat Market

Lipman Wolfe & Co.
"Merchandise of Merit Only"

No Tea Room
No Pots and Pans
No Men's Clothing
No Liquors

Domestic Sewing Machines
The Best Machines Made
at This Store Only
\$1.00 Down—\$1.00 Week

Hoover Suction Sweepers
Combined Carpet Sweeper
and Vacuum Cleaner
\$5.00 Down—\$5.00 Month

Demi Blond

Now on Exhibition and Sale

—DEMI BLOND COMBS AND PINS—Novel and entirely new. Fashionable and becoming. Artistic to a degree. The latest triumph in the creation of novelty hair ornaments. They gratify a long-felt want.

—Because Demi Blond resembles real tortoise shell so closely that even an expert cannot detect the difference; has the same beauty of coloring—the same exquisite designs and shapes—and because it is **PRACTICALLY UNBREAKABLE**.

—Women have discontinued the use of real tortoise shell only by reason of its extreme frailty.

—Demi Blond supplies every requirement of real tortoise shell.

—We predict for these new combs and pins instant favor and a fashion that will endure.

—HERE, OF COURSE, in greatest assortment, and in many styles **EXCLUSIVE** with this store, and **NOT TO BE FOUND** elsewhere.

Priced From 25¢ Up.

—Motion Section



Braided Novelty Suits \$27.50

Exactly as Illustrated

One-Piece Dresses of Fine Serge \$20

Exactly as Illustrated

Showing the Latest Ideas of Dame Fashion

—THE SUITS are made of an extra quality hard-twisted English serge in navy, brown, Copenhagen and tan.

—The jackets you will notice are elaborately braided and embroidered on the reverses and extending across the back, also on the sleeves. Twenty-seven inches long and one button cutaway front. The skirts are cut in a gored model and embroidered and braided to match the jackets.

—THE DRESSES are made on the one-piece style in sizes for women and women of small stature. Of a fine French serge in navy and brown and hairline effects. Some of these dresses are braid trimmed, others have embroidered collars and cuffs, while others again are made with lace yokes and handsome Bulgarian trimmings.

—Third Floor.

Victor
and Columbia
Talking Machines
\$1.00 Down
\$1. Week



Gas Light Specials
\$1.25 Welsbach Lights

Special 55c

—This light comes complete with full brass inverted burner and new globe attachment. It is fitted with high grade Welsbach mantle and all frosted fancy with fancy white ribbed shade in tulip shape.

\$2.25 Welsbach Lights

Special \$1.15

—Complete upright light with full brass guaranteed burner, having new air vent improvement. Imported chimney fitted with Welsbach Tungsten mantle and 10-inch white dome shade.

Gas Globes, Special 10¢

—Inverted gas globes in full or half-frosted style.

Upright Globes 12¢

—Upright pure white "Q" gas globes with air vents.

Fancy Globes 17¢

—Fancy inverted gas globes in full ground-ribbed style.

—Silk electric cords in all lengths, fitted with plug and socket attachment. —Basement.

Quality Rubber Goods
Specially Reduced
For Friday-Saturday

\$1.50 Fountain Syringe 98¢

—Of best maroon rubber, extra quality fitting.

\$1.50 WATER BOTTLE, 98¢

—Two-quart size. Of red rubber, guaranteed for 1 year.

\$1.75 WATER BOT., \$1.50

—Of best Para rubber, guaranteed. "Nevarip" style.

\$1.25 COMBINATION, 89¢

—Combination syringe and water bottle. Extra large fitting.

\$2 WATER BOTTLE, \$1.75

—Two-quart, red rubber, guaranteed water bottle, moulded style.

\$2.50 WATER BOT., \$1.95

—A two-quart guaranteed 2-year Winner water bottle.

35¢ RUBBER CHIN SUP-

PORTERS, 25¢

\$1.50 Sanitary Pans, 98¢

—Sanitary douche pans with rapid flow tubing and three hard rubber pipes.

65¢ Rubber Bath Caps, 40¢

75¢ Rubber Gloves, 48¢

—Best red rubber household gloves.

\$1.00 Rubber Shampoo

Aprons, 69¢

\$1.50 Rubber Gloves, 98¢

—Guaranteed gloves, Miller make.

Cut Rate Drugs

LOWEST IN THE CITY

10c Borax..... 7¢

25c Witch Hazel..... 16¢

25c Rose Water..... 16¢

25c Cascara Aromatic..... 16¢

25c Paregoric..... 16¢

10c Epsom Salts..... 5¢

10c Soda..... 5¢

Arrived—More New Collars for Men

Special for a Box of Six

Friday 50c



—The popularity of our collar sale gains with each shipment we place on sale.

—The reason is plain.

—The collars are all new spring styles. Made four-ply and hand-turned edges

—reinforced in such a manner as to make them durable.

—Your choice of nine different styles.

—All sizes.

—Made from the best quality materials.

On Sale First Floor, Washington-street Entrance

A Special Offer in Men's Sweaters for Friday and Saturday

\$5.00 Each

—An extremely fine sweater, perfectly tailored. Made with roll collar and two side pockets. The weight of these sweaters and the soft texture of the wool make them particularly desirable for general outing wear. In gray, cardinal, maroon and white.

Men's Lisle Thread Hose, Special 35c Pair, or 3 for \$1.00

—Fine quality lisle hose, reinforced in the heel and toes and with double soles. Shown in medium weight for spring. In black, gray, tan and navy.—First Floor. Washington Street Entrance.

Suiting Linens

—All indications point to Linens as the costume cloth for spring and summer. Never before has the demand so far exceeded the supply in the wholesale market on any article as is the case in the linen market. This means a scarcity of linen when the season is open. Therefore it is well to supply your needs now and here where assortments are greatest and prices lowest.

IRISH RAMIE LINEN SPECIAL 40¢ YARD

—Of absolutely pure Irish flax firmly woven, 36 inches wide. In pink, Alice blue, lavender, navy, light blue, champagne and tan.

SMOOTH SURFACE FRENCH LINENS, SPECIAL 60¢ YD.

—45 inches wide. A beautiful medium weight pure linen material in a smooth surface weave. In light blue, tan, apricot, delft, champagne, Copenhagen blue and pink.

FRENCH RAMIE LINEN, SPECIAL 60¢ YARD

—A pure linen of prominent Ramie weave, popular weight. In goblin blue, pink, light blue, lavender, russet, Alice blue—45 inches wide.

LINEN RATINE, SPECIAL 85¢ YARD

—This material is also called "crepe linen," owing to the crepe-like weave. It is entirely new, most attractive and bound to make a hit. Among the leading colors are russet, lavender, snuff and white—45 inches wide.

"TUSSOR" MOTOR LINEN, SPECIAL \$1.25

—54 inches wide. This is a new and beautifully constructed cloth in a poplin weave, medium weight, natural color only.

HERRINGBONE LINEN, SPECIAL 60¢ YARD

—36 inches wide. This nice appearing cloth made of pure flax gets its name from the peculiar style of weave. In medium weight, natural color only.

HAND WOVEN RUSSIAN LINEN, SPECIAL \$1.00 YARD

—This beautifully finished pure linen cloth is made in a hand loom. The yarn is clean and specially selected, producing the lustre natural to fine linens. Medium weight, 48 inches wide. Natural color only.



"Two-in-One"

House Dresses

Selling at \$1.75 and \$2.00

Special \$1.25

—This practical garment can be worn as a house dress or as a kimono. At the waist is a belt which can be adjusted to any size.

—Made in percales, chambray and gingham. In plain colors, stripes and figures.

—High neck and turn down collar or Dutch neck and V shape necks with sailor collar effects. Medium and dark colors.

—Sizes 34 to 44.

\$1.75 House Dresses

Special \$1.35

—Of plain blue or lavender chambray or percale in lavender, blue or black and white stripe effect.

—One style has sailor collar of checked gingham to match the plain material, turnback cuffs and plain skirt with panel back.

—The other style comes in side button effect, also with sailor collar. Piping around the armholes and waist. Trimmed with loops and buttons.

New Bulgarian Velour Ribbons, \$2.75 Yd.

—In combination colors such as coque la rouge, Kanor, coquelicot, emerald, Orient, taupe, gold—these ribbons add a most striking and effective touch of beauty to the new spring gown, a collar, on the cuffs, a wee vest or a fancy girdle.

—No matter how these ribbons are handled, crosswise, bias or lengthwise, the pattern is retained. They are eight inches wide.

Velvet Ribbons, All Shades, Special 33¢ Yard.

Velvet Ribbons All Shades, 33¢ a Yard

2½ Inches Wide.