

1850. 63rd Anniversary 1913

Lipman Wolfe & Co
"Merchandise of Merit Only"

EDITORIAL

—With the opening of our Anniversary Sale we strike the progressive note in business. We make our bid for patronage fairly and squarely on the merits of the merchandise. We safeguard our prestige by the most rigid examination of all merchandise as to quality and price before it enters our daily advertisement.

—Yesterday morning over two hundred and fifty people awaited the opening of the store. Chairs were placed in all our entrances for the convenience of these early patrons.

—Today again we had the same eager throng.
—During this Anniversary Sale we shall present numerous sales equally as important as those already launched, that will demand your presence at our store early and often.

All Purchases Made Wednesday
Will Be Charged on Your June 1st Bill

Rare Saving Opportunities Await You In This Anniversary Sale of House Dresses

**\$1.65 House Dresses
Anniversary Sale \$1.15**

—These dresses are made of blue and white and black and white check percale. Have square neck and large sailor collar forming revers. The front is trimmed with fancy plaid border and also trimmed on the skirt to match. Sizes 34 to 44.

**\$2.00 House Dresses
Anniversary Sale \$1.13**

—Of fancy pin striped percale. Have small sailor collar and V-shape neck; side button, trimmed with plain colored chambray.

—Another model is made of plain colored chambray with large sailor collar of checked gingham. Elbow set-in sleeves and turned-back cuffs of checked gingham. In lavender, white, black and plain blue.

**\$1.75 and \$1.50 House
Dresses, Anniversary 98c**

—Of black and white checked flannelette with high neck and collar. Trimmed with plain black bands and buttons. Have long sleeves.

—At this same price is another house dress of figured percale in navy, cadet, black and fancy stripes. Has sailor collar trimmed with banding and short sleeves. Skirt has inverted back pleat. Also light blue percale dresses with square cut neck and bias banding trimmed.

—Sizes 34 to 44. —Fourth Floor

Linen Handkerchiefs

Anniversary Sale 4 for 25c
—Linen initialed handkerchiefs for school use. All initials.

Special, 5c Each
—Plain linen hemstitched handkerchiefs for children.

Regular 17c and 25c
Special Price, 12½c Each
—Hand and machine embroidered linen hemstitched handkerchiefs.

Regular 50c Handkerchiefs
Sale Price, 25c
—Hand embroidered on firm, sheer linen of Irish manufacture.

Regular 35c Handkerchiefs
Sale Price, 25c Each
—Armenian lace edged handkerchiefs. Initialed.

Black and White Check Woolen Materials for One and Two-Piece Suits

—Always distinctive—always popular—and always fashionable—can be said of few materials, but black and white checks and plaids deserve and fulfill all three statements, especially for the much-worn one-piece dress and Spring suitings. We are showing a full assortment in different weights and widths and varying prices.

At 50c a Yard

—Excellent quality black and white check material 36 inches wide. Suitable for one-piece dresses or early Spring suits.

At 85c a Yard

—Fine black and white checks, 44 inches wide. Unusually well suited to one-piece dresses and suits.

At \$1.50 a Yard

—An all-wool black and white check, 50 inches wide. Ideal suit or dress material.

At \$2.25 a Yard

—All-wool black and white checked material, 50 inches wide. Exquisitely soft and adaptable. —Second Floor

Let the Boys Celebrate Straw Hat Day With a New Straw Hat

For Boys From 2 to 16 Years old

Prices, 65c, \$1.00, \$1.35, \$2.00, \$2.50 to \$7.00

—We make a specialty of straw hats for boys of these ages. They are here of fine Milan braids in all the new sailor shapes, with wide and narrow brimmed, high and medium crowns. In black, white, burnt and navy.

—Rah Rah Hats with colored brims and white crowns, or plain white and fancy combinations of straw.

—Tyrolean shapes, with high crowns, in black and white.

—New imported English straw hats, the regulation middie styles, with wide silk bands.

—College shapes for the older boys in white, with black or fancy bands. —Fourth Floor

For the Particular Tailored Woman or Junior Girl These \$5.00 Wash Silk Shirts Make an Especial Appeal at

Anniversary Sale Price \$3.48

—The always-wanted and seldom-to-be-had correctly tailored silk shirt for women is offered you in this assortment—an assortment of the smartest, most perfectly tailored silk shirts it is possible to secure.

—Every one is made from the best quality of wash silks that have proven their worth, and made in a style that is correct, becoming and serviceable. Some have the detachable crushed collar and others show the attached new Robespierre collar and soft turned-back French cuffs.

—For golfing, riding, driving; in fact, for all outdoor sports and wear no waist is so serviceable as this particular style.

—In an assortment of plain and fancy stripes such as navy, black, blues, tans and white. —Third Floor



Anniversary Sale of Fine Grade German Hair Switches

| Switches | Switches | Switches |
|--|---|---|
| \$4.95 Regular Price \$1.45 Anniversary Price | \$7.00 Regular Price \$3.25 Anniversary Price | \$9 and \$10 Regular Prices \$4.95 Anniversary Price |
| —These are 24-inch switches, made of German wavy hair. Our showing comprises 500 switches, in all shades. You are sure to find the switch that matches in so large a collection. | —26 and 28-inch switches, of especially selected German wavy hair. All shades. Positively the best switch to be obtained anywhere for so small a price. A large selection for choice. | —28 and 30-inch switches, made of natural wavy German hair. Anyshade. An unprecedented opportunity to obtain a genuinely good switch at a very low cost. Never excelled, seldom equaled. —Mezzanine Floor |

A Sale of Suits "by Request" Our Regular \$32.50 to \$38.50 Suits Wednesday \$25.00

—The response to our anniversary announcement of the sale of suits so far exceeded our expectations that many women were necessarily disappointed in not securing one of the sale garments.

—We wish to assure our patrons that the supply would ordinarily have been double what was necessary in any regular sale. By 10 o'clock almost half the suits were sold, a record never before attained for the same number of sales in this or any other store in Portland.

—To give an opportunity to those women who were unable to share in our opening sales we place on sale for Wednesday suits of equal worth.

—These suits sell regularly up to \$38.50, and are made of fine imported serges, worsteds and fancy whipcords.

—Suits in black, navy blue, brown, gray and taupe.

—Some are in the straight front style, others cutaway, and, again, many are fancy trimmed. Cut in the popular 26 to 28-inch lengths. Every jacket is lined with fine quality silk. The skirts are cut in the newest straight gored models. —Third Floor



Anniversary Sale Housefurnishings Domestic Rugs in Oriental Patterns and Colorings

—If you are thinking of rug-shopping why not visit our fifth floor, where we are showing a complete line of rugs —from the silkiest Oriental to the moderate priced but durable tapestry, and all at Anniversary Sale prices? This signifies greatest economy. All the standard makes, a large variety of Oriental and conventional patterns in Tapestry, Axminster and Wiltons. You will find

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| \$18.50 Tapestry Brussels Rugs, 9x12, at | \$13.50 |
| \$25.00 Axminster Brussels Rugs, 9x12, at | \$18.00 |
| \$30.00 Axminster Brussels Rugs, 9x12, at | \$22.50 |
| \$33.00 Axminster Brussels Rugs, 9x12, at | \$25.95 |
| \$33.00 Body Brussels Rugs, 9x12, at | \$26.50 |
| \$35.00 Body Brussels Rugs, 9x12, at | \$28.50 |
| \$45.00 Standard Wilton Rugs, 9x12, at | \$39.00 |

Net and Scrim Curtains

—For our Anniversary Sale we are offering net and scrim curtains in a variety of styles and patterns, in edges and insertions, in white, cream and Arabian colors, 40 to 50 inches wide, at the following greatly reduced prices:

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| \$3.00 to \$3.50 Curtains, sale price, | \$2.23 |
| \$4.00 to \$4.50 Curtains, sale price, | \$2.87 |
| \$5.00 to \$5.50 Curtains, sale price, | \$3.87 |
| \$6.00 to \$6.50 Curtains, sale price, | \$4.43 |
| \$7.00 to \$7.50 Curtains, sale price, | \$5.45 |
| \$8.00 to \$8.50 Curtains, sale price, | \$6.45 |
| \$9.50 to \$10.00 Curtains, sale price, | \$7.65 |
| \$12.50 Curtains, sale price, | \$8.95 |

\$3.50 to \$7 Tapestry Pillow Tops Anniversary Sale Price 98c Each

—One can't possibly have a sufficient supply of handsome pillows about the house, and when such beautiful covers as these are offered for 98c there is no reason for not securing pillow tops for every room in the house. Made of a fine silk tapestry in handsome Oriental and conventional designs and in every color imaginable. Size 24 inches square. —Fifth Floor

Anniversary Sale Framed Pictures

\$2.00 Framed Pictures, Anniversary 95c

—Sepia Platino pictures, size 12x16-inch; framed with 2-inch carbon brown moulding. These pictures are reproductions of old masterpieces. A few of these are "Age of Innocence," "Miss Simplicity" and "The Good Shepherd." A great many are Acrot subjects.

Cupid Pictures, Anniversary Sale 43c

—These pictures are Cupid Asleep and Awake. A genuine carbon, size 6x8 inches, in an oval brown frame 2½ in. wide. —Sixth Floor

An Anniversary Contribution From the W. B. Corset Company.

A Fashionable Broche Model Selling Regularly at \$5.50

Anniversary Sale \$3.50

—There is no corset that can give you better lines than the W. B. Corset, and this special model is of unequalled superiority.

—It is made of a fancy broche, which is not only extremely practical, but a very dainty bit of lingerie.

—This model is extremely long and has a medium low bust; it fits comfortably and shapes fashionably.

—The excellent wearing qualities of this special model are unmatched.

—This model is suitable for medium and slender figures in sizes from 20 to 24. —Fourth Floor



Foot Comfort Is Easily Obtained When You Purchase Your Shoes Here

—It was said of Balzac, the noted French writer, that he dictated the most of his works while parading around a bear rug in his unstockinged feet.

—Genius ofttimes has a queer way of expressing itself. Balzac believed in the necessity of foot comfort, and he went to the extreme in order to obtain it.

—Certain it is that no man or woman can do his or her best work or be at their best socially when hampered with an ill-fitting shoe.

—Comfortable shoes do not necessitate larger sizes, but a shoe whose interior lines conform to the lines of the foot. In every style of shoes in our stock we carry a complete line of sizes. This means that you cannot only secure foot comfort here, but obtain a style in a size that will emphasize the lines of a graceful foot and atone for any slight imperfection.

—For Wednesday we feature two especial models for women which represent the

Latest Fifth Avenue Styles

Pumps at **\$6.50** Pair

—These are most effective models in dress and street pumps of dull calf and patent colt. They have hand-welt soles and Cuban heels. Ornamented with steel cut buckles.

Pumps at **\$5.00** Pair

—Of black castor, patent colt, dull calf and white nubuck, with smartly tailored bows of black grosgrain ribbon. They have receding toes, light welt soles and heels, 1½ and 1¾ inches high. —Basement

Some Charming China Silk Night Gowns That Regularly Sell at \$5.00 Anniversary Sale Price \$3.98



—These attractive garments are simple and dainty and unusually effective, but in spite of their wonderful attractiveness they are both serviceable and practicable.

—They are made of that elegant quality of china silk so much in demand now for lingerie, shown in a pale apple blossom pink and white.

—They are cut in a one-piece kimono style and finished around the neck and sleeves with a dainty cluny beading through which is run colored ribbons.

These silk gowns are the essence of simplicity, of which the accompanying illustration is an exact copy. All sizes. —Fourth Floor

Anniversary Special Sales From The Notion Section

50c Silk Shields, **19c**

—These shields are made of rubber, covered with first quality white silk. Come in sizes 2 and 3 and never sold for less than 50c. Buy all you wish for this sale, only 19c.

35c Peerless Shields, **21c**

—These shields are covered with the finest quality nainsook; stand washing so they can be kept odorless.

No. 2 size 20c Shields, **12c**

No. 3 size 25c Shields, **15c**

No. 4 size 30c Shields, **19c**

No. 5 size 35c Shields, **21c**

18c Hose Supporters, **10c**

—These supporters come in five sizes, black and white, and with the rubber button, which prevents the tearing of the stockings.

50c Shears, Scissors, **21c**

—We place on sale 1000 pairs of shears and scissors, made of fine quality steel in sizes 3½-inch to 8. Many have gilt handles, others with round points, and all are fully guaranteed in every way. For this sale only, 21c. —First Floor