

The Sale of Men's and Boys' Overcoats at 20 Per Cent Off Continues

Will Portland Have a Joyful Christmas? See Lipman, Wolfe's!

Lipman Wolfe & Co.
"Merchandise of Merit Only"

—If providing the community with opportunities to buy wanted, useful, lasting gifts at a fraction of their usual worth will provide a joyful Christmas, then Portland surely will have it. Lipman-Wolfe's are casting holiday merchandising precedents to the winds—so that we may reach a goal set a year ago (in which our employes share)—by cutting prices—from a quarter to a half.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

The "Prosperity Drive" Becomes a "Victory Drive"—See That You Share in Its Fruits!

UPSTAIRS

These Signs Indicate the Location of the Offerings
—for All Parts of the Store Are Participating

DOWNSTAIRS

UPSTAIRS

And for B-A-B-Y—All Our Hand-Made Infants' Dresses **HALF PRICE**

—That speaks for itself—especially if you are familiar with the exquisitely dainty baby things always to be found in our Baby Shop!

—There are long slips with tucks, hand embroidered or tiny yokes, some hemstitched, others trimmed. There are dresses of sheer nainsook, poplin and pique, all hand made and hand embroidered—and many are Paris importations.

—Sizes range from 6 months to 6 years—regular prices from \$2.50 to \$30 are now cut exactly in half!

—Fourth Floor, Lipman, Wolfe & Co.



UPSTAIRS

We Offer Hundreds of Pieces of Fine Jewelry for Gifts At **HALF PRICE**

Featured tomorrow—a collection of 187 Jewelry Pieces—selected from stock and marked at HALF original prices in a momentous offer—without parallel in our Christmas history.

Look At These for Example

—One \$50.00 Platinum Bar Pin set with real pearls and diamonds. Now **half price**.

—One \$43.50 Sterling Silver Brush, Comb and Mirror—handsome set—now **half price**.

—One \$25.00 Solid Gold Match Box, engine turned for the "smoker" at **half price**.

—One \$20.00 Solid Gold Photo Frame, 2 3/4 to 3 3/4 inches. Now at **half price**.

—Six \$12.00 Solid Gold Bracelets, set with genuine diamonds, at **half price**.

—One \$14.00 Ribbon Watch Fob, with solid gold mountings, now at **half price**.

—One \$14.00 Cameo Brooch, gold mounted, of beautiful design, now **half price**.

—One \$4.25 Armlet, green gold finish, snake design, now offered at **half price**.

—Three \$15.00 Solid Gold Locketts, set with small diamonds, are now **half price**.

—One \$26.50 Vanity Case—a sterling silver one—is now to be had at **half price**.

—One \$28.00 Dickens Watch Chain, 14 karat solid gold and handsome—at **half price**.

—One \$30.00 Elk's Charm of solid gold enamelled in colors, with small diamond. At **half price**.

—There are also Coin Purses, Silver Lavalleres, Mesh Bags, Powder Jars, Eyeglass Cases, Gold Pencils, Novelty Bracelets, Cigar Cutters and dozens of other gift like articles—all at Half Price.

—Street Floor, Lipman, Wolfe & Co.

UPSTAIRS

All Coatings, Suitings and Skirtings Now **HALF PRICE**

—Think of that—and there's even time to have new apparel for the holiday festivities if you wish! All the hand-somest woolen and novelty materials of the season at exactly one-half now!

—Second Floor, Lipman, Wolfe & Co.

DOWN STAIRS

All BASEMENT Winter Coatings **HALF PRICE**

—All those splendid coatings that have been offered at such moderate prices downstairs—now exactly half! Included are:

—52-inch extra heavy Granite Coating—all wool, good weight, in attractive colors—regularly \$4.00—now half price!

—56-inch Winter Coatings in the very best colors—regularly \$2.98—now half price!

—56-inch Tweed Suitings in excellent colors and combinations. Regularly \$2.75—now half price!

—Economy Basement, Lipman, Wolfe & Co.

DOWNSTAIRS



20% Off All Boys' Overcoats, Mackinaws

Basement FRIDAY

Overcoats

Sizes 3 to 9... **\$5.20**

\$7.15 Sizes 12 to 18

—The 20% reduction brings overcoats and mackinaws down to these two low figures—right at the beginning of overcoat weather!

—There's only a limited quantity of overcoats for the older boys, so early shopping is desirable if you want one! These are in better, balmacan styles in new mixtures and plaids. —Those for the little fellows are in full belted styles, with military collars, full lined.

Mackinaws

Sizes 6 to 10... **\$5.20**

\$6.80 Sizes 12 to 18

—These are the famous Oregon City Woolen Mills Mackinaws—made of splendid, heavy weight fabric, in double-breasted style with shawl collar and deep pockets. Smart plaids, greys, green, maroon and some plain colors.

Boys' Ruffneck Sweaters **\$1.75**

—A wonderful reduction on these warm wool mixed sweaters that are so comfortable for out of door and school wear!

And These Specials
—Boys' Toggles at 25c, 35c, 50c.

—Boys' Jersey Sweaters, **\$1.50—\$1.75.**

—Boys' New Neckwear at 35c and 50c.

—Economy Basement, Lipman, Wolfe & Co.

UPSTAIRS

Finest Coats, Suits and Dresses **HALF PRICE**

Get in on this. Buying has been so active it is needless to say very much about this sale! Many of our handsome Pellard suits and coats—dresses of serge, silk and velveteen—priced originally from \$40 to \$225—now at just one half!

—Third Floor, Lipman, Wolfe & Co.

UPSTAIRS

SALE of Fine TRIMMED HATS AT \$4—FRIDAY

WORTH DOUBLE AND MORE



—Hats taken from far, far higher priced groups and repriced for quick disposal at \$4! There are large dress hats, small close-fitting toques and many "in-between" sizes that are always popular. An excellent opportunity to have a new holiday hat for only four dollars!

—Third Floor, Lipman, Wolfe & Co.

DOWNSTAIRS

Every GARMENT on the BASEMENT Racks **HALF PRICE!**

For Unadulterated Value Giving This Is The Most Momentous Offer on Friday

—When you stop to consider that you can buy smart silk and serge dresses for \$6.75, \$7.50 up to \$12.50, and

—Jersey and velveteen dresses for as little as \$10 or \$12—and

—Wool serge and poplin suits for \$12.50 or \$13.75 or \$15—and

—Wool velour coats for as little as \$12.50, \$13 up to \$17.50—

—you begin to appreciate what this half price sale means in the Economy Basement! Why prices are lower than they have ever been!

—Economy Basement, Lipman, Wolfe & Co.



UPSTAIRS

M-E-N Are flocking To This Great \$5 Silk Shirt Sale

Shirts Worth 1-3 to 1-2 More

—And no wonder they're coming—the values are such amazing ones! Think of choosing from these handsome new silk shirts at Christmas time for so little at \$5!

There are patterns to please all tastes—from the ultra conservative to the lover of the new and extreme! Shirts that show the careful workmanship and finish of highest priced garments at \$5!

—Main Floor, Just Inside Washington St. Entrance.

DOWNSTAIRS

Men's Sweaters Special **\$2.45**

—Grey and dark Oxford sweaters in V-neck style with two pockets. Ideal gifts—they're so practical!

Men's Good Shirts Special **\$1.65**

—Madras and percale shirts with soft cuffs. In a large variety of color stripe combinations.

Men's Splendid Bath Robes **\$4.95**

—Exceptionally good robes in very attractive patterns. A gift suggestion that is sure to please.

—Economy Basement, Lipman, Wolfe & Co.

DOWN STAIRS

Hundreds of Trimmed HATS Reduced—**\$1.95**

—Clever hats reduced to this unusually small amount for quick holiday disposal! There are hats with brims in straight and soft, drooping styles, some close fitting draped hats—black hats and colored hats—excellent styles—now \$1.95.

—Economy Basement, Lipman, Wolfe & Co.

DOWNSTAIRS

All Girls' COATS Reduced

2 to 6 Years **\$3.95—\$4.95—\$5.95**

8 to 12 Years **\$7.95, \$9.95, \$12.95**

—In this splendid lot are pretty corduroy, cloth and plush coats in a splendid range of styles and colors—some with self trimming, others with fancy touches—all attractive!

—Economy Basement, Lipman, Wolfe & Co.

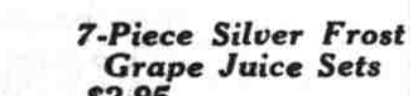


SIXTH FLOOR GIFTS

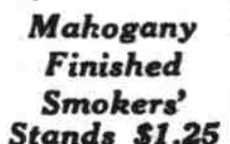
—Table after table filled with the most artistic, most pleasing gifts that will be assured of a warm welcome on Christmas morning—and offered at such attractive prices as to make their giving doubly pleasing. We can give but a faint idea of the hundreds that await you.



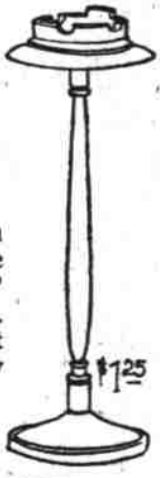
Mayonnaise Sets \$2.45
—Heavy cut glass sets in new floral design, beautifully cut. Used for whipped cream, too.



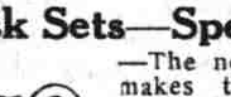
7-Piece Silver Frost Grape Juice Sets \$2.95
The thinnest and daintiest sets for serving grape and other fruit juices—daintily hand engraved.



Mahogany Finished Smokers' Stands \$1.25
—Combination ash trays make these smokers' stands complete. The kind of gift a man would buy himself!



5 Piece Desk Sets—Special \$4.95
—The new "Vogue" design makes these such artistic gifts, and they're in rose, blue or gold to match various color schemes.



Bronze Book Ends With Portraits \$3.50
—Portraits of Emerson, Shakespeare and other authors make these book ends appeal warmly to booklovers.



Hand Engraved Sugar and Cream Sets \$1.00
—Exquisitely dainty sets—silver frost hand engraved design that appeals to all lovers of artistic table service. Very moderately priced at \$1.

Cut Glass Vases \$2.95
—Handsome, heavy vases that are 10 inches high and cut in new floral patterns.

And in addition there are many gifts of imported Artware—bronze, marble, glass, pottery, etc., now to be had at a saving of 60 per cent.

—Sixth Floor, Lipman, Wolfe & Co.

UPSTAIRS

SILKS

1-3 OFF

—Our very finest plain colored Silks, Satins, Duvetyne, Brocade Charmeuse, Crepe Meteor and Chiffon Velvet—in the most beautiful and wanted colors—regularly \$2.25 to \$10 a yard—now less one third!

1/4 OFF

—Imported Velveteen, of guaranteed dye, 36 and 44 inches wide—a wonderful opportunity for new frocks and suits and holiday coats! And all the newest colors included!

SPECIAL

—Imported French Tafeta and Grosgrain—all 40 inches wide, in light and dark colorings—reduced to \$2.90 yard.
—36-inch black Satin Charmeuse and some colors—reduced to \$1.55 yd.
—32-inch Satin Stripe Crepe de Chine in 20 shades—reduced to \$1.65.
—22 and 36-inch Satin and plain stripe Tub Silks—reduced to \$1.25.
—Second Floor, Lipman, Wolfe & Co.