

WE RESERVE THE RIGHT TO LIMIT QUANTITIES IN THE JANUARY ECONOMY SALES

For Friday a Page of Extraordinary Economies

THE campaign is on! It was inaugurated by the Department of Justice at Washington. And the store that usually DOES THINGS soon fell in line in each large city. This matter of assisting to bring down the prices is one that requires something more than mere conversation. Our co-operation with the Department of Justice means SELLING MERCHANDISE AT LESS THAN TODAY'S WHOLESALE PRICES.

Never in the History of This Business

have we in any one sale announced so many special offerings which were so extremely underpriced, even to the extent of being under, and very much less than the prevailing wholesale prices.



Sketched From Garments in the Sale.

700 Women's Petticoats Underpriced Most Extraordinary Values of the Year

\$1.00 \$1.45 \$1.95

A SALE of 700 Petticoats, featuring cotton taffeta, fine twill, 5th avenue taffeta and heatherbloom. For women and misses—also "outsizes." With pleated and tucked ruffles and flounces; and accordion pleated flounces. In all the best shades. It is a Truly Remarkable Sale!

Extra Size Petticoats \$2.25, \$2.45, \$2.95 and \$3.95

At \$1.00—Of cotton taffeta in black, green, purple and taupe. Fancy stripes and dots. Full pleated and tucked ruffles. Unusual!

At \$1.45—Of fancy, soft finished cotton taffetas in pretty dotted or figured patterns. Black or navy. Pin tucks and accordion pleated ruffles or flounces.

At \$1.95—Of fine twill, cotton and Fifth Avenue taffetas, in mottled or plain designs. All the new shades. Other styles special at \$2.45, \$2.95.

Bloomer-Shirts
—Sateen Bloomer Skirts, splendid garments. Elastic at waist and ankle, with accordion pleated flounces.
—Black, gray, sand and "copen," \$1.95 and \$2.25.

Fourth Floor, Lipman, Wolfe & Co.

1200 Pairs Women's Finest Gloves

Broken Lines of World Famed Makes

Broken lines of fine Gloves—embracing such celebrated makes as KLOPOT and ELITE suedes; WASH RITE MOCHAS (sub-standards), BACMO & CONAY—WASHABLE GLACE LAMBSKIN Gloves and IMPORTED OVERSEAM LAMBSKIN

—A sale of Gloves that should be the source of YOUR ENTIRE SUPPLY OF GLOVES—FOR A YEAR IN ADVANCE!

COME—COME EARLY!
Street Floor, Lipman, Wolfe & Co.

\$1.69



Shoes in the Great Sale

THE extraordinary sale of Footwear launched on such a gigantic scale is getting still bigger—the inevitable result of such drastic price reductions. Included in the sale, and contributing greatly to its remarkableness, is

Our Entire Stock of the Famed "Red Cross Shoes"

—Famed for style and comfort. Every pair of high Shoes of this celebrated grade is selling at one of the below prices:

\$12.85
All Brown Kid Boots, Brown Kid Combinations, All Black Kid Boots

—With high leather Louis heels. Also walking Shoes with military, light and medium welt soles. All up to the minute in style, and perfectly fitting. Widths, AAA to D. Sizes 1 to 9.

Second Floor, Lipman, Wolfe & Co.

\$10.65
Brown Kid, Cloth Topped All Black and Brown Calf Shoes

—With low, broad heels and heavy soles. Exceptional shoe values. AAA to D. Sizes 1½ to 9.

\$7.45
All Our Staple "Red Cross" Shoes "Made for Comfort"

—Made "for comfort," on comfortable lines, on heavy welt soles that bend with the foot. Low, flat heels. Also medium combination lasts that are especially designed to fit "hard-to-fit" feet.
—Widths, AAA to E. Sizes 1½ to 9.

Lipman Wolfe & Co "Merchandise of Merit Only"

RUGS

Every Rug in Our Entire Stock Reduced

(Klearflax Linen Rugs Alone Excepted)

Beautiful Wilton Rugs

—Qualities vary from the standard, long wearing, good looking kind to the exquisitely soft, deep-piled and beautifully patterned.

Sizes From 36x63 to 9x12
Prices From

\$14.95 to \$137.50

—The saving on every individual rug is decidedly worth while.

Extra—Wiltons of Standard Quality—Greatly Reduced
Size 9x12
\$87.50

—In beautiful Oriental and conventional designs. Color combinations that recommend them for living and dining rooms.

Axminster Rugs

Size 8:3x10:6 \$37.45
Size 9 x12 \$38.45

—Small all-over patterns—Oriental and conventional in design.

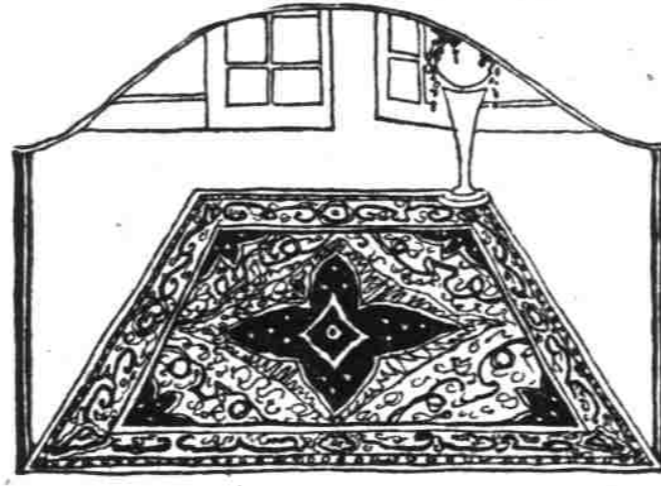
Tapestry Brussels Rugs

Seamless, Sizes 6x9 to 9x12
Priced, \$14.95 to \$36.75

Wool and Art Fiber Rugs

Sizes 7:6x9 to 9x12
Priced, \$13.45 to \$16.45

—Fifth Floor, Lipman, Wolfe & Co.



EXTRA 1250 Yards of Genuine Imported Pongee

FRIDAY, while the lot on hand lasts, at a price that would have been "Special Value" two years ago—1250 yards of genuine imported pongee in the 33-inch width. —Extra quality for women and children's wear.

—Second Floor

Price
\$1.49
Yard

MEN!

The most astounding sale of its kind that we have ever held, embracing
10,000 Pairs of Sox

ANOTHER instance in support of our claim that merchandise is being sold here for less than wholesale.

—Every pair of the immense quantity which goes on sale tomorrow has been taken from our regular stocks and sharply reduced for the occasion.

—It is a value-giving event without precedent—one that means a saving of thousands of dollars to the men of Portland.

—We advise you to be on hand early and to select these wonderful sox in quantities—YOUR SAVINGS WILL BE THE GREATER!



25c

Broken Lines Wool Mixed Sox

—Reinforced—that sold for twice and three times as much! Black and natural. Good medium weight. None to dealers.

25c

Fine Cotton Lisle Sox

—First and second qualities. Double heels and toes. All colors. Some are the famed Onyx make. 6 for \$1.40, \$2.75 dozen.

35c

Fine Silk Lisle Sox

—Nearly all colors. All sizes. Serviceable—comfortable. Considerably below wholesale cost. 3 for \$1.00.

59c

Silk and Silk Finish

—Black, cordovan and gray and combinations. Second qualities. Lisle tops and feet. Reinforced. A wonderful buy! 6 for \$3.35.

75c

Sox of Wonderful Qualities

—Wonderful silk finish Sox in two-tone combinations.
—Wonderful silk lace Sox in all the wanted colors. "Firsts." 3 for \$2.

\$1.00

For Our Famed Silk Service

—Double heels and toes, reinforced feet. All sizes. FIRST QUALITY. Nearly all colors. Less than wholesale! 6 for \$5.50.

—Men's Shop, Just Inside Washington Street Entrance.

Lamps

—From our great purchase of the entire stock of the

J. C. English Co., City

which concern is discontinuing this branch of their business in order to concentrate on other lines.

—Our acquisition of the entire English stock was a feat of which we are justly proud.

—The J. C. English Co. had a magnificent stock of lamps and shades that would have been a credit to any collection in America.

—Our pricing of this purchase enables you to buy these beautiful specimens of the lamp and shade maker's art

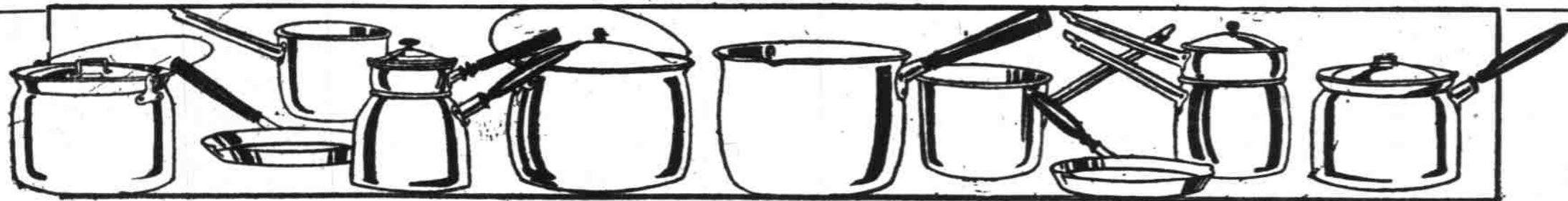
At Savings as High as 50%

—and into this sale we have included our own superb stock of lamps and shades at

Savings Ranging
from 10 to 50%

—It's an unusual opportunity for everyone to live up their living room—the office—the salesroom.

—Sixth Floor, Lipman, Wolfe & Co.



1200 Pieces of Fine Aluminum in a Sale

PORTLAND housekeepers have been awaiting just such a sale of aluminum as this. And we have been awaiting the psychological moment to announce it. These four remarkable sale collections embody a re-grouping of our entire stock of such numbers as we have not complete lines.

At 85c

Stamped Fry Pans
2 qt. straight pans
2 qt. lip sauce pans
3 qt. lip sauce pans
3 qt. preserving kettles
3 qt. pudding pans

At \$1.69

2 qt. double boilers
1 qt. double boilers
Cast fry pans
8 qt. lip saucepans
Vegetable kettles with covers

At \$1.15

5 qt. covered sauce pans
Oven pans
8 cup percolators
Omelette pans
4 qt. straight kettles
4 qt. straight pans
6 qt. preserving kettles

At \$1.98

12 qt. preserving kettles
5 qt. combination kettles

3 qt. straight kettles
3 qt. straight pans
4 qt. lip sauce pans
4 qt. preserving kettles

—Household Efficiency Section,
Eighth Floor,
Lipman, Wolfe & Co.