

PORTLAND, OREGON, SUNDAY MORNING, FEBRUARY 8, 1920.

LIPMAN, WOLFE CONFECTIONS—THE INCOMPARABLE VALENTINE

Valentines 5c to 25c

—The latest conceits in valentines are here, dainty and colorful, expressing sentiment or humor as you prefer.
—Also Dennison's Valentine party decorations.
—Street Floor, Lipman, Wolfe & Co.

Lipman Wolfe & Co.

"Merchandise of Merit Only"

A New Coiffure

—Your pleasure in the new spring hat will be greatly enhanced by a new coiffure, achieved with infinitely better success after a **permanent wave**.
—**Permanent waving** done here by trained exponents of the best hair-waving methods.
—Beauty Parlors, Balcony, Lipman, Wolfe & Co.

AN EXCELLENT SHOWING OF TAILLEURS, SPECIAL AT \$75



Sketched.
Shiny! Tiny! Chic!

Radiant New Hats

In a Specially Arranged Showing of Exclusive Goldlor Models for Spring

TWO new words—CELLOPHANE and GALOLITHE—are on the tip of every millinery artist-designer's tongue this season, and they refer to two new straws.

CELLOPHANE

Is a glittering shiny straw, which, for all its seeming brittleness, is capable of being wrought into innumerable effects, most notable among the achievements of this versatile straw being that of simulating woven jet beads, forming a dazzling turban of the "siren" type. Loops, ribbons and woven strands of Cellophane add piquancy to almost every new hat.

GALOLITHE

Is a fabric like glazed straw; wonderfully effective, used alone or combined with other straw or fabric.
—Glaze straws and braids are the vogue; everything glistens as though freshly shellacked. Even fruits and flowers have a varnished look.
—Glazed lisere, silk straw and satin and combinations are other features, and there are exquisite brocade effects. Satin facings play an important role, too.
—Although nearly all of these hats are small, women who prefer the larger type will find an excellent selection.

—Third Floor, Millinery Salons, Lipman, Wolfe & Co.

An Event

That Exemplifies the buying and Merchandising Policy of

Lipman, Wolfe & Co.

2400 Pairs Women's Pure Thread Silk Hosiery \$2 Pair

made with lisle garter tops, reinforced toes, soles and heels, with high splicing—full-fashioned and semi-fashioned.
BLACK—WHITE—CORDOVAN—
BLUE—GRAY—FLESH—



How Does That Announcement Strike You? Unusual?

—Well, consider it from this angle. This same merchandise in the skyrocketing advances of which we daily hear, is being quoted up to as high as \$24 a Dozen, Wholesale!

—Now, madame, we have 2400 pairs of this wonderful hosiery. We bought it long ago when prices were within reason—they are priced to you on that basis.

—To say that they are

Wonderful Values

is an easy matter—but we, as the custodians of your desires and requirements, urge you to anticipate the future and supply yourself accordingly.

Our Warning

—This lot of hosiery will not last long at the prices we are quoting.

—Street Floor, Lipman, Wolfe & Co.



Sketched in the Lipman-Wolfe Studios.

Tricotine and Serge Tailleurs

Designed on Youthfully Smart Lines

COATS are shorter and ripple enchantingly, or fall into smart tailored lines—many are pleated.

Skirts are somewhat shorter and a bit fuller. Braid bindings and braid in rows and rows, and buttons of the shiny tailored sort add

Individual Notes of Distinction

OF EXCELLENT materials—tricotine and serges of the better qualities—these suits are the sort that women of fashion will recognize as forming the most important garments of their spring wardrobe. Coats are prettily and durably lined with figured silk.

IN DESCRIBING these new tailleurs we might coin a new phrase, and say of them that they are

"Conservatively Dashing"

—Meaning that though they insist upon being very dashing, they are quite dignified about it, thereby achieving a distinctive elegance quite uncommon in suits of so moderate a price.

N. B.—NEW PELLARD COATS HAVE ARRIVED
And Are Models of Smartness—Ask to Have Them Shown to You

—Third Floor, Lipman, Wolfe & Co.

Sale of 300 Pairs Glove Silk Bloomers

At a Price That Just About Represents Today's Wholesale Cost

—The popularity of silk underwear today is such that we emphasize quantity—300 pairs—in headline of this announcement.
—We assure you that there is not one pair less or one pair more than 300 to go in this sale for Monday. You are urged to be on hand in the morning as early as possible, for it is not likely that the lot will last throughout the day.

But a Word of the Merchandise

—Made of good quality glove silk with elastic at waist and reinforced in the crotch. They come in flesh only.

—Street Floor, Lipman, Wolfe & Co.

\$3.95

This Is Our Suggestion

—If possible buy several pairs, for you will not hear of this price being duplicated in the near future.

—Quantity restricted within reason.



Sketched.

Good News--2000 Silk Petticoats at "Old" Prices

You will find petticoats of every silk, every color and every style that is good for spring and early summer—and the values are such that a little time spent on estimating your future needs and anticipating them now will be well repaid.

Without a doubt the biggest and most satisfying assortment of "Quality" Petticoats in the northwest and the prices cannot be duplicated now or later

\$6.75

For Jersey, Messaline, Taffeta and Jersey Top Petticoats

—Trimmed with accordion pleating, ruffles and shirring. All colors, including fancy changeables. True Lipman, Wolfe value.

Belding Satin, Jersey Tops, All Jersey Petticoats, \$10

—These are trimmed with clusters of ruffles in contrasting colors and rows of shirring and cording. Practically all colors.

Beautiful Models at \$12.50

—Jersey top petticoats with messaline flounces; all jerseys; taffeta and novelty models. Fancy pleating, tucks and shirring. All colors and fancy changeables.

Extra Size

Petticoats

\$6.75, \$7.50

and at half a dozen prices up to \$15.00

—Taffeta and all jersey petticoats in an excellent assortment of styles, and in all the wanted colors.

—Third Floor, Lipman, Wolfe & Co.

Sketched in the Lipman-Wolfe Studios.

Chiffon Taffeta, All Silk Jersey, Messaline and Jersey Tops With Taffeta Flounces

\$7.50

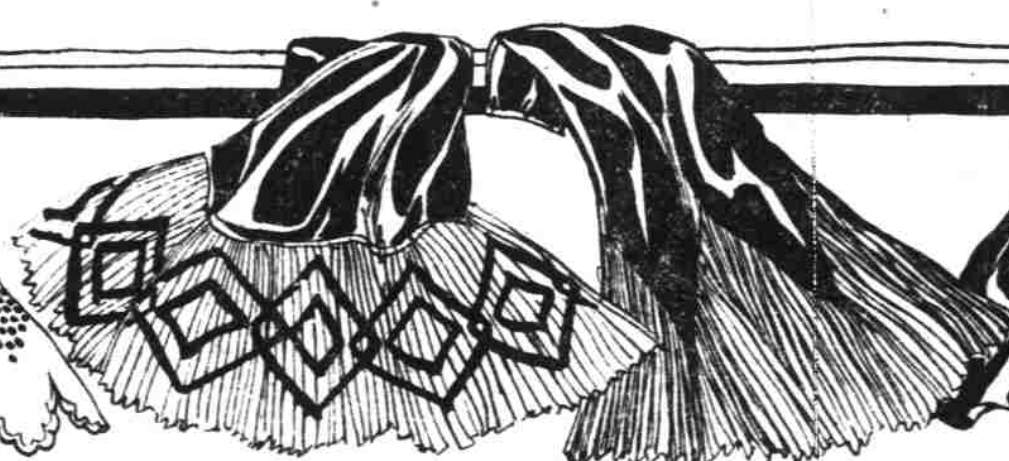
—These are smart novelty petticoats in contrasting shades—points, scallops, pleating and accordion pleats enhance them. Navy, purple, emerald, rose, taupe, gray and fancy changeables.

Jersey Top and All Silk Jersey Petticoats, \$10.75

—Very smart with deep flounces trimmed in Van Dyke points of narrow colored ruffles, etc. Emerald, purple, rose, navy, tan, Copen and black.

Novelty Petticoats—\$13.50, \$14.50, \$15, \$16.50

—All jersey, messaline, taffeta and jersey tops with satin flounces. An excellent assortment—all colors, plain and fancy changeables and novelty shades.



THIS STORE USES NO COMPARATIVE PRICES—THEY ARE MISLEADING AND OFTEN UNTRUE