

DELIGHTFUL EASTER CARDS AND NOVELTIES—5c TO \$1.50—STREET FLOOR

Special! Novelty Bead Necklaces

Special purchase just received and underpriced for Saturday selling.

\$1.95

Composition and Vegetable Ivory Beads in a wide range of colors and designs.

—Street Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

All These Popular Songs Tomorrow

Dardanella
Under Western Skies
Sally
Carolina Sunshine
Harvest Moon
Tumble-Down Shack
I Gave Her That
You Said It**30c**Let the Rest of the World Go By
When My Baby Smiles at Me
Bolero
You're a Million Miles From Nowhere
C-U-B-A
Louisiana
Sandy
—Seventh Floor.

Bountiful Stocks of Easter Wearables for EVERYBODY—Good Service Assured

Every department has prepared as never before. The Fashion Show model Gowns and Millinery for Women and Misses, in addition to the regular stocks, will be features of interest Saturday on the Third and Fourth Floors

The Crowning Beauty
of Your Easter
Costume

is to be found in this assemblage of

Hats

—Models that embody all the new, all the original, all the accepted creations of the season and numerous hats that have been modified and adapted by our own artists to furnish a perfect ensemble with the modes in suits, frocks and coats now favored by Portland's most smartly appareled women.

Saturday's Special Feature

Smartly Trimmed Dress
Hats and Tailleur Models**\$10**

—Hats designed, made and finished with all the care and artistry usually employed only in much higher priced creations. Lingerie, horsehair, fancy straws—embellished with raffia, flowers, georgette and colorful ornaments. New, lovely, fashionable.

Exclusive in Everything Except the Very Special Price

—Third Floor, Lipman, Wolfe & Co.

For the Easter Maid of Fashion

Lovely
Apparel
in Lavish
Array

THREE MODELS SKETCHED

Styles and
Prices of
Irresistible
Appeal

Hats

For Miss Two to Ten
SPECIAL**\$5.95**for Trimmed Hats—
exceptional in their every
attribute

DEMURENESS, dash—every girl's charm is complemented in these, from large flat pokes to fancy shapes, from black to flaming colors—fancy straws with wreaths of wild flowers, ribbon bows, contrasting facings or silk trimmings—a riot of color and charm in hats at \$5.95, \$8.95, \$10, \$12.50 to \$25.

Tailored Hats

\$1.95, \$2.95, \$3.95, \$4.95 to \$10

—What prettier frame for the youthful face than one of these hats in just the right size, shape and color combination—adorned with ribbon streamers.

Skirts

for Juniors in Serges, Plaids, Jerseys, wash satin and baronet; in white and colors; accordion and box pleated, circular—such a variety, such chic, such value at \$12.95 to \$40 as you'll find only in the

—Girls' Own Shop, Fourth Floor, Lipman, Wolfe & Co.

Dresses

for girls of 6 to 17 and
for small womenWhite Frocks
Sizes 6 to 14

—Organdie, voile, batiste and net, with trills, ruffles, lace, embroidery, tucks, ribbons—altogether appropriate and delightful for Easter and Confirmation—\$3.95, \$5.95, \$6.95, \$8.95 to \$14.50.

—Colored Dresses for Miss 6 to 14, \$4.95 to \$19.50; Pongee and Taffeta Dresses, \$15 to \$27.50.

FOR JUNIORS

and Little Women
Adorable Taffeta
Dresses

—Frocks with the pleatings that you so admired in the Fashion Show—shirring, puffings and hand-embroidered, too. Styles are a surprise, a delight. Many prices—\$28.50 to \$45.

Coats

for Girls, Juniors and
Little Women
Sizes 7 to 17

Style Features

—Inverted and box pleats—plain backs, raglan and set-in sleeves, self and leather belts and trimmings all bid for favor—and gain it—with the miss they were "just made for." Jersey, Polo, Velour, Tweeds, Tinsel Tones—materials and colors are worthy of the smart new styles—\$22.50 to \$80.

SPORTS COATS

Miss 7 to 16 likes them
for their snap

—Navy, tan, Pekin, Copen and rose are the springtime shades in these coats of serge, jersey, silvertip and novelty weaves. Pockets, belts, yokes, collars, cuffs—all show smartness, newness, differentness—\$16.50 to \$50.

Easter Candies

Truffles Filled Chocolate Dauphins Mocha Straws
Efermays, Etc.

THE very names of these sweets suggest something original, delicious beyond compare, delightful surprises in form and flavor. \$1.50 the pound.

Just the Eggs for Your Easter Hunt

MULTI-COLORED eggs in assorted sizes, the pound 60c. —Chocolate coated eggs with delicious marshmallow and cream fillings, each 5c and 7c. Easter nests, 35c.

—Sweets Booth, Street Floor.

Silk and
Silk Top
UnderwearVests, Bloomers and
Envelope Chemise

Silk Top Vests \$2.50

—Kaiser's vests with Trico silk top on lisle body, low neck, no sleeves, narrow shoulder straps, band top, in pink.

Silk Vests, \$4.50 to \$10

—Regular and bodice style with hemstitched and lace tops in flesh; also in pink with lavender and blue trimmings at neck and shoulder straps. Very new and dainty.

Kaiser's Silk Top Union
Suits, \$5.25

—Very beautiful garments in flesh "Marvelfit," reinforced at crotch and arms.

Envelope Chemise

\$5.95 to \$17.50
—Regular and bodice top styles; some trimmed with lace at neck and shoulder straps.

Bloomers, \$5.50 to \$11.50

—Of heavy jersey silk in flesh, reinforced where the wear comes. Plain and fancy knees, loose or with elastic, finished with lace, beading or cuff.

—Street Floor,
Lipman, Wolfe & Co.Easter
Gifts for
Babiesand little folks
up to six

—Things that will catch the wee one's eye with their brightness, add to baby's comfort and give him many happy hours.

—Armbands.
—Socks Garters.
—Rosettes for Bonnets.
—Carriage Cover Holders.
—Hot Water Bags.
—Coat Hangers.
—Carriage Straps.
—Snow Babies.
—Peter Rabbit.
—Clown Rabbit.
—Kewpie Dolls.
—Farmer and Farmerette, etc.Baby Shop
Specials
for Saturday

At 2 for 25c

—Kleinert's diaper supporters, pink, blue or white.

At 35c

—Table bibs of honeycomb Terry cloth.

—Crochet booties in pink or blue.

At 95c

—"On and Off" rubber pants, three sizes.

—Nursery blankets in pink and white or blue and white, animal and flower designs.

—Baby Rooms, Fourth Floor.

Gloves—Important!



—This store's reputation for gloves need not be dwelt upon—makes that have won world fame, qualities most reliable—both in imported dress gloves and domestic gloves of cape and mocha in tailored styles.

—We have trained additional saleswomen to serve you tomorrow—but please shop in the morning if possible.

Imported Gloves Are Ready

—Our own importations, including among others the celebrated

La Vallier Gloves

unexcelled as to quality, fit and service.

—Many of these gloves have beautifully embroidered backs.

—Two clasps, White, Black, Brown, Beaver, Mode and Champagne—\$3.50 to \$3.75 a pair.

—One-clasp Pique tailored kid gloves, \$3.50.

—Two-clasp Pique selected kid gloves—black and colors—\$4.75.

—Finest French Kid Gloves, two-clasp style—\$5 a pair.

—Eight-button French Kid Gloves in White, Gray and Beaver—\$5.

—Street Floor, Lipman, Wolfe & Co.

A Timely Arrival

Blue Bird Neckwear

to add charm to many an Easter costume



Fine Colored Organdies

lace trimmed and with the Blue Bird
daintily embroidered

—Collars, collar-and-cuff sets and vestees—neckwear that every woman will adore, and the pricing decidedly moderate—\$2.75 up to \$7.50.

Also Eton Guimpes in many attractive styles
and materials for the new Eton. Made of Silk,
Organdies and Nets

—Street Floor, Lipman, Wolfe & Co.

The Man Who Tomorrow Will Buy

The Suit for Easter

will expect months of service, months of wear

—There is one method by which you may be assured of this satisfactory service and wear—come here and select

A Stein-Bloch Suit
A Fashion Park Suit
A Langham or
A Langham High Suit

—Each make has its certain variation in cut and style, permitting us to satisfy the individuality of the differently built men who place their clothing problem in our hands.

—But each of the brands is backed by the Reputation of a World-Famed Maker—that's one point wherein there is no variation. We know of no four other clothing manufacturers who so jealously guard their reputation.

High-Class Tailoring Quality Fabrics
Newest Spring Patterns

and pricing that starts at \$40

—Shop early Saturday morning if possible. We have provided extra salesmen to give you prompt attention, but your co-operation will be appreciated.

—Fifth Floor, Lipman, Wolfe & Co.

The Right Kind of Furnishings

is the only kind you will find here

—Tomorrow is THE dress-up day of the year for men.

—And we want you to know that your Store has supplied the very kinds of Shirts, Sox, Gloves and Neckwear that men are demanding. You will find the prices satisfactory—in fact, downright low for furnishings of quality.

This Store Is Headquarters for

Manhattan Shirts

—We show the most comprehensive assortment—and the most exclusive patterns. Choose from the very latest styles and patterns. NOTE—New Manhattan, Tuxedo and full-dress Shirts have arrived. Prices \$4.00 and upward—all sizes, all sleeve lengths.

Men's Franklin Knit Ties

Come in wonderful new stripes, dots, heathers and striped accordion weaves; prices \$4.00 and up to \$7.00.

Men's Sox

35c pair upward

—From the plain lisle to the beautiful two-toned silk plated Sox in a world of fancy combinations.

L. W. Silk Service Sox \$1.50

Famed Washrite Gloves \$5

—And tomorrow will also be the last sale of Mark Cross Gloves—every pair imported and a wonderful bargain at \$2.45.

—First Floor, Lipman, Wolfe & Co.

Wonderful Assortment of
New Spring Ties

at from \$1.50 to \$5.00

—Ties in exclusive patterns of imported silks, which we guarantee to wear.

Now for the Boy's Easter Suit

A Splendid Offering in Knicker Suits

SPECIAL

\$14.85

—Tomorrow we have reserved just 200 Boys' Suits for Easter and Spring wear to sell at a very attractive price.

—And please bear in mind they are reduced for tomorrow only! New Spring models—new Spring colorings—Norfolk and belted styles—Coats and trousers fully lined.

MIXTURES

CHECKS

STRIPES

SERGES

—All sizes for boys between seven and seventeen years. All the boys' furnishings and headwear for Easter are here.

—Fifth Floor, Lipman, Wolfe & Co.

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