

70th Anniversary Sale

Lipman Wolfe & Co.
"Merchandise of Merit Only"

EDITORIAL



"PER ASPERA AD ASTRA"
(Through difficulties to the stars)

Enthusiasm and Determination

—We never were more enthusiastic in preparing a special event, but never was it necessary to muster as much determination—for determined we were, that this

70th Anniversary Sale

was to be nothing less than

The Greatest Retailing Event in the History of the Pacific Coast

—It seemed at times as though difficulties were insurmountable—the markets were never as unfavorable.
—But one obstacle after another was met—and conquered—and today we are proud to say that the first day of this magnificent selling event bids fair to be a record-breaker in the fullest sense of the word.

Now We Want Every Man and Every Woman to Know

that this Seventieth Anniversary Sale is going to be one

Grand Triumphant Selling Campaign

and it will continue throughout the entire month of May.

—Our preparations were on far too great a scale to restrict this event to a week or even two weeks. There will be one broadside after another—every day will bring the most

Important Economy Messages

and they are sure to grip your attention, as the offerings will, of course, be only on merchandise of the most wanted kinds, and the savings will, without exception, be most extraordinary.

—In other words, we have chosen this as the psychological moment to launch an event such as the people will welcome, for prices have been high and news from authentic sources is to the effect that they will go still higher.

—In announcing this great trade occasion with its magnificent price incentives at a time when it is most needed, we feel that we are again justifying and emphasizing our claim as

A Public Service Institution

—Please note that practically all the offerings for a wonderful second day are new—that this is not a re-arrangement of the many lots advertised on Sunday.

Lipman Wolfe & Co.



Women's Outer Apparel Greatly Reduced

AND one of the outstanding features of this radical reduction event which is taking place at this time in order to present extraordinary offerings for the Anniversary Sale, is the fact that every suit—every coat, and every dress comprising our ready-to-wear stock is a brand new Spring style. Not a single garment was carried over from any past season, and we repeat that we believe not another store in Portland could truthfully publish such a statement.

Our Entire Stock of Women's Spring Suits 1/3 Less Than Regular Prices

—Select your Spring Suit at a great saving.
—The styles in every instance are authentic—modes that can well be worn in a Spring season to follow.

Tricotine
Poiret Twill

Shepherd Checks
Serge

Duvet De Laine
Novelty Checks

Our Entire Stock of Women's Spring Frocks

THIS is one of the most sensational dress-buying opportunities which we have ever announced, giving you one-third reduction on our entire stock of expertly selected frocks. The most delightful styles in

CREPE METEOR
TRICOLETTE

GEORGETTE
WOOL JERSEY

CREPE DE CHINE
TAFFETA

EXCEPTION: NEWLY ARRIVED COTTON AND WASH DRESSES

—Third Floor, Lipman, Wolfe & Co.

Choice of Entire Stock of Women's Spring Coats, Capes, Wraps 1/3 Off

—All of those splendid Coats of polo cloth—of bolivia—and wool velour. In fact, there is only one

EXCEPTION: JERSEY SPORT JACKETS

—Even all our wonderful Coats of real leather are in this sale at one-third less than the regular price.

All Evening Gowns Are Included

Sateen Bloomers

Extra
Special \$1

—Flesh, white and black—splendid quality sateen, double elastic garter effect at knee and elastic at waist. Priced at about cost of the material.

35 Dozen Camisoles

Very
Special \$1



WASH SATIN and crepe de chine Camisoles, slip-over and open front styles, some satin with wide fancy flowered or figured ribbon tops, others with wide insertions of lace, still others with hand embroidery or French knot designs. These come in white or flesh, strap or armhole effects.

—Pink and blue poplin Camisoles, with double elastic tops, are also included in this lot.
—A splendid selection, many selling regularly for twice this price.

—Fourth Floor, Lipman, Wolfe & Co.

Madeira Scarfs

\$8.75

—These lovely fine linen Scarfs have exquisite Madeira embroidered patterns. Many patterns to choose from. Sizes 18x36, 18x45, 18x54, 18x63 and 18x72. So suitable to freshen up your home. These Scarfs are used on dressing tables, dressers, buffets and pianos.

Tapestry Pillow Slips

89c

—These come in 19-inch square size, also 17x19 inches—scenes and figures woven, corners finished with tassels—very practical for canoes, cars, porches, etc.

Scrap Baskets Extra Special

59c

—Folding scrap baskets of extra heavy Compo board, Rose, blue, black, tan—decorated with vogue picture prints, also all-over designs of floral patterns in pink and blue effects.

—Fourth Floor, Lipman, Wolfe & Co.



And Now You May Own One of These

Gorgeous Ostrich Fans

At a Price That Represents Big Savings

\$12.50

—But we advise you to make an early choice, for the quantity is limited.

—New fluffy ostrich Fans, seven separate plumes in graduated lengths, amber handle with ring.

—Others in Lyre shape, amber handles in stick design.

—Colors include black, orchid, jade, white, turquoise, king blue and rose.

—Street Floor, Lipman, Wolfe & Co.



Jewelry Specials

—Fan length jet Neck Chains in a number of designs, very special at \$1.35.

—18-inch graduated and uniform pearl bead Necklaces in white and cream, very special at \$1.95.

—Neck length pearl bead Necklaces with white stone clasps, very special at 95c.

—Novelty bead Necklaces in the most popular colors, very special at 95c.

—White stone Bar Pins in assorted patterns, very special at 50c.

—First Floor, Lipman, Wolfe & Co.

Famed Face Powders

Tivoli For One Day Only Alysia
39c

—Ed Pinaud Poudre Adherente Tivoli and A. Bourjois Poudre Alysia.

—We do not know that these wonderful powders have ever before been offered at such a price. All shades—limit one box to a buyer.

—Street Floor, Lipman, Wolfe & Co.

For Women—"Futurist" Tailored Athletic Union Suits

Extremely Special

THEY button down the front, bodice top, knee length, neatly made and finished, elastic webbing at back, full size, shaped and perfect fitting garments. These suits are all specially priced for our Anniversary sale and cannot be duplicated at these prices. Sizes 36 to 44.

Batiste, pink and white.....\$1.95

Batiste, plain and hemstitched top, pink and white.....\$1.50

Marquissette checked, pink and white.....\$2.95

—Street Floor, Lipman, Wolfe & Co.

400 Aprons and Apron Dresses

Anniversary Sale \$1.49
Special

—Made of fine scout percales—the workmanship is excellent—the values are extraordinary, as one would expect for an occasion of this kind.

—Style 1—Bungalow, button back, round neck, belt, short sleeves.

—Style 2—Slip-over Apron with V neck, full belt, pockets.

—Style 3—Square neck, side button, black and white bias pipings, full belt and pockets.

—Style 4—Round neck Polly Anne, side button, white pipings, full belt, pockets.

Fourth Floor—Lipman, Wolfe & Co.

Metallic Trimmings at 1/2 Price



—Here are the materials for exquisite costumes, priced as you never expected!

ALL-METAL flouncing, allover and bands, also metal net flouncing and bands. Gold, silver and antique metal net flouncing in colors—navy blue, brown, red, white, Pekin blue and cerise—banding to match. Widths are from 8 to 36 inches. Beautiful patterns, excellent quality—suitable for evening and afternoon gowns.

—Second Floor, Lipman, Wolfe & Co.



Extra!

For Nemo Corset Week

Nemo Corsets

Special

\$4.50

—Made of Usaro cloth, real low bust, long over the hip with elastic at bottom back, finished at top with embroidery braid—sizes 21 to 28.

Bandeaux Very Special 95c

—Made of pink mesh, hook back style—a splendid value.

—Fourth Floor, Lipman, Wolfe & Co.



Crepe Gowns \$1.95
Very Special

JUST 300 of these genuine Windsor crepe gowns at this very special price for Tuesday selling.

—Dainty pink, blue, maize and orchid stripes, butterfly and bluebird designs or sunburst or rainbow effects. Empire models, some with yokes and fancy stitching, others with satin ribbon trimmings, kimono or sleeveless effects. The most practical of garments. At this price it will pay you to get your Summer supply now.

—Fourth Floor, Lipman, Wolfe & Co.