

PORTLAND, OREGON, SUNDAY MORNING, JULY 18, 1920.

For MEN—

A Sale of Our Fine Suits
Best Values on Record—See Page 3, Main News Section

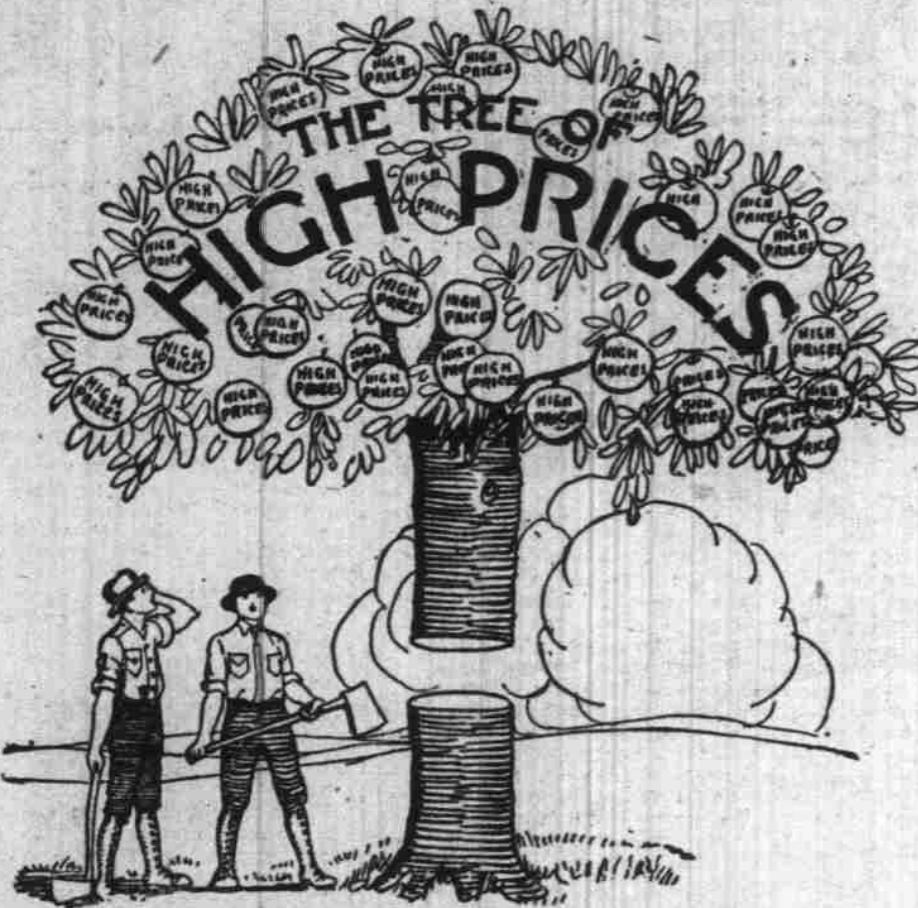
Lipman Wolfe & Co.
"Merchandise of Merit Only"

New Lots Each Day This Week

Practically Every Section Will Present
Surprising Values During the Week

ANOTHER SMASHING BLOW AT HIGH PRICES!

And Just at the Psychological Moment—In Fact This Is the Time When Such a Mighty Effort Will Bring Greatest Results



What artificial force is holding it up?

—Do you know that there is danger of higher prices for fall? We don't want them, and certainly the general public is not in favor of higher prices, but notwithstanding, many manufacturers are quoting higher prices for various kinds of goods and will do their level best to get the high prices.

This Is a Public Service Institution—Our Efforts Are Concentrated on Bringing Prices DOWN

THE MAJORITY of our buying force is now in the East fighting hard for lower prices—fighting your battle as well as our own. The manufacturer who offers us undermuslins at \$24.00 a dozen is staggered when we inform him that we are retailing identical goods for \$1.95 (see page 3)—that the people of Portland will not pay more and that we positively refuse to buy at prices that would necessitate asking more.

—Such instances are occurring day after day—one skirmish follows another and very often we are victorious.

—So bear constantly in mind that this store is fighting your battle—that the fight will continue until lower prices such as people can and will reasonably pay have come to stay, and that

Your patronage in this newest drive will assist us in continuing the battle more effectively and with greater determination

—This is the best list of underprice offerings on wanted merchandise that we have offered in any of our drives. And rest assured that with the combination of our efforts and

With Your Co-operation the Tree of High Prices Is Bound to Topple!

MORE
HEAVY
BLOWS
AT HIGH
PRICES
ON
PAGE
THREE

The Linen Section Triumphs Again
With Even More Extraordinary Sales

Pure Irish Linen Table Cloths

You Save Dollars on Today's
WHOLESALE Prices in This Sale

\$6.75 **\$10**

—A fortunate purchase of tablecloths, subject to drawn threads and without napkins to match, but the price more than makes up for that. There is a splendid assortment of patterns and they are all exceptional for looks and wear. Size 2x2 yards.

—Derryvale and other Irish linen cloths of first quality; the handsomest designs, the most beautiful finish, the most reliable for long service. (No napkins to match.) Size 2x2 yards, \$10. Size 2x2½ yards, \$12.

Bath Towels 75c

The Most Remarkable Special That
You Have Seen in Months and Months

—Note the extra large size, 24x47 inches, and observe the heavy weight and the double thread weave, which gives these towels unexcelled absorbent and wearing qualities. Limit of six to a customer on these handsome blue bordered towels at this special price for Monday.

Wearwell Sheets
\$1.95

—Full bleached, seamless sheets, perfectly free from dressing and splendid for wear. Size 72x99 inches. Monday only at less than factory cost.

Satin Bedspreads
\$6.95

—These are some of the most beautiful spreads that we have shown. Heavy raised Marseilles patterns in circular effects with pink or blue stripes, hemmed or scalloped, full or three-quarter size.

Novelty White Voiles 50c

—Choose from 2000 yards of the season's newest weaves—stripes, checks, embroidered and nub effects—36 inches wide, and an extraordinarily special value.

—Second Floor, Lipman, Wolfe & Co.



Corset Savings

—Mean nothing to the average woman unless she knows that such savings are to be made on Corsets of quality and known worth.

—Every price quotation below represents a definite and substantial price-saving and the merchandise in every instance is of branded name and of world renown.

—This is an opportunity for Corset savings and quality, too—an opportunity such as may not be duplicated for a year.

Modart Front-Laced Corsets—Special, Choice **\$6.95**

—The newest models—the models every well-dressed woman desires, and an opportunity for savings.

NEMO CORSETS Special—Choose at **\$4.50**

—Usaro cloth is the material used in these most-wanted corsets. They are fashioned with low bust, long over the hips, elastic in skirt at the back and finished at the top with embroidery braid. Sizes 21 to 28 only.

L'Estelle Front-Laced Corsets **\$1.95**

—Less Than Half Price
—Medium weight corsets made of plain and fancy materials in flesh. For the average figure—sizes 24 to 30.

W-B Nuform Corsets Specially Priced **\$2.15**

—New models made of light weight coutil in real low and medium bust—medium and long over the abdomen.

La Vida and Etoile de France Corsets **\$4.95**

Many at Less Than Half Price
—Made of coutil, brocade and silk batiste. All sizes, but not in every style.

Etoile de France Corsets Very Special **\$6.75**

—High grade corsets in three different models, made of fine materials, such as silk brocade, heavy satins and imported batiste. The best of workmanship and at less than today's order cost.

C-B a la Spirite Corsets—Sports Model **\$2.95**

—Made of coutil with two inch elastic at the waistline—medium length skirt and very few bones.

—Fourth Floor, Lipman, Wolfe & Co.

Here's a Blouse Sale

—That recalls the tremendous values of all our blouse events held recently.
—But the first thought that will enter your mind upon seeing these blouses is:

THIS SALE OFFERS THE BIGGEST VALUES

CHOICE **\$5**

—There are five hundred Blouses in this sale—every of splendid quality Georgette.

—Made with lace collars and points and many of the models are embroidery trimmed.

—Others are exquisitely trimmed with beads and in every instance the blending of colors will delight lovers of the beautiful.

—Some very fine cotton voiles are also included at the same price, and some of them are hand-made. Many popular colors.



All Women's Silk Suits

Monday at Less Than Half Price

CHOICE **\$25**

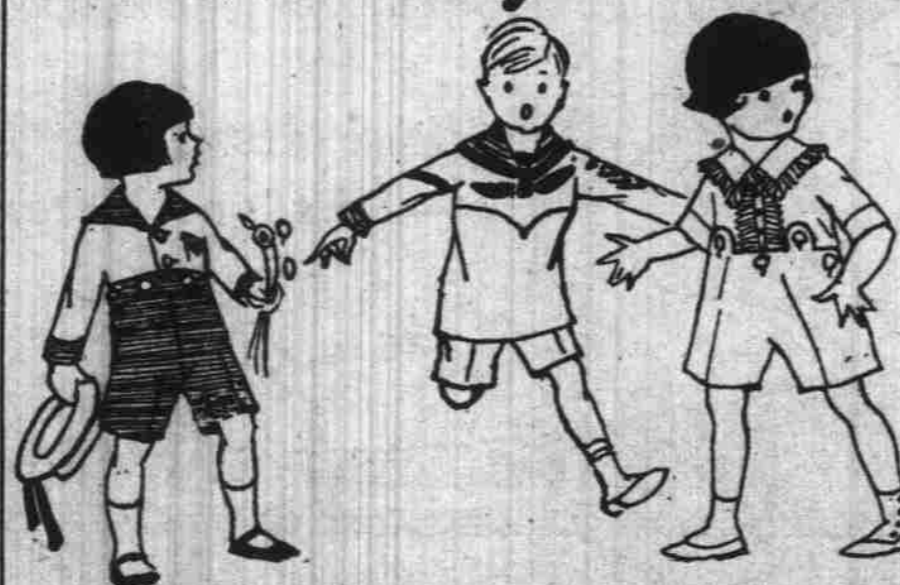
—An extreme reduction on exclusive suits.

OF TAFFETA SILK
OF BEAUTIFUL SILK POPLIN
OF NOVELTY TRICOLETTE

—In tan, gray and navy. The quantity is limited—not all sizes included.

—Third Floor, Lipman, Wolfe & Co.

500 Boys' Wash Suits—Best of All Such Events



\$1.95

\$2.45

—The biggest possible measure of value-giving—far beyond any previous attempt of our own this entire year.

Practically our entire stock price-revised for this event!

STYLES

Billy Boy Jr. Norfolk's Olivers
Modified Russians Middy Styles

MATERIALS

Percalés Repps Galatée
Madras Peggy Cloth

—Scores of plain colors and attractive combinations and every suit guaranteed fast color. All sizes for boys 2½ to 8 years.

—Fifth Floor, Lipman, Wolfe & Co.



Announcing Our Free Scalp Clinic Demonstrating the Remarkable Features of Beriault's Hair "Bitters"

THE makers of Beriault's Hair Bitters show every confidence in their own project by cooperating with us in the establishment of this free clinic.

—If you are troubled with dandruff, falling hair or eczema, by all means come to our free clinic and learn just what these celebrated hair bitters can do for you.

—Beriault's Hair Bitters contain no alcohol or coloring matter. Clinic begins tomorrow.

—Beauty Parlors, Mezzanine Floor, Lipman, Wolfe & Co.