

PORTLAND, OREGON, SUNDAY MORNING, AUGUST 1, 1920.

JUST ARRIVED—"PACIFIC" PACKAGE OUTFITS FOR FALL AND WINTER

We Announce the Arrival of
New Satin and Taffeta Hats
—Appropriate for immediate wear—also for the early days of autumn.
—Third Floor, Lipman, Wolfe & Co.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

New Cut-Glass Vases 23c, 48c and 79c
—Thin-blown dainty floral cuttings in both straight and flare shapes.
—Sixth Floor, Lipman, Wolfe & Co.

Editorial

—During such times as these a store assuming to be

A Public Service Institution scrutinizes its activities and asks: "Are we really a Public Service Institution?" In what are we engaged other than the buying and selling of merchandise at a fair price, which entitles this store to be classed as "A Public Service Institution"?

—Then came the opportunity to reinforce the strength and concentrated effort of large stores in other leading cities in a determination to smash high prices for good and all.

—And do you know that this intensive campaign had the desired effect to a marked degree?

—We cannot guarantee lower prices for fall, but we do know that our efforts have borne fruit in some lines.

And we do know—

—That when the opportunity for service came we took up the fight without hesitation and the fight will go on until lower prices have come to stay.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

An Interesting Sale of

Undermuslins



Very Unusually Priced at

\$1.59

A GOOD selection, variety and value are the outstanding reasons for women showing decided interest in this sale of Undermuslins. For instance there are

White Petticoats at \$1.59

—Five distinct styles of soft-finish longlength. Made with deep flounces of embroidery in dots, eyelets and fancy flowered patterns.

Envelope Chemise \$1.59

—Both tailored and lacy styles are featured—V and round neck, prettily trimmed with insertions of lace combined with medallions and embroidery. Some with clusters of shirrings and hemstitching.

Also Blue Bird Batiste and Satin Bloomers

—In this lot the choice is between flesh and white—made with tiny hemstitched ruffles at knee, or plain—some with touches of colored stitching. Choice \$1.59.

—Fourth Floor, Lipman, Wolfe & Co.

Linens and Domestics

70-Inch Pure Linen Damask, \$2.75 Yard
A LIMITED quantity of this pure linen full-bleached Table Damask—four different patterns—offered at about today's price for all-cotton damask.

Pure Linen Crash Special 40c Yard
ONE of our best grades of Linen Crash, either bleached or unbleached, so excellent for the making of scarfs and for regular kitchen use.

Extra Special! Bath Towels, \$1.00
SIZE 25x46 inches. Extra heavy double thread Bath Towels. Positively the best value we have offered in months; made from the best yarns; long service assured. Note the size.

Hemmed Huck Towels, 45c
SIZE 19x33. Extra heavy full bleached with neat key borders. A splendid towel for everyday home use, as well as for hotels and rooming houses.

Hemstitched Linen Tray Cloths, \$2.35
A BEAUTIFUL quality of pure linen, neatly hemstitched and in a splendid assortment of patterns; a very scarce article as conditions are today.

2000 Yards Novelty White Goods—50c Yd.
—Embroidered, striped and check effects; the best offerings of the season. Splendid for waists and dresses, in an excellent assortment. Thirty-six inches wide.

—Second Floor, Lipman, Wolfe & Co.

ANNOUNCING: AUGUST SALE OF FURS



SOME OF THE GARMENTS IN THE SALE

Convenient Terms of Payment May Be Arranged

YOU may reserve your Furs now and we will store them for you until you are ready to take possession of them. Convenient terms of payment may be arranged. If you are at the mountains or the seashore, you will be well repaid for any such temporary inconvenience in taking advantage of this sale, for the savings are extraordinary.

See Window Display

THE Lipman, Wolfe & Co. August sale of furs is held at this time for the purpose of giving our patrons the full advantage of buying dependable furs at prices which we guarantee to represent substantial savings.

THERE is but one course to follow for any store announcing an August sale of furs this year if the event is to be legitimate and founded on a basis of sincerity, and that is to sacrifice a goodly portion of regular profit. This, many stores are averse to doing, and for that reason there will be fewer August sales than ever before.

WE SET about many months ago planning this August sale of furs. We sought the co-operation of dependable manufacturers. Their advice, almost without exception, was "Don't plan an August fur sale this year unless you are prepared to sacrifice a good portion of your legitimate profit."

WE WERE determined. We continued our efforts. How well we have succeeded you will see tomorrow when you witness the immense collection of wonderful Fur Coats and small pieces of every description which are here for this occasion.

WHETHER we have priced this rare peltry at a profit or on a no-profit basis will not be a matter of great concern to you, but you are most certainly concerned and will be decidedly impressed with the fact that dependable furs are here at great savings, and you may accept our statement without equivocation that YOU CAN BUY FURS HERE DURING AUGUST AT LOWER PRICES THAN WILL PREVAIL DURING THE REST OF THE ENTIRE FALL AND WINTER SEASON.

THE TAGS ON THE GARMENTS INDICATE THE SAVINGS. THE SALE PRICE IS SHOWN IN RED—THE AFTER AUGUST PRICE IN BLACK

YOU CAN SAVE \$78

on a 36-Inch Sealine Coat, with natural squirrel collar and cuffs.

YOU CAN SAVE \$124

on a 32-Inch Pony Coat, with Australian opossum collar and cuffs.

YOU CAN SAVE \$205

on a 36-Inch Hudson Seal (dyed muskrat) Coat, with opossum collar and cuffs.

YOU CAN SAVE \$97

on a 36-Inch Marmot Coat.

YOU CAN SAVE \$234

on a 36-Inch Natural Gray Squirrel Coat.

YOU CAN SAVE \$205

on a 36-Inch Hudson Seal (dyed muskrat) Coat, with skunk collar and cuffs.

YOU CAN SAVE \$110

on a 33-Inch French Seal Coat.

YOU CAN SAVE \$290

on a 45-Inch Hudson Seal (dyed muskrat) Coat.

Also proportionate savings on all separate pieces.

—Third Floor, Lipman, Wolfe & Co.

Very Important News of Woolen Dress Serges—

—This is an announcement of better values than we had ever expected to be able to provide in Our Regular Fall Stocks of Wool Serges

—In fact, the following at

\$3.50

\$4.50

\$5.00

a yard, all represent very special values, though it is not our intention to advertise this as a special sale event.

(1) Fifty-Inch Strictly All-Wool Serge, in navy and all the wanted colors; a beautiful quality and excellent weight for skirts, dresses and children's wear; sponged and shrunk—\$3.50 a yard.

(2) Fifty-Inch Vigoureux Serge, in all the new fall shades of navy, brown, green and gray; a wonderfully soft-finished serge for one-piece dresses—\$4.50 a yard.

(3) Fifty-six Inch Navy "Men's Wear" Serge, used by the leading ladies' tailors throughout the country; splendid weight and excellent quality—\$5.00 a yard.

—Second Floor, Lipman, Wolfe & Co.

A Sale in Baby's Own Room

Hand-Made Dresses at \$2.25, \$2.50, \$2.95

MOTHERS will be delighted in selecting these dainty hand-made slips of soft nainsook—they are all attractively lace-trimmed on neck and sleeves and have fine tucks and feather stitching. Infant's length, 25 inches.

—Also a collection of hand-made Dresses of nainsook with fine tucks, dainty hand-scalloping and embroidery, special \$3.50 and \$4.25. Six months to two-year sizes.

And in the Little Folks' Isle—

—An important lot of little Dresses in two to six-year sizes—cunningly made of voile, dotted Swiss and organdy. Extra special—Monday, \$4.95.

—Fourth Floor, Lipman, Wolfe & Co.



Hundreds of New Blouses in an Important August Sale

ON her first Eastern buying expedition Miss Marie is meeting with the most hearty cooperation from leading Blouse makers.

—A number of these recently purchased and just arrived lots will be placed on sale in an important August event beginning tomorrow at savings that will bring new prestige to this rapidly growing section.

—Come prepared for extraordinary values!

Purchase No. 1—

Georgette Blouses
EXTRA SPECIAL \$3.95

COME in white, flesh, blue and many other popular shades, all of them effectively trimmed.

—A really unusual assortment to choose from, and every woman will be impressed with such values.

PURCHASE No. 4—Consists of a miscellaneous collection of waists which we have taken from our regular stocks, absolutely disregarding value or original cost in order to provide an offering which is truly sensational. **\$1.98**

Purchase No. 2—

Entirely Hand-Made Blouses at \$5.00

A NEW shipment of these wonderful blouses of fine batiste, each individual stitch daintily taken by hand. They are beautifully hand-drawn, made with hand-made frills, and all the tucks are hand-sewn. An unusual assortment and the values are extraordinary.

Purchase No. 3—

Fine Georgette Blouses
CHOICE \$5.00 AT

SEVERAL hundred of them, but the values are so extraordinary that we predict the entire lot will sell out before the day is over. Come in all the attractive silk shades with the most attractive silk embroidery in contrasting colors. Valenciennes laces adorn many of them, others are elaborately beaded and have hemstitched collars and cuffs. Choose early.

—Third Floor, Lipman, Wolfe & Co.