RUE DE LA PAIX CHOCOLATES, TWENTY UNIQUE VARIETIES IN A BOX, $2—STREET FLOOR

Dressmaking Instruction

—Assistance in cutting and fitting by a competent instructor; also the use of sewing machines, without charge to our patrons.

—Second Floor

Corsets of World-Famed Makes

Are to be found in our Corset Salons. These Salons are in charge of expert corsetieres who will extend to you every courtesy and cordially invite you to accept a trial fitting.

—Fourth Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

The Hoover Suction Sweeper

—"It beats as it sweeps as it cleans," with its motor-driven brush and powerful suction. Demonstration, free trial and easy terms.

—Electric Corner, Street Floor.

Pictorial Review Publications

—November patterns, Winter Fashion Book, Embroidery Book No. 22 and Crochet Book No. 5; also Madame Coates' dressmaking book, "Step by Step."—Pattern Department, Street Floor.

The Most Important News Since the Invention of the Sewing Machine

DUTY—versus—BRAG

—We hold that the public should be given all possible benefit from the downward trend of prices, for it should not be forgotten that they paid all the advances when goods were on the up grade. Firms should not brag and boast because they are lowering prices, for in most cases this is due to compulsion and competition—to revision of prices. Nor do we say "we shall meet all legitimate reductions." This firm reduces goods first, then takes care of competition afterward.

—You will find merchandise all over the store at lowered prices—needed merchandise in every day demand. We make these reductions quietly, without blare of trumpets. We do it as a duty to the public. We are not speculators. We have no warehouses filled with merchandise purchased at TOP PRICES. We sell as we buy, taking advantage of every opportunity. This gain is passed on to our customers—willingly, unstintingly.

Entire Stock of Rugs and Draperies Reduced

And the Reductions Are Important

9x12-ft. Seamless Velvet Rugs
$35.75 $49.00 $54.75

—All standard makes in the season's newest patterns. A most serviceable rug for living room or dining room. Very specially priced.

9x12-Foot Axminster Rugs at Lowest Prices—$44.75, $54.75, $61

—You can be really proud of your living room or dining room floor if it is covered with an Axminster of this standard quality, and at this low price rugs are a rare investment.

Serviceable Rag Rugs Special $1.49

—Washable and Reversible, neatly woven in the solid colors—blue, pink and lavender. Size 25x50 inches.

Colonial Rag Rugs—Special $1.95 to $3.19

—Best quality hit and miss rag rugs in soft mixed colors. Blue, tan, pink. Washable and reversible.
—Size 27x54 inches, specially priced, $1.95.
—Size 30x60 inches, specially priced, $2.49.
—Size 36x72 inches, specially priced, $3.19.

Standard Quality Wilton Rugs

Size 9x12 Feet, Reduced to $107.50

—Comprising a variety of very choice Oriental and conventional patterns in the season's favorite colors.

—Fifth Floor, Lipman, Wolfe & Co.

Sale! 1200 Crepe de Chine Sports Handkerchiefs

At Practically Half Price

—Bought at a great concession and now being placed on sale Thursday at a very close-to-concession price.
—New Sports Handkerchiefs are in great favor with women. The designs and patterns are very charming as well as clever, and are the kind that none but the best shops sell.

—Street Floor, Lipman, Wolfe & Co.

A New Shipment of the Much-Desired

Tooled-Leather Hand Bags

***Very Specially Priced at* $5.95**

—The wonderful value in these very good looking Persian leather Bags will be instantly realized, and they will sell out with the same rapidity as did a similar lot offered a short time ago.

—They are exceptionally pleasing, being fitted with a good-sized drop mirror and attractive coin purse. In the fall suit shades—brown, tan, gray, dark blue and black—prettily lined with moire and silk tassel at bottom. An exceptional opportunity to be supplied with a modish hand-bag at such a small price, $5.95.

—Street Floor, Lipman, Wolfe & Co.

Polly Prim Aprons Special at $1.25

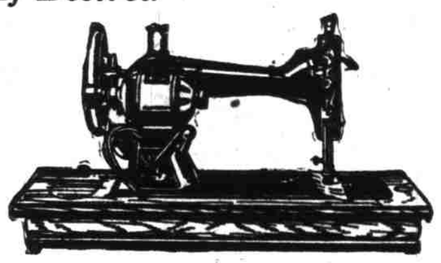
—Polly Prim aprons are decidedly smart and are much in demand. They are made of checked and striped percale and all-white cambrics, the latter being unusually attractive. Each apron has two large pockets and sash and is trimmed with colored ric rac braid.

—Fourth Floor, Lipman, Wolfe & Co.

On Thursday This Store Will Place on Sale

175 Wilson Electric Rotary Sewing Machines at $55.00

The Wholesale Cost Is $59. At Our Special Sale Price $55.00, Terms May Be Had If Desired



—The Wilson Electric Rotary is a finely constructed and thoroughly effective electric sewer. It is equipped with a time-tested motor, all encased in an attractive golden oak wood base and cover—a portable machine, which can be carried anywhere, and is ready for use at a moment's notice. This machine is built for rapid, satisfactory and sustained service. The motor is securely fastened to rear of machine arm, and can be used equally as well on either direct or alternating current.
—To operate it, fasten one cord to pedal on the floor and the other to an electric light socket or plug. The speed is controlled by pressure of foot on the pedal—a light pressure produces a slow motion, while increased pressure brings greater speed. The machine can be used on almost any sort of support and is easily stored away when not in use.

—And in conjunction with this remarkable disposal of sewing machines:

A SALE OF SEWING NEEDS AND NOTIONS

—A sale vast in point of number of different items and of unusual merit in that it is full of splendid savings which the dressmaker and home sewer will appreciate.

Hair Nets 3 for 25c

—Matchless Hair Nets for motoring, with elastic, cap shape; all colors.

Manhattan Hair Nets 7c Each

of extra select real hair, in a full range of shades.

Buttons 8c Card

—Pearl, bone, ivory, in all kinds of styles, sizes and colors.

Black Lisle Elastic 5c Yard

—Assorted widths, ¼ to 1 inch, in black only.

Garment Shields 79c Pair

—Kleinert's La Vida Shields in sizes 3, 4 and 5.

Slipper Trees 12c Pair

—Several hundred pairs.

Enameled Coat Hangers 11c

Spool Silk Thread 15c $1.80 a Dozen

—Hemingway, in all colors; 100 yards.

O. N. T. Spool Cotton Thread 8c Spool, 95c Dozen

—All sizes, black or white.

Threads

Spool cotton colored mercerized thread, 100 yards, spool 6¢, dozen ..... 65¢
Basting cotton, Alexander King's, 250 yards, 2 for... 15¢
Barbour's linen thread, 200 yards ..... 27¢
Aunt Lydia linen finished carpet thread ..... 10¢

Needles and Accessories

Emeries, assorted colors..... 5¢
Tailors' chalk, box..... 45¢
Thimbles, aluminum, assorted sizes, 2 for ..... 5¢
Sewing machine needles for any machine, 5 in tube..... 15¢

Boned Belting

2½-in. boned belting, black or white, 15¢, 2 for 25¢; 3-in., 17¢; 3½-in., 20¢; 4-in., 25¢

Important Needs

Plain wood coat-hangers..... 8¢
Enameled egg darners..... 4¢
Linen tape measures, 60-in.... 8¢
Spring tape measures, assorted, pink, blue, white, 48-in., priced ..... 19¢
Men's over-sleeves ..... 27¢

The only Grand skirt-marker ..... 29¢
5-yd. mercerized corset laces, pink and white ..... 9¢
8-yd. mercerized corset laces, pink and white ..... 17¢
Silk middy laces, assorted colors, yd. 8¢, 2 for..... 15¢
Tomato pincushions, assorted sizes ..... 9¢
Twilled tape (American Maid), 6-yd. bolts, assorted widths, ¼-in. to ¾-in. Price, bolt ..... 9¢
Lingerie tape, white, 5-yard bolts, now ..... 9¢
Bunch tape, 1 dozen pieces, assorted widths, now ..... 19¢

Pins and Safety Pins

Pins, all brass needle points, 160 count, assorted sizes, per paper ..... 5¢
Safety pins, assorted, 3 sizes on card, Faultless brand.. 6¢
Pin books, Princess, black and white, assorted sizes, 15¢, 2 for ..... 25¢
Safety pins, De Long—
Size No. 1, card..... 5¢
Size No. 2, card..... 6¢
Size No. 2½, card..... 8¢
Size No. 3, card..... 13¢

Hooks and Eyes Fasteners, Etc.

Hooks and eyes, De Long, sizes 00 to 2, black and white, box of 6 cards for 40¢, card 8¢. Size 3, box of 6 55¢, card..... 10¢
Roseland snap fasteners, size 2-0, 1-0 and 1, white only.. 6¢
Standard snap fasteners on tape for ..... 15¢
Hook and eye tapes, per yd.. 25¢
Lead-weighted tapes, black or white ..... 25¢

Garters and Hose Supporters

Velvet grip and hickory sewon hose supporters, pink or white..... 25¢ to 45¢
Hickory pin-on garters for children, black or white, sizes 2 to 14. Priced..... 30¢ to 50¢
Fancy frill elastic for children's garters, pink, blue, white. Yard ..... 35¢
Mercerized ric-rac, all colors. Bolt ..... 25¢

Finishing braids, white and colors. Bolt ..... 15¢ and 25¢
Leather knee pads for boys or girls, black or brown, all sizes. Pair ..... 25¢
Fancy silk-covered emeries, all colors ..... 5¢, 10¢, 15¢
Fancy silk needle cases having a good assortment of needles. Priced ..... 35¢ to $1.00
Bias-seam tape, several widths. Bolt ..... 12¢
Odd lot of bias-tape, finishing braids and edgings; all colors. Bolt ..... 5¢
Best brass pins, 300-count, per pkg. ..... 5¢

Hair Pins

Polished horn hair pins, assorted sizes, in shell or amber box. Price ..... 11¢
Celluloid hair pins, assorted sizes, shell or amber, 15¢, 2 for 25¢
Black wire hair pin cabinet, assorted sizes ..... 8¢
Invisible black wire hair pins, assorted sizes, pkg..... 4¢
Plain black wire hair pins, straight or crinkled, pkg..... 4¢
Bronze hair pins, assorted sizes, pkg. ..... 4¢

—Street Floor, Lipman, Wolfe & Co.

Sox

On Thursday We Offer for Sale

14,100 Pairs of Men's Sox at Greatly Reduced Prices

—A great sale in holding which we are simply doing our duty to our customers by giving the lowest possible prices at all times. Each pair of Sox sound and trustworthy and with the exception of a single group, all have been taken from our regular stock.

Thread-Silk Sox (Seconds) **39c**
Six Pairs at $2.25

Silk Plated Sox 59c (Seconds)
Six Pairs $3.25

Fine Silk-Thread Sox—59c Pair
Six Pairs $3.25

"Lustre Lisle" Sox 50c Pair

At 39c Pair
Six Pairs $2.25
—Made of good weight thread silk in black only. Substandards. Lisle tops, soles, toes and heels.

At 59c Pair
Six Pairs $3.25
—Silk-plated sox in clever two-tone effects. Also fine thread silk sox in cordovan, black and navy blue. Substandards.

At 50c Pair
—"Luster Lisle" sox in medium weight, firmly woven, good wearing, in black and all colors.

At $1.95 Pair
—Extra heavy all-wool sox in heather mixtures.

Fiber Silk Sox 75c
Three Pairs $2

"Cape Fear" Sox 29c
Six Pairs $1.60

Cashmere Sox $1
Heather Mixtures

Fine Cashmere Sox—$1.25 Pair

At 29c Pair
Six Pairs $1.60
—Cape Fear sox, made of good weight cotton in black and colors.

At $1.00 and $1.25
—Medium weight cashmere sox in several clever color effects, heathers and plain black, at $1.00 a pair. Fine cashmere sox in black, navy, green and fancy heather mixtures, $1.25.

At 75c Pair
Three Pairs $2
—Lace sox in good quality of fiber silk in navy, gray and black.

—Men's Shop, Washington St. Entrance, Street Floor, Lipman, Wolfe & Co.

His Every Pair of Sox Is

Darned! That is usually the case with most men's collection of Sox. A good wife is kept busy darning and re-darning them.

—Here's where you can start clean—stock up with a new holeless lot, save money by doing it—and give the wife a rest from the darning-needle.

Women's New Fall and Winter Suits $57.50

A Very Special Price

—The women of Portland who have been waiting for the very latest in fall suits will be delighted with our recent New York purchase which has just arrived. They are being offered, too, at a phenomenally low price.

—These suits will please the most fastidious—there are seventeen new models to choose from, in the most attractive and popular colors—Brown, Taupe, Reindeer, Navy and Black, also tan and brown checks.

Never were suits more piquant and charming in mode and finish. There are suits with quaint little tabs of fur and fur collars; some with smart little insets of tiny tucks, or beautifully plain tailored, semi-tailored and fancy-tailored suits in the vivacious short flare effect. Many of them are lavishly embroidered and braid trimmed—the motifs and patterns found only on suits selling for twice this price—and the furs, the auprice—and the furs, the aulian opossum and seal-dyed coney. Trimmed with fancy pockets, buttons and attractive snap or button belts. All beautifully lined.

—Of such lovely materials as

Tricotine Wool Velour Silvertone
Gold Tone and Fancy Tan and Brown Checks

—Third Floor, Lipman, Wolfe & Co.

Smartly Tailored Hats

That Will Be Worn by Women of the Most Exclusive Tastes

Special at $7.50

—They are made with high-grade fur felt top with facing of beaver, finished with ribbon band with a nobby masculine bow on the side of the crown. They are extremely becoming to both maid and matron. In black and colors.

—Third Floor, Lipman, Wolfe & Co.

In the $75,000 Silk Sale: 35-in. Standard Messaline $1.85 Yd.

—A fabric coming from one of the best makers. It has a beautiful lustrous finish and is very soft and serviceable, making it an ideal fabric for linings, trimmings, dresses, waists and many other purposes. Choose from the following complete color range:

Taupe, Gray, Midnight, Navy, Copenhagen, Pekin, Brown, Rust, Henna, Orange, Rose, Cardinal, Scarlet, Turquoise, Coral, Purple, Emerald, Nile, Yellow, Gold, Pink, Ivory, Black

—Second Floor, Lipman, Wolfe & Co.

A Woman's Attire Is Only As Smart As Her Umbrella

on any rainy day, and to show you just how smart a rainy day costume CAN be, with the RIGHT Umbrella, we have assembled for

National Umbrella Week

—A highly interesting showing of the new, the novel and the dependable in Umbrellas.

Featured at $8
—Women's extra quality silk-warp Umbrellas with taped edge, very new and beautiful handles, with Bakolite tops and white rings.

Special at $18.65
—Heavy colored taffeta silk Umbrellas with tape edge, high-grade wood rods and handles and white spoon tips. Exquisite!

—Street Floor, Lipman, Wolfe & Co.

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