

Because of the Extraordinary Character of This Event
We Are Compelled to Enforce These Rules:
Nothing Sold to Dealers—Nothing Sold C. O. D.—Nothing Returnable—Nothing on Approval—No Phone Orders—Every Sale Final

Lipman Wolfe & Co.
"Merchandise of Merit Only"

A Very Special Offer!—Four Issues of the
Pictorial Review Magazine, 60c
—November, December, January and February—60c
Pattern Department, Street Floor

ASTONISHING! Yes, and It Has Caused Astonishment!

Biggest Thing Yet Done In Portland to Bring Down Prices

Just 9 More Magic Days!

To obtain splendid merchandise at

HALF PRICE!

40 PER CENT OFF!

33 $\frac{1}{3}$ PER CENT OFF!

This Is a Sale for **EVERYBODY!**

Lipman, Wolfe & Co. Now Offer for 9 Days Many of Their Entire Stocks at 50, 40 and 33 $\frac{1}{3}$ Per Cent. Off—In Scores of Instances Below Wholesale Cost

—The news of yesterday was too big for everyone to grasp it fully. We appreciate that, therefore we are going to call your attention here to some of the wonderful opportunities which are representative of the thousand and more other opportunities equally as good, all

Standard, Dependable, First Quality Merchandise of Merit at Unheard-of Reductions

—More than \$1,000,000.00 of seasonable merchandise at the beginning of this event. In the opening announcement it was absolutely necessary to treat each article in a superficial way owing to lack of space, and for this reason we think the importance of many of the offerings justifies further emphasis.

—Take, for example, all of our Table Linens at 33 1-3 per cent off! Here is the greatest stock of Linens in Portland which were bought months before the several advances in cost and at the regular prices were sold far below those owned by other stores, which establishments, in determining their retail prices, were governed in many instances by tiptop wholesale costs. Think what 33 1-3 per cent off of our low regular prices means! The housekeeper who admires fine linens cannot now say that PRICE is the one reason why she does not possess them.

—"All of Our Fine Furniture at Half Price—Less Than Cost!" That was the announcement, and a strong one for a store to make. Furniture, every piece of which is new and of the finest quality, selling for less than good furniture sold for back in the days when a couple could get married and fully equip a home without the expenditure of a large amount of money. Here, again, we claim, none can now truthfully assert that the COST is the obstacle in the way of possession.

—And ponder awhile over this announcement: "All Our Silks at 33 1-3 Per Cent Off!" And this one, "All Dress Goods at 40 Per Cent Off!" Has the full significance of these two offerings dawned upon you? There are thousands of women in this city

who purposely postponed making a dress, coat or suit because the prices were too high. A beautiful silk dress, a handsome suit, a superb coat can now be made, at least as far as the fabrics are concerned, at little expense. No woman need longer to deny herself pretty apparel.

—Then there are Rugs at 33 1-3 per cent off! We always have undersold everybody when it came to rugs; regular prices here were always lower than regular prices elsewhere, so you will see that 33 1-3 per cent off here means more than it would mean were some other establishment to announce the same percentage reduction.

—Parents of boys will find this sale a great big help in outfitting the boy at little expense. Our entire stock of Boys' and Children's Knickerbocker Suits, Junior Suits, Overcoats, Reefer Coats and Mackinaws are now half the reasonable regular prices. —Most women who like exquisite blouses know what Castleton Blouses are—how lovely they are and how proud a woman is to wear one of them. Here is our entire stock of beautiful Castleton Blouses at 33 1-3 per cent off. Then, too, there is Women's Silk and Mercerized "Luxite" Hosiery at 33 1-3 per cent off. Show us a woman who doesn't want one or more pairs at the price this great reduction makes it.

—We could take up item after item and fill page after page, but this is out of the question. We have tried to show those who were not among the thousands who jammed their way into the store today just what they can expect, so they, too, may benefit by this—

The Broadest, the Most Drastic, the Most Daring Sale Ever Inaugurated by Any Store of the Pacific Coast



What Do You NEED? Find It in One of These Three Groups

AT HALF PRICE

Machine Filet Scarfs, Etc.
Second Floor—Lipman, Wolfe & Co.
All Children's and Girls' Coats
Spring or Winter Weights
Fourth Floor—Lipman, Wolfe & Co.
All Children's Wool Slip-on
Sweaters
Fourth Floor—Lipman, Wolfe & Co.
Girls' Wash Georgette and
Silk Waists
Fourth Floor—Lipman, Wolfe & Co.
All Our Girls' Cloth Suits
Fourth Floor—Lipman, Wolfe & Co.
All Girls' Knit Angora Tams
Fourth Floor—Lipman, Wolfe & Co.
All of Our Children's Hats
Fourth Floor—Lipman, Wolfe & Co.
Stamped Needlework
Fourth Floor—Lipman, Wolfe & Co.
All Women's and Children's
Terry Bath Robes
Fourth Floor—Lipman, Wolfe & Co.
All Children's and Girls'
Dresses
Fourth Floor—Lipman, Wolfe & Co.
Infants' Dark Coats, Furs
and Dresses
Fourth Floor—Lipman, Wolfe & Co.
Our Entire Stock of Art
Needlework Novelties
Fourth Floor—Lipman, Wolfe & Co.
Entire Stock of Picture Frames
Seventh Floor—Lipman, Wolfe & Co.
Our Entire Stock of Cretonnes
Fifth Floor—Lipman, Wolfe & Co.

Our Entire Stock of Furniture
Fifth Floor—Lipman, Wolfe & Co.
3000 Boxes of Stationery
Street Floor—Lipman, Wolfe & Co.
Entire Stock of Floor Hassocks
Fifth Floor—Lipman, Wolfe & Co.
Silk Lamp Shades
Sixth Floor—Lipman, Wolfe & Co.
All Women's Novelty Silk
Chiffon and Georgette
Underwear
Fourth Floor—Lipman, Wolfe & Co.
Hundreds of Bags
Street Floor—Lipman, Wolfe & Co.
Morning or Afternoon Voile
House Frocks
Fourth Floor—Lipman, Wolfe & Co.
Entire Stock of Women's
Sweaters
Fourth Floor—Lipman, Wolfe & Co.
All Women's Athletic Suits
Fourth Floor—Lipman, Wolfe & Co.
All Girls' and Women's
Wash Smocks
All Corduroy Smocks
Fourth Floor—Lipman, Wolfe & Co.
Hundreds of Silk Negligees
Fourth Floor—Lipman, Wolfe & Co.
Well Known Makes of Fine
Corsets
Fourth Floor—Lipman, Wolfe & Co.
All Odds and Ends of Women's
and Misses' Lingerie
Fourth Floor—Lipman, Wolfe & Co.

AT 40 PER CENT OFF

All Beaded and Leather Bags
and All Leather Novelties
Street Floor—Lipman, Wolfe & Co.
An Assortment of Brassieres
Fourth Floor—Lipman, Wolfe & Co.
Children's Open-Front
Sweaters
Fourth Floor—Lipman, Wolfe & Co.
Women's Beautiful High Boots
Second Floor—Lipman, Wolfe & Co.
All Women's and Children's
Outing Flannel Gowns,
Sleepers and Pajamas
Fourth Floor—Lipman, Wolfe & Co.
Women's and Children's Knit
Slippers
All Women's and Children's
Bed Socks
All Girls' Rain Coats and Capes
Fourth Floor—Lipman, Wolfe & Co.

All Wash Middies, White
or Colored
Fourth Floor—Lipman, Wolfe & Co.
Children's Sateen, Jean and
Serge Bloomers
Fourth Floor—Lipman, Wolfe & Co.
All of Our Children's
Bath Robes
Fourth Floor—Lipman, Wolfe & Co.
All Children's Muslin
Underwear
Fourth Floor—Lipman, Wolfe & Co.
All of Our Children's
Bathing Suits
Fourth Floor—Lipman, Wolfe & Co.
All of Our Babies' Blankets
Fourth Floor—Lipman, Wolfe & Co.
All Women's Batiste and
Crepe Pajamas
Fourth Floor—Lipman, Wolfe & Co.

AT 33 1-3 PER CENT OFF

Babies' Flannel Gowns,
White Coats, Crocheted Wool
Afghans, Turkish Bath
Blankets and Towels
Fourth Floor—Lipman, Wolfe & Co.
Infants' Bloomers and
Drawers
Fourth Floor—Lipman, Wolfe & Co.
Embroidered Baby-Flannel
Second Floor—Lipman, Wolfe & Co.
All Colored Eiderdown
Second Floor—Lipman, Wolfe & Co.
Entire Stock of Men's and
Women's Traveling Bags
and Suit Cases
Fifth Floor—Lipman, Wolfe & Co.
1000 Imported Chinese and
Japanese Baskets
Sixth Floor—Lipman, Wolfe & Co.

All of Our Composition Ivory
Street Floor—Lipman, Wolfe & Co.
All of Our Silks
Second Floor—Lipman, Wolfe & Co.
Entire Stock of Fine Rugs
Fifth Floor—Lipman, Wolfe & Co.
All Table Linens
Second Floor—Lipman, Wolfe & Co.
White Aprons
Fourth Floor—Lipman, Wolfe & Co.
Women's and Children's Knit
Underwear
Street Floor—Lipman, Wolfe & Co.
200 Pieces of Aladdin
Aluminum Ware
Sixth Floor—Lipman, Wolfe & Co.
Women's and Children's
Hosiery
Street Floor—Lipman, Wolfe & Co.