



# Early Spring Fashions—Lipman, Wolfe & Co.

**Valentines**  
and  
**Valentine Gift Books**  
*Appropriate Novelties and  
Table Decorations*

**Manhattan  
Shirts**  
*New Shipment Just Arrived  
New Styles  
For Spring and Summer*

*—Russian Cords, Madras, Silk,  
Mercerized and Percalé in all the  
newest patterns and colorings.*

**Cotton Fabrics**  
*For Spring and Summer*

*—We are prepared to show  
you everything in wash goods  
that will be popular, everything  
that is exclusive, as well as all  
the ever-staple weaves in fanciful  
colorings.*

*—Voiles in plain and fancy  
weaves, ratines, linens in all  
weights, linen pongee, Persian  
crepes, Scotch zephyr gingham  
—and numerous novelties.  
—Visit this department, famil-  
iarize yourself with fashion's  
favored materials. Basement*

*We Announce*  
**An Authoritative Suit Exposition  
of Correct Modes for 1913**



*—We now present a comprehensive display of 1913 models in  
Smart Tailored Suits, of vital interest to all women who keep in  
touch with the advance fashions.*

*—Distinctiveness and exclusiveness are two notable features of  
the suits now on exhibition and sale. These models show the  
latest innovations and most striking ideas from the fountain heads  
of fashion in Paris.*

*—Modeled of exclusive materials, the workmanship is superior in  
every detail and the prices most reasonable.*

## Postscript

—The echoes of Spring are every day becoming more insistent. The lilies in the florists' shops are carefully saving their long, green buds until the proper season, and the hyacinth bulbs have begun to sprout. A few jaunty daffodils are out to cheerfully hasten the going of Winter.

—But in the "Ateliers," behind closed doors, where the fashions are "originated," everything is in radiant bloom. Here, indeed, Spring is full-fledged. There is no hint of frost-nipped breezes and belated snow-flakes, and Spring fashions, eager to blossom forth, are awaiting their turn. Here are the new hats—small, for the most part, and, like the Spring flowers, depending for their beauty on their freshness and simplicity—and the new suits, of which the "cut" would astonish the makers of puzzles and cause them to blush for the crudeness of their efforts. The gowns, too, and the "little frocks" are amazingly eccentric. Altogether the arbiters of fashion have "sprung" much that is new and unlooked-for. Says one of them, speaking with the dignity of an absolute monarch: "Fashions are to be more subtle, more imaginative, more feminine, so to speak."

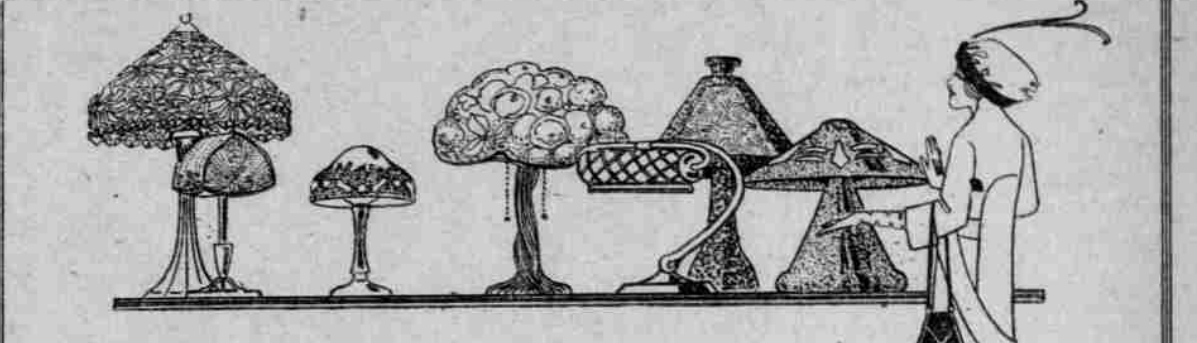
—And, in referring to these gentlemen, it is only fair to add that they are tireless in their quest of ideas—whatever may be one's personal opinion as to their worth. One of them is at this very moment delving about among the ruins of an old buried city of Ceylon, in search of new designs for embroideries to be used on tea-gowns and other garments. Another has been engaged in studying the fine distinctions between Chinese "Ming" and "Manchu," for the purpose of embellishing our gowns. Verily, these arbiters of ours deserve great credit.

—Already the first of their creations are to be seen in the millinery and suit salons at Lipman, Wolfe & Company's. They are lovely—yes—they are truly delightful. And what is more to the point—they are astonishingly becoming—perhaps because of their great variety. "More feminine" they surely are—which is interesting news, is it not?

—We know a plucky resourceful little woman who "makes everything herself." We dare say that there are many of them. We hope there are.

"I always find your dress goods displays so helpful," she told us yesterday. "Even the windows teem with ideas. Why, yesterday I saw a lovely piece of dull blue Eponge draped in a way that was perfectly inspiring—I bought enough for a frock, with a gorgeous bit of Bulgarian trimming to match. For the new models one really must use the new materials to get the best results. There are so many little puckers and folds to deal with—but the new fabrics simply drape themselves."

This advice tallies so nearly to that of a famous French couturière that we quote it as a "tip" to all home dressmakers. "Mon Dieu," she exclaimed with a devout shrug, "the trouble is that people will begin at the wrong end. They should start with the material. It is the goods that give inspiration. You select a beautiful design—but with the wrong material you will have nothing. Always select the material which will adapt itself to your model and the dress will make itself."



**Our 1st Annual Lamp Sale**  
**The Greatest Sale of Its  
Kind Ever Inaugurated**  
**Just 350 Lamps in All**  
**Monday, HALF PRICE**  
**Lamps Selling Regularly from \$9.50 to \$175.00**  
**On Sale at \$4.75 to \$87.50 Each**

—On the sixth floor we have a Lamp Store that is admired by hundreds of visitors. It is a complete lamp store every day in the year, but for this event its light of helpfulness shines more brightly than usual, for we have taken over 7 tables of handsome electric lamps and marked them at just **HALF THEIR REGULAR PRICES** for this, the first annual lamp sale in our new store.

**PIANO LAMPS, DESK LAMPS, LIBRARY LAMPS,  
BOUDOIR LAMPS, DRAWING-ROOM LAMPS**

—In such an astonishing sale as this it should be understood that 350 lamps, large as that quantity is, does not warrant not coming early in the morning, as they will go rapidly.

—We consider this one of the most remarkable offers of the season.

—We invite a visit of inspection, because no words we could print here could possibly express the variety and beauty of the lamps that you will find at half price. The facts that follow are merely suggestive of their elegance and a list of comparative prices.

**\$175 Bronze Hall Lamp  
Special \$87.50**

—A graceful draped bronze figure stands on a base of bronze and marble, and holds aloft a large inverted mushroom-shaped shade set with colored jewels. A four-bulb light is under the stained-glass shade. The bronze figure stands 29 inches high and the entire lamp is 42 inches high.

**Piano Lamps  
Regular \$9.50 to \$22.50 Each**  
—Piano and desk lamps of the newest style. Made to be adjusted at any angle. Finished in antique, polished, bronze and old brass.  
**At Half Price.**

**Lamps With Novelty Shades  
Regular \$9.50 to \$49 Each**

—These handsome lamps have shades representing gorgeous clusters of fruit or flowers in all their natural colorings in relief designs. All sizes, from desk to library size.  
**At Half Price.**

**Lamps With Leaded Glass  
Shades. Regular \$3.50  
to \$100 Each**

—With base of French bronze finish and brush brass. The shades in wonderful color combinations. All sizes.  
**At Half Price.**

**\$55.00 Library Lamp \$27.50**

—Of dull brass, standing 40 inches high, especially appropriate for library use. The tall center pillar supports a suspended cross bar from which hangs two large shades.  
**At Half Price.**

**Lamps From the Vasecraft  
Studio. Regular \$12 to  
\$48 Each**

—These unique lamps are of hand-wrought pottery in terra cotta and lusterless glaze finish. The most unique as well as most beautiful lamps made. Only one of a kind, as they are never made in duplicate.  
**At Half Price.**

## Style Information on Spring Dress Fabrics

—The novelty fabrics in woolen dress goods are arriving daily in weaves that eclipse anything shown before. Eponge—the new dress fabric—in plain weaves or displaying a crepe surface with interwoven threads forming a design, copied after the brocades. The brocade Eponge sells for \$5.00 the yard, 56 inches wide. In this material the fashionable combination suits may be carried out, the jacket being made of the brocade and the skirt of the plain Eponge, both being the same weight and entirely comfortable for the Spring.

—This Eponge also comes in many novel stripe effects, some one-tone and others in combination colors. This Eponge is 56 inches wide and \$3.50 the yard.

—A double-faced Eponge is unusually effective, and can be had at \$5.00 the yard, also 56 inches wide.

—Among the always-popular fabrics are Bedford cord in many new colors at \$2.50 the yard; striped granit at \$1.75 the yard; wool poplins and French serges \$1.00 and \$1.50 the yard.

—Black and white checks promise to be in greater favor than heretofore. The craze for contrasting colors and fabrics will make the black and white check a distinct favorite. It is the mode of the season, and all smart women will include this style in their Spring and Summer wardrobe. Our black and white check materials are now shown in a full assortment. Prices range from 50c up to \$3.50 a yard. In widths from 36 to 54 inches.



## A Most Important Sale of Oriental Rugs

**A Special Lot of Mossouls and Belouchistans**  
**Arranged as a Practical Demonstration  
Of What Constitutes Real Price Reductions**

—These price reductions are based upon original prices that are fair and equitable, and at this time represent a substantial saving to rug purchasers.

—We purposely refrain from extravagant statements regarding this sale, preferring to have you judge of its importance by personal inspection and comparison of rugs with those offered elsewhere.

**\$27.50 Mossoul Rugs \$19.85**

*Size 5.6x5.6*

**\$35.00 Mossoul Rugs \$26.75**

*Size 6x4.3*

**\$47.50 Mossoul Rugs \$32.50**

*Size 7.6x4.8*

**\$17.50 Belouchistans \$12.85**

*Size 5.1x2.7*

**\$22.50 Belouchistans \$16.85**

*Size 5.5x2.7*

**\$27.50 Belouchistans \$19.85**

*Size 5.10x3*

—Just 200 pieces of fine Mossoul rugs, most of which are genuine antiques in their natural state as they left the hand looms, and are guaranteed "undoctored."

—Each rug is typical of the wild, mountainous district from which it came—made by the robber tribes of Kurds from the wool which they steal from the semi-wild herds of sheep. As we buy all these rugs direct from these tribes, we are able to offer you better original prices than can be had elsewhere.

—Just 300 pieces of fine Belouchistan rugs in their soft, rich, subdued colors of wine and mahogany reds and dark rich blues and lovely brown shades.

—These rugs are especially noted for their silky sheen and fine wearing qualities.

—Our Oriental rug expert personally selected these rugs, and as he spends a great part of the year in these districts, he naturally can secure the pick of the market—the choicest specimens—the most typical examples—in fact, rugs of a quality that are seldom offered at special reductions.

## New Touches in Spring Millinery

—The one distinctive point of the new millinery is that the majority of hats will be small, and are to be worn pulled down close over the head, and usually tilted just a bit. They are jaunty, chic and smart—and the colorings are radically different. The upright paradise, standing, fancy feathers and the long wings make these the smartest hats of the hour.

—These Springtime hats are made up of soft, hand-sewn braids, and meline combined with braids, pliable straw and satin, an original idea which is typically French.

—All these new hats are especially appropriate for now. Prices \$6.50 to \$15.00.



## 1913 Modart Lace Front Corsets

—The Spring line of Modart corsets is more beautiful and more successful than ever before. In beauty, style, comfort, workmanship and materials the MODART surpasses any other lace front corset on the market. These new modes are now on sale.

**Model "W" \$6.50**

—For the slight figure with low bust where straight lines are desired. Quite long below the waist and above the waist gives the uncorseted effect. So lightly boned that there is no undue pressure, and it can readily be worn by those whose figures are extremely sensitive to the average corset.

**Model "S" \$7.50**

—Gives the medium figure long, easy lines and a highly desirable neatness and trimness, as well as a graceful poise. In 11-inch clasp only, and lends a general straight line effect, yet is flexible and comfortable, like all other Modart corsets.

**From Liberty & Co.**

**London  
Come These Handsome  
Evening Scarfs**

—Of soft crepe chiffons in many unique colorings and designs, for which this English firm is noted. Prices range from \$5.95 to \$25.

—One particularly handsome scarf is of a creamy chiffon cloth handsomely brocaded in cream velvet. Others show the tiny rosebud patterns, similar to those of the famous English chintz. Handsome Oriental effects are also a noteworthy feature. In different sizes, and all appropriate for evening wear.

**Marabou**

**For the Spring Season**  
—Separate scarfs, large and small, in natural color, gray, black, taupe and brown.  
**Prices \$5.95 to \$15.00.**

## Acquaint Yourself With the New Silks

—For they are different—different in weave and different in color. Charmeuse in wondrous new colorings—Broche Palm Crepe, the silk texture of the season—Foulards in the daintiest and most effective patterns—Pongee, in all its natural beauty.

—A noteworthy characteristic of these new silks is the revival of vivid color. One of the new variations in carot, while others include tones of rich blues and softest pinks; a new green is called "vert de vase." In short, a surprising variety is displayed.

## "Forsythe" Waists

**More New Style Revelations  
Will Be Disclosed in These Spring Models**

—Black, white, tan and a variety of stripes in excellent quality brocade or tub silk, crepe de chine and pongee.

—The new Byron collar has proven a great favorite, as well as the high turned-down collars.

—Plain mannish styles with tucks in front and Gibson effect yoke in back. The long sleeves and soft cuffs trimmed with pearl buttons.

—Prices are \$5.75, \$6.25, \$6.75, \$7.50 and \$9.00.