

Lipman, Wolfe & Co. House of Fashions

Postscript

—To those careful people who are always prepared for every season, there is no need to speak of Spring and Easter. But to those busy folk who "haven't time to turn," Spring comes with Jack-in-the-box suddenness, and is not a joy, but an embarrassment.

—For their convenience the millinery salons on the second floor have an endless variety of chapeaux, and the suit and dress departments on the third floor are receiving shipments of new things every day.

—By the way, it is fascinating to be by when the huge boxes are unpacked, divulging the secrets of "la mode." Dozens of them are being received every day. Never before have we seen such attractive styles. Never before, we believe, were such lovely things made for the delectation of busy femininity.

—Inaugural week in Washington is, of course, the occasion for intense patriotic feeling. However we may feel inclined to regard Mr. Wilson and the New Democracy, we are constrained to huzzah for the First Gentleman of the Land, and to admire anew the erudition of those youthful patriots who know every word of the National Anthem, while we can only hum the tune.

—At any rate, we are proud of our Flag, our Country and our politics—whatever they may be.

—We think it singularly fitting that we should be able to announce just at this time the triumph of American fashions over those of gay, magnetic Paris.

—That American fashions have come to stay is the assured opinion of the foremost manufacturers and the leading authorities on dress. The designing of hats and costumes for American women is gaining ground rapidly in the East, and the milliners and costumers of New York no longer feel constrained to look to Paris for their ideas.

—To cap the climax, and to put the American designers on their mettle, the New York Times offered a series of prizes for the best original ideas in costumes and hats. According to the Times, there were over a thousand competitors from every quarter of the United States.

—Mr. Edward Bok, of the Ladies' Home Journal, who was chairman of the awarding committee, graciously admitted that the task of deciding on the best designs was a heavy one. Miss Alice de Keyser, of the Lipman, Wolfe & Co. millinery department, took second prize for her hat—"The Rose of Portland."

—Miss de Keyser's creation attracted a great deal of attention, and was decidedly the most "chic" and dashing hat exhibited.

—Perhaps the most interesting feature of the contest is that Miss de Keyser was the only designer outside of New York—the commonly accepted headquarters of Dame Fashion—to receive any award.

—The New York Times heralds this exhibition of American ideas as the beginning of a new order of things. An entire section of last Sunday's edition was devoted to the Fashion Contest, with splendid color-plates of the original hats and costumes. A copy of the Times' series of illustrations is on exhibition in our show windows.



The New York Times

Fashion Contest

A TRIUMPH FOR PORTLAND

A Portland Milliner, Miss Alice De Keyser, Wins Prize in the Greatest Millinery Style Contest Ever Held in America

—Three prizes were offered by the New York Times for the most original American design of hats—two were won in New York City, and the only other city in the United States to win a Nation-wide victory—in which a thousand milliners put forth every artistic effort—was Portland, Oregon, "The Rose City."

—Miss De Keyser, a member of our millinery staff for the last five years, was urged by Mr. Lipman to enter this style contest. Miss De Keyser at first hesitated, as to enter this contest meant to match her ability against an imposing array of the greatest millinery talent in America. Getting her inspiration from the Rose—the emblem of our fair city—she deftly evolved the Rose Hat.

—The submitted designs were carefully examined by a board of judges composed of Mr. Edward Bok, editor of the Ladies Home Journal; Mrs. John W. Alexander, who is a designer of note; Miss Annie Russell, the distinguished actress; Mrs. Eleanor Hoyt Brainerd, a recognized authority on good dressing; Miss Abby E. Underwood, a distinguished illustrator of fashions, and Mr. Grosvenor K. Glenn, editor of The Illustrated Milliner.

—After a careful survey of the millinery creations they awarded the "Rose" hat a prize.

—The Lipman, Wolfe & Co. millinery establishment is known as a fashion center from the Atlantic to the Pacific.

This Original Model Is Now on Exhibition in One of Our Fifth-Street Windows

Spring Tailored Suits \$30

This Sale Marks the Triumphant Entry Of the Popular Priced Spring Suits

—A revelation of tailored fitness—strictly man-tailored in every sense of the word. Of fine whipcord and serge in checked and striped patterns.

In black, navy, gray and tan, and mixture effects. —The jackets are cut in the late twenty-six-inch length, four-button cutaway style with semi-fitting back and mannish revers and sleeves. The linings are of all-silk peau de cygne. —The skirts are fashioned on plain, straight lines. Third Floor.

Nell Rose Hand Bags

—Of pin seal in the fascinating new Nell Rose color. Lined with soft corded silks, fitted with coin purse. In a variety of novel shapes, mounted on gold-finished frames. Prices range from \$3.50 to \$7.50. First Floor

Just the Style of Spring Coat You'll Want

Three Models of the Better Kind Very Special at \$21.50

—Again are we in the forefront with our display of coats for a new season. High class, originality and exclusiveness in design and materials are the dominant features.

—A forty-seven-inch length coat is of all wool serge in tan and navy, lined throughout with a fine quality plaid silk in bright colors such as navy and green, red and blue. They have small square or rounded collars buttoned on the shoulders. One style shows revers of plaid silk, which also trims the cuffs. Hand-made satin-finished buttonholes and small pearl button trimmings.

—The second serge model has an attractive square collar and novelty cuffs of moire silk. Fastens with one large button, showing the side effect. Around the bottom is a deep-fitted fold of material which overlaps in the center of the back, finished with three scallops and hand-made moire buttonholes.

—The third model is of black minstrel cloth built over colored linings, such as dull blue, golden brown, American Beauty and emerald. The collar and cuffs are of Bulgarian net. Satin loops at the neck finished with silk tassels. Third Floor

A New Tub Silk Waist Special \$3.75

—Beyond a doubt we are the largest waist shop in the city—every day sees new arrivals in both the tailored and dressy styles. —If you want to wear a tailored waist that is correct down to the last detail, come here and we will show you all that is new in women's mannish shirts.

The tub silk waists we mention today are unusually good-looking—the material is of that excellent quality which launders perfectly—every seam is finished in the best manner. In white and colored stripes such as blue, lavender and black.

—Made with the new Robespierre collar and soft turn-over crushed collar. Long sleeves and French cuffs. Third Floor.

Novel Coiffure Adornments

—The most beautiful coiffure ornaments—the newest and most artistic pieces are now on exhibition and sale in our ribbon section, First Floor.

—The new coque la rouge feather is an imitation bird of paradise, which is now very much in vogue; we also show the question mark ornament in gold and silver, jeweled in sapphire, wistaria, maise, gold and rose.

—Rhinstone pins with hinged hairpin fastenings, butterflies, crescent bowknot and spangled effects.

—Rhinstone bandeaux with cup fastener, which can be worn with or without stickups. —Ostrich feather ponpons, question mark, ostrich feather stickups in pink, blue, cerise, American Beauty, white, cream, black and coque la rouge.

New Juliet Caps Special \$1.95

Regular \$3.50 to \$6.00 —Of gold net beaded and silver beaded net. Fashionable caps for evening and theater wear. First Floor.

New Cretannes

Imported and Domestic —More and more cretonnes are arriving, and our already large assortment has been augmented by new designs and colorings in this beautiful material.

—Cretannes can be had as low as 20c a yard, and they are pretty, too; the prices range upwards to 50c, 60c, 75c and as high as \$1.50.

—There are art taffetas, art damask, radium cloth and chintz.

—Exquisite materials that are used so extensively for bedrooms, living-rooms and dining-rooms, for covering chairs and lounges and as top covers for dressing tables.

New Art Scrims

—40 inches wide and sells from 20c a yard up to 60c a yard. Fifth Floor.

Brilliancy of Color and Beauty of Design Are Distinguished Features of The New Chiffons

—It was to be expected that with the favor of fashion turning to Bulgarian effects chiffons would share in the mode as well as silk and cotton weaves.

—These new chiffons have just been unpacked from their cases. They show all the new colors, the charming new blues, the vivid Nell rose, the soft browns and tans, those wonderfully fascinating Bulgarian designs and colorings—odd gold brocaded effects on mahogany—unique Dresden designs scattered across a white or tinted surface—brocaded marisettes—white and colored striped chiffon cloth and crepe chiffons in lavenders, tobacco brown and terra cotta. First Floor

Some of the New Wash Fabrics At Special Popular Prices

Silk Dot Crepe 50c the Yard —One of the prettiest cloths ever produced for this price. Soft and pliable as pure silk. It has crinkled self-stripe and a silk self-dot. 27 inches wide.

Rice Ratine at 29c a Yard —A light weight ratine with a rice-like finish from which it gets its name. Solid colors such as pink, navy, black, lavender, champagne, cadet blue and black and white stripe.

Crepe Glacette 35c the Yard —A distinctly new silk and cotton mixed material of exceptional beauty in a crepe weave. All colors.

Royal Hunt Cord 40c a Yard —Corded materials are universally in demand, and the Royal Hunt Cord is the prettiest yet produced in the cord effect in wash goods. The weight, while not over heavy, is admirable for early Spring wear, and is especially suitable for shirt waist suits. Colored grounds with small white raised cords and white with colored cords.

Shantung Suitings 39c a Yard —Woven in plain and changeable shades. The colors are absolutely "tub proof" and "sun proof." It is constructed of silk and cotton in equal proportions in rough weave effects.

Poplin De Luxe 40c a Yard —An imported cloth of exquisite finish. This material is mercerized in the yarn, thereby insuring a permanent finish. In colors.

Silk Striped Ratine 45c a Yard —A medium weight ratine cloth with brocaded silk stripe. The background comes in lavender, Nile, golden brown, tan, gray, light blue, navy and black. The brocaded silk stripes are in white, producing a most attractive effect. Basement

Dress Fabrics

Silk and Wool Poptins —For the Spring and Summer season have just arrived. In light blue, cream, Nell rose, orchid, apricot, amber, raisin, silver gray and Bordeaux navy. 42 inches wide—\$1.50 yard. —Our stock of eponges is wide and varied—all the leading colors and the most effective weaves can now be had. —Cream wool suitings in heavy and light weights, appropriate for suits and coats. Second Floor.

Crepe de Chine —The favored silk for Spring in pink, cerise, American Beauty, Nell rose, white, ivory, turquoise, light blue and cream. 40 inches wide and sells for \$1.50 and \$1.75 yard.

Printed Chiffon Failles —In two and three-tone effects. Printed in dainty designs and colorings. 42 inches wide and \$4.00 a yard. Second Floor.

Spring Veilings of the Daintier Sort

—There's always a practical reason for wearing veils besides the aesthetic side of the question. —In Summer there are the insistent rays of the sun, afloat or ashore, to be discouraged, and the searching breezes to be baffled. And, of course, the effectiveness of a fluttering veil is not lightly to be scorned. —So we are well prepared with chiffon veils and veilings for Spring and Summer.

—Meshifon automobile veils in rose pink, tan and brown, white and blues, at \$3.50. 21-4 yards long. —Crepe automobile veils in all colors. —Crepe shadow veils 21-2 yards long can be had for \$3.95. —Silk chiffon shaded veils also \$3.95. —The new Shetland drapes at \$1.19 are very soft and beautiful. —Face veils of all kinds from 25c to \$2.50 a yard. First Floor.

A Varied Assortment of Superb French Models Are Now on Exhibition in Our Custom Tailoring Salon for Women as Well as Exclusive Imported Fabrics For the Making of Tailored Suits and Coats Seventh Floor.