



EASTER CARDS, ETC.

—Most beautiful and original novelties in greeting cards, place cards and novelties in extensive variety, popularly priced.
Street Floor—Lipman, Wolfe & Co.

Permanent Waving

—Enjoy the spring weather to the fullest by having your hair permanently waved—proof against wind and dampness. Know the joy of having hair that the "curl won't come out of." Waving done here by experts.
Beauty Parlors, Balcony—Lipman, Wolfe & Co.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Dressmaking Helps

—A skilled instructress will be pleased to assist you in the developing of fabrics purchased here into garments worthy of such beautiful materials.

Second Floor—Lipman, Wolfe & Co.

EASTER CANDLES

—Fat bunnies, ducklings and chicks decorate the new Easter candles. They are hand painted and are very life-like; the kiddies will be delighted.
Sixth Floor—Lipman, Wolfe & Co.

ONLY TWO WEEKS MORE TO PREPARE FOR EASTER

Here Is a Store Full of New Spring Merchandise of Merit, Every Piece Reflecting the Spirit of the Easter Season

Easter Millinery Arrivals in Infinite Variety



MODEL HATS and beautiful reproductions of imported models are shown in the great Easter display in our Millinery Salons. Hats that create individuality as well as reflecting it are the selected models in these hand-made blocked shapes with their infinite style-variedness as to design and trimming. Soft, rich materials in solid color and combinations figure to especial advantage when combined with the lovely new straws.

—Smart, all black hats are rich in their simplicity; a striking note of color is often introduced. Whatever your choice of a hat may be, you will undoubtedly find the exact model here.

Hats priced from \$10 to \$50

Third Floor—Lipman, Wolfe & Co.

Charming Styles for Every Type in New Spring Outer Apparel



EACH INDIVIDUAL MODEL is a genius-inspired conception of the mode, and though silhouettes may vary, the effect of distinguishing smartness is clearly shown in every garment in the Apparel Section.

The New Suits

may be divided into two classes—the smart *tailleur* and the more elegant three-piece suit. —Tailleurs of tricotine, twill, serges and other extraordinarily smart weaves are wonderful examples of the art of perfect tailoring. Suits of the three-piece variety are apt to be fashioned from fabrics that permit full play of the genius of artist-designers—Paul-ette, Poirer twill or tricotine—with the blouse of softest silk duvetyn or mignonne. Lavish use of braid and silk or wool embroidery are to be noted.

The Spring Frocks

—The pageant of frocks will be rich in color and throbbing with youth and life. Taffeta, mignonne, silvertone, georgette, in tints ranging from the delicate pastel to the vivid hues of summer sunsets.

The Spring Coats

—The polo, the leather coat and the light "topper," but the smartest of these is the polo. Here in all the variations of the mode of spring.

Third Floor—Lipman, Wolfe & Co.

The New Spring Blouse for 1920 Is Strictly Modish and



IS THE EMBODIMENT of youthful charm with the careless grace of its nonchalant lines, its quaint round neck and sleeves of baby-like shortness. This applies particularly to the NEW HIP BLOUSE, which makes its initial appearance in tricot-lette weaves, georgette and crepe de chine. —Of course, there are many smart affairs with long sleeves; some even have high necks. And of the exquisitely dainty hand-made blouses of fine batiste, French voile and organdie, much might be said, but mere words are inadequate to describe their airy immaculateness.

Skirts That Are New and So Very Different



OF COURSE, there's an array of plaid skirts for the tailored woman and the outdoor girl to revel in, but let us turn to the gorgeous new silk skirts. An entirely new silk-scarf weave is introduced and is shown in the most fascinating colors, as well as white. Satin and other silks make delightful new skirts. All in the smartest styles.

Third Floor—Lipman, Wolfe & Co.

"Trim Ankles Revealing"

SHORTER SKIRTS do demand that one's ankles be trimly clad, and so Fashion has decreed

The New Silk Mesh and Lace Stockings

—And lovely things they are, too. Mesh, very open, quite daring, but, oh, so smartly French! And the wonderful lace weaves—different, utterly different, woven for the most part in stripe effects—one of the most beautiful of these is a heavy rib-like weave that is quite like finely knitted Paulette. Of heavy Italian silk, of long-wearing fame, are the tops, soles and heels. These new stockings may be had in black, white, brown, silver and gold.

Priced \$6 to \$9.50

Street Floor—Lipman, Wolfe & Co.



New Spring Tailleurs for Girls

Including Junior and Little Women's Sizes (14 to 17 Years)

—The showing includes such smart and wearable fabrics as

JERSEYS, TWEEDS, SERGES, POIRET TWILL AND TRICOTINE

—Coats are made with smart inverted pleats, panel backs, belted styles and Norfolk effects. The skirts are fashionable affairs with their belts and pockets. Priced \$32.50, \$37.50, \$42.50, \$60, \$75 to \$100.

Girls' Own Shop, Fourth Floor.



Announcing a Complete Showing of Fine All-Wool Plaid Skirtings

Embracing Such Splendid Materials as

VELOURS SERGES FOULES

—In 48 and 56-inch widths and a most extensive color assortment.

Priced from \$6 to \$8 the yard

Second Floor—Lipman, Wolfe & Co.

Importations in New Trimmings

NOVELTY BEAD and spangled bands; leather bandings in cut-out designs; French wool bandings and motif patterns with tinsel threading in and out; also all-over metal laces and flounces in new and unusual designs. And—

A Special Price on Ribbonene Bands, \$2.95 Yard

—Six to nine inches wide, in colors of navy, pongee, brown, taupe, Joffre blue, Mandarin and black; in novelty braided effects. Very smart for trimming suits, frocks and blouses.

Second Floor—Lipman, Wolfe & Co.



Easter Gloves in a Great Array

In the Popular Slip-On and Elbow Lengths

Van Raalte Chamois Lisle Gloves \$1.50 \$1.75 \$2.00

—They have the fit and finish of French suede; novelty cuff style, in white, pongee, beaver and gray; 8 and 12-button lengths.

Van Raalte Silk Gloves \$1.75 to \$2.50

—Cuff and slip-on styles, in popular shades and combinations.

Van Raalte Elbow Silk Gloves \$1.50

—White, gray and mastic.

Ireland's Cape Gloves, \$6.50

—Slip-on style, in gray, beaver and brown. Of imported stock.

Ireland's Selected Lambskin

Gloves \$3.50

—Slip on style; white only.

Meyer's LAMBSKIN GLOVES, \$2.50.

Fine Imported French Kid Gloves, \$3.50 to \$4.50.

Ireland & Klopots Slip-On Mocha Strap Gloves, \$8.50.

Klopots' 12-button P. K. Cape Gloves, \$7.50.

Gate's Famed Chamois Gloves, slip-on strap wrist style, \$3.50.



For the Wee Baby's Layette

Fine Hand-Made Slips of softest nainsook, \$2.25, \$2.50, \$2.95.

Flannel Skirts, Gertrude style, \$1.50-\$6.25.

Flannel and Daisy Cloth Pinning Blankets, 65c to \$2.75.

36x36-inch Daisy Cloth Wrapping Blankets, \$1.25.

24x24-inch Red Star Diapers, \$3.25.

Daisy Cloth Gowns, \$1.50.

Arnold Gowns, size 32, \$1 and \$1.20.

22-inch Arnold Diapers, \$6.60.

Daisy Cloth Wrappers, 85c.

Turkish Knit Bath Blankets, \$1.35.

Pure Silk Reuben Shirts, \$2.75-\$3.75

Sizes 1 to 6.

—Tufted Silk Wrappers and Robes and Cashmere Sacques are suggested as layette gifts for the Easter babe.

Baby's Own Shop, Fourth Floor.



Silken Underwear for Easter Gifts

—For the Easter bride, the young girl or the bride of other years—silken undergarments, the loveliest of gifts!

Crepe de Chine Gowns, \$5.95

—Four charming models in strap and pointed effects. Lace trimmed or tailored.

Crepe de Chine Gowns \$7.45, \$8.95, \$9.95, \$10.50 to \$22.50

—A host of rarely beautiful gowns in dainty flesh tint, trimmed in innumerable charming ways.

Wash Satin Bloomers, Special \$3.45

—Dainty flesh satin bloomers finished with tiny hemstitched ruffle. Reinforced.

Crepe de Chine Envelope Chemise, \$3.35

—Dainty fine crepe de chine effectively enhanced with lace, insertion, edging, etc.

—Other lovely silk envelope chemise, priced \$4.95, \$5.95, \$6.50, \$7.95 to \$8.95.

Camisoles—Special \$1.35

—Satin ribbon camisoles in slip-on strap styles, in light blue, flesh and white, prettily trimmed.

—And a host of other exquisite camisoles of jacquards, striped moires and satin ribbon in shades of flesh, orchid, rose, maize, peach, crocus, light blue and white; in strap and regulation style—\$2.50 to \$4.50.

4th Floor—Lipman, Wolfe & Co.

