

New Perfumes Bring Delicious Whiffs From France

—Light perfumes seem appropriate for fair women; the heavier, more richly scented, belong to the dark one. Among the fragrant odors recently received from Caron, the famous French perfume manufacturer, are:
Light: N'amez que moi (love none but me), Isadora and Lin Fini.
Heavy: Narcissus, Radiant and Blanc Tabac (White Tobacco), spicy and sweet.
—Toilet Waters and Face Powders to match each odor. —Street Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Our Personal Service Bureau

was created so that we could better serve our friends who cannot call at the store. The expert shopper who is in charge of this department will gladly shop for you or assist you in selecting fabrics and modes for fall, giving personal thought and attention to each detail. Address or ask for the Personal Service Bureau.

See Our Extra Advertisement on Page 3, This Section

Monday--An Impressive Presentation of Autumn Modes in Women's Apparel

And a Convincing Demonstration of the Wisdom of Selecting Your Complete Fall Wardrobe at Lipman-Wolfe's



FURS OF LUXURY—FURS OF SERVICE
Quality!—The very foundation of the Lipman-Wolfe offerings of Furs, the underlying principle of our store. We demand it always. Furs that are the finest the market affords. They MUST be—by this requirement we keep faith with ourselves as well as with you.
Coats, Wraps and Small Furs
—A magnificent display of the handsomest models of the season—rich in quality, great in variety of styles and
ALL REMARKABLY UNDERPRICED FOR THE SEPTEMBER FUR SALE
Third Floor—Lipman, Wolfe & Co.

—After the most critical, careful preparation by our staff of expert buyers, we now offer you the newest creations of the fashion centers of New York. Exact replicas of the latest Parisian modes. Inspiringly beautiful in style, fashioned of the richest fabrics and furs. Our windows today are a revelation of the sartorial achievements of the season.

NOT IN YEARS HAVE WE PRESENTED SUCH ATTRACTIVE VALUES TO THE WOMEN OF THE GREAT NORTHWEST

An Inspiring Display of the Mode in Autumn MILLINERY

Authoritative Interpretations Original Model Hats
from the renowned Joseph, Goldlor, Warshawer and other great designers

—Hats, wide or narrow of brim, in up-turned or drooping effect, or dashingly small, close-fitting creations of intriguing charm.
—Trimmings and accessories in the fashionable Spanish or Parisian modes—silvered ostrich, exquisite shell beads, fascinating trimmings of cire and alligator effects in ribbon, fancy ostrich novelties, monkey fur and vulture.
—Fashion has chosen with inspiration those lovely fabrics of Hatters' plush, Lyons or Panne velvet, duvetyne or cire satins.
—While black prevails for street, afternoon and evening wear, many models are richly colorful.
—Prices range from **\$22.50 to \$37.50.**
Millinery Salons, Third Floor—Lipman, Wolfe & Co.



SUITS—in which the Parisian Modes are cleverly revealed

—The touches of originality that characterize these suits, the embellishments of braid or embroidery, luxurious furs, the handsome materials and perfection of tailoring, assure supreme satisfaction to the wearer.
The Styles
The fashionable long lines.
The Spanish Influence, tight at waist and flaring below.
And those jaunty box effects.
The Trimmings
Chenille.
Novelty Braid.
Rich Embroideries.
Luxurious Furs.
The Materials
Exquisite weaves of the new Mousyne, Panvelaine, Iverina, Marvella, Duvetyne, Veldyne.
The Colors
Sorrento
Black
Navy
Brown

COATS—

—wonderful creations, incomparable for their richness, artistry and beauty. Each is a version of elegance.
—Luxurious large fur collars and cuffs of beaver, squirrel and wolf enhance and enrich many of these beautiful coats. Others have smart throws or snug-fitting collars of self-material. Where belts are used the narrow tie belt is featured. The new and very expressive wide sleeve is much in evidence.
—The materials are those new rich weaves
—Gerona, Pollyanna, Ormida, Panvelaine, Orlando and Marvella—lovely new soft materials like wool velvet that effect changing lights and shadows as the wearer moves.
—Beautiful browns, navy, black and sorrento blue.
—Prices from **\$39.75 to \$395.00.**
Fashion Salons, Third Floor—Lipman, Wolfe & Co.



DRESSES—

The fashions of the hour, smart, distinctive, correct
—Street Dresses of twill, tricotine and picotine; navy and black, with beautiful embroidered and beaded effects. Also plain-tailored styles with self-fabric trimmings or braid.
—The Dresses of silk feature the straight silhouette with the loose, low waistline. Most of the skirts favor the side drappings. Bugles, cabachons and cut-steel beads as well as fringes are favorite trimmings. There is no disputing the continued vogue of black. Trimmings of red and white are in the predominance. Evening and dinner dresses have great color charm, such as lilac, goldenrod, jade, etc., but black, heavily jetted, is shown more extensively.
—You are welcome as a visitor to this wonderful display of fall fashions. Come and learn of the new, with the assurance that any purchase you may make, either now or later, is certain to prove most profitable to you in style-value and money-value.
Third Floor—Lipman, Wolfe & Co.

BLOUSES

of rare charm
—In rich autumn colors, Boise rose, Navy, Brown, Canard, Yellowstone, Fungi, Blossom, Rust, Mohawk, of crepe de chine, Canton crepe, georgette crepe and kittensear.
—Many embellished with beads or fagotting.
—Our present display of Blouses shows a stimulating assortment in design, fabric and color combinations; styles that are most appealing as well as reasonable in price, **\$5.95 to \$15**
—And a wonderful showing of imported French Beaded Overblouses at more exclusive prices.
Third Floor—Lipman, Wolfe & Co.



"No Woman Is Too Stout to Be Stylish,"

says Miss M. J. Crandal, the New York expert who will spend two weeks in our corset department supervising an instructive demonstration of

"Stylish Stout" Corsets

beginning Monday, September 19, until Saturday, October 1.
—"To look attractive is the right of every woman, be she stout, near-stout or slender," continues Miss Crandal. "I will guarantee the appearance of slenderization to any stout woman if she will be fitted to a Stylish Stout corset."
Fourth Floor—Lipman, Wolfe & Co.

3000 Yards of Radiant New SILKS
in Rich Fall Weaves
—Wonderful Variety at an Astoundingly Low Price
Monday \$2.29

—Black, plain colors and changeables. —36 to 40 inches wide. —The Silks and the savings will delight you beyond measure.
—Choose from this brilliant array—all fully up to the Lipman-Wolfe standard of quality—the highest known.

<i>Plain and Changeable</i>	<i>Colored</i>
Satins	Gros de Londres
<i>Black and Colored</i>	<i>Black and Colored</i>
Radium	Charmeuse
<i>Plain and Changeable</i>	<i>Black and Colored</i>
Taffetas	Crepe de Chine

—The glorious fall colors include the most fashionable shades for street, afternoon and evening wear. Come Monday!
Second Floor—Lipman, Wolfe & Co.

Sale Extraordinary of New Crepe de Chine Gowns
\$2.95
Tailored and Richly Lace-Trimmed Models of Unusual Charm at a Most Remarkable Saving
—Picture to yourself three of the loveliest models to be found. One attractive model has deep, yokelike effect of shadow mesh lace, wide straps over the shoulders with shirred inset points of crepe de chine, and finished with shirring and drawn with dainty ribbon. Another, equally as lovely, is finished with band of attractively patterned net lace with double band of the lace for straps. Ribbon-drawn and tiny dainty Lady Fair ribbon bow. The tailored model has self-strap and shirrings. All in the softest flesh shades, full cut and full size.
Wash Satin and Crepe de Chine Bloomers Extraordinary at the Price—\$2.95
Crepe de Chine and Satin Envelopes and Step-in Chemises Special \$2.95
Fourth Floor—Lipman, Wolfe & Co.