

PORTLAND, OREGON, SUNDAY MORNING, MAY 21, 1911.

Fashion Show of Women's Midsummer Wearing Apparel Monday at Lipman, Wolfe & Co.



—Lipman, Wolfe & Co. point with pride to this exposition of midsummer styles for women and misses. We wish to emphasize most strongly this fact—every garment displayed in our windows was bought expressly for this exposition and has never before been on view or sale.

—We realize that in order to favorably impress women at this season it is necessary to interest them in fashions that are new and novel, and to reflect as near as possible Summer styles in vogue in New York and Europe.

—To this end we devote all our windows to an exhibition of Summer suits, dresses, coats, blouses and millinery. The energy of our entire buying force has been devoted to the preparation of this event. How well they have succeeded we leave entirely to your judgment.

ILLUSTRATIONS

—The garments pictured in the accompanying cut are all sketched direct from original models taken from stock.

—Descriptions of the same are set forth in the following paragraphs. Of course, it is impossible in this limited space to describe but a few of the many new fashions in women's wear.

—Attention is called to our exhibition of summer blouses, which is the most comprehensive we have ever made.

—Waists from the simple, severely plain tailored styles to the most elaborate hand-crocheted real Irish lace.



Imported Russian linen suits from this famous maker

—Highest class tailored suit of imported Russian linen in tan and natural shades. The jacket is 25 inches long, semi-fitting, fastening with five pearl buttons. Has mannish notched collars and revers. The skirt made with a panel back.

PRICED \$20.00

—A novelty Russian linen suit in tan and light blue, with the newest high girde shape skirt. The jacket is 25 inches long, with a deep rolling sailor collar of stitched satin. The front is slightly cut away and trimmed with white pearl buttons.

PRICED \$25.00

—Copenhagen and amethyst color linen suits in a novelty style. Semi-fitting 23-inch jacket with satin or moire sailor collar and cuffs, and trimmed with self-strapping and metal buttons. The skirt has the high girde effect.

PRICED \$27.50

Serge Suits in Light Blue

—Made with shawl sailor collar and side-buttoning effect. An entirely new model in the popular 24-inch length. Lined with light blue brocaded satin and has two side pockets and inside pocket. The skirt is cut in the straight gored panel back style.

PRICE \$35.00

White Serge Coats \$23.50

—Full length coats of extra quality English serge in cream and white. Made 54 inches long, with either loose or semi-fitting back. Some have black satin collars and cuffs, others are strictly plain tailored. Lined through the shoulders and sleeves with white.

Midsummer millinery shown by many new hats

—The vogue of the new laces and embroideries for trimming fashionable summer dresses and gowns is being reflected in smart new types of summer millinery to a greater degree as the season advances. Both the real and the imitation Irish crochet lace is modish for hats of light maline or chiffon and are seen in combination with cool looking tones of pink and blue, which are so popular for the hottest months of the year.

—Flowers, flowers, flowers—that's all you hear in Paris and New York today. Used in combination with laces, ribbons, chiffons and malines, also in huge monitures, fairly smothering the shape in the profusion in which they are used. The fashionable flowers of the moment are larger than those favored during the spring. There seems to be no moderation as to size.

—Paris has set her stamp of approval on flowers for the midsummer hat, so all the world bows down before the edict of those few who occupy the seat of the mighty, as it were, in the millinery kingdom.

The popularity of the sailor

—The well dressed woman, the faithful follower, of the tailor-made fashions, has welcomed with eagerness the return of the sailor hat. This is due in great part to the cheap imitations of the French hood and mushroom turbans, which were so popular with the better trade last fall.

—There is nothing cooler looking or more trim than these large, straight brim rough straw sailors now in vogue.

—Particularly smart are the Balch, Price, Phipps and the Prevost & Co. English sailors.

—Priced from \$1.95 to \$5.00.

Marquisette and batiste dresses

Very smart and Frenchy

—White batiste dresses of a very fine, soft quality, made with kimono sleeves and collarless neck and the semi-high Empire waist line. The entire yoke is of fine pin tucking, edged with Valenciennes lace. The waist, sleeves and skirt are elaborately embroidered with Bulgarian embroidery in black and white, pink and black, and coral.

PRICE \$15.00

—Finest quality white Marquisette, with round, collarless yoke and kimono sleeves, of fine, allover lace, finished off with Cluny edging. The waist and skirt are embroidered with heavy Bulgarian embroidery in white and Copenhagen and white and black. The entire dress is piped with black satin and has a heavy cord and tassel girde.

PRICE \$25.00

Real polo coats

\$30.00 and \$35.00

—The only correct and original polo coat. Made of soft imported polo cloth in white or tan. The coat is made full 54 inches long, loose fitting. Has a wide belt, which encircles the waist and fastens in the front with two large pearl buttons, and the coat also fastens with this same style of button. Has two large pockets and deep turn-back cuffs of the same material—as pictured.

Reversible Coat Two Coats in One As Illustrated

—Specially made in an original way that permits wearing on both sides, as preferred, and suitable for street, afternoon and evening wear.

Made From Very Fine Imported Satin Duchess

—A very beautiful material, with a dazzling sheen, falling in straight lines; has the new, stylish kimono sleeve and large sailor collar, with long lapel, buttoning to one side.

—Sailor collar, cuffs and bottom of coat, where slashed, finished with small satin buttons.

One Side of Black Satin Duchess

—and the reversible side of king's blue, new gold and American Beauty.

PRICED \$25.00

Pongee Coats

At \$35.00

—A decided novelty coat of extra heavy all silk pongee in the natural tan shades only.

—Has the new Empire style waist and 54 inches long, with fancy hood and sleeves. The hood, collar and deep cuffs are trimmed with either red and black or king's blue and black satin.

New Coat Dresses

As Illustrated

—A new model one-piece all-linen coat dress in white, tan, blue or mulberry. Made of extra heavy linen, trimmed with pique, satin or contrasting shades of linen. Some have deep sailor collars, others are made with fancy revers trimmed with straps and buttons.

Priced at \$16.50, \$17.50 and \$18.50

Suits of fine white serge

—Suits of fine all wool serge in white or white with black hair-line stripe. The jackets are 24 inches long, with semi-fitting back, mannish notched collar and revers. Lined with white silk. The skirts are made in the new panel front and back model.

PRICED \$20.00

—Tailor-made suits of extra quality white serge, made with the new shawl sailor collar in light blue, black and all white moire combinations on collar and cuffs. Twenty-four inch length jacket, lined with silk and trimmed with moire and satin. The skirts are made in the new straight and plaited styles, as pictured.

PRICED \$22.50

—Tailor-made suits of fine all wool English serge, with the three-button front style and deep notched collar and revers. The collar, cuffs and bottom of jacket are trimmed with wide and narrow silk braid and fancy pearl buttons. A straight model skirt, trimmed to match the jacket.

PRICED \$25.00

—Finest quality English serge suits in plain white and white with white hairline stripes. The jacket has a deep sailor collar and shawl revers, fastening on one side with two buttons. The revers and sailor collar are trimmed with white satin straps and buttons. The skirt has the high girde effect and panel back.

PRICED \$30.00

—Novelty suit of finest quality imported English serge. The jacket is made in the most popular 24-inch length and semi-fitting. The front of jacket has deep shawl revers of white silk braid and satin fastening to one side, with three small loops. The back of the collar has another sailor collar of silk braid and satin. The cuffs, skirt and bottom of jacket are trimmed with wide silk braid and cloth buttons.

PRICED \$35.00

Tailored suits of linen combining style with service

—Tailor-made suit of tan linen, trimmed with leather or blue. The jacket is made 24 inches long, with deep rolling sailor collar inlaid with contrasting shades of linen, semi-fitting back with single-breasted front. The skirt is made in an entirely new model.

PRICED \$7.50

—Natural colored linen suits, with the popular semi-fitting 24-inch jacket with deep shawl sailor collar inlaid with brown, blue, lavender or black plain linen, stitched and trimmed with buttons. Has plain skirt, with panel in back and front.

PRICED \$10.00

MODART CORSETS

Lipman Wolfe & Co.

Beg to announce the exclusive agency of

MODART CORSETS

Tomorrow and all week

Mrs. L. C. Redding

Who conducts a demonstration and exposition

says "The secret of the fine lines that MODART

corsets give to the figure lies in an IMPROVED

PRINCIPLE of front lacing, which is to be found

only in the MODART."

"So Easy to Adjust Too"

Let Mrs. Redding fit the proper MODART model

to your figure and see for yourself the wonderful

figure building possibilities of this corset.

