

PORTLAND, OREGON, SUNDAY MORNING, SEPTEMBER 3, 1911.

The Lipman, Wolfe & Co. Store in Autumn Raiment



Time Has Worked Many Remarkable Changes in Dress—Take the Present Day Styles for Example

—Americans in Paris during the month of August expected radical changes in style. When at last the great creators of fashion held their openings, few indeed were the surprises for the American trade. Again the same clinging gowns were shown with the exception that the skirts were made a trifle wider.

—The same dominant feature of the Orient will prevail in colors and trimmings. Cashmere and Indian combinations will again rule in the land of fashion.

—We are now exhibiting dressy and semi-dressy and tailored one-piece dresses which are at present the most important feature in women's apparel.

Shadow Stripe Velvet Gown

—One particularly smart gown now on display is fashioned of shadow stripe black and white velvet. It is a Callot model. Opening to the bottom of the skirt over black satin duchess. Trimming of chenille ball fringe extending from the waist and outlining the entire overskirt. This trimming is also used on the waist bordering the surplice, which crosses over a black satin duchess vest and is held in place with a corsage of roses. The sleeves are made in the peasant style.

—Another striking dress is shown in black and white stripe velvet, with wide panels of black satin duchess. Trimmed with white satin revers veiled in chiffon with a duchess lace yoke. Loops and buttons of velvet form the principal ornamentation.

Gown of Midnight Blue Velvet

—One particularly noticeable gown of midnight blue velvet is very simple, the skirt being made with a deep border around the bottom, held in place with a velvet cord. The only trimming on the waist consists of a deep fichu effect of white chiffon, edged with heavy Irish lace. The sleeves are short, with an under cuff of point de sprit and chiffon. Has a little yoke of real lace.

Silk Serge Afternoon Gown

—Another afternoon frock is of the new silk serge, fringe trimmed. This gown is in a rich shade of dark blue with buttons embroidered in white threads. The waist has a wide side frill of dainty net lace, with low lace yoke.

Smart Serge Dresses

—A little serge dress is very smart, with the side slashed effect on the skirt finished with buttons and braid. The under sleeve and yoke and collar are of duchess lace. The waist has a touch of green piping.

Suits and Coats Fit for Royalty

—A demi-toilette suit of imported chiffon broadcloth is very smart. The skirt is perfectly plain, the coat being at least 30 inches long, with the sleeves almost full length. This coat is made in the high waisted style, with a seam running from under the arm around the front. The large shawl collar, half of velvet and half of cloth, is finished with a silk fringe, fastening in the front with a single large silk button.

—This same model is also developed in velvet.

—Tailored suits of shadow stripe corduroys in green, navy and brown. Trimmed with self-covered buttons.

—Here are some radically new models in separate coats. Fashion accents the use of the separate coat for many more occasions than she usually does.

—A plain velvet coat for evening wear is lined with a rich, heavy satin in the same shade of dull blue. The sleeve is cut in one with the garment, which can be easily slipped off and on. This new model shows a narrow effect around the bottom and fastening over to one side with an immense blue frog. Skunk fur is used on the collar and cuffs.

—For carriage or street wear are coats of black satin, purple lined and faced with black velvet on the collar and cuffs. Also fastening with large frogs.

—A real camelshair champagne trig coat is an imported novelty. Trimmed with buttonholes bound in black velvet and velvet buttons.

—A Parisian model is of state purple velvet, lined with satin to match. This model has a large shawl collar, shirred to stay in place, which is trimmed with purple silk fringe; the sleeves are also shirred and trimmed with the fringe. This fringe trimming runs all the way down the coat on both sides. It also fastens to one side with a large rhinestone clasp.

—Then there are enveloping coats for street and utility wear of dark rich brown reversible polo cloth, lined with tan satin.

—Coats of reversible materials in stripes or plaids, with a deep hood held in place with a large button. Full lengths.

—Coats of rough materials, with sailor collars and large revers. Fancy button trimmed.

—Coats of mixtures and stripes, as well as white polo coats, tan polo coats with the reverse side of white.

Postscript—Robinson & Wells Hats

—Since writing the above advertisement a shipment of 25 Robinson & Wells Hats have arrived and are placed on exhibition Tuesday. These hats reflect the latest note in Autumn tailored millinery.

ROUND AND ABOUT

—The returning summer visitor and tanned vacationist will find much of interest in the store.

—Every day sees new arrivals in wearing apparel and accessories.

—There is much to be seen in the ready-to-wear departments, where the latest vogue models are being shown.

—Throughout the store there is unmistakable evidence of Autumn. New fall colorings vie with each other for popular favor.

—Millinery, dress goods, silks, leather goods, novel neckwear and trimmings; smart millinery, ribbons and jewelry are shown in profusion.

—Whether you buy or merely inspect, a pleasant hour can be spent viewing the new things.

WELCOME—

Dress Fabrics From Across the Waters

—Due to the interest centered in England this season, English tweeds will be much in evidence. Mixtures of gray and green, heather violet, brown and green are very smart. These mixtures we are showing at \$1.35 and \$2.50 a yard. Leather buttons harmonizing in color look very smart with these mixtures, or the large buttons made of horn.

—Serges, fancy and plain, are extensively shown. The reversible fabrics are very much used. For instance, a black and white purple diagonal with plain state purple and black plaid on the other side. Double faced serges in black and green, brown and black, state purple and black, blue and black. Black and white stripe velour at \$3.00 a yard is very beautiful. Polo cloth in reversible effects will continue more popular for wraps.

—These reversible materials are having quite a vogue this season for all kinds of wraps, one and three-piece suits and tailored dresses. Aside from their beauty of appearance, they make their own trimming, and it is really a matter of economy to invest in at least one suit of this material.

New Silks Are Here—Elegant Velvets Too

—Lustrous, beautiful weaves—the advance guard of the superb silks we have gathered abroad and at home for the Autumn season.

—Many fancy novelties such as shot velvets for dresses, coats and waists in black and blue, black and coral, black and American Beauty, black and yellow.

—Novel double faced satins, one of the newest fashion ideas for dresses and wraps. In black combined with green, black and blue, black and cerise, black and coronation purple. A very heavy, yet soft, pliable material that hangs in soft, graceful folds. One yard wide and sells at \$3 the yard.

—New warp effects in Dresdens that are always in fashion. Bayadere plaids, the newest idea for waists. New Jacquard printed warp silks in wonderful color combinations.

—Messalines in all the new Autumn and staple shades.

—Dress velvets in black and colors, that make such charming separate coats and one-piece costumes. Prices from \$3 to \$5.50.

Eastern Influences Affect Both Colors and Trimmings

—For the past two or three seasons trimmings of all kinds have shown the Oriental colors and effects, and this season they are following more closely than ever the lines, colors and designs typical of the east.

—Bands, both narrow and wide, of large mesh filet nets, elaborately embroidered in bright colored worsteds or yarns in the East Indian and cashmere colors. Dull shades intermingling with bright tones that form the most delightful color schemes that have ever been reproduced for trimmings.

—The bead trimming is also a study in East Indian colorings that promises to be a favorite.

—Passementeries and garnitures, both large and small, to match the band trimmings, are works of art.

—Another old-fashioned trimming that has been revived is chenille. Used both as fringe and in designs on nets and chiffons.

—There is so much that is new that it is impossible to cover the entire situation. There are trimmings of every description to tempt you.

—Cord and tassels of chenille and silk, cord, girdles in every shade and all sizes.

Ribbons for Millinery and Dresses

—Fashion decrees that ribbon bows shall be used on hats and gowns alike, for girdles, sashes, neck bows, saucy little bows on the sleeves and down the front of the waist, odd-shaped bows for holding the jabot in place; in fact, any and every kind or style of bow your fancy dictates.

—At our ribbon counter you can find any kind of ribbon you wish, from the narrow up to the widest width. Brightly colored plaid ribbons in large patterns for millinery purposes. Two-tone ribbons, edged with a contrasting shade.

—Fancy polka dots in king's blue, maize, purple. Fancy stripes in all shades. Shaded stripe ribbons, all colors.

—Plain colored taffeta and satin ribbons in all the latest shades, both wide and narrow.

—New Dresden ribbons in plain and stripe effects or checks. Satin stripe bordered ribbons.

—Hat band ribbons in fancy stripes for trimming the plain felt hats that are so fashionable. All shades.

—These ribbons are the finest we have ever shown, and all very modestly priced.

—Ribbon for millinery purposes in immense variety.

New Books for Autumn Reading

"The Common Law" by Robert Chambers.

"The Winning of Barbara Worth" by Harold Bell Wright.

"Kennedy Square" by F. Hopkinson Smith.

"Secretary of Frivolous Affairs" by Futrelle.

"The Harvester" by Author "Freckles."

"The Carpet From Bagdad" by Harold McGrath.



The Millinery Novelty of the Year

The Artist's Cap

—At a studio party in Paris this summer a well known actress, in the spirit of raillery, donned an artist's cap.

—Being assured by the entire assemblage that it was most chic and becoming, this artist appeared in public and set the fashion for the "Artist Cap."

—It jumped into instant favor.

—Shortly after it made its appearance at the popular European watering places, the "Artist Cap" found equal favor in Newport, Bar Harbor and Atlantic City.

—We are showing many models in black velvet, uncut velvet and velvet combined with broadcloth.

—Prices range from \$6.95 to \$11.50.

Neckwear That Is Temptingly Beautiful

—Totally different is the Autumn neckwear that we are now showing. Never before have we had such dainty and original conceits.

—The new jabot is very wide at the top, reaching out to the shoulder, where it is held in place by a bar pin, tapering down to a point. These new jabots are lavishly trimmed with handsome lace, set on plaited frills.

—One noticeably dainty frill is of fine mull hemstitched and finished with an Armenian edge, as is also the strip running down the center.

—Many extremely handsome frills are elaborately trimmed with fine or heavy cluny laces and insertions, combined with embroidery.

—Also very striking combinations of black net and ecru nets, finely pleated, trimmed with cluny in the silk or linen.

—For indoor wear there are adorable collars in the sailor and shawl styles, and one of these handsome collars will transform the most demure little frock into a costume of distinction. These collars are in the sailor style, with long tab, or fichu effects in the front that can be worn over the coat suit as well as the dress. Wonderful collars of real and imitation venise—of sheer linen and mull beautifully embroidered and trimmed with cluny or Irish laces and insertions.

Scarfs Are in Favor in Paris

—The scarf still holds its place as an essential to every costume. This season brings forth some of the most novel and original styles imaginable.

—The fichu scarf is one of the new novelties, which is made of double chiffon and ends in points on the ends, where it is caught with a large tassel of silk. One particularly attractive style is of white chiffon with a row of pale blue Dresden roses and bound on the one side with blue ribbon and tassels to match.

—A large creamy white chiffon scarf is embroidered in a conventional pattern across the ends in dull blues, gold and a touch of purple. Finished with a deep fringe, caught with gold threads.

—A most wonderful style of rich purple chiffon is embroidered across one corner with gold beads, while all around the four sides is a graduated border of satin.

—Scarfs in the dull blues, purples, black and whites, rich browns in self-colored designs and through all is woven a gold or silver thread, giving a wonderful Oriental effect. Scarfs bordered across the ends with fringes of silk, beads and ribbons.

Kiddies' Hats and Coats Are Here

—The styles of the baby's bonnets and hats follow closely the lines of their mother's hats as well as in shades and materials.

—Cunning little pokes of velour, satin or velvets, daintily trimmed with pastel shades of satin, or satin ribbons shirred and gathered around the crown, with knots or bows on the side. Many are faced underneath to match.

—The new aviation wool bonnets in cream combined with dark velvets.

—Little Alpine hats of felt draped with a silk scarf.

—Priced from \$2.00 up to \$12.00 each.

—The coats for the wee miss are also copied from the grown-up fashions. The little polo coats are particularly smart, of woolly rough materials, double faced. Made with high storm collar, double breasted, belted. And two roomy side pockets in just the right place over the hips.

—Then there are coats of velvets, corduroys and double-faced materials in the box styles, with large fancy buttons. Trimmed on the collar and cuffs with fancy braids.

—Prices from \$6.00 to \$12.50.

Jeweled Pendants for Milady

—Never before has this style of jewelry been so becoming and popular as it is today with the present mode of dress. This season fashion demands that the jewelry shall harmonize with the gown and hat.

—These exquisite pendants are set in a variety of different colored stones. Chains in Sterling silver, platinum finish, guaranteed un tarnishable.

—Also gold plate on Sterling silver. The designs are taken from diamond mounted jewelry.

—These dainty and exclusive novelties are shown only by us and are priced at the very small figure of \$3.00 each.