

PORTLAND, OREGON, SUNDAY MORNING, APRIL 13, 1913.



This Is The Hour of Laces With the Greatest of Savings Offered in A Remarkable Under-Price Sale

—Fashion calls for lace on every garment you wear this season, from your simple little house gown to the minutest lingerie affairs. The range of laces to choose from is wide enough to suit your every demand. The beauty and the delicate richness of this season's laces, with their unique and perfect workmanship, has much to do with their popularity. They come in all the fashionable widths, insertions, bands, flouncing and all-over effects.

—In this sale we offer you laces in the greatest demand—in many instances at half price or less. It is the greatest lace sale held in many years.

\$8.00 to \$10.00 Embroidered Voile Dress Patterns, Sale \$4.95

—The most desirable material for the Summer season. These dress patterns consist of embroidered voile in all white and Bulgarian colors. The pattern contains 3 1-3 yards of 50-inch flouncing, 1 1-3 yards 5-inch banding and 1 1-3 yards of plain material, 45 inches wide. These patterns are so arranged as to give sufficient material for any style dress desired, and easily made at home.

\$15 EMBROID'D VOILE DRESS PATTERNS, SALE \$7.95

—Handsomely embroidered, raised effects in lacy designs and ratine embroidery. Open work, plain and eyelet—conventional and floral designs. Band and scalloped edges. The pattern contains 3 1-3 yards flouncing, 1 1-3 yards banding and 1 1-3 yards of plain voile—ample material to make the garment any style desired.

\$1.25 NEW VOILE FLOUNCINGS, SALE 69c

—This lot of flouncings is composed of a large assortment of artistic patterns, in fleur de lis and floral designs—50 inches wide. Selling regularly from \$1.00 to \$1.25—now 69c.

\$1.75 VOILE FLOUNCINGS, SALE PRICE 95c

—We draw attention to this assortment of flouncings, as they embrace the new border designs, in openwork and floral patterns. Work runs well up into the flounce—50 inches wide.

\$1.95 VOILE FLOUNCINGS, SALE PRICE \$1.25

—In this collection we offer conventional, openwork, blind, eyelet and floral designs. Elaborately worked—work running high up into the flounce.

\$2.75 VOILE FLOUNCINGS, SALE PRICE \$1.95

—Handsome patterns—soft-finished ratine lace in border—hemstitched edges, inset borders, scallops and medallions. Work runs well up into the flounce—50 inches deep.

\$5 VOILE AND CREPE FLOUNCINGS, SALE \$2.95

—These flouncings consist of crepe and voile in exquisitely worked designs, combined with soft-finish ratine lace, hemstitched and scalloped edges. Band, floral and conventional designs. Work on the flouncings to a great depth.

\$1.50 BABY FLOUNCINGS, SALE PRICE 95c

—Excellent grade Swiss, with ruffle of embroidery, suitable for baby dresses—27 inches wide.

\$1.00 BABY FLOUNCINGS, SALE PRICE 65c

—Soft mull, with embroid'd edge. Small, neat baby designs—27 ins. wide.

75c EMBROIDERED CORSET COVERING, SALE 59c

—Fine Swiss nainsook embroidered corset covering. We call particular attention to the designs in this lot—unusually delicate, the work being well executed, and in small, refined patterns. Material of the most desirable weight.

Importers' Samples Tunics Less Than Wholesale No Two Alike

—These tunics come in black, white, pink, Nile and lavender. Elaborately worked in beads, bugles, ribbozine and silk embroidery.

\$50.00 Tunics for . . . \$20.00
\$35.00 Tunics for . . . \$15.00
\$25.00 Tunics for . . . \$10.00
\$20.00 Tunics for . . . \$ 8.00
\$1.00 Chiffon Cloth for 75c

—An excellent quality chiffon cloth which does not pull—fine, even thread. In all the desirable colors—popular for hat trimmings, 45 ins. wide.

FIGURED CHIFFON

—An immense assortment of this scarce material, for waists, dresses and hat trimmings. As usual, all the scarce materials are found at this store—prices run from \$1.50 to \$6.95.

Bulgarian Embroidered Waists, Sale Price \$3.95

Sell'g Reg'rl'y \$5.95 to \$7.95

—These Bulgarian embroidered waists are ready for the finishing touch of making. The woman who is shrewd enough to recognize that these waists are offered greatly below the price that she could buy the material and make the waist for will recognize just how inexpensive they are. They are made of good quality voile and crepe, in white and ecru. The designs are exceptionally attractive, in pleasing color combinations. This special purchase on our part should be a special purchase on yours, and we urge an early selection as a wise one.

\$1.25 Lierre Flouncing Sale Price 59c

—Lierre flouncing, ivory colored. Desirable for graduation and Summer dresses and waists, 18 inches wide. Selling regularly for \$1.25—for this sale 59c.

\$1.00 Swiss Allovers Sale Price 69c

—Swiss embroidered allovers, 22 inches wide. Open and plain embroidered effects. Fine quality Swiss. Very desirable for waists, yokes and children's dresses. Worth \$1.00 a yard—for this sale 69c.

\$2.50 Net Top Flouncing Sale Price 89c

—Embroidered net top flouncings; 52 inches deep. Embroidery runs well up into flounce. Very desirable for evening and graduation dresses. In white and butter color. Worth up to \$3.00 a yard—89c.

\$3 Lierre Lace Flouncing Sale Price 95c

—Lierre lace flouncings, 50 inches deep. Suitable for wedding and graduation dresses. Worth \$3.00—for this sale 95c a yard.

\$5 Calais Shadow Flouncing Sale Price \$1.95

—Fine Calais shadow lace flouncing—exquisite designs. Unexcelled for evening dresses. Only \$1.95.

\$3 to \$5 Calais Allovers Sale Price \$1.95

—Fine Calais shadow allover laces—very desirable for waists and gowns. Widths up to 27 inches. Neat designs on sheer mesh, round or diamond.

\$3 Venise Lace \$1.95

—Flat Venise Van Dyke points—9 to 12 inches wide. Desirable dress or coat trimming. Worth \$3.50—for this sale \$1.95.

\$1.75 Embroidered Net Allovers Sale Price 95c

—Ecru colored, embroidered in gold and Persian colors. Suitable for trimmings and waists. 18 inches wide.

50c Colored Net Bands Sale Price 25c

—In all colors, 2 1/2 inches wide. Selling always for 50c.

Normandy Val. Wash Lace

Selling Regular 25c and 35c
Sale 12 1-2c

—Normandy Val. wash lace, 9 inches wide. Round and square mesh. Selling regularly at 25c and 35c a yard. For this sale 12 1/2c a yard.

25c-35c Shadow Laces Sale Price 12 1-2c

—Shadow lace edges and insertions, 2 to 9 inches wide. Desirable for ruffles, trimming Summer dresses. White and butter color. Selling regularly at 25c and 35c a yard. For this sale 12 1/2c.

Normandy Val. Lace Flouncing

Regular 50c to 75c
Sale Price 25c

—Normandy Val. lace flouncing, round and diamond mesh, desirable patterns, 14 inches deep. Worth from 50c to 75c a yard. For this sale 25c a yard.

50c-75c Shadow Lace Sale Price 25c

—Shadow lace, from 9 to 18 inches wide. Fine, sheer mesh, small, neat designs. White and butter color. Worth from 50c to 75c a yard. For this sale 25c a yard.

75c La Boheme Flouncing Sale Price 25c

—La Boheme flouncing—white and butter color. Very desirable for trimming Summer dresses, 14 ins. wide. Worth 75c—for this sale 25c.

\$1.25 Ratine Bands Sale Price 59c

—Soft-finish ratine bands, 9 inches wide. Unexcelled for trimming the popular dress materials, ratine, crepe and voile. Worth \$1.25—for this sale 59c.

10c and 12 1/2c Wash Laces Sale Price 5c

—10c and 12 1/2c narrow wash laces, vals, and cotton chunys—one to two inches wide. White and real shade—round and diamond mesh.

\$1.25 Macreme Lace Allovers Sale Price 50c

—Suitable for trimming voile and ratine dresses. Regular \$1.25 lace now only 50c.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Postscript

—During the past year of \$56,581.00 worth of merchandise carried by department and other stores that entered the Portland Customs House, Lipman, Wolfe & Co. passed through over \$32,000. More than all other stores combined. In Suits, Dresses, Opera Coats, Evening Gowns, Dresses, French and Austrian Underwear, Millinery, Perfumery, Laces, Dress Goods and Infants' Goods, Lipman, Wolfe & Co. practically imported all these to the exclusion of all other stores.

—Oregonians touring Europe are invited to make our foreign offices their headquarters. Portland daily papers and the Spectator on file.

—Paris Office, 1 Rue Amboise Thomas.

—Berlin Office, 47 Ritter Strasse.

—London Office, 183 Regent Street.

—Where the Lipman, Wolfe & Co. Sign Appears Above the Door.

Special Announcement This Is The Week That Mrs. I. C. Redding

—is illustrating by expert fittings the style, comfort and quality of the celebrated

MODART CORSETS
"THE MOULD OF FASHION"

—You will be delighted with the way in which the MODART creates a beautiful and graceful figure. A trial fitting by Mrs. Redding will cost you nothing. Let her show you how the Front-Laced MODART gives you the qualities of comfort, grace and healthfulness to an extent you've never believed possible.

Be Sure and Attend
Modart Exposition
In Our Corset Section
Welcome

—Fourth Floor.

Wonderfully Attractive Silk Dresses Special \$14.85

Selling Usually at \$22.50

One-piece dresses of fine quality all-silk charmeuse and poplin—in all the newest Spring colors, such as Nellrose, Copen, copper, tan, gray, wistaria, navy and brown. Made with the deep shoulder effect—V-shaped yoke, with satin vestee and shadow lace collar and cuffs. Skirt draped in front, and button trimmed. —Third Floor.

Novelty Waists \$3.65 Selling Regularly to \$6

—Novelty dress waists of chiffon, net, messaline, mull and chiffon taffeta silk, in a variety of new Spring models. Fancy yokes of shadow lace, and trimmed with buttons and fancy colored silk pipings.

—Also fancy tailored styles with Robespierre collars, and high neck, with pleated and tucked fronts. Long or three-quarter length sleeves. Colors black, navy, brown, copper, gray, tan and white. —Third Floor.

A Special Event for Tomorrow These Tailored Suits at \$19.50

Are Not Only Extraordinary Low in Price
But Elegant Models Selling Regular to \$25

—One hundred suits, reproductions of new models, have just been delivered to us, and go on sale tomorrow. They are models of our own selection, and we are sure they will make the same impression and influence your choice the same as they did ours. The collection includes suits in the new cutaway and straight front effects. The materials include chevots, broadcloths, worsteds and fancy diagonals,

with a preference for the prevailing cloth shades. There are many features of note in these garments, particularly the tailoring and the new effects given to the coats. The jackets are lined throughout with silk. Some are of the

severely plain tailored styles; others are fancy trimmed. The skirts are made in a great variety of styles. We are endeavoring, through a series of sales of popular-priced, high-class tailored garments, to prove our assertion that the woman who must exercise the utmost economy, and needs must take the greatest care in the selection of her suits buys best here, where she is assured tailoring and quality are of the highest order, even though the price be modest.

HERE'S A PETTICOAT SALE AT \$3.95
FOR OUR REGULAR \$5.00 QUALITY

—These petticoats are of fine chiffon taffeta silk and messaline. They are not the ordinary just-for-a-sale-kind, but nicely tailored, well finished, dependable petticoats, with knife pleatings, and are most attractive. Of course, you'll find them in all new Spring colors.