

PORTLAND, OREGON, SUNDAY MORNING, MARCH 28, 1920.

EASTER CARDS AND NOVELTIES, STATIONERY SECTION, STREET FLOOR

The Fashion Show

To Take Place at

The Municipal Auditorium

Tomorrow Evening at Eight-Fifteen Will Serve as the Occasion for Displaying Gorgeous Models in Women's

Apparel and Millinery

Fifty Living Models Will Promenade

Music

The Public Is Invited

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AND AS EMPHATICALLY as our supremacy in the world of fashions will be demonstrated at the Municipal Auditorium Monday night, just so are we in a more practical way holding forth in the Ready-to-Wear Sections of the Third Floor, where

Spring Apparel

in an unending number of charming styles is featured. We urge our patrons to make selection as early as possible, for

Easter Is But a Week Hence

The New Suits—

possess a charm that has been unknown to suits for some few years. Etons and Boleros, with their accordion or straight-line skirts, are even more interesting because of gorgeously embroidered Roman or tricolette sashes. Broad trimmed, embroidered effects, flares and ripples are all featured, for, truly, variety has its swing, more so than in any past season. Tricotines, gabardines, Poirer twills, shepherd and novelty checks; also duvetyns, silk poplins and fine serges.

The New Coats—

Masterful Examples of the Finest Tailoring

—Many of them are from Pellard, as the labels show, which leaves nothing further to be said as to quality of tailoring, fabric or style. Marvelous creations of the favored fabrics, viz:

□Pantinette □Cash Matinee □Chameleon
□Bolivia □Peach Bloom
□Fortuna Cloth □Duvetyn and a variety of
□Polo Cloths

—The 36-inch Sport Jacket is popular, but many are admiring the 48-inch Wrap Coats. Then there are Novelty and Cape Coats, Novelty Capes and Wraps, Velvet and Jersey Sport Jackets, Utility and Evening Coats. Of each we could write a story if space permitted!

And

New Spring Frocks!

—Here is where springtime has blossomed forth, seemingly without restraint. The Dress Section is a bower of summer flowers, and well can we imagine the utter helplessness of the buyers who went forth into the markets, for

These Delightful Frocks Simply Were Not to Be Resisted

—And so, when thinking of spring frocks, prepare for many a surprise. Scores of models after the woman's own heart—dresses, dresses, and more dresses! One more charming than another. Truly, an assemblage—rarest materials, trimmings always appropriate, dresses for every occasion, and pricing which we are sure will meet with your approval.

—Third Floor, Lipman, Wolfe & Co.

Lipman Wolfe & Co.

"Merchandise of Merit Only"

Charge Purchases

—Goods purchased tomorrow and balance of month will appear on bill with April purchases,

Payable in May



The Millinery Salons Are Radiant With Delightful Creations In Easter Hats

REVELATIONS IN THE ART of millinery designing are the new modes which grace the Millinery Salons. Captivating creations in wondrously soft fabrics and pliable straws vie with lovely picturesque affairs of charming transparency. There is a bewildering variety of shapes—large, graceful ones and petite dainty ones. —The mode of garniture varies from drenched ostrich to gay flowers. Black and all colors.

—Third Floor, Lipman, Wolfe & Co.

More Than Ever Is Silk the First Fabric and of All the Silks Taffeta Again Leads

NAVY AND BROWN are the two most demanded shades, and we have quantities of these two shades in splendid quality taffeta at prices ranging from \$3.50 to \$6.00. Also the shades of taupe, green, wistaria, gray, rose and light evening shades—\$3.50 to \$6.00.

TWO-TONE GROS DE LONDRE

—Very new and wonderful is this new two-tone silk—shimmering, lovely—and in the most exquisite shades for evening wear.

Satin Francais, Suede, Satin, Duvetyn, Tricolette, Crepe de Chine, Sports Silks and Many Other Lovely Silk Weaves Run the Gamut of Spring Colorings

—Second Floor, Lipman, Wolfe & Co.

Travelers! Extraordinary Pricings—Read!

For Three Days—Remarkable Reductions on Trunks, Bags and Suit Cases

—Notwithstanding heavy advances, all twos and threes of a style in stock come in for reductions that are crowd-impelling. It is the saving opportunity of a lifetime.

Mendel Dustproof Wardrobe Trunks

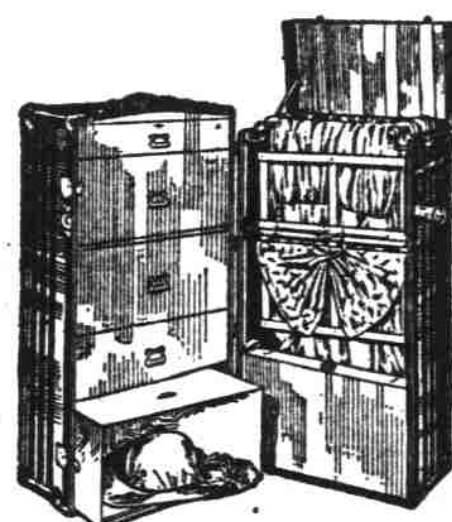
—Fiber covered over the strongest of hardwood frames; ten hangers, four roomy drawers. While the lot lasts, \$39.50



Mendel Trunks in Many Styles

\$49.50 Very Greatly Underpriced!

—Only one or two of a kind. All regular sizes. Come early for the best buys.



Mendel de Luxe and Oversize Trunks

—Several styles from the steamer trunk de luxe to the oversize trunk with twelve hangers. Some of the greatest savings of all. Price includes war tax.

\$85.00

Bags—Much Less!

Lot Number 1
The best grade of black fabric bags in all sizes \$5.95
Lot Number 2
Brown and black Cowhide Bags in men's and women's sizes. Leather and fabric lined \$16.50
Lot Number 3
Black crepe Grain Handbags in tourist, over-night and Oxford styles. Hand sewed. English frames, leather lined \$22.95

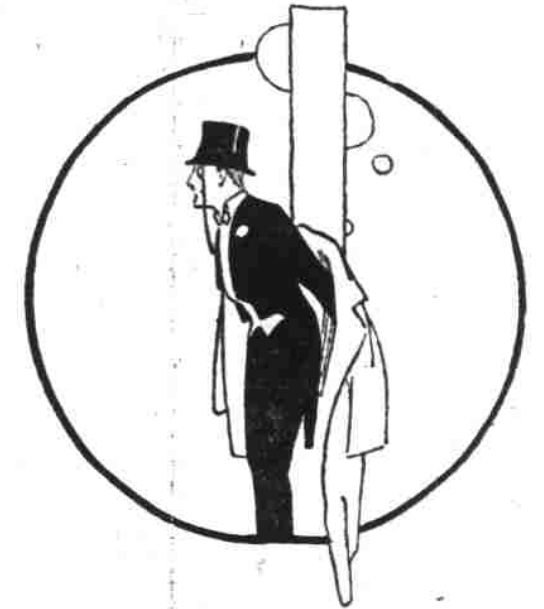
Suit Cases in the Sale

Lot Number 1
Good quality fabric cases in 24 and 26-inch sizes \$7.95
Lot Number 2
Excellent leather cases in brown and black, with straps all around; well lined \$11.95
Lot Number 3
24 and 26-inch Cowhide Cases, with heavy straps all around and heavy trimmings. Best quality linings. For heavy wear \$21.95

Fifth Floor—Lipman, Wolfe & Co.

Pictorial Review Magazine Subscription Offer

TWO YEARS FOR \$3.00 means 12½¢ a copy to you; advances to \$3.00 per year now, 25¢ a copy. You may charge subscriptions to your account. Mail orders accepted. —Pattern Dept., Street Floor.



Evening Dress Suits

Styles Do Change in Men's Evening Dress—Be Assured of the Authentic Mode by Allowing Us to Serve You

—For these suits bear the label of

Stein Bloch
Smart Clothes

—The high line style is an attractive model—it is new. Full silk lined, and the price is \$75.

—Fifth Floor, Lipman, Wolfe & Co.



Hundreds of Delightful Surprises in the New Ready Showing of New

Spring Wash Fabrics

A PROFUSION of exquisitely patterned fabrics in a number of new weaves, as well as complete stocks of the staples that women buy season after season make up our vast collection of wash fabrics. Many of our own direct importations from Europe are included in the stocks. Beautiful hand-embroidered effects in exquisite voile weaves and thousands of yards of clearly patterned gingham, and many other fabrics from across the seas.

New Novelty Voiles, 60c

—Smart printed voiles in a wide range of colorings and prints, including the beautiful georgette effects. Medium and dark grounds; 36 to 38 inches.

Novelty Voiles, 75c-\$2.25

—The newest designs in all-over prints, silk stripes and woven voiles, both domestic and imported qualities; 36 to 40 inches.

Silk Mixed Crepes, \$1.25

—A varied assortment of patterns and colors for frocks and blouses.

Japanese Crepes, 75c

—Plain crepe in a number of shades; also plain white. Launderers perfectly.

New Novelty White Fabrics, 60c to \$2.50

—Sheer fabrics in all the popular weaves, including the dainty lace weave with embroidery effects; all-over lace weaves in batiste with colored embroidery and plaid effects. A marvelous assortment.

New White Skirting, 75c to \$2.75

—Basket weaves, gabardines, plain effects, plaques and white gossamer—all the popular weaves for sports wear. 36 inches wide.

White Organdies, 50c to \$2.25

—A splendid showing of plain white organdies—organdie is a favored fabric for spring and summer, and this assortment includes a wonderful selection of genuine Swiss, French and domestic weaves. 38 to 44 inches.

Dotted Swisses \$1.35 to \$2.75

—Genuine imported dotted Swisses in all white and a wide range of colors. The assortment is satisfyingly complete.

—Second Floor, Lipman, Wolfe & Co.

Silk and Cotton Crepe, 85c

—A dainty fabric for under-wear; may be had in the lighter shades.

27-Inch Gingham, 45c

—Including standard qualities, in a wonderful assortment of checks and plaids.

32-Inch Fine Zephyr Gingham, 75c

—Beautiful assortment of patterns; extra fine quality.

Fine Gingham, 85c-\$1.50

—Thousands of yards in a wide range of patterns in all the new, wanted shades. Included in the assortment is the celebrated David and John Anderson brand, noted particularly for its clearness of design and exquisite coloring; 32 inches.

New Beach Cloth, 75c

—A popular fabric for sports wear; heavy of weave, closely resembling linen, this fabric is wonderfully smart and satisfactory. Splendid assortment of colors; 36 inches.

The Easter Gift

should be different. Our suggestion of the ideal gift for the Eastertide is a

Plumbridge Basket

—It is the original novelty of its kind; it is the best. And you will agree the best is none too good for —!



—Fourth Floor, Lipman, Wolfe & Co.

Brushed Mohair Scarfs

\$7.50, \$12.75

—These lovely soft scarfs are shown in sizes 27x78 inches and 11x60 inches. The colors are reindeer, brown and tan, tan and brown, navy and tan, turquoise and copper, purple, black and white.

—Fourth Floor, Lipman, Wolfe & Co.

Corset Service

is featured here to the point of making the mere selling of corsets a secondary matter.

You Cannot Buy a Corset Here If We Have Not the Right Size and the Right Model for Your Requirements

THAT IS THE PLATFORM on which business is transacted in the corset service. From this there is never any deviation. The new spring models in

La Vida Corsets

Are Now Ready

—There is a model suitable for every type of figure, and please remember that La Vida corsets are sold at this store exclusively. Priced \$5.00 to \$20.00.

—Fourth Floor, Lipman, Wolfe & Co.



SKETCHED