

Forceful Sales at Lipman, Wolfe & Co.

Direct From a Great Silk Mill
 An Extraordinary Concession
3000 Yards of New Fancy Silks
 Normal Prices \$1.00 and \$1.25 the Yard
FRIDAY 50c

—The season's best styles are sent to us from one of the largest silk mills in America as their contribution to the new store.
 —It is with great pleasure and much satisfaction we present to you this unusual and really remarkable opportunity, securing the most fashionable silks now in greatest demand at a price much less than the cost of production.
 —Exquisite colorings and combinations in striped and figured silks; print warp and Dresden silks.
 —Silks suitable for entire dresses, waists and petticoats, 25 inches wide.

Second Floor

Just When Needed
A Dress Goods Sale
 Materials Selling Regularly to \$1.50
FRIDAY 75c

—Probably no more staple fabrics in the world are made in Dress Goods than chevots, diagonals, serges, whipcords, Prunellas and mixtures.
 —Surely none more serviceable.
 —Over three thousand yards of these staple fabrics in navy blue, brown and other Fall shades are offered at a ridiculously low price.
 —Every woman is a judge of these staple dress goods. They are as familiar with the qualities as with their household linens and other staple merchandise.
 —There can be no mistake made then when we say that every woman looking into the intrinsic worth, into the styles and colorings, will at once recognize this as a sale extraordinary.
 —These materials range from 44 to 54 inches in width.

Second Floor

You Must Have a Corset
Correct, Serviceable, Properly Priced
This Friday Sale

—Discloses five new Fall models that have just come to us. Models that, while modest in price and made of simple materials, are nevertheless just as correct and made with the same care and on the identical lines as corsets from two to four times as costly.
 —We draw particular attention to these W. B. and C. B. models as representing the latest requirements demanded by Fall fashions.

\$1.00 W. B. Corsets at 85c
 —These W. B. corsets are made of fine batiste with a medium bust, long over the hips and back. Has two pairs of hose supporters attached. Sizes 18 to 26.

\$2.00 W. B. Corsets, Special \$1.25
 —Corsets of good quality coutil. Fashioned with low bust and long over the hips and back. Three pairs of hose supporters attached.

\$3.00 W. B. Corsets, Special \$1.75
 —W. B. corsets in 18 to 30-inch sizes. Made of fine quality batiste, with medium bust, long over the hips and back. Three pairs of hose supporters attached.

\$5.00 W. B. Corsets, Special \$2.95
 —Corsets of fine white fancy brocade, with low bust line and new straight lines, long over the abdomen, hips and back. Three pairs of supporters attached. Embroidery trimmed and tape finish. Sizes 18 to 26.

\$1.75 C. B. Corsets, Special 95c
 —These corsets are made of good quality coutil, with low bust and long over the hips and back. Two pairs of hose supporters attached. Lace edge or fancy braid trimming.

Fourth Floor

We Are a Factor in the Shoe Business
 To Be Reckoned With
In Boys' and Girls' Shoes
 Misses' and Children's Shoes

—Patent leather and dull calf button style; dull tops and welt soles; full shaped toes with tips.

6 to 8 at \$1.75 **11½ to 2 at \$2.50**
8½ at \$2.00 **2½ to 6 at \$3.00**

Boys' Shoes

—Patent colt and gummetal calf—button and blucher lace shoes. Good full toes, tipped. Oak soles, sewed by the Goodyear welt process, insuring a smart comfortable wearing shoe.

10 to 13 1-2 for \$2.25 **1 to 5 1-2 for \$2.75**

Lower Main Floor

Over 100 Sewing Machines Sold
In Two Weeks
Buy a Domestic Machine

Known in Every Household in America for Half a Century—Prices \$32.50 to \$65.00

Delivered on 1st Payment, \$1 Down, \$1 Week
We Take Your Old Machine Back

Fifth Floor



SUITS AND COATS EXACTLY AS ILLUSTRATED
We Anticipate the Greatest Response
to This Sale Announcement
It Is of Paramount Importance to Suit Buyers
Never Have We Offered Greater Inducements
New Fall Suits—Normal Prices to \$35.00
Friday \$18.50

—These suits come to us from a manufacturer enjoying the reputation for making only the finest tailored garments. In asking his co-operation in this sale, to which he willingly agreed, we realized at once that this would be the greatest offering we could possibly present to our customers from the suit department.

—With the very best materials, the finest workmanship, only the most fashionable styles, these suits are remarkable bargains.

—There is no cheapening of fabrics—no skimping of materials. No poor workmanship used to get a lower price, or to make possible the price at which these suits will be sold Friday.

—Nowhere else can you find garments to compare with these suits excepting at double the price, for in these suits the standards of elegance and refinement are carefully maintained.

—It is a sale without a precedent, without a parallel.

Description of the Suits on Sale

—Semi-fitting models, all lined with Skinner's satin. The jackets button in the front with five buttons and have two side pockets. Plain tailored collar and revers and straight model sleeves. Another model fastens to one side with three large buttons and has one tiny watch pocket.

—The skirts have a slightly raised waistline with double-panel back and single-panel front with cluster of pleats at one side.

—In dark rich browns, black, wine, navy blue and gray.

New Fall Coats Selling at \$18.50

—A stunning coat in mixtures in such shades as light tan, green, brown, gray and dark rich browns. Modeled on straight lines with a deep tuck in the back extending from the shoulder to the hem. In the front is a deep one-side rever with a novelty velvet collar fastening well over the rever with one large button.

—Another model at the same price is shown in stripes, mixtures in gray, Royal blue, tan, brown and brown mixtures. Made with a high turnover collar and three set-on pockets. The back is held in with a wide four-inch belt.

—The third model is also in a novelty style with a very wide collar and rever trimmed with velvet and straps. The back has a tuck from the shoulder to below the waistline and across to one side, fastening with three novelty buttons at one side. This coat comes in diagonal mixture in grays, browns and green.

Third Floor

The New Hair-Goods Shop

—In the short time our new Hair-Goods Shop has been open our customers have found that, whatever price they wish to pay for hair goods, they can get superior qualities here. Nothing but the highest quality hair is used in the manufacturing of our goods. Skilled attendants will guarantee a perfect match in shade and texture of the hair.

—\$10.00 and \$12.00 Wavy Switches, 30 and 32 inches long, Special . . . \$7.95

—\$6.00 and \$7.00 Wavy Transformations for all around the head, all shades, Special . . . \$3.95

—\$7.00 and \$8.00 Wavy Switches, 24 inches long, Special . . . \$4.95

—\$5.00 and \$6.00 Coronet Braids, 28 and 30 inches long, Special . . . \$2.95

Mezzanine Floor

404 Children's New Wash Dresses
At a Price Never Before Obtainable
A Manufacturer's Showroom Samples
Scarcely Any Two Alike—Selling Normally From \$2.25 to \$10.00
FRIDAY \$1.95

—Dresses of plain French linens in pink, tan, blues, brown and white. Linen crashes in plain colors and checks. Heavy imported linens in the coarse weaves. Zephyr gingham in plaids in many multi colors, stripes and plain shades. Imported fancy woven fabrics. Dimities in stripes, dots, cross-bar effects, checks and flowered patterns. Plain colored chambrays—poplins in colors and plain white—white pique.

—You will find every color you fancy in this vast assortment. Such as plain shades in the pastel effects as well as dark blues, tans, browns and rose pinks; and many white.

—Some have high necks, others with low necks and necks finished with sailor collars, flat collars and others with pipings and bandings of the material or of lace.

—The sleeves are long and short, set in the regulation style or with large armholes and many kimona styles.

—The skirts are plain and plaited models. Many of the dresses are made with an unbroken line to the hem and finished at the waist with a wide patent leather belt.

—They are originally trimmed in an immense number of styles. Some are hand embroidered, others with imitation Irish laces combined with Valenciennes lace, embroideries, plain bandings with pipings. On some will be seen real Irish lace insertion. Bows of black velvet and colored ribbons. One particularly smart little frock is made of a pink and white striped dimity and finished at the waist with a raspberry pink velvet sash and bow.

Sizes from 6 to 14 years.

Fourth Floor

MEN
Flannel Night Shirts
Special 75c

—Men's heavyweight outing flannel night shirts with regular collars and others in the military style. In such colors as pink, blue, tan, heliotrope. Every garment full and long. All guaranteed fast.

75c Shirts and Drawers
Special 55c Each

—Heavyweight ribbed cotton shirts and drawers, splendid form fitting. The shirts are made with French neck and cuffs at sleeve. Drawers with sateen bands and extra staying. All finished with fine pearl buttons.

\$1.00 Shirts and Drawers
Special 59c Each

—Gray, natural merino shirts and drawers made by the Roxonia mills. Every garment is nicely finished and unshrinkable. These garments are of a medium weight, suitable for between seasons. All sizes are represented.

First Floor

Curtain Samples
Regular \$1.50 to \$3.00
Special 39c Each

—Imported Battenberg, Cluny and novelty lace curtain samples.

—All made of the best quality of imported nets with linen laces and insertion in white or Arabian color.

—They measure 1½ to 1¾ yards long and 40 to 50 inches wide.

—Just the curtain for the small windows. There are from two to five samples of a kind.

Fifth Floor

Gloves
For Women and Men
At \$1.25 Pair

—One-clasp kid gloves in black, white, brown, tan, mode, gray and navy. Made with pique-sewn seams and heavy heavy embroidered backs in a tailored style.

—Also superior quality cape gloves with one clasp in the Prix seam style. In assorted tans and white.

At \$3.00 Pair

—Full sixteen-button kid gloves in the overseam style in black, white and tans.

Men's Gloves \$1.75 Pr

—The one-clasp style Prix seam gloves for men, silk lined. In assorted tan shades.

First Floor

PENS
Self Filling
Fountain Pens
SELLING AT \$2.00
Special 98c

—A few years ago a price revolution took place in fountain pens.

—Instead of the exorbitantly high prices a manufacturer placed upon the market an excellent pen, made in every way dependable.

—These pens were sold at a small price—an astonishingly low price.

—This store was the first to introduce them.

—The following year many imitations were made and the market was flooded with inferior, unreliable and practically worthless pens.

We discontinued selling pens
Again

a reputable manufacturer comes forward with a dependable fountain pen on the self-filling order.

—A pen devoid of any ornamentation or fancy fixings. A plain pen with a good 14-kt. point.

—Self-filling and guaranteed.—5000 now on sale.

Lower Main Floor



Postscript

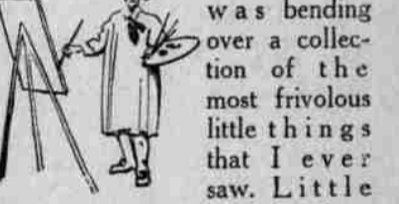
—As I stepped off the elevator at the sixth floor into a softly carpeted aisle where marble benches and gleaming stone jardinières suggested a garden in old Italy, I noticed a girl of the refreshing type that one usually calls "American." Some of us call it "Western." At all events, it is the sweet "well set-up" kind of girl whom we all admire and love to claim for our own.



—I decided to call her Dorothy, for, from her chic, ribbon-trimmed little walking hat to her neat patent leather boots, she seemed the dainty descendant of all the stately, vivacious, fascinating Dorothies of history—the mother, a woman whom I can only describe as an American girl "grown up," led the way into the large red salon, where treasures of endless variety are displayed in such profusion that one is reminded of Ali Baba's cave.

—"How perfectly splendid," murmured Dorothy, her shining eyes roving over the brilliant ensemble. They passed before a group of lamps—all sizes and each one different, which were marked with the guarantee of a world-famous firm—the basecraft studies of Flemington, New Jersey, whose pottery is of absolutely unique beauty, both in line and color.

—"Like a jeweled toadstool at a fairies' banquet," murmured Dorothy's mother, as she examined a large shaded lamp designed for a library table. The remark "hit it off" exactly. The dull green rounded shade of the same material as the tall, translucent glass in fanciful shapes. The effect was exquisite. A dainty card bore the announcement that the specimens of art craft are sold only by Lipman, Wolfe & Co.



—Dorothy was bending over a collection of the most frivolous little things that I ever saw. Little bisque figures they were with a rakish air about them that was unmistakably Parisian. Dorothy picked up one after another and regarded their blase countenances with evident satisfaction. "Dinner favors," she exclaimed delightedly.

—These bisque favors are decidedly the drier cri, and surely they are much prettier and much more worth while than the paper novelties which have satisfied us for many years.

—And speaking of things Parisian, the debutantes aren't the only ones who are provided for by that wonderful storehouse of fashion. On the fourth floor I found the most charming millinery salons, all for girls—both little and big ones—with ravishing hats and bonnets fresh from Paris, Vienna and New York. The show cases were quite as splendid as those of the "grown-ups" down on the second floor, only they were a trifle lower, especially built so that little girls could more readily look in and survey the bows and feathers so attractively displayed.

—One small bonnet of velvet in the familiar shade known as baby blue was especially Parisian, but at the same time its style was appropriate for the little American girl. It had a quaintly round crown and a trim little brim lined with shirred chiffon. The decorations were beautiful, but of lace flatly applied, and a wreath of prim little ribbon rosebuds in the new color which is called "shrub pink."