

\$1.00

\$1.00



The Momentous Question
 Have You a New Winter Hat?
 If Not--Here It Is for You
 In a Remarkable Sale
 Breaking Every Record for
 Quality and Economy

A Great
 Event

Hats Selling From
 \$2.50 to \$7.50 Each

at the
 Sensational Price

\$1.00

\$1.00

A Sensational Sale

6000 Latest Winter Shapes in
 Silk-Velvet, Finest Bright-Finished Felt,
 Plush and Velour Hats

- Over one hundred different styles.
- Every color and black and every shape.
- Every style in large, medium and small hats.
- Every shape on sale new this week.
- Every hat on sale sells from \$2.50 for the cheapest to \$7.50 for the finest.

Your Choice of Any Shape

Special \$1.00

—The energy that has made this store supreme among stores has made its sales supreme amongst sales. Every day we make this store a little stronger in buying power through the medium of its sales.

—The public has come to know that our announcements carry with them weight and conviction. Not merely printer's ink and space.

—Our system of selection is positive and unerring. Our sales are positive and unerring. Both go hand in hand; both receive the same close scrutiny. Our indorsement is your guarantee—our announcement is your opportunity.

—This sale will create a sensation not only to our public, but to merchants who know better the wholesale cost of these hats.

—Coming, as this sale does, at the very height of the season, this sale will be doubly appreciated.

—In order to accommodate all customers and to render the best of service, we shall enlarge our millinery selling space, taking in fully one-half of the second floor.

—This sale involves a larger number of hats than any previous sale in this city.

Ostrich Fantasies

In Black,
 White and
 All Colors
 95c to
 \$1.95



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 White and
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 95c to
 \$1.95

—There is a deal of style to these attractive Feathers. While inexpensive, they add a touch of smartness to one's hat fully as fetching as the more expensive ostrich plumes and willows.

—The demand has been so great that we are able to show you over a dozen different styles in these effective trimmings.

—The prices are no indication whatsoever as to their worth. You will realize at once the economy hidden away in these fancy feathers, for with one of them and a knot of ribbon your hat is trimmed in the latest vogue.

**A Kindred Allied Sale
 Millinery Ribbons
 At Remarkably Low Prices**

—A few yards of attractive ribbon deftly transformed into a fascinating bow or a smart scarf, and, presto!—your hat is trimmed.

Pecout Edge Ribbon

—in white, black and all the leading millinery shades. In soft taffeta and faille. Five inches wide. Selling regularly to 65c the yard.

Special 25c Yard

Cable Edge Millinery Ribbons

—A new faille especially adapted to millinery trimming in black, white and all colors, particularly scarce millinery shades such as gold fuchsia, American Beauty and rose. The edges are of contrasting colors. Regular price 65c.

Special 25c Yard

Wide Taffeta Ribbon

—A new 8-inch taffeta ribbon and satin taffeta in every staple and millinery color. These ribbons sold heretofore at 50c the yard.

Special 35c

Fancy Millinery Ribbons

—A most attractive assortment of millinery ribbons in flowered, plaids, checks, stripes and figured designs, plain and satin edges. Every piece represented in this assortment is the newest Fall style. Selling regularly to 75c.

Special 39c

Wire Edge Bow Ribbon

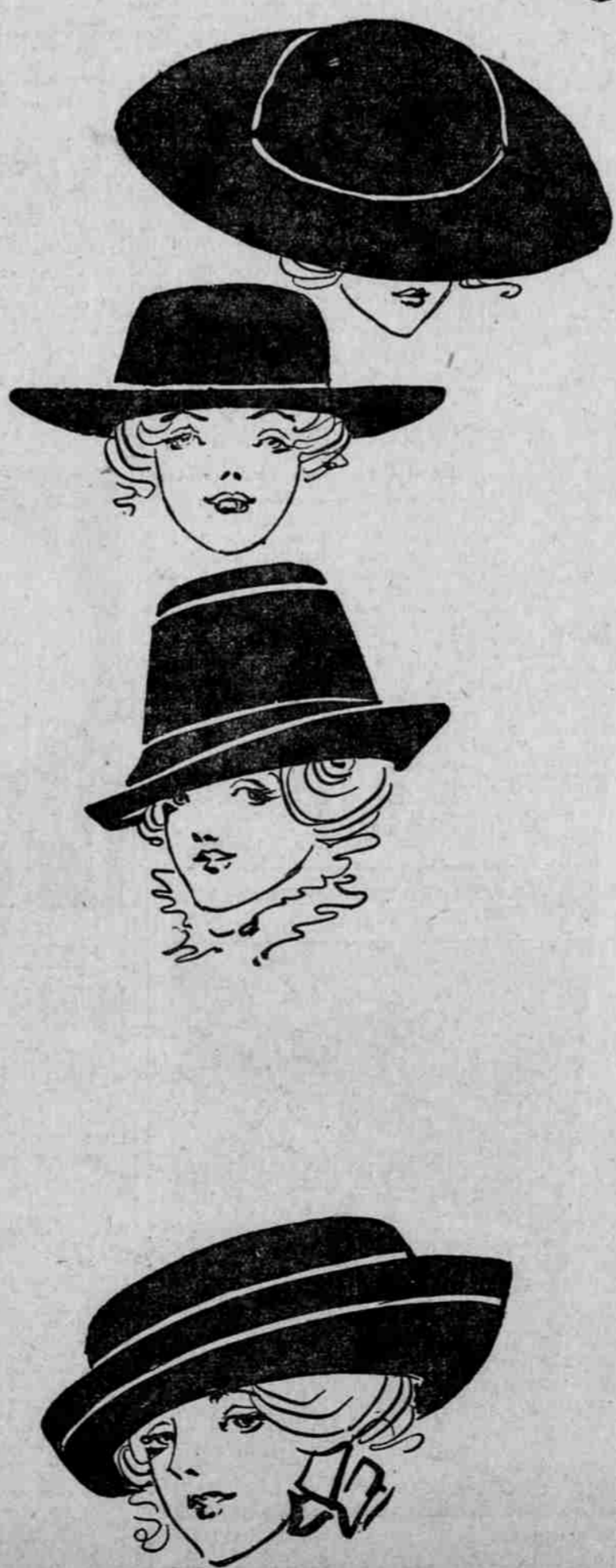
—This is a self-wired ribbon with rustproof wire, 5 inches wide, in soft taffeta. Comes in all staple and millinery shades. Sells regularly at 25c.

Special 19c

Black Velvet Ribbons

—All-silk velvet ribbon with satin back, in black only. Widths ranging from No. 5 to No. 100, from 1-inch to 5 inches. This ribbon has a very close pile, and is particularly appropriate for millinery, being a perfectly fast dye, and withstanding the most severe usage.

Special From 15c to 85c



Lipman Wolfe & Co.
 "Merchandise of Merit Only"