

Service -- Here, Has a Significance Great Beyond Any Depth the Average Customer May Surmise--It Is the Warranty of Satisfaction

Postscript

—Of course Solomon didn't wear aprons; but a monarch of his rare sartorial judgment doubtless approved of them for that large feminine part of his household which, according to the best historical authorities, numbered exactly 700 souls. If the aprons that those ladies wore were in keeping with the magnificence of the rest of Solomon's establishment, they must have been rare and wonderful indeed. Picture for yourself the splendor of the queenly array of aprons, all purple and fine linen, and then compare your vision with the fascinating display to be found at the apron shop on the 4th floor of Lipman, Wolfe & Co.'s. There are aprons there from every quarter of the globe, varying in size and color from the voluminous blue or gray affair that completely covers one to the fanciful little concoction of lace and fine lawn, which even the most admiring of us must agree to call "just an excuse."

—There are hospital aprons there—"regulation" in every respect, with irreproachable nurses' caps to go with them. Gazing at their expanse of snowy whiteness, with their shoulder straps and tiny red cross on the belt, fills one with a desire to "try on."

—Then there are capacious white aprons for the nurse-maid who tends the children, with the odd caps that appear so frequently in the French and German pictures. Really, they are not caps at all—just bands of ruching that encircle the head and tie in a daintily flowing bow at the back. They are wonderfully becoming, too, which probably explains why the artists have been introducing them into their "Boulevard" sketches.

—By the way, there is much to be learned at the apron counter. This dainty bit of lace-trimmed lawn is not a chafing-dish apron. It was made to tie on when Madame sews. Chafing-dish aprons, though elaborate with lace and embroidery, are generally devoid of pink or blue bows, and have tiny bibs which must be pinned against the front of one's waist. Again, these pretty frilled affairs with bib and shoulder straps are maid's aprons, to be properly worn while serving dinner or luncheon. A variety of little caps go with them. Some are merely plain little bows of lawn or Swiss to match, and others are little ruffled squares or triangles to add just the touch of white in the hair that makes the livery daintily complete.

—A good many people like the larger, plainer aprons for dinner serving. They savor less of France and more of our own generous Southland. Here they are, together with that badge of culinary efficiency, the checked apron.

—But the Frenchiest of all are the maid's aprons for afternoon service. With their snowy ruffles and crisp shoulder straps and strings they are the acme of liveried perfection. Tiny frilled caps go with them to surmount Dorcas' head, and immaculate lawn cuffs and "turnovers" will complete her costume.

—It's a far cry from the furbelows of service to those beloved, expansive aprons of staunch white linen, which grandmother always wears. Yet they, too, are here in all their standard perfection, with a row of tucks and an embroidered frill, or perhaps a border of beautiful insertion across the bottom.

—The studio apron—that completely envelopes one—is there in a pretty Dutch style of firm, stout galatea, its sombre tone enlivened by bands of German embroidery in red, blue and green. These Dutch aprons are very new, and extremely picturesque.



Here Is a "Johnny" Coat Marked Special at \$13.85 You Cannot Duplicate for \$20.00

—The demand for "Johnny" coats was promptly met by this store long before others realized its importance. It is no exaggeration to say that we have met this demand with remarkable economy to our customers.

To show how conspicuous our coats stand forth in both materials and cost, we ask your inspection of coats on sale.

—We appeal particularly to those women who demand a coat embodying material, fit, style and appearance; a coat that must give continued service throughout the entire season.

—These Johnny coats are 48 inches long, made of fancy light gray diagonal cloaking and trimmed with velvet collar and cuffs in a contrasting shade, such as light gray, garnet, black, navy, brown, Copenhagen and rose.

Why Buy an Unknown Machine When You Can Buy a World Famous DOMESTIC SEWING MACHINE \$1 Down, \$1 Week, Delivered on First Payment

More of Those Wonderful \$5.00 Plumes

—We know that no plume made retailing at less than \$10 can be compared with these ostrich feathers on sale at \$5.

—They are made of the finest male stock, imported from Africa. They measure 19 inches long by 9 inches wide. Are of the hardest flues. Strong and serviceable.

—These plumes come in black, white and all colors. It is the greatest bargain ever known in the selling of rich first quality ostrich.

—We contracted for an enormous quantity of these feathers in order to be able to create this price.



Imported Silk Sewing Bags Special \$1.25

—Made of soft green and blue corded silk, fitted with scissors, needles, pin cushion, all kinds of thread and other sewing requisites.

—It draws close with a long cord and can be carried over the arm.

—It was made especially for "sewing bees"; also attractive for traveling.

—These are on sale at the leather goods section on the first floor.

\$1.25 Leather Strap Hand Bags Special 59c

—Hand bags in the new envelope shape with strap handle across the back.

—These bags are made of genuine leather in pin seal, and French seal; in black and tan.

—Trimmed with German silver. Moire lined in delicate shades and each contains a small coin purse. Sizes 8 to 10 inches.

Have You Tested the Efficiency of Our Women's, Misses' and Children's Hosiery Store

—Every day we have evidence that the efficiency of our hosiery store is appreciated by women who have given the subject of hosiery needs careful thought.

—We cheerfully submit our hosiery for comparison in both price and quality; our assortments we know are greater than other stores, by reason of our own investigation.

—When you once supply your hosiery needs for the entire family in this store you need never look to any other source for your stocking supply.

35c and 50c Hosiery Special 25c Pair

—Full fashioned stockings that fit in light, medium and heavy weights. Full fashioned—made with four and six thread splicing, and all have double welts.

75c Stockings Special 59c Pair

—Stockings of four thread black silk with six thread heels and toes and deep double garter tops of ingrain thread silk in black with cotton tops.

Children's Hose at 35c

—Boys', misses' and children's stockings, all made extra wide in the legs and full length—in short, stockings that fit perfectly; of full fashioned cotton and two weights in fast black "silk lisle" or black worsted, in medium or heavy weights.

Regular \$1.50 Stockings Special \$1.18

—Stockings of ingrain thread silk in black and assorted tan shades, with double garter tops and lisle lined soles. A quality rarely ever found below \$1.50 the pair.

Children's 35c Stockings Special 18c Pair

—Or 3 pairs for 50c. Of extra fine fast black Egyptian cotton, with fashioned feet and linen spliced for long wear. In long, full medium weight. An Oliver Twist sort of stocking, the kind you'll "want more of."

35c Boys' and Girls' Hosiery Special 25c Pair

—Boys', misses' and children's black cashmere stockings, in two weights, medium or heavy, fine ribbed and serviceable. Full sized and elastic.

A New Sailor "The New Yorker"

—The plush hat popularity has now crowded the felt sailor out of favor. The hatters' plush, as shown in this illustration, which is drawn from the sailor on sale, is the popular hat today.

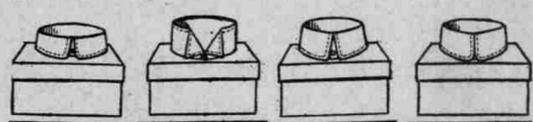
—These are made in a new model of hatters' plush, faced with silk velvet and trimmed with a band of grosgrain ribbon.

Price \$5.00



It's a Safe Bet That You Have Never Bought a Bathrobe Like This One for Special \$2.45 Regular \$4.00

—When a man examines these bath robes he will be especially pleased with the fine, soft, warm quality of the material; he will also be attracted by the excellent tailoring and the smart appearance. As to the colors and combination of colors nothing could be more delightfully pleasant than these rich reds and brown, soft grays and green. Modeled generously full and long with girdle at the waist and silk cord and tassel at the neck; with a large collar.



One Thousand Dozen Troy Made Hand-Turned Four-Ply Collars Special Friday and Saturday Only Box of Six for 50c

—A rush order brings to us these collars. They come to supply the hundreds of men unable to secure a share of these collar bargains when last placed on sale.

—We under-estimated the demand by many hundreds of dozens.

—In this sale the entire range of sizes and styles is complete, yet we urge you to come early, for even with this augmented stock there is no telling how soon the assortment of sizes and styles may be broken.

These collars are made of the finest chiffon cloth, the equal of any 15c collar on the market. Four-ply, hand-turned edges and reinforced buttonholes.

—The styles embrace every fashionable model, from the low turn down to the high band, including wing collars.

—These collars are laundered and finished by a process that guarantees the maintenance of their correct shapes at all times.

Buy all you want at 50c for a box of six.

The Great Linen Store

In the Basement

Offers Many Friday Specials

\$2.25 Table Cloths, Special \$1.50 Each

—Bleached Irish linen table cloths in assorted neat patterns, with border on four sides to match. Size 80 by 64 inches.

\$1.75 Table Cloths, Special \$1.19 Each

—Half bleached German linen table cloths, size 60 by 56 inches. Guaranteed all linen—in neat assorted patterns with border on four sides.

\$3.50 Napkins, Special Dozen \$2.39

—High-grade Irish linen napkins, satin finished, in choice patterns, with border on four sides. Size 22 by 22 inches.

\$1.00 Table Damask, Special, Yard 85c

—This table damask is woven of pure Irish linen flax in choice, artistic patterns. Full 70 inches wide.

35c Linen Huck Towels 25c

—Bleached linen huck towels with hemstitched and embroidered ends in blue and red figures. Size 36 inches long and 18 inches wide.

40c Huck Towels, Special 29c

—Extra quality bleached huck hemstitched towels, with monogrammed space on the damask ends. These towels are made of fine German linen 37 by 18½ inches in size.

\$1.00 Bleached Towels, Special 50c

—A lot of just thirty-five dozen fine bleached towels. Some are hemstitched, others scalloped ends, and some come uncut with space to hand scallop or hemstitch.

35c Turkish Towels, Special 25c

—This is a full bleached Turkish bath towel measuring exactly 45 by 22 inches, with hemmed ends. Made of two-ply cotton, with fast edges and long terry.

\$2.00 Hemmed Bed Spreads \$1.29

—Just one case of these hemmed crocheted bedspreads in Marseilles patterns with border on four sides. Full size.

Have You Tested the Efficiency of Our Knit Underwear Department?

—We are equipped to meet your every want to your entire satisfaction.

Knit Underwear for Women at 50c

—Vests or tights of fine ribbed cotton—all wanted weights and styles—each the best of its kind in quality, style, fit and finish. Union suits of fine ribbed cotton in all-the-year-round weights—all styles—a quality that you will find here only; perfect fitting and trimmed with mercerized cotton throughout.

Friday Corset Sale



Friday Corset Sale

\$1.75 Nadia Corset, Special \$1.15

—Made of good quality coutille embroidered or lace finished top. Designed with low or medium bust, extreme length over the hips and back; two pairs of hose supporters attached. These are suitable for medium or heavy figures.

\$1.75 C. B. Corsets, Special 95c

—The C. B. a la Spirite corset made of fancy striped coutille with wide lace finishing the top. Low bust, long hips and back. Two pairs hose supporters attached.

\$3.00 W. B. Corsets, Special \$1.75

—W. B. Nuform corset of batiste, embroidery band finish. Has medium bust, very long over the hips and back. Three pairs of hose supporters attached to the front and sides.

Rubber Goods, Soaps and Sundries

Reliable Rubber Goods

- \$1.25 2-qt. Water Bottles 75c
- 75c 2-qt. Water Bottles .59c
- 2-qt. Eclipse Water Bot. \$1.00
- 3-qt. Eclipse Water Bot \$1.25
- 2-qt. Winner Water Bot. \$2.00
- \$1.35 2-qt. Ft. Syringe .89c
- \$1.50 3-qt. Ft. Syringe .98c
- 85c Rubber Ft. Syringe .69c
- \$1.75 very best Syringe \$1.23
- \$1.35 Combination Bottle and Syringe .89c
- \$2.00 Combination Bottle and Syringe \$1.59
- 50c Rubber Tubing, 5 ft. .23c

TOILET GOODS

- 35c box Oriental Toilet Soaps, 3 cakes to box .19c
- Heart's Violet Glycerine Toilet Soap, 3 cakes .25c
- 25c box Toilet Soaps .12c
- 35c box Boudoir Soap .19c
- 10c Calf. Medicated Soap .6c
- 25c Peroxide Toilet Soap .15c
- 35c Imported Violet Soap .25c
- 50c bar Impt. Castile Soap 39c
- 15c Pears' Unscented Soap 12c
- 50c Societe Hygienique Soap 40c
- 25c Packers' Tar Soap .15c
- 15c Jersey Cream Soap .9c

TOILET REQUISITES

- 50c La Blache Face Powder 32c
- 50c Java Rice Powder .21c
- 50c Pebecco Tooth Paste .33c
- 25c Pears' Shaving Stick .20c
- 25c Euthymol Tooth Paste 10c
- 25c Lyons' Tooth Pwd. .15c
- 25c Woodbury's Facial Sp. 15c
- 25c Packer's Tar Soap .15c
- 50c Sempre Giovine .35c
- 50c Dr. Charles' Flesh Fd. 29c
- 50c Pompeian Mas. Cream 27c
- 25c 4711 Bath Salts .19c
- 50c Eclipse Almond Lotion 35c
- 25c Dagget & Ramsdell's cream for .20c

For Friday's Selling We Received New \$5.00 Shoes By Express Street Boots \$5.00

—The fame of this great shoe store has spread like wildfire. Women have learned to know that the shoes on sale at every price embody just a little better material, just a little newer last, just a little more slightly appearance, just a little better fitting than shoes heretofore on sale.

—"A NEW BROOM SWEEPS CLEAN" is well applied to this store; the broom shall always REMAIN clean, for we shall always buy NEW brooms.

—Our shoe qualities will always be of the best; experts, men experienced in shoe manufacture, pass upon the ESSENTIALS of every shoe BEFORE they are placed on sale.

—The shoe store is no different from any other section of this establishment; every sale must prove satisfactory; WE INSIST UPON THIS, and every shoe complaint will be cheerfully remedied with a new pair of shoes or your money back.

—The shoes on sale at \$5.00 are of Winter weights. Made of tan lotus calf; blind eyelet laced boots and tan Russian calf; glazed tan kid tops, button boots; overweight soles; military heels. Both models have tips.

15c VELOUR FLANNEL 10c

—Velour plush flannel, with and without trimming border. Blue, tan, pink, gray, lavender, brown.

15c PERCALE 10c

—Standard 36-inch percale in white and colored grounds in neat figures, dots, sprigs and stripes.

18c FIGURED CREPE 12½c

—Fancy figured crepe in dark, medium and light colored effects. In neat floral effects and elaborate Japanese pattern designs.

GERMAN ROBE FLANNEL

—This is the genuine imported bath robe flannel—the kind that has the weight and is firmly woven, is reversible and interwoven with color combinations. Appropriate patterns in dark, medium and light effects.

—With border 40c yard

—Without border 35c yard

No Groceries
No Liquors
No Tea Room
No Men's Clothing

Lipman Wolfe & Co.
"Merchandise of Merit Only"

No Meat Market
No Restaurant
No Pies and Pans
No Soda Fountain