

The Store of Easy Shopping--Lipman, Wolfe & Co.



Italian Marbles

—Many of these are familiar to all in their gleaming whiteness, while others we are showing are new and present the wonderful cloudy tints so peculiar to rare marbles, old rose, mauve, ashes of roses and dull amber. One very handsome piece entitled "History" is of a woman in a delicate rose colored robe; she is seated upon a settee of very beautiful marble, making the figure about 24 inches high. This is priced at \$165

—Other pieces are marked as follows:

Jeanne D'Arc	\$25
Laughing Boy	\$27
Venus De Milo	\$13.50-\$20
The Greek Slave	\$13.50-\$20
Three Dancing Girls	\$22
The Thorn Puller	\$15-\$23
Cupid and Psyche	\$12
Cupid and Psyche	\$27
Ambition	\$90
Rest (an exquisite piece)	\$170

—The prices range all the way between these quoted.

Sixth Floor.

Stealing One Month From the Calendar In This Great, Unexpected Sale New Suits—New Coats—New Dresses Taken From Regular Stock And Offered at LESS Than January Prices A Sale Unexampled, Unparalleled, Without Precedent



The Greatest and Most Important Event of Its Kind
That Will Be Held This Season
Any Garment in This Sale, Special **\$15.00**

—This sale was primarily planned for women desiring to make advantageous purchases of wearing apparel. It is composed entirely of modish, correct garments, and, incidentally, qualities and styles not frequently presented in sales at this time.

—We selected this, the psychological moment, when these garments appeal to the practical woman as a most desirable Christmas gift.

—Though modestly priced they afford worth while economies, for in almost every instance the reduction from regular is from a third to a half, and even more.

The Story of the Suits

—Every new and popular style is included in this sale of suits in plain tailored and fancy trimmed effects.

—Made of serges, chevots, whipcords and fancy mixed materials. In black, navy, wine, brown, taupe and fancy two-toned effects.

—Every jacket is lined with silk and made in the correct thirty-two-inch length. The skirts are modeled on the new straight gored style.

A Brief Sketch of the Dresses

—Smartly tailored dresses of serges, velvets, corduroys and shepherd checked cloths. Every new style in plain tailored and fancy draped models is represented here.

—These dresses are suitable for all occasions, and can be had in all the fashionable colors.

Dancing and Party Frocks

—Of Chiffon in light blue, pink, white, maize and lavender. For misses and small women. Made in becoming simple styles.

In This Sale

the assortment is so great that in many instances there are but three and four suits, coats, or dresses of a kind. In order to get the best selection we urge that you attend this sale in the morning.

Third Floor.

A Coat Tale—Tersely Told

—Coats of plain and fancy woven materials such as chevots, boucles and fancy Scotch cloakings in every new and desirable style.

—Coats 56 inches long, plain and fancy trimmed effects, as well as the popular Johnny coat in 42 and 48-inch length. Some of these coats are made semi-fitting with storm collars and belted backs, others loose fitting and velvet and braid trimmed.

New Chiffon Waist Patterns

SELLING REGULARLY TO \$3.95
Very Special **\$1.38**
Sold at the Lace Department, First Floor

—These waist patterns are of the finest quality chiffon cloth with plenty material for making an entire waist in the kimono style. They are embroidered in silk in many handsome and effective patterns, and outlined with a dainty soutache braid. The colors are white, cream, brown, navy, Alice, sky blue, old rose, gray, black—in fact, all the desirable shades can be found. When made up you will have a waist that cannot be duplicated for less than \$9.00.

MEN'S STORE

Here Men Have the Joy of Distinctive Style. Not Only Correct Fashions, but Correct Application of Them to Individual Requirements

Hosiery, Handkerchief and Tie Sets

Combination Xmas Box for Men
Necktie, Hosiery and Handkerchief attractively boxed

—No trouble now in matching colors—a point that appeals to fastidious men. The handkerchief is edged with a shade that matches the socks and the tie is shown in the same color. All are attractively put up in a Xmas box and would make an ideal gift. One that would please any man.

Price a box, \$1.00 and \$1.50

TIE AND HOSIERY IN BOX

—Silk four-in-hand and silk hose shown in gray, wine, tan, navy and purple. The hose and tie match in color.

Price, set, \$1.00

NOVELTY TIE AND HOSE SET

—Silk accordion knit hose and toe in black and white, blue and white, black and red and other combination colors.

Price, per set, \$1.25

First Floor.

Genuine Red Cedar Utility Chests

—We have a large showing of these practical chests in all sizes. So useful for packing away furs, blankets, fine woolsens, for shirt-waists and as trousseau boxes.

Prices \$8.00, \$9.00, \$10.00, \$11.50 and \$14.50 Each

Diamonds, Pearls and Other Precious Stones

Set in All the Newest and Finest Effects

—The only aim in our advertising is to get the real facts of our goods and prices before you in a way that carries conviction. The fame of many specialty jewelry stores rests upon reliability and high prices. Our fame is based on reliability and low prices—which is a more intelligent and a more progressive combination.

—A pure diamond or a perfect pearl loses none of its beauty for having been bought where silks and Oriental rugs and sumptuous linens are sold.

—Our jewels have the quality and their settings have the distinctive artistic workmanship that are displayed by the specialist, so why not buy here, particularly when our prices are lower than the specialty stores?

FINE WHITE DIAMONDS IN TIFFANY SETTING

—Single stone rings, perfectly cut fine white diamonds set in 14-karat gold or platinum. These rings are specially priced from \$12.00, \$24.00, \$35.00, \$75.00 to \$260.00

THE LATEST DESIGNS IN NOVELTY RINGS

—Gorgeously set rings comprising the banquet, Princess and cluster styles. Set with diamonds, rubies, emeralds, sapphires, opals, pearls and turquoise. Some are set with combination stones, and others of fine, intricate platinum work outlined with small diamonds.

SPECIAL FANCY RINGS, PRINCESS STYLE

Diamond and ruby set in platinum, special. \$95.00
All diamond settings in platinum, special \$60 to \$175

DIAMOND BANQUET RINGS

Set in gold and platinum, prices from \$85.00 to \$175.00

Diamond and ruby banquet rings	\$135.00
Diamond and sapphire banquet rings	\$175.00
Diamond and sapphire cluster rings	\$75.00 to \$90.00
Diamond and pink topaz cluster rings	\$45.00
Diamond and ruby cluster rings	\$75.00
Diamond and emerald cluster rings	\$100.00
Diamond and turquoise cluster rings	\$100.00
Diamond and opal cluster rings	\$90.00

PLATINUM AND GOLD DIAMOND BRACELETS

—Bracelets both wide and narrow, set with single stones or clusters of stones. Ranging in prices from \$10.00 to \$300

PLATINUM AND GOLD DIAMOND BAR PINS

—All sizes and styles gorgeously set and wrought in many novel designs. Prices \$12.00 to \$295.00

BROOCH PINS SET WITH DIAMONDS OR PEARLS

Prices range from \$10.00 to \$50.00

PLATINUM AND DIAMOND EAR DROPS

—Long, narrow effects—ring styles or single stones.

Prices range from \$60.00, \$120.00 to \$135.00

Scarves pins from \$4.00 to \$45.00

NEWEST LA VALLIERES OF PLATINUM

—Set with diamonds, emeralds and diamonds—and pearls. Bowknot, cluster and scroll effects with single and double tandem of graceful drops. All the very latest designs. Prices \$25.00, \$37.50, \$50.00 to \$185.00

First Floor.

At the Flash of the GREEN LIGHT



—Wherever you see the flash of the green light you know at once that it signals a special sale. It indicates at all times an unusual, advantageous and economical offering.

—It directs the attention of our patrons to important sales, often not advertised.

—It is your guide to the many special events constantly occurring throughout the store.

—In every instance it blazes the way to practical, substantial economy.

Present for a Gift

A Lipman, Wolfe & Co. Merchandise Bond

—Good all over the store. Issued to any amount. Makes a most acceptable Xmas gift.

Fourth Floor.

Large Cover All Aprons Special 59c

Selling regularly at 85c

—These aprons are made of dark or light colored percales in checks, stripes and figured patterns. Some plain colored. In pink and blue.

—Made with round neck, kimono sleeves with bound or piped edges. Full length buttoning down the back and with belt.

\$1.25 Infants' and Child's Sweaters, Special 79c

—These sweaters are knit in a fancy stitch with high neck, turn over collar style and belted.

—In cardinal, white, white with blue trimmings and white with red trimmings.

Sizes 1, 2 and 3 years

EXTRA

—Just received, children's new Dutch aprons from Berlin. Entirely new in style and in fabric. Prices 75c and 85c.

Fourth Floor.

Holiday Umbrellas \$2.50 Each

—Made of taffeta silk, paragon frame, cases and tassels. Hundreds of up-to-date handles to select from in plain and carved woods, silver trimmed woods, gunmetal in various shapes, rosewoods, cherry and horn, all detachable. Sizes for men and women.

Holiday Umbrellas \$3.50 Each

—Made of extra quality taffeta, taped edged and waterproofed. The frames are tested paragon ribs and steel rods. The handles come in fancy carved hardwoods in 12 and 14-inch, silver and gold capped woods, all detachable. Sizes for men and women.

Holiday Umbrellas \$5.00 Each

—Black and colored imported silks on best quality English frames, extra tight roll. Women's handles are ebORIZED directoire, hand-carved woods, long effects, embossed solid silver, carved ebony, pearl and silver combinations and gold capped, all detachable. Sizes for men and women.

First Floor.

Chafing Dishes and Percolators

—Enjoy the Sunday evening meal, the preparation thereof, as the cozy little party gather about the bubbling brew. Ah! that is when things taste the best.

THREE-PINT CHAFING DISH, \$5.00

—In nickel or copper finish, with the latest improved alcohol burner, ebony handles and hot water pan.

CHAFING FORK AND SPOON, \$1.25

—These are of heavy nickel plate, and go well with the above chafing dishes.

STOVE PERCOLATOR, \$3.75

—Being of heavy nickel plate, it may be set on the stove without the least danger of injury. Ebony handle and improved pump; size 2 1/2 pints.

Sixth Floor.

Chafing Dish Accessories in Great Assortment



Postscript

The Luxury of Wide Aisles

—Looking out from the secure and comfortable mezzanine floor, we surveyed the throngs of holiday shoppers, some bustling about in great haste, others loitering over the counters or strolling leisurely from one section to another.

—"How happy everyone is!" bubbled the girl in the blue suit, as she leaned over the railing to get a better view. "It doesn't seem like the 'strenuous season' at all. Yet the joy—and the excitement—are here."

—"Perhaps it's the holly color scheme," I remarked, as I took note of the cheery garlands of red and green which transformed the stately pillars, and seemed to make the place glow with warm light and welcome.

—"The girl in blue smiled her appreciation."

—"It is beautiful," she replied, "but I think there is another reason. It's the glorious spaciousness of the place. You can wander at will here, even at this season, and not be jostled or pushed. The aisles are so broad that there is room for everybody."

—I glanced over the constantly moving crowd—at the wide spaces between the counters, and noted the air of freedom and ease which prevailed. I remembered scenes of disorder and hopeless confusion that had characterized my Christmas shopping expeditions in other places—and shuddered.

—There is room enough in these broad aisles to install dozens of sales tables—the familiar long, narrow kind with their potpourri of odds and ends and flaunting bargain signs. But it is not the intention of the Lipman, Wolfe & Co. store to do this. Even though there be hosts of bargains crying out to be displayed, and though the business arguments in favor of added sales at this season, this store will hold to its custom of giving every consideration to its patrons—including the luxury of broad, spacious aisles. Success here is not measured entirely by the volume of sales. There still remains the ideals, courtesies and ethics of business that mean much to this store.

Navajo Indian Rugs \$2.00 Each

—These Navajo rugs come in small sizes from 20 inches to 24 inches square. They make ideal pieces for sofa pillows, table mats, chair seats and many other uses.

—Genuine Navajo rugs in larger sizes sell from \$2.50 to \$45.00 Each

Fancy Bath Robe Blankets \$2.47 Each

—These blankets are full size, large enough to make a complete robe for any adult—woven in fancy and conventional patterns or Jacquard effects with borders to match. All the best color combinations such as gray, pink, light blue, red, brown, dark blue, tan and green.