

Playing Host to the Public--Lipman, Wolfe & Co.

At the Flash of the GREEN LIGHT

—Whenever 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.

Postscript PLAYING HOST

—Ensnared among the chintz-covered pillows, in a delightfully informal room, we listened to the daily talk on salesmanship. Perhaps twenty others were there—girls of the best type, with trim black dresses and a pleasant, alert manner. It is so arranged that each saleswoman—and man—attends a class twice a week. It is the best and most intelligent way to secure co-operation and service. And service, in its best sense, is the highest aim of Lipman, Wolfe & Co.

—The system, in all its complexity, was carefully explained. The details of each department were set forth. The checking, the mysteries of charging, the intricacies of the delivery system, and a score of other things which pertain to the convenience of the customer. Questions were asked and answered, and there was every evidence of interest and good-will. We came away feeling that we had found the reason—for Lipman, Wolfe & Co. service—and success.

—“Our idea,” explained the service chief, “is to treat a customer as a guest. She—or he—may not wish to buy, but nevertheless it is our pleasure to show what we have. Our salespeople are instructed not to urge sales. We leave that to the customer.”

—This, then, is the secret of the pleasant atmosphere at Lipman, Wolfe's. This is why we are never hurried, why we always feel free to compare and examine things to our hearts' content before we buy. And it is the reason why we are always sure of courteous assistance in finding just what we want.

Friday and Saturday Only for This Sale



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

\$15

New Suits—New Dresses—New Coats
By Stealing One Month From the Calendar
We Sell These Garments at Less Than January Sales

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 32-inch length. The skirts are modeled on the new straight-gored lines.

The Coats —Coats of plain and fancy woven materials, such as chevots, boucles and fancy Scotch cloakings in every new and desirable style.
—These coats are 56 inches in length, plain and fancy trimmed effects; others in the popular Johnny coat style, in 42 and 48-inch lengths. Some are made semi-fitting, with storm collars and belted backs; others loose fitting and velvet and braid-trimmed.

The Dresses —Smartly tailored and cut Dresses of serges, velvets, corduroys and shepherd checked cloths. Every new style in plain tailored and fancy draped models are here represented. Dresses suitable for all occasions and can be had in all the fashionable colors.
—Dancing and party frocks are also included in this sale. Made of soft, fine chiffon, in blue, maize, white, pink and lavender. For misses and small women. Made in becoming simple styles.

New Shaving Sets

A Sensible Man's Gift

SHAVING SET \$1.00
—A 12-inch nickel stand, with a 4 1/2-inch mirror, with porcelain mug and brush.

SHAVING MIRRORS \$1
—Extra fine 5-inch Beveled Glass or adjustable mirrors on nickel stand.

SHAVING MIRRORS \$2.95
—Adjustable Shaving Stand Mirrors, with 5 1/2-inch bevel mirror and magnifying mirror on opposite side.

SHAVING SET \$2.95
—Large adjustable Shaving Glass, with porcelain mug attached. Good quality nickel handle brush.

SHAVING MUGS \$1.00
—Quadruple Silver Shaving Mug, with inner porcelain cup. Good brush, with silver handle. Put up in an attractive case.

SHAVING MUGS \$2.95
—Many styles at this price in quadruple silver, with extra porcelain cup and silver-handled brush, of good bristles.

SHAVING STAND \$4.95
—Numerous styles and combinations in Plated Silver Shaving Sets, consisting of 6-inch bevel glass, with silver backs; also adjustable styles.

OTHER SHAVING STANDS
—In numerous attractive styles, especially priced from \$5 to \$25.

\$4.00 Military Brushes
SPECIAL \$2.95 PAIR

—In three different styles. The first is of genuine ebony, with concave backs and 13 rows of stiff bristles.
—The second is also of genuine ebony, with oval backs and 11 rows of extra long bristles.

—The third—Cocobola Brushes, with concave or oval backs and 11 rows of genuine bristles.

COMBS 45c EACH
—Ebony finished Combs, specially priced at 45 cents each.

Don't Delay Holiday Picture Framing

As we employ none but expert picture framers and under no circumstances rush or slight any orders, we urge you to bring your pictures in immediately so that they may be framed to your entire satisfaction.

Sixth Floor



\$4 Baking Dish and Casserole... \$2.95

—Two-quart Casserole, made of extra quality earthenware; lining in a quadruple plated frame of pierced design.
—These Casseroles sell regularly at \$4.00.

First Floor



She Has Convinced Him

That Nowhere Else Can He Find Such Distinctive Styles, Correct Fashions in Such Variety as Here. And Best of All, Prices Are Much Less

Special Neckwear for Men 50c Each

—For Friday and Saturday we are offering a special line of Men's Neckwear at 50 cents each. These scarfs express quality and style. In solid colors—two and three-tone combinations—Persian effects with bordered ends—brocaded effects—neat patterns and novelty ideas in flowing ends and narrow styles.

MEN'S XMAS NECKWEAR

—Early purchasers will do well to avail themselves of our now complete showing of attractive Neckwear. We pay particular attention to quality, style and colorings. We are showing neckwear, which is the product of best European and American manufacturers.

—Neckwear shown in plain colors of various weaves. In neat novelty patterns, black and white stripes and pin dot designs—brocades—Persians and two and three-tone combinations.

Prices 50c to \$4.00

KNITTED NECKWEAR

—Knitted Neck Scarfs for men, in plain two-tone accordion weaves, in solid colors and English heather mixtures, cross bars and other weaves and patterns shown only in exclusive makes.

Prices 50c to \$3.00

KNITTED MUFFLERS FOR DRESS WEAR

—Knitted Reefers, in white, cream and grey, shown in plain colors and in many bordered styles. All English make and imported by us for this holiday season.

Prices \$4.00 to \$10.00

MEN'S LOUNGING ROBES AND SMOKING JACKETS

—These Robes come in plain colors, double-faced golf effects. English style of soft wool and silk brocades of attractive colorings, all in exclusive styles.

Prices \$8.50 to \$35.00

BLANKET ROBES

—Men's Blanket Robes, made for warmth and comfort. They have bordered cuffs and skirt with girdle at waist to match. Complete assortment of colors and sizes.

Prices \$4.50 to \$20.00

HOUSE JACKETS

—Some in plain solid colors; others trimmed with the reverse side of the goods, with cuffs and collars to match. In blue, grey, brown and other desirable shades.

Prices \$5.00 to \$13.50

HOUSE JACKETS

—Of silk velvets and silk brocades, in beautiful colors and patterns. Very elaborate.

Prices \$16.50 to \$25.00

First Floor

In the Book Store

—People who have come to know this great book store are loud in its praise. Booklovers and collectors of fine books find in this great bookshop many things not to be had in other stores.

—Holiday editions in special bindings, library sets, gift books, hand-tooled special editions, and exquisitely bound and illustrated juvenile books are here in profusion.

—In our bookstore you profit by the assistance of experienced book saleswomen, who are thoroughly conversant with all books and who will lend every assistance in appropriately selecting correct books for your gifts.

—We extend a cordial invitation to stroll amongst the different book tables. Everything is arranged conveniently for your inspection. You will not be urged to buy and you need not hesitate in enjoying the privileges of our library room, where books may be leisurely inspected.

Basement

Finished Art Needle Pieces Half Price

\$2.50 tie racks... \$1.25
\$3.00 collar bags... \$1.50
\$3.00 shirt holders... \$1.50
\$2.00 linen towels... \$1.00
\$3.50 linen towels... \$1.75
\$6 centerpieces \$3.00
\$8 centerpieces \$4.00
\$17 centerpiece \$8.50
\$5 baby kim'n's \$2.50
\$7.50 kimonos \$3.75
\$6 baby dresses \$3
\$7 sofa cushion \$3.50
\$9 sofa cushion \$4.00
\$4.50 pin cush. \$2.25
\$9 pin cushions \$4.50
\$8 nightgowns \$4.00
\$6 corset covers \$3
\$10 corset covers \$5
\$4.50 waist Pat. \$2.25

—These beautiful pieces are showroom samples; every piece perfect and representing the highest art in needlework. An exquisite collection of beautiful, dainty gifts.

Second Floor

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 through 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 and \$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... \$60.00 to \$175.00

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

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
Scarf pins from... \$4.00 to \$45.00

Platinum and Gold Diamond Bracelets
—Bracelets both wide and narrow, set with single or clusters of stones. Priced from \$10 to \$300.

From the Linen Store

AMERICAN EMBROIDERED BED SETS
—Bed Sets made of fine quality of cotton, elaborately embroidered in handsome designs.

Initial Pillow Cases \$1.25 a pair

—Either with hemstitched or scalloped ends. Put up one pair in a fancy box.

Sheets and Pillow Cases \$4.50 Set

—One pair of Pillow Cases and one Sheet, beautifully embroidered and packed in a fancy gift box. The sheet measures 99 by 81 inches and the pillow cases 45 by 36 inches.

Arabian Battenberg Pieces

—This new and most attractive, though unusual Art Linen, comes in the natural brown shade, and bordered with deep Battenberg lace to match.

Round shape, 20 inches diameter, each... \$ 1.50
Round shape, 24 inches diameter, each... \$ 2.00
Round shape, 28 inches diameter, each... \$ 3.50
Round shape, 45 inches diameter, each... \$ 8.00

Basement

Fine, Warm Sweaters—Rightly Knit For Practical Xmas Gifts

WORSTED PLATED SWEATER COATS

In cardinal, oxford, grey or white. Heavy, warm and prettily made, with two pockets, V necks and pearl buttons.

Price \$2.50 each

RUFF NECK SWEATERS

Of extra fine worsted, in pretty shades of cardinal or grey; also pure white. All made in the coat style and with two lower pockets.

Price \$4.00 each

EXCEPTIONAL STYLE SWEATERS

Of extra qualities, in cardinal, grey, white, navy blue and other desirable colors. Made of pure Australian wool—some have V necks, others with roll and aviation collars or ruff-necks.

Price \$5.00 each

CHILDREN'S SWEATERS

Styles for boys and girls from two to 16 years. Priced according to size. V necks or Byron collar style. In cardinal, grey, white, tan or hunters' green, navy blue—of pure Australian wool.

Prices \$2.50 and \$3.50

Fourth Floor