



3rd Birthday Sale

Lipman Wolfe & Co.
"Merchandise of Merit Only"

\$20,000 Sale of Black Silks—Greatest Silk Event on Record

Women's High Top Fall Boots

Introducing Seven Different New Models Bought Expressly for the Birthday Sale And Offered at the One Price of

\$3.85

—Patent colt and dull calf foxed lace and button boots, with black cloth tops, plain toe models, Cuban Louis heels, welt soles.
—Also patent colt and vici kid, button boots with black cloth tops, three-quarter foxed, plain round toes, welt soles.
—Full range of sizes and widths in every style.

Second Floor

NEW MILLINERY

Think of It—Fashion's Best Styles in the Third Birthday Sale

The Most Remarkable Assortment

of Early Season Regular \$6 to \$8

Trimmed Hats

Birthday Sale

\$3.95

—The finest assortment of trimmed hats ever offered at the beginning of a new season—hats that reflect nothing but what is new and best in the Autumn millinery world. Hats for tailored, dress and street wear. Hats of a most superior quality of silk pile velvet, many of which are original creations and copies of exclusive models.



New Untrimmed Hats of Black Lyons Velvet Birthday Sale \$1.95

—Lyons velvet is the most fashionable and wanted material for hat shapes, and in this assortment of hats will be found a host of the latest modes in untrimmed shapes of black Lyons velvet.

—Small and large hats, combining both quality and style—hats are so complete in themselves that little trimming is required to make them finished models.

A History-Making Birthday Sale of \$3.50 Ostrich Feathers at \$1.33

—Ostrich feathers have again come into their own. The opening of the new 1915 Fall season sees them the leading millinery trimming for velvet hats. This group of ostrich feathers was purchased expressly for our Annual Birthday Sale, and it will be a sale that will long be remembered as the greatest of its kind in ostrich feather selling. Not alone because ostrich feathers are fashionable, but because the feathers are of an extra fine quality, made up into French plumes with broad head and the same width to the stem, straight curve. In black, white and all the new shades.

\$2 to \$3.50 Ostrich Feather Novelties Birthday Sale \$1.19

—This sale offers the choicest patterns and designs of high-class ostrich feather novelties. The colors consist of the new zebra effect in black and white—in all-white and in other desirable colors. Many of these pieces make complete trimming for a hat.

Third Floor

Two Big Birthday Sales of Hand-Decorated Table China China Selling Up to \$1.25 for 29c

—Salad bowls, fancy plates, candlesticks, chocolate pots, teapots, perfume bottles, teacups and saucers, tea strainers, vases, and bonbon dishes, etc.

China Selling to \$3.00 for \$1.19

—Vases, salad bowls, creamers and sugars, fancy plates, fern dishes, covered bonbon dishes, teapots, chocolate pots, covered butter dishes, covered muffin dishes, boudoir sets, berry bowls, tea-caddies, etc.

\$5 Nickel Percolators and Chafing Dishes—Birthday Sale \$3.75

—The best makes only—the chafing dishes are fitted with the new inferno burners and have ebonized handles, three-pint size. The percolators, in a new and graceful shape, three-pint size, new inferno burners and fitted with ebonized handles.

Sixth Floor

Remarkable Savings—Made Possible Through the Successful Consummation of a Sensational Purchase—Seven months—reflect a moment—grasp, if you can, the unremitting labor—the energy—the foresight used in preparing this great Black Silk event. Every well known silk mill was visited. "What have you in desirable black Silks?" "What have you worthy of our annual Birthday Sale?" We secured one lot here—another there, until after weeks and weeks of silk hunting, we have brought together the most remarkable—yes, the greatest stock of Black Silks ever collected in one store. Black Silks—over 33,000 yards at prices lower than ever before quoted on similar qualities.

Messalines, Taffetas, Gros de Londres, Faille, Satin Duchesse, Crepe Meteor Bengalines, Poplins, Gros de Paris, Satin Charmeuse, Fleur de Soie

BLACK CHIFFON TAFFETA
\$1.00 Black 36-in. Chiffon Taffeta 79c
\$1.25 Black 36-in. Chiffon Taffeta 89c
\$1.50 Black 36-in. Chiffon Taffeta 95c
\$1.75 Blk 36-in. Chiffon Taffeta \$1.19
\$2.00 Blk 36-in. Chiffon Taffeta \$1.35
\$2.25 Blk 40-in. Chiffon Taffeta \$1.69

BLACK MESSALINE
90c Black 36-in. Messaline Silk 69c
95c Black 36-in. Messaline Silk 74c
\$1.00 Black 36-in. Messaline Silk 79c
\$1.25 Black 36-in. Messaline Silk 95c
\$1.50 Black 36-in. Messaline Silk \$1.19

BLACK DUCHESS SATIN
\$1.00 Black 36-in. Duchess Satin 83c
\$1.50 Black 36-in. Duchess Satin 95c
\$1.75 Black 36-in. Duchess Satin \$1.19

The Most Wanted
Silk All-Over Laces
Embroidered Nets
REGULAR \$1.00 TO \$2.00 YD.
Birthday 69c

—Craquellé, diamond and filet mesh in silk and silk finish. Also silk chantilly. In cream, white and black.—First Floor

BLACK PEAU DE SOIE
\$1.25 Black 36-in. Peau de Soie 89c
\$1.50 Black 36-in. Peau de Soie 98c
\$2.00 Black 36-in. Peau de Soie \$1.39
\$2.25 Black 36-in. Peau de Soie \$1.73

BLACK SATIN DE PARIS
\$2.50 Black 40-in. Satin de Paris \$1.69
\$2.00 Black 36-in. Satin de Paris \$1.49

GROSGRAIN BRILLIANT
\$2.50 Black 36-in. Grosgrain Brilliant \$1.69
\$1.75 Black 24-in. Grosgrain Brilliant \$1.19

BLACK FAILLE
\$1.75 Black 36-in. Silk Faille \$1.29
\$2.00 Black 36-in. Silk Faille \$1.43

Novelty Ribbons 39c
Regular From 75c to \$1.25

—The most beautiful collection of exquisite Dresden, Warp Prints and Jacquard ribbons ever shown in this store. Every piece new, showing the latest designs and effects. From 6 to 8 inches wide. For millinery, dress and fancy work.—First Floor

BLACK FAILLE FRANCAISE
\$2.50 Blk 36-in. Faille Francaise \$1.89

BLACK BENGALINE
\$2.00 Black 36-in. Bengaline Silk \$1.43

PEKIN STRIPE TAFFETA
\$1.75 Black 36-in. Pekin Stripe Taffeta \$1.09
\$2.00 Black 36-in. Pekin Stripe Taffeta \$1.45

BLACK MOIRE
\$2.00 Black 36-in. Moire Silk \$1.35

BLACK CREPE DE CHINE
\$1.25 Black 40-in. Crepe de Chine 98c

BLACK CREPE METEOR
\$3.00 Black 43-in. Crepe Meteor \$2.48

Second Floor

Newest Fall Veilings
REGULAR 75c TO \$1.50
Birthday Sale 39c

—Strong hair—every woman knows these veilings, the best without question. Hexagon, filet, craquellé mesh, chenille dotted designs. In black, brown and navy. Also many plain and figured white wash-blond veilings.—First Floor

JEWELRY SALE

\$1.50 Velvet Neck 50c

Bands.....
—Various widths of silk velvet neck bands with silver slides and novelty buckles, with French rhinestones.

25c Sterling Hat 10c

Pin Sets.....

—New Hat Pins of sterling silver, fancy stone set—two pins in a set.

\$1 Fancy Imported Brooches for... 49c

—In the new Basket designs set with colored stones.

\$1.25 Italian Jet 79c

Necklaces for...

—Real Italian jet, perfect cut beads in oval and round shapes, gold fitted clasps, neck sizes.

\$1.00 Novelty 68c

Collar Sets.....

—Two pins in a set, gold filled and mounted with small colored stones, flower designs. Each set in a fancy lined box.

—First Floor

Your Opportunity—Remarkable New Fall Apparel—For This Event

The Compelling Force Alone of These Extraordinary Offerings Will Mark This a Record Making Birthday Sale Never Equaled

Twenty of the Latest Fall Models in Silk Dresses

Regular Price \$20 to \$35
Birthday Sale
\$15.95



—Dresses of crepe de chine, chiffon taffeta, in plain colors, plaids and checks.
—Twenty different models, two of which are illustrated. Some with scalloped flaring skirts, bolero jacket effects, other models fluted, others plaited and draped; a great many have chiffon sleeves.
—Third Floor

The New Fall and Winter Coats

Of All Wool Scotch Mixtures
Regular Price \$20.00
Birthday Sale
\$11.65

—Coats in beautiful shades of grays and browns in the newest 48-inch lengths. Velvet collars and cuffs, with many of the collars very large, which can be worn buttoned high or open, belted and half-belted models, and models with velvet bands around the hems. Two models illustrated.
—Third Floor



Strictly Man Tailored Suits of Wool Poplin

In Style as Illustrated
Regular Price \$25
Birthday Sale
\$18.85



—These suits are exact copies of suits that sell for more than double this sale price. They can be had in black, navy blue, brown and green and made of a fine grade of wool poplin.
—They are slightly fitted, having wide box plaits in the back of coats, mannish sleeves, lined with striped satin. The skirts are in the new plaited and flare models. Tailored throughout in the best manner.—Third Floor

Agents for the famous
Klosfit Petticoats.



Fiber Silk Sweaters
Regular Price \$6.95
BIRTHDAY SALE
\$4.95

—These sweaters are made with V neck and the belt across the back and with two side pockets. In Copenhagen, rose, watermelon and emerald.
—Third Floor

CHIFFON TAFFETA PETTICOATS

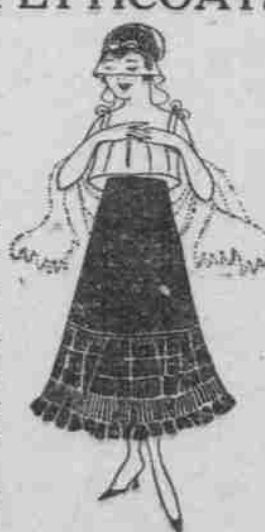
With Flaring Flounces
BIRTHDAY SALE

\$2.48

Regular Price \$3.95

—Fine, soft-finished taffeta silk petticoats in all the new Fall colors, including black, navy, brown, Russian green, emerald green and changeable effects.
—These petticoats are cut in the new season's latest flaring flounce style, tucked, corded and knife-plaited—finished at the waist with elastic fitted tops.

—The best petticoats you have ever bought at this price.
—Third Floor



CREPE DE CHINE BLOUSES

Regular Price \$4.00
Birthday Sale

\$2.25



—Blouses of extra quality all-silk crepe de chine in white and black-and-white striped pussy-willow silk. Fashioned in the very newest Fall styles; some are made with the new convertible collars, others with square sailor collars. The fronts are tucked and hemstitched; the sleeves are long with fancy cuffs to match the fronts and collars.
—Third Floor