

Santa Claus Is Here Daily in Toyland—Basement

—Bring the kiddies to see fat old Santa come through the chimney. He appears here every morning and afternoon.
Toyland Is in the Basement.

Christmas Boxes of All Sizes Are on the Balcony

—Half the fun of receiving a gift is in opening a pretty box. Here in all shapes and sizes for all gifts.
Balcony—Lipman, Wolfe & Co.



Express Elevator to the Men's Store, Fifth Floor
—takes you up to headquarters for men's Bath Robes, Smoking Jackets, Suits, Overcoats, Trunks and Bags.
Lipman, Wolfe & Co.

Men's Special Lunch, 35c
Take Express Elevator
—to the comfortable lunch room for men, for this lunch of extreme deliciousness and satisfying quantity.
Lipman, Wolfe & Co.

With More Than a Million Dollars' Worth of the Finer Christmas Merchandise Here in Displays as Exceptional as They Are Bountiful

This Store Gives Glowing Expression to the Holiday Spirit

Gift Buyers Must Not Miss This—

Women's Silk Jersey Petticoats New Lot Specially Purchased \$2.95

—In the same good quality of jersey that you would expect to find in petticoats at double the price. They have pretty plaited flounces in combinations of colors—brown, navy, purple, emerald, American Beauty, king's blue, gold, gray and black.

—Lipman, Wolfe & Co. have offered many great values in petticoats, but this sale is believed to present the very best of them all. Come today. You will agree that this is an extraordinary event. And you will see petticoats delightfully to be chosen for gifts.

Third Floor—Lipman, Wolfe & Co.

And Here's More to Marvel at—

A Sale of New Wool Sweaters at Lowest Prices in Years \$3.75

—Advised by our New York office that sweater manufacturers were in need of cash and that sweaters could be bought at very low prices for holiday selling, we started our sweater buyer for New York, and thousands of sweaters were purchased for cash at the lowest prices in years.

—Our first offering beginning this morning—\$3.75 for six styles of pure Wool Slip-ons, in brown, buff, navy, black, jade, rose, Mohawk, Copen and American Beauty. Block and stripe weaves in heavy wool and Shetland and worsted in lighter weight. Sweaters to please every woman, for \$3.75.

Third Floor—Lipman, Wolfe & Co.



Think of Her as a Queen

Then for One of Her Gifts Buy a Crepe de Chine Nightgown
Notable Group Special Here Today at \$4.95

—Exquisitely tailored models with strap-effect shoulders in flesh and orchid. In flesh tints with trimmings of fine lace and shirrings. The shoulder straps are of self material or lace and crepe de chine, or daintier still, of lace alone.

Boudoir Caps—Exquisitely Beautiful—at a Dollar

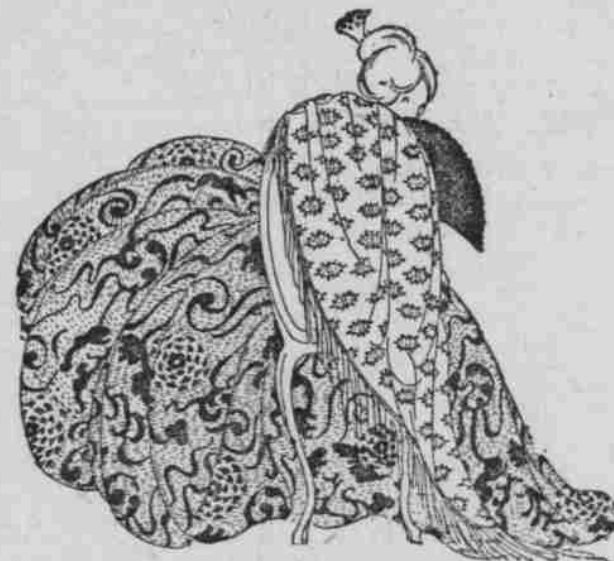
—And at \$1.35, \$1.75, \$2.25 and \$6.95. They're in satin or crepe de chine combined with net and lace, ribbon bows and rosettes; others are tailored; in black and dainty colors.

—Dainty, too, are Envelope Chemises of satin and crepes de chine. Some in becoming empire effects with shirrings and lace insertion, inserts and medallions—these shimmering silk garments in flesh shades and finished with ribbon or satin shoulder straps. They are specially priced at \$3.35.

Fourth Floor—Lipman, Wolfe & Co.

Camisoles of Crepe de Chine or Satin, Special at \$1.25

—Dainty camisoles in many different models; some with shirrings, others with laces and insertions, with hemstitching and yokes of lace and georgette finely tucked. All are the strap shoulder style.



The Spotlight Taries on This
Special Selling of

Christmas Silks

—There are folks who think most of the gift made by the loving hands of a dearest friend. There is many a woman who finds a real delight in such a holiday task, if one would call it a task. More to the point: Many are the fine gifts that can be made, and here are the silks—also pricing that is of note.

Radium, Crepe de Chine and Satin Charmeuse—Special \$2.45 a Yard

—Satin Charmeuse, Radium and Crepe de Chine, three of the most popular silks of this season in street and evening shades, including black; 40 inches wide.

Canton Crepe—Very Special In Black and Eight Colors \$3.45 a Yard

—Another lot of this very fashionable material in a good assortment of colors, including dark brown, navy, midnight, tan, gray, camel, Japan blue, tomato and black. Of dependable quality, the material is 40 inches wide.

Chiffon Velvets—Special \$5.95 a Yard

—It is a season of velvets, and here they are specially priced—velvets of a gleaming, soft, silky finish—and just the weight for one-piece dresses. In the season's most wanted colors; 38 to 40 inches wide.

Black Silks—Very Special \$1.50 a Yard

—Chiffon Taffetas, Duchess Satins, Crepes de Chine, Messalines—all of these much-favored materials are included in this offering. All of good standard quality in a deep, rich, lustrous jet black, and much below regular prices.

Second Floor—Lipman, Wolfe & Co.

The Giftie Leatherwares

And New Leather Handbags in the Canteen Style
These in Special Selling Today at \$4.95

—These attractive Canteen Handbags in black—in brown—in square—and suitcase shapes—in shark and patent leather finish—all are moire lined with a large bevel mirror and metal vanity fittings. They are large and roomy enough for everything you want to carry with you.

Dainty Afternoon Bags and Tailored Styles, \$5.95

—And for as much more as you care to pay. Here are beaded bags—of duvetyne; also duvetyne velvet and mocha charmingly combined and mounted on appropriate frames. In the newest shades and shapes.

—Leather Cases and Pouches for the smoker. It doesn't matter what he smokes—whether it is cigars, cigarettes, or if he enjoys the comfort of a pipe, we have the Cases and Pouches which will please him mightily. They are in fine morocco and pin seal—or of willow or velour calf; also of alligator grain leather handsomely fashioned. At \$2.50 to \$15.00.

Street Floor—Lipman, Wolfe & Co.

Men's Leather Bill Books in Genuine Seal—\$3.95

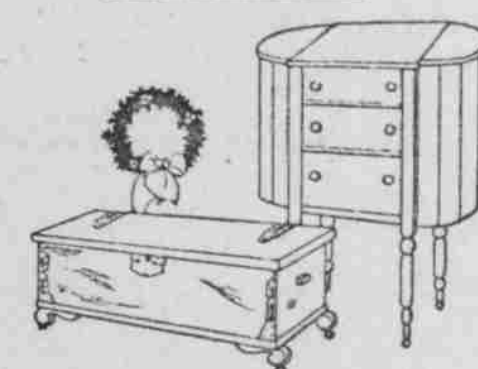
—And of other leathers, \$1.50 to \$20.00. In one and three-fold styles—of genuine cobra, pebble and pin seal, velour and willow calf—plain or with 14-carat gold mountings. Some have many compartments.

Women's Silk Umbrellas Special at \$9.35

—These are high-grade colored silk umbrellas with domestic and foreign handles. Rings, straps and loops are all featured. They are unusually fine handles, many of them in fancy styles—the kind usually seen on much higher priced umbrellas.

—Women's Colored Taffeta Umbrellas, special at \$16.50. These are of best quality taffeta silk and the handles are of the highest grade—some fancy carved, others plain, two-toned with large rings—still others with leather straps. All with white rib tips and club ends.

Street Floor—Lipman, Wolfe & Co.



The Very Place for Your
Most Beloved Possessions

A New Chest of Red Cedar, \$22.50

—Always, you may depend upon it, a woman takes notice when cedar chests are mentioned, for every woman knows what wonderful protection they offer to garments and fine linen she treasures.

—Chests—genuine red cedar—\$22.50.

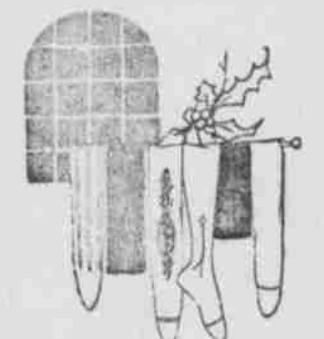
Sewing Cabinets, Some \$10.00

—And others at \$14.50, \$19.75 and \$32.50. A complete assortment of mahogany sewing cabinets, in Priscilla and Martha Washington design. A most useful gift and one that the homemaker prizes for the charm it lends to a practical purpose.

Gate-Leg Tables—Many Styles

—For living room or dining room these gate-leg tables are very popular. They are in round and oval shapes and many sizes. Such attractive pieces of furniture are they, and yet so practical, too. You will want to see our complete assortment before making a choice—\$39.75, \$49.50, \$57.50.

Fifth Floor—Lipman, Wolfe & Co.



At Lipman, Wolfe's There's Safe Selecting of CHRISTMAS HOSIERY

—meaning that gift hosiery from this store goes to anyone with complete assurance it is "of the best" at its price.

Full Fashioned Silk Hose—\$3.00

—Heavy weight silk stockings with silk top and lisle sole, toe and heel. The colors are black, navy, Russian calf, cordovan and African brown.

Fine, Heavy Hose— All Silk—\$3.50

—Stockings with double silk top and silk sole, toe and heel. This hosiery is fine gauge and beautiful quality and splendid for wear. Your choice of black, navy, cordovan, African brown, Russian calf and mauve. The price \$3.50.

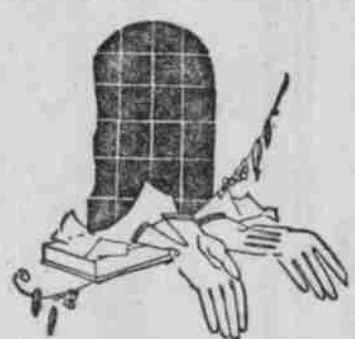
Ingrain Silk Hose— Extra Heavy—\$3.75

—Extra heavy ingrain silk hosiery with double silk top, sole, toe and heel. Of splendid wearing quality. All sizes, but in black. With the rich luster that only ingrain silk stockings possess.

Ingrain Silk Hose— Heavy Weight, \$2.75

—Heavy weight ingrain silk hosiery, with lisle elastic top. Full fashioned and of good weight; in black. Sizes 8 1/2 to 10 1/2.

Street Floor.
Lipman, Wolfe & Co.



At Lipman, Wolfe's Is Happy Choosing of CHRISTMAS GLOVES

—especially by reason of all the discrimination used in the gathering of fashionable gloves into such stocks as are here.

Vallier's Gloves— Special, \$3.45

—New Vallier's French gloves, two-clasp, with wide embroidered novelty finished backs and full pique seams. These in very desirable new shades, sizes 5 1/2 to 7. Specially priced, \$3.45.

Twelve-Button Suede Gloves—Special, \$4.95

—In brown, tan and beaver, these suede overseas-sewn gloves with corded backs are exceptionally smart and much to be desired in the 12-button length.

Vallier's French Kid Gloves, \$6 Pair

—A gauntlet glove, with strap at wrist and full pique seam and corded back. A very fine dress glove in desirable colors.

Imported Gloves of Kid—Special, \$2.49

—Imported kid, lambskin and capeskin gloves, in one and two-clasp styles. Full pique and overseas and heavily embroidered backs, in black, white, champagne, mastic brown, tan, gray.

Street Floor.
Lipman, Wolfe & Co.

Women's Beacon Bathrobes —New—Are \$6.95

—There are dozens of these most comfortable and becoming robes—tailored or satin-trimmed. Made with or without collars and revers—and in tuxedo style. A splendid assortment of patterns and colorings in light and dark shades. Soft, pretty browns and grays, as well as other attractive combinations.

—Special at \$14.95—a wonderful assortment of brocade Breakfast Coats, also Coats of sauteen or taffeta, or draped Kimonos of crepe meteor. Others at \$7.95 and \$9.95.

Fourth Floor—Lipman, Wolfe & Co.



Another Thrill for You if
You Make the Trip to

"Dollville"

At Lipman, Wolfe's

—"Dollville"—capital of the jolly land of makebelieve. "Dollville"—ruled by the marionettes of Santa's realm, and filled with some of the most interesting, most delightful little "people" that ever have entered into childhood's dreams.

—Hundreds and hundreds of new dolls—dozens and dozens of ways in which they captivate. Some that talk—some that walk—some with the "flirtiest" eyes—well, you just possibly have never seen such a throng of remarkable, beautiful dolls.

SPECIAL TODAY 12-Inch Bisque Doll—\$1.50

—A pretty girl doll, fully dressed, hat trimmed with lace and ribbon; also real shoes and stockings. She has long curly hair and sleeping eyes. Her picture is printed above.

Toyland Is in the Basement.