



YOUR RELENTLESS COMPETITORS

By James A. Collins
In the Saturday Evening Post

Picturing accurately the methods of many Department Stores—although the example be grocers.

—He illustrates how one store, in order to promptly meet the price of a competitor, stocks his counters with jobs, plasters his windows with sensational signs and bids for trade by false and misleading price comparisons.

—On the other hand he points to the firm that builds its trade on QUALITY COMPETITION which gives ample room for getting trade and holding it. QUALITY COMPETITION is creative, enlarges the demand, and often places the merchant or manufacturer on a level above price rivalry. The difference between price and QUALITY COMPETITION is being learned rapidly by the shopping public. Competition in quality is an appeal to the taste and intelligence of customers based on the goods and their merits.

MERCHANDISE OF MERIT ONLY

Taffeta Silk Waists
\$3.85

—New Fall models of tailor-made Waists of extra quality taffeta silk in black, navy, brown, copenhagen or garnet. The yoke is made of fine pin tucking. The entire front has clusters of fine tucking and trimmed with four silk loops and buttons. Full new sleeves with deep tucked cuffs and collar to match.

Cocoa Door Mats 93c

—Good quality Cocoa Door Mats, firmly woven. Size 17 by 30.

—Best quality 17 by 30 size. Special, \$1.89. Made of the finest quality large brush, firmly woven, machine bound.

Standard Linoleum 49c

—5000 yards of printed Linoleum, standard quality only. A great variety of patterns in both light or dark grounds. You pay 75c for the same quality elsewhere.

Silk Petticoats
\$2.98

—New Fall models black taffeta Petticoats of extra quality rustling black taffeta silk. Strictly tailor-made with full flaring flounce in section ruffle, strapped and tucked. This is an extra good silk petticoat, very well cut and finished.

—Very special at \$2.98.

Victor Talking Machines
50c Down—50c Week

Taffeta Ribbon 17c

—Plain and moire, good quality Silk, with high luster finish. Suitable for hair bows, child's sashes, neck pieces and trimmings. A full assortment of colors in light blue, pink, Alice blue, rose, also white and black. Four inches wide. Special value at 17c a yard.

Motor Veils 98c

—Of good quality chiffon, two yards long and 36 inches wide. Hemstitched ends and edges. Comes in different shades.

New Neckwear 35c

—Dainty Jabots, trimmed with pretty Valenciennes and imitation Irish laces. Many dainty Tabs of fine swiss in embroidered patterns. The longer Jabots with lace insertion and colored embroidered figures. Plaited Collars with lace trimmed edge and satin bows in assorted colors, in both plain and embroidered dotted patterns.

This Is Corset Week

Lipman-Wolfe & Co

This Is Corset Week

ALL NEW FALL MODELS **GREATEST CORSET SALE**

MONSTER DEMONSTRATION MONEY SAVING EVENT



—An extraordinary Corset Sale conducted on New Lines that is bound to attract wide attention and appreciation. A practical and convincing sale. Seven models at seven very special prices. Seven experienced corsetiers to explain in detail the seven models. Every corset in this sale is of known excellence, in models that are now in vogue—Below we give description and sale prices. Don't miss this sale. It's a wonderful money-saving event—Four exposition windows.

\$3.00 W.B. Nuform
\$1.95

—Coat corset made of fancy stripe coutil in medium bust, extra long hips and back. Three pairs hose supporters attached. In sizes from 18 to 23.

\$1.75 Nadia
\$1.15

—Made of excellent quality batiste and coutil. Lace trim'd. Medium bust, medium and extra long back and hips. Two and three pairs hose supporters attached.

\$2.00 Nadia
\$1.39

—Moire ribbon, lace and beading trimmed, of extra quality coutil or batiste. Medium bust, long hips and back. Two and three pairs hose supporters attached.

\$2.75 Nadia
\$1.75

—Made of very excellent quality batiste or coutil with satin, beading and lace trimmings. New medium bust with long hips and back. Two pairs hose supporters attached.

\$2 C.B., a La Spirite
\$1.49

—Made of fine fancy coutil with lace beading trimmings. Medium bust, long hips and back. Two pairs hose supporters attached.

\$1.50 Nadia
98c

—Made of good quality batiste neatly trimmed, with hose supporters attached. In medium bust with long hips and back. \$1.50 Value 98c.

\$5.50 Smart Set
\$2.98

—We offer a limited quantity for this sale in sizes from 23 to 30. If you require a corset in any of these sizes you will obtain an extraordinary bargain.



NEW SUITS
\$25.00

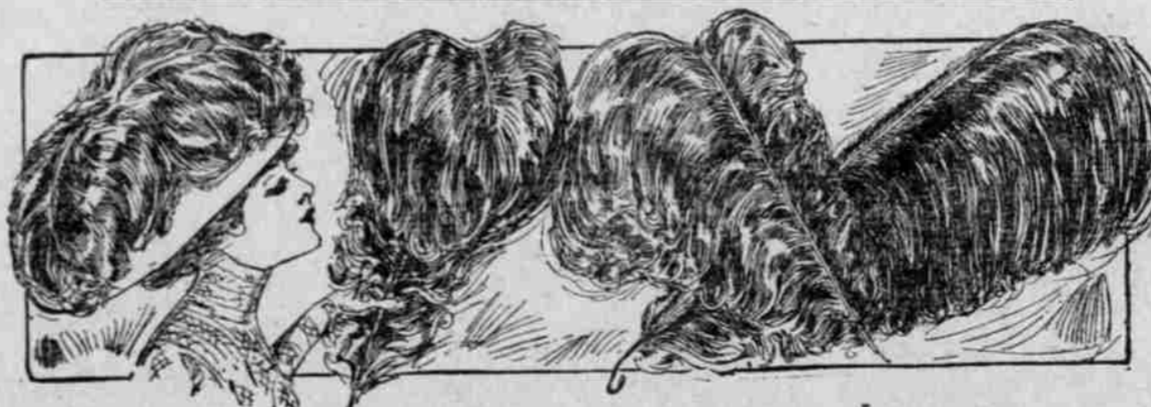
—So great has been the success of our \$25.00 suits that we take this occasion to announce the arrival of more suits at this price.

—The materials and tailoring are such as to command the attention of women who are accustomed to have their suits made to order.

—We are safe in saying that you could not have your own dressmaker duplicate these suits at anywhere near the price. Surely she would not be able to give you a better fit, or cut the suit on more graceful lines.

—In cheviot and serge, in black, navy and brown. The Jackets are made in the popular 30-inch length, single-breasted with semi-fitting back, mannish notched collar revers and coat sleeves. Lined throughout with the finest quality Skinner's satin. The Skirt is made in a new flare and plaited model.

We Announce an Extraordinary Sale
Fine French Ostrich Plumes at \$1.95



—Beautiful French Plumes of the very finest quality African stock. In 14, 16 and 18 inch lengths. These plumes are all very full, extra long flues, three-ply head. Dyed in the most brilliant black.

—We place all lengths on sale at one price. The regular price of these plumes are so high that we hesitate making a comparative price. We will say that no hat is too fine for these feathers. We want you to see them and be the judge. We leave the decision to you and feel certain you'll find the values far greater than we claim.

The New High Turbans Are Here

—They are the most becoming of the new Fall models. These turbans are so beautifully fashioned that they require but one or two ostrich plumes to make them the finished hat. The broad, soft effect of the coronets is almost invariably blocked in velvet or plush and almost exclusively in black. There are a number of models ranging in price from \$3.95 to \$8.75 each.

—Standard Quality 9 by 12 Axminster Rugs . . . \$22.85
—Clidema Body Brussels Rugs 9 by 12 . . . \$30.50
—Standard Body Brussels Rugs 9 by 12 . . . \$26.45

—Axminster and Body Brussels rugs in numerous assortment of new patterns, the first quality only. We have just the rug for your home at a saving to you, quality compared.

Have You Seen

—The new Paisley and Japanese brocaded bags? The newest handbag for women of fashion. Gilt cord bags and appliqued silk bags with cord handles.

Women Appreciate Our Sales
of Fine Muslin Underwear



—For they are invariable occasions for genuine bargains and money saving opportunities.

—\$2.75 nainsook combination suits of corset covers and drawers, or corset cover and skirt, short princess cover and skirt or drawers. Trimmed with fine lace, insertion, beading, ribbons \$1.59

—\$1.75 nainsook corset cover and drawer combination, also princess corset cover and drawer combinations. Lace, insertion, beading, ribbon \$1.29 and allover embroidery trimmings.

—\$1.00 corset covers slightly soiled. Trimmed with lace, insertions, beading, ribbons, embroideries and medallions 49c

—\$4.00 white petticoats with deep full embroidery flounce and under dust ruffl. Made of cambric \$2.59

—9 by 12 Anglo Persian Wilton Rugs \$55.00
—9 by 12 Anglo Indian Wilton Rugs \$46.25
—9 by 12 Royal Worcester Rugs \$41.50
—9 by 12 Taprace Wilton Rugs \$37.50

—These handsome Wilton rugs are first quality only, the finest of all domestic rugs and the rival of the Oriental rugs. Beautiful Oriental patterns and colorings in different sizes at lowest prices.