



# Exploring the Store, Is to Like It More--The Farther You Dig Into It, the More Certain You Are of Its Capabilities



## Dovetailed

The Creature Genius of Paris  
The Impulse of Real Economy

—Your good fortune to share in this trimmed hat sale is limited to that number of shrewd buyers fortunate enough to secure one of these hats.  
—The total number of hats on sale figures to about 200. Of these 120 came to us from a New York importer and have never been shown before.  
—In order to participate in the wonderful opportunity offered by this sale of trimmed hats, we urge an early morning visit to our millinery department.

You Have Never Seen  
Such an Elaborate Exhibition  
of Beautiful Hats  
At Such an Extraordinary Price

New Trimmed Hats  
Imported and Our Own Creations  
Selling From \$15.00 to \$25.00  
Monday \$7.95

—Black silk velvet, plush and velour hats—large hats with low crowns and brims drooping on the sides—sailors—roll brims—close-fitting turbans—in short, every style in vogue will be found in this exhibit.  
—Many of these hats are elegantly trimmed with ostrich, aigrettes and rich velvet trimmings.

—The number of hats in this sale being limited and as there are no duplicates and with the price reduction so extraordinary we are compelled to restrict appropriation, C. O. D. and mail orders.  
—No hats will be reserved or laid aside. This in justice to our other patrons who wish to avail themselves of this remarkable offering.

Second Floor

## MODART CORSETS

—The Modart corset creates a beautiful and graceful figure.  
—The front-laced Modart gives you the qualities of comfort, grace and healthfulness to an extent you've never believed possible.  
—The first time you try on a front-laced Modart corset compare it carefully with the corset you've been wearing.  
**LOOK FOR STYLE**  
—You'll see it in every line.  
**LOOK FOR COMFORT**  
—You'll feel it in every curve.  
**LOOK FOR QUALITY**  
—It's there—in materials and workmanship.  
—Be fitted to a Modart Corset—then use your own good judgment.



## Postscript

—“I dropped in to see Molly this afternoon,” remarked the girl with the blue suit. “She was as busy as a bee. Did you know that she makes all of those stunning gowns of herself?”

The girl with the “fuchsia” bow in her hat turned with interest. “You don't mean it,” she exclaimed. “Why, how does she manage it?”

—The girl in blue nodded sagely. “She does,” she repeated with emphasis; “she has a fold-up sewing machine in her apartment that vanishes and becomes a pretty little cabinet when not in use. It's so convenient in a tiny apartment. A regular undisguised sewing machine would completely spoil her room, while this affair, when she finishes her sewing, is simply converted into a stand for her palm. Besides, it's an excellent machine. It makes a beautiful chain stitch, and there is a lock stitch attachment, too. Molly says she wouldn't have any other kind.”

—There are hundreds of women whose opinion of the “Domestic” Sewing Machine is the same. Two kinds of stitching—the smooth, perfect chain stitch for the tailor-made seams, and the sure unraveling lock stitch for the places where there is apt to be a strain.

—Of course, there are other things that the Domestic machine can do, which any seamstress, when once she has tried them, will find absolutely essential to her comfort and happiness.

—In a quiet, pleasant place on the fifth floor these perfectly adjusted machines are being shown and demonstrated. They are made in a great variety of materials—and in both the ordinary “lift and drop” head design and the new disappearing variety. These machines are sold exclusively by Lipman, Wolfe & Co., and can be purchased for \$1.00 down, the balance at \$1.00 a week. —These Machines are sold exclusively by Lipman, Wolfe & Co., and can be purchased for \$1.00 down, the balance may be paid at \$1.00 a week. They also deliver the machine to you upon the first payment of \$1.00.

—Perhaps it is given only to the connoisseur to know that the Mexican and Japanese embroideries are slowly but surely losing their vogue, and the heavier, more conventional designs from Spain and the Madeira Islands are taking their place.

—In the household linen department in the basement you will find a number of these beautiful new things—all sizes from table covers and lunch cloths down to tiny doilies. —The delicate eyelet work which is so popular at present is so perfectly done as to almost lead us to say, with the scorn of superior knowledge: “These are machine made.” But turn them over, madame; there is proof positive in the fastenings on the reverse side that each stitch was taken with infinite care by these painstaking needlewomen of the old world.

—One of the pleasantest little spots you could well imagine is the clock corner near the Alder-street entrance. —Corners of shining “tick-tocks” present their round, cheerful faces to view—all sizes—big clocks, little clocks and tiny affairs that scarcely merit the dignity of that name. Even the alarm clocks to be found here look reassuring.

—And, by the way, there is a distinctly different alarm clock here, which in appearance is a radical departure from the too familiar kind which was wont to grace our bedrooms. This little clock is plain and serviceable, but decidedly attractive in outline—Ask to see “The Sphere” and “The Circle” at the clock counter. —For those fluffy bits of dusty lint that are forever to be found eluding pursuit in the corners of our hardwood floors, there is a new mop which has been treated with a resinous preparation so that it catches and imprisons the dust in a most admirable manner. In the household convenience department at the foot of the stairs in the lower basement.

## Holiday Jewelry

—Jewelry store is now stocked with superb holiday gifts in fine jewelry and silverware.

**THE BRIGHTEST GEMS**  
in this great gift store are **SAFETY, SERVICE AND SATISFACTION.**

—Without them superb holiday displays of jewelry, silverware and watches would be of little value, for more than almost anything else the worth of the gift of jewelry depends upon the worth of the store that sells it.

—Our guarantee for the merit of every article this wonderfully diversified stock contains. Expert service, to advise and assist you in the choice of the gift that above all others you are anxious to perfect.

—We will now receive a deposit and lay aside such selections as you may wish us to hold for Xmas delivery.

Lipman Wolfe & Co.  
“Merchandise of Merit Only”

Waists Drawn From Models on Sale  
**Novelty Waist Specials \$5**  
Copies From Imported Models

—While it was difficult to forecast with any degree of certainty what waists would be in vogue for Winter, the styles are now definitely set. And the waists on sale tomorrow are the last note in blouse fashions.

They are copies of imported models. These are reproduced in the same materials—in the same styles, but escape the heavy import duty.

—They are made in the new ruffled and lace-trimmed styles with Robespierre and novelty collars.  
—Creme de chine, shadow lace, brocaded silks, chiffon over lace, net or silk, imported hand-made waists and lingerie waists.  
—In white, black, navy, taupe, gray, light blue, pink, wine and brown.

Third Floor

**Room Size Rugs at Lowest Prices**

—Every standard make of room-size rugs can be found in our complete rug section—the prices are the lowest in the city. Wiltons—Body Brussels and Axminster rugs.

—In a wonderful variety of beautiful patterns in Oriental and conventional designs and small, neat patterns. These rugs are especially suitable for living-rooms and dining-rooms in tans and brown colorings.

Body Brussels Rugs, size 9 by 12, price . . . . . \$26.50  
Bigelow Axminster Rugs, size 9 by 12, price . . . . . \$27.50  
Wilton Rugs, size 9 by 12, price . . . . . \$37.50  
Anglo-Perstan Wilton Rugs, size 9 by 12 . . . . . \$57.00

**New Auto and Traveling Rugs**

—New, handsome patterns in a large assortment of Scotch plaid designs in blue, tan, brown and green combinations. All are made from selected quality of long wool, firmly woven. Weight from 3 to 5 pounds, measuring from 60 to 72 inches.

—Prices \$3.95, \$6.50, \$7.95, \$9.75, \$12.95.

**Visit the Oriental Rug Bazaar**

—An elaborate exposition of these wonderful Persian and Turkish rugs is here for your pleasure. You can spend an interesting hour whether you care to purchase or not. Our rug buyer, an Armenian, will be pleased to interest you in Oriental rug lore.

Fifth Floor

**Velvet and Corduroy Dresses**

—One-piece styles of good quality velveteen in black, navy and brown. Made with combination colored pan velvet collar and cuffs. Plaited satin girde with sash effect and piped with satin.

Priced at \$20.00

—Another one-piece style in navy and brown—also of velveteen and corduroy. Made with low necks and trimmed with macrame collar. The front, back and sleeves are trimmed with wide silk braid and fine crocheted buttons. Plaited satin belt with silk buckle and satin piped long sleeves.

Priced at \$27.50

—Another one-piece dress, strictly tailored, of fine quality pile velveteen or corduroy. Open front, made in three new models with high neck, square collar and Robespierre collar effects. Some have lace yokes and braid trimmings, others are trimmed with Roman striped silk and fancy buttons.

Priced \$30 and \$32.50

**New Coats**

—A novelty style coat of fine imported materials in plain and fancy colors. Made in many different new styles in trimmed and plain tailored effects.

Priced \$25.00

Third Floor

**Brocaded Black Velvet**

—The fashionable fabric for afternoon and evening gowns, cloaks and wraps. A new line has just been received and comes 31 inches wide.

Price \$3.50 Yard

Second Floor

**Beautiful Infants' Wear At Half Price**

—You'll find a great many advantages to you in this sale of infants' wear.

—FIRST—they are show-room samples from the foremost maker of dainty infants' garments.

—SECOND—being show-room samples the most careful attention that they may show off to the best advantage was paid to the style, tailoring and the modeling of these exquisite little garments.

—THIRD—having purchased the entire exhibit we secured a price concession that enables us to offer the following articles at HALF regular prices.

**Hosiery and Knit Underwear**

—Have you ever tested the efficiency of our hosiery and knit underwear departments?

—The next time you need hosiery or knit underwear for yourself, your daughters or your children try this store. We are so much better equipped to meet your every demand that if you supply your requirements once need never give your hosiery or underwear needs another thought.

—Our stocks of hosiery and underwear are so much more comprehensive, so much more varied and so much greater than other stores that comparison is superfluous.

—In no departments in this new store has our increase in patronage been so noticeable as in hosiery and underwear. As a national advertisement says:

—There must be a reason.

“Wearwell” Hosiery for Children  
“Wearwell” Hosiery for Boys  
“Wearwell” Hosiery for Girls  
“Wearwell” Hosiery for Women

“Wearwell” Hosiery is everything the name implies. You buy it with our guarantee. We make good every complaint.

**LONG AND SHORT SKIRTS**

—The long skirts have waists, and the short skirts have either short or long waists. Finished with deep hem, hemstitched or cluster tucks, embroidery and tucks, or lace and embroidery insertion.

75c Skirts, special . . . 38c \$1.50 Skirts, special 75c  
\$1.00 Skirts, special 50c \$2 Skirts, special \$1.00  
\$1.25 Skirts, special 63c \$4 Skirts, special \$2.00

**LONG SLIPS AND DRESSES**

—Made of light sheer and soft materials with round, square and V-shape necks. Yokes formed of fine cluster tucking, dainty insertion of lace and embroidery and medallions. Deep hem at the bottom, cluster tucks, lace and embroidery insertion.

75c Dresses, special . . . 38c \$1.50 Dresses, spl. . . 75c  
\$1.00 Dresses, spl. . . 50c \$1.75 Dresses, spl. . . 88c  
\$1.25 Dresses, spl. . . 63c \$2.25 Dresses, spl. \$1.13

**SHORT SLIPS AND DRESSES**

—Made of fine nainsook combined with dainty lace or embroidery insertion and medals forming yoke. The skirts are finished with lace or embroidery insertion or cluster tucks.

—These dresses are made in long-waisted French styles, yoke styles and Gretchen styles. Some straight Russian, Buster styles. Sizes 6 months to 3 ys.

75c Garments at 38c  
\$1.25 Garments .63c  
\$1.10 Garments .55c  
\$1.50 Garments .75c  
\$2.00 Garments \$1.00  
\$2.75 Garments \$1.38  
\$7.50 Garments \$3.75

Fourth Floor