



Demonstrating by Example the Supremacy of This Store in Everyday Helpfulness to an Economical Public

A Store for All the People

—With assortments so complete and so varied that every family may choose to their entire satisfaction the sum total of their requirements in merchandise from the most modest to the finest.

—Every day, since this new store has been opened, we have demonstrated the truth of this announcement. People are rapidly realizing that this store is operated out of the beaten paths of the regular run of department stores.

—This is essentially a group of specialty stores, each one complete of its kind.

—We carry the finest merchandise obtainable from every corner of the globe.

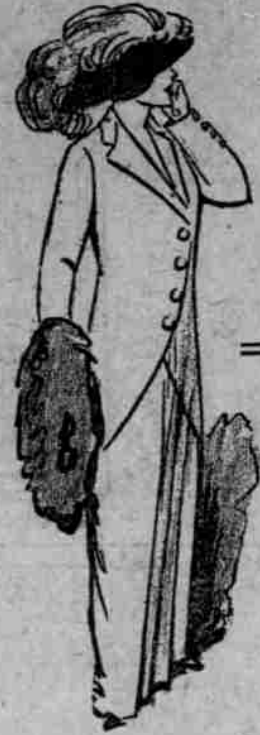
—The mighty ocean greyhound, the camels of the waterless waste, the slow mule of the cotton belt are used constantly to hasten to you the best of the world's good things.

—At the same time this store does not overlook the importance of maintaining its supremacy over all other stores in MERCHANDISE OF MODERATE COST.

—To prove to you the selling power of this establishment we submit a page of ready-to-wear apparel marked at prices that we are positive are beyond the scope of competition. Our system of selection is positive and unerring. Our buying power attracts to this store merchandise that must stand the closest scrutiny of quality. Without quality price offers no inducements to us.

—The liberal policy of this store is backed up by service—that is the foundation upon which the superstructure, on which and about which this business is built. Service begins immediately upon a patron's entrance to our store. And it continues beyond the consummation of a sale. It goes even further than the home. It continues as a warranty of satisfaction that shall outlast the goods bought.

Lipman Wolfe & Co.
"Merchandise of Merit Only"



Plain and Fancy Tailor'd Suits

Selling Regularly From \$35.00 to 40.00
Special \$27.50

—This assortment comprises all this season's newest and most popular styles in fancy and plain tailored suits.

Made of cheviot, serges, whipcords and fancy mixed Scotch cloths.

—Modeled with straight fronts and cutaway styles, some braid trimmed and others plain. The jackets are lined with silk throughout.

—The skirts are made in the latest straight shapes.



Black Satin Coats

Very Special \$25

—Coats for afternoon and evening wear of fine quality black satin, and all lined with light shades of Peau de Cygne.

Made in the newest side button style fastening with braid ornament.

—This is a copy of one of the most popular imported French models. Has deep shawl collar and revers of panned velvet and cuffs to match.



These Women's Tailored Suits

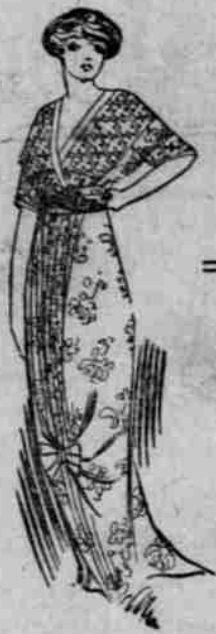
Bought Expressly for This Sale
Very Special \$18.50

—Made of extra quality all-wool hard twisted English serge in navy, brown, wine or black.

—The jackets are modeled in the correct thirty-two-inch length and lined with the best quality Skinner's satin.

This jacket is double breasted with deep revers and three-button front. And the back is slightly fitted.

—The skirts of these suits are unusually attractive, being cut on lines that correspond with those of the coat.



Evening and Dinner Gowns

Special \$35.00

—Gowns for theater, dinner and balls—original models which embody all the fanciful drapery and trimming ideas that mark the work of the best designers and dressmakers, yet the price is extremely low.

Made of fancy brocaded charmeuse, embracing the most delicate evening tones of light blue, peach, pearl, pink, black, white.

—The waists of these gowns are formed of soft shadow laces in low neck style, forming a deep "V" in the back and front, which is finished with folds of chiffon. In the front just above the girdle is a fancy ornament. The skirt is fashioned with a square cut train and draped in the front; it is also trimmed with soft lace, which is used on the waist.



Messaline Silk Petticoats

At a Price Heretofore Unknown
Less Even Than the Cost of the Silk
Special \$1.00

—These petticoats are made of an extra good quality of all-silk messaline in black, navy, brown, light gray, king's blue, light blue, Copenhagen, lavender, dark gray, pink and an endless variety of changeable shades.

—They are made in a variety of plaited styles well tailored and finished throughout.

—This quality silk petticoat is sold in many stores in this city at prices ranging from \$2.25 to \$2.65. We place on sale over one thousand of these petticoats.



FUR SET SPECIAL

\$10.00

—This fur set consists of large shawl collarette and semi-barrel muff. Made of extra quality brown sable coney.

—The shawl is all lined with the best quality Skinner's satin and finished at the bottom with two large animal heads.

—The muff is made in the large semi-barrel shape, with shirred silk at the ends and lined to match the shawl.

FUR SET SPECIAL

\$12.50

—Another fur set consisting of fancy collarette and muff of fine quality brown Marmot. The collarette is made with six natural stripes and lined with brown Skinner's satin. The front has plait tab effect and finished with six fur tails.

—Extra large seven-stripe muff all lined and trimmed with brown Skinner's satin to match the collar.

FUR SET SPECIAL

\$20.00

—Fur set of extra quality black Russian Lynx, consisting of extra large shawl collarette and Empire muff.

—The collarette is lined with black satin and finished at the bottom with two fur tails and four natural paws.

—Extra size Empire muff all lined with Skinner's satin and shirred at both ends.



Chiffon Waists

Sell Regularly at \$4.50
Very Special \$2.95

—These chiffon blouses are little works of art, as the styles are so distinctly Frenchy, being copied after waists designed by these world famous designers.

—They are built over Japanese silk and come in black, navy, brown, taupe, white and Copenhagen.

—They have high necks and elbow length sleeves with net yoke and cuffs. In the front is a wee dainty vest of white messaline piped with chiffon. The front, back and entire sleeves are laid in plaits.



Serviceable Long Coats

Very Special \$12.75

—Full length coats of fancy Scotch mixed cloaking. In tan, brown, green, oxford and light gray mixtures.

The front shows the very latest three-button side effect which will be seen on all the more expensive models.

—Modeled with a Franklin storm collar inlaid with velvet. The back is shaped in a new plaited style with wide belt.



Corduroy Dresses

Special \$7.50

—Plain tailored styles in corduroy dresses which open down the front, fastening with velvet covered buttons.

—In brown, navy, gray, green.

—On the collar and cuffs are contrasting shades of satin.



\$32.50 Pleated Crepe Dress

Special \$19.75

—A most attractive and modish dress for afternoon or theater wear of a fine quality crepe de chine.

In Navy, Copenhagen, Shrub and a Rich Brown Shade

—This dress is made with an accordion pleated skirt, and the waist is also accordion pleated. The sleeves are plain and reach to the wrist, where they are finished with a cuff of moire silk. The vest and collar are also of this moire silk, the silk being in a contrasting shade to the main gown. A white tucked chiffon vest and collar finish this delightful frock.

See Our Double-Page ANNOUNCEMENT

First Section—Center

—It contains details of sales so important that it commands the attention of all economical shoppers.

—It carries information of utmost importance to home-furnishers and housekeepers.