

# FRIDAY Birthday Anniversary Sales Will Create Enthusiasm

**The First Fall Glove for Everyday Service**  
 One Day Sale  
 Kind a woman always buys  
**Regular \$1.25 Pair**  
**Birthday Sale 95c**  
 —These gloves have just come in by express and are made of a good heavy serviceable stock. They have one clasp and heavy embroidered backs and can be had in white, tan and gray.  
 —This is a glove that has given satisfaction, being a make that we have always carried in stock and one that we can recommend for service.  
 —First Floor

**A Quick Disposal of the Newest and Most Fashionable SHADOW LACES**

**Selling Regularly at 35c, 50c to \$2 Yard**  
**Birthday Sale 25c**

—The biggest assortment, the most attractive patterns and the most desirable widths—9, 12, 17 and 27 inches. The patterns shown are a most beautiful array—dainty floral dots, spray and panel designs. Included are filmy drapery laces silk run, Point d'Alencon, Feneriffe, Paraguay and La Boheme styles, in white, cream and ecru colorings.  
 —In this collection are 1000 yards of 9-inch, 1000 yards of 12-inch, 1000 yards of 17-inch and 1000 yards of 27-inch laces—just enough for early shoppers.  
 —Laces for frillings, waist, dress and lingerie trimmings, as well as millinery purposes.  
 —First Floor

**Cubist and Futurist Ribbons**  
**ORDINARILY SELL AT 65c AND \$1.00 A YARD**  
**Birthday Sale 33c**

—The very latest ribbon novelties, in a seven-inch width. Such ribbons as these will be seen on the most exclusive imported hats and for the new girdles, as well as waist trimmings. In wonderful color combinations, both floral and conventional effects.  
 —First Floor

**Men's Raincoats**  
 That Have Always Sold at \$15.00 and \$16.00  
**Friday Birthday Sale Price**  
**\$11.95**

—The season, the weather man and the opportunity to offer these coats at this extremely low price for our big Birthday Sale have all conspired to make this an event of importance to every man in need of the necessary raincoat.  
 —These are Kenyon raincoats—known the world over—and are shown in double texture and novelty cloth effects. Made with the military collar and come in the popular tan and brown shades. Ventilated under the arms, with the storm tabs on cuffs. All coats full in weight, splendidly made and finished.  
 —First Floor



**25c Men's Hose**  
**Birthday Sale Price**  
**18c Pair**

—This is an opportunity you cannot afford to miss—an opportunity to procure.  
**Real Maco cotton hose, of soft texture, full fashioned and reinforced heel and toes.**  
 —They come in a variety of colors—black, navy, gray and tan—a serviceable, dependable hose that stands the test of the severest wear.  
 —First Floor

**Boys' School Suits**  
**Very Special \$5**

**Mixtures, Serges, Corduroys**  
**One-Pant and Two-Pant Suits**  
**Ages 6 to 17 Years**

—This opening announcement carries with it the good news to all mothers of good, dependable, well-made boys' clothing from reputable manufacturers, now offered at a price within the reach of all. Our boys' clothing department was built upon a foundation of quality, not price. Hundreds of mothers, after close investigation, bring their boys to us each season for their clothing. We carry boys' clothing only. Specialize in boys' clothing. Isn't it only natural that we should offer the best boys' clothing, inasmuch as we compare boys' apparel from every reputable manufacturer, and select only the very best?  
 —Norfolk styles, in mixtures, diagonals and checks, in navy blue serges and corduroy. Colors are brown, tan, gray and blue combinations.  
 —The mixtures come in two pairs of pants—navy blue serges, corduroys, with one pair.  
 —Fourth Floor

**Boys' College Hats**  
**Birthday Sale \$1.39**  
**Ages 6 to 14 Years**

—Scratch felt hats for boys, in Oxford, brown and blue mixtures. College shapes with bands to match.

**Boys' Golf Caps**  
**Birthday Special 35c**

—Boys' golf caps in fancy mixtures and checks and navy blue serges. All lined and in all sizes. Colors, brown, navy, gray and tan.

**Boys' School Caps**  
**Birthday Sale 50c**

—The newest shapes in boys' caps, in plaids, checks, fancy mixtures. Smartest new Fall styles.

**Boys' Shirts 75c**  
**Sizes 12½ to 14**

—Boys' shirts in solid tan, gray and white, striped percales and white madras. Made with attachable golf collars.  
 —Fourth Floor



**Lipman Wolfe & Co**  
 "Merchandise of Merit Only"

**IMPORTANT ANNOUNCEMENT**

—Owing to the inclemency of the weather and the inability of many of our patrons to take advantage of our Anniversary Birthday Sales we shall reserve one hundred specials  
**For Monday and Tuesday Selling**

**SERGE DRESSES**

**Regular Price \$13.50**  
**Birthday Sale**  
**\$8.75**

—We will leave it to your good judgment that these dresses are the very best you have ever seen for the price.  
 —The English serge is of the best hard-twisted weave, and can be had in black, navy blue, Copenhagen and brown.  
 —Fashioned on the latest straight lines, having the cuffs, collar, belt and buttons of soft velvet.  
 —Third Floor

**Klofitt Petticoats**  
**At \$1.15 and \$1.85**

—Of extra fine quality black Halcyon cloth and fine cotton mull. Made exactly as the \$5 quality silk Klofitt petticoats. These petticoats have the deep flounces, with knife plaiting and bands, and are finished with underuffles.  
 —Third Floor

**TEN BIG SPECIALS**  
**In Household Needs**  
**Lowest Prices Ever Made**

- Electric Irons \$2.33**  
 —Six-pound guaranteed Triangle Electric Irons, beautifully finished, complete with six feet of cord and stand.
- \$1.25 Welsbach Gas Lights**  
**Birthday Sale 49c**  
 —Inverted style, complete with full brass burner, magnesia tip, globe adjustment and a 20c high-grade Welsbach mantle, with full or half frosted globe.
- 15c Straw Table Mats 9c**  
 —These mats come in two styles, consisting of six mats in the set.
- 25c Liquid Veneer 19c**
- Rising Sun Stove Polish, 4c**
- 15c Inverted Gas Globes, 8c**  
 Full or half frosted
- 40c Self Light Gas Mantles,**  
**Birthday Sale 27c**  
 —These mantles are guaranteed for 60 days—merely turn on the gas, it does the rest.  
 Basement.



**This Birthday Anniversary Sale of Millinery Offers to Every Woman**  
**An Opportunity to Secure the Newest Fall and Winter**  
**Trimmed and Untrimmed Hats at Birthday Prices**

**Untrimmed Hats Deeply Underpriced**  
**\$4 Silk Velvet Hats, Special \$2.45**

—All silk velvet hats in small and medium shapes, in the very newest effects, in black and all popular colors.

**\$4.50 Satin and Velvet Hats, Special \$2.95**

—A smart hat with soft satin crown. The brims are velvet faced and edged. Unique shapes, in a variety of styles and all popular colors. These hats require but a small stick-up for immediate wear.

**\$5 Hatter's Plush Hats, Special \$3.95**

—Smart hats of soft Hatter's plush, with silk velvet brims. They have a charm and jauntiness that stamps them one of the popular favorites of the Fall season. They come in a great variety of shapes, in small and medium styles, now so much in vogue.

**\$5 Silk Panne Velvet Hats, Special \$3.95**

—Another smart hat, which is one of the recognized fashion favorites for the Fall season. They come in long sailor shapes and a variety of exclusive models, in white, black and colors.

**Trimmed Hats Deeply Underpriced**  
**\$5, \$7 Trimmed Hats, Special \$3.95**

—Hats of satin, velvet and plush, in a great variety of very smart models, trimmed with cubist wings, soft maline shirrings, quills and lots of colored ribbons and velvet. A collection of most serviceable hats.

**\$6.50, \$9 Trimmed Hats, Special \$4.95**

—100 hats trimmed especially for this occasion. An enormous variety of popular styles—plush, velvet and satin hats, trimmed with cubist wings, peacock feathers, aigrettes and small stick-ups, in black, white and colors.

**\$12.50 Trimmed Hats, Special \$7.50**

—Hats trimmed by our best artists especially for this occasion. Velvet, plush, satin and moire hats in the new, fashionable shapes, mushroom crown, jaunty up-turned brims, trimmed in an immense variety of attractive styles.

**\$15 Trimmed Hats, Special \$10.00**

—50 hats of Hatter's plush, panne velvet, erect plush. Reproductions of French hats now in popular favor. A beautiful collection of hats, reproducing Paris fashions at a moderate cost.  
 Second Floor

**Rogers' Plated Table Silverware**  
**Everyday Serviceable Kind**

**ARGYLE PATTERN IN FLAT WARE**

- Berry spoons, each . . . . . 69c**
- Cold meat forks, each . . . . . 43c**
- Jelly shell, each . . . . . 53c**
- Pie knife, each . . . . . \$1.09**
- Salad forks, each . . . . . 98c**
- Salad spoons, each . . . . . 98c**
- Sugar shell and butter knife, special, the set . . . . . 74c**
- Sets of six
- Medium knives, H. H. \$3.89**
- Medium forks, H. H. \$3.89**
- Medium knives, flat H. \$1.89**
- Salad sets, special . . . . . \$1.96**
- Child's sets, special . . . . . 98c**
- Orange spoons, special \$1.09**
- Coffee spoons, special . . . . . 84c**
- Fruit knives, H. H. . . . . \$3.50**

**Silver Tea Strainers, Sale 39c Each**

—English nickel-silver tea strainers and tea balls, heavily silver-plated.

**Salt and Pepper Shakers, Sale 39c Pair**

—Of glass with genuine Sterling silver tops.

**Syrup Pitcher and Plate, Sale \$1.48**

—Quadruple syrup pitcher and plate to match in a plain French design.

**Bon Bon Baskets Sale \$1.89**

—English style nickel-silver plated bon bon baskets in pierced design.

**Castors, Sale \$1.48**

—Individual two-bottle castors in a pierced design, good weight, quadruple plated.  
 —First Floor

**Victor and Columbia Talking Machines**  
**\$1.00 Down—\$1.00 Week**

**New \$3.50**  
**W.B. Nuform Corsets**  
**Sizes 19 to 26**  
**Birthday Sale Price**  
**\$2.29**

—Yesterday we received by express these newest of new corsets, which were rushed to us in time for the Birthday Sale, and for Friday only they go on sale at \$2.29.

—These popular W. B. Corsets are suitable for the stout and medium figures and are modeled on the very latest lines for fall and winter. They are extremely long over the hips, with inset lacing over the thighs, assuring perfect comfort, and producing the uncorseted effect now so fashionable.  
 —Fourth Floor

**50-Piece China Dinner Set**  
**For One Day Only**  
**Birthday Sale Price \$4.98**

—This is another sensational offering in our china department. —A fifty-piece dinner set of high-grade American semi-porcelain, in ivory white china, with handsome two-band gold trimming. —This is one of our open-stock patterns and can be added to or breakage repaired at any time. An absolutely guaranteed ware.

**The Set Consists of**

- Six 7-inch plates.**
- Six 6-inch plates.**
- Six sauce dishes.**
- Six soup plates.**
- Six individual butters.**
- Six teacups and saucers.**
- One 12-inch platter.**
- One 10-inch platter.**
- One 6-inch baker.**
- One covered vegetable dish.**
- One sugar.**
- One creamer.** —Sixth Floor.

**Birthday Sale of Stamped Articles From the Needlework Section**

**50c Linen Towels, Birthday Sale 29c**  
 —Regular and guest room size towels, stamped on splendid quality all linen towel- ing. In all the newest designs for cross- stitch work, French and English eyelet and cut work—a variety of effective and simple patterns.  
 —Second Floor

**\$1 Day Pillow Cases, Birthday Sale 48c**  
 —These are the day and night pillow cases, stamped on the best quality of Atlantic tubing. Made up ready for use. Stamped for punch work, French embroidery, English eyelet, cut work and the Louis XIV embroidery.  
 —Mesunina Floor

**Lingerie Blouses**  
**That Are Usually \$2**  
**Birthday Sale 98c**

—Simple little things, of course. Blouses that are or- nate in their simplicity. Showy without being elaborate; ef- fective by reason of being plain. Extremely attractive models of lingerie and lawn, adorned with lace trimming, tucking, plaits or insertion. Button front or back and long or short sleeves; high, close- fitting collars or in the becom- ing collarless style, other mod- els being trimmed with fancy lace yokes and embroidery.  
 —Third Floor

**Large Cover-All or Bungalow Aprons**  
**That Were 85c,**  
**Birthday Sale 59c**

—Excellently made, the good gen- erous kind—no "skimping" of ma- terial, but an apron that covers the dress completely.  
 —Made of good quality percale, gingham and chambray. With round neck, kimono sleeves with turnback cuffs, and belted across the back. Attractively piped in white. Come in light or dark col- ors—plain, dotted, figured and striped effects.  
 —Fourth Floor



**Important Reductions on**  
**Gray Switches.**

—You're likely to find these switches elsewhere selling at dou- ble and three times the prices for which we are offering here for one day only.  
**\$1.95 Gray Switches, \$1.45**  
 18 inches in length.  
**\$2.95 Gray Switches, \$2.95**  
 20 inches in length.  
**\$4.95 Gray Switches, \$3.45**  
 22 inches in length.  
**\$7.95 Gray Switches, \$4.45**  
 24 inches in length.  
**\$11.95 Gray Switches, \$5.45**  
 26 inches in length.  
 —If you save your combings we'll make them up for you in any desired form.  
 —Mesunina Floor