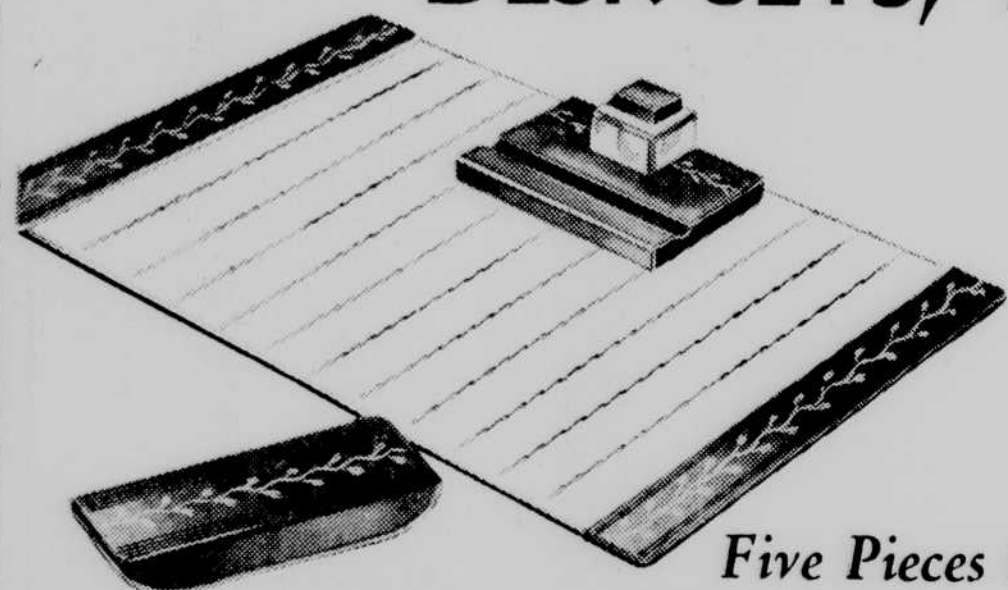


WOODWARD & LOTHROP
10TH 11TH F AND G STREETS
PHONE DISTRICT 5300

OCTOBER SELLING...

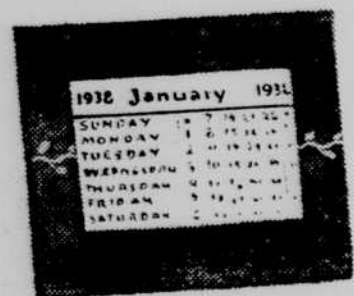
DESK SETS, \$5.95



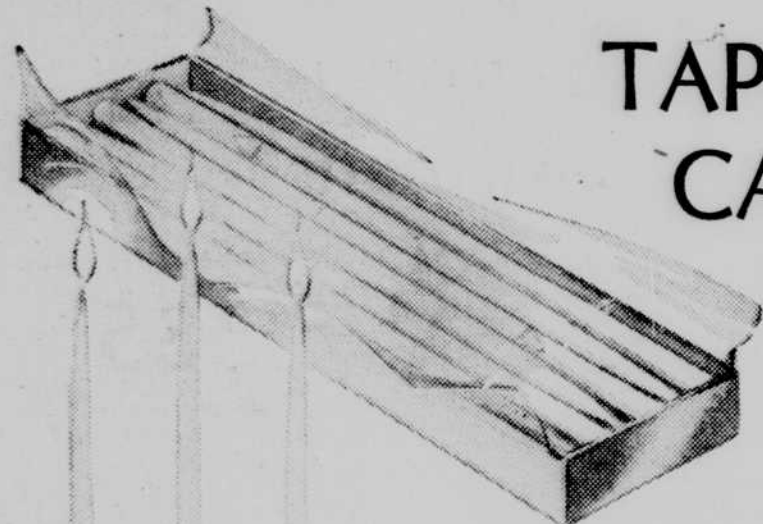
Five Pieces in Florentine Leather

Fit your desk for work with this panel-end pad, ink well, perpetual calendar, paper knife, and rocker blotter—in rust, light and dark Florentine red, green, blue, mulberry; all gold tooled. Take this opportunity for the "write" way to save.

STATIONERY, AISLE 4, FIRST FLOOR.



TAPERLITE CANDIES



Add beauty at little cost

By the dozen:

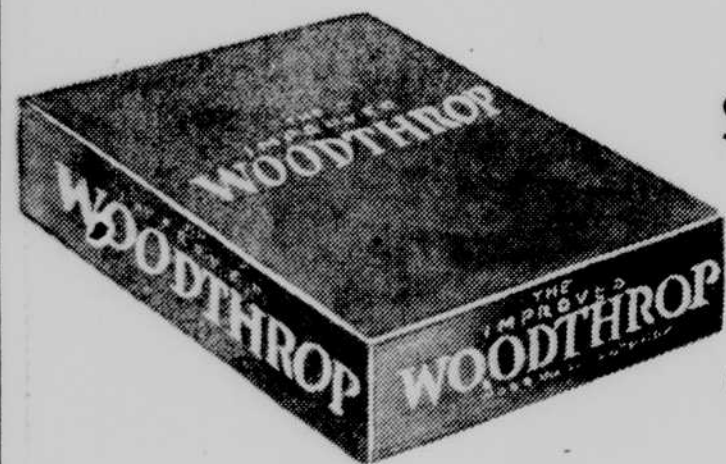
10 inch, 65¢

14 1/2, 17 1/2 inch, \$1

The charm of your table is in the setting—make the setting lovelier with hand-dipped Taperlites—long-burning, smokeless, dripless—and SPECIALLY PRICED.

LAMPS, SEVENTH FLOOR.

WOODTHROP—TISSUES



Woodthrop
Sanitary Napkins

box of 50, 55¢
2 boxes, \$1

box of 12,
6 boxes, 78¢

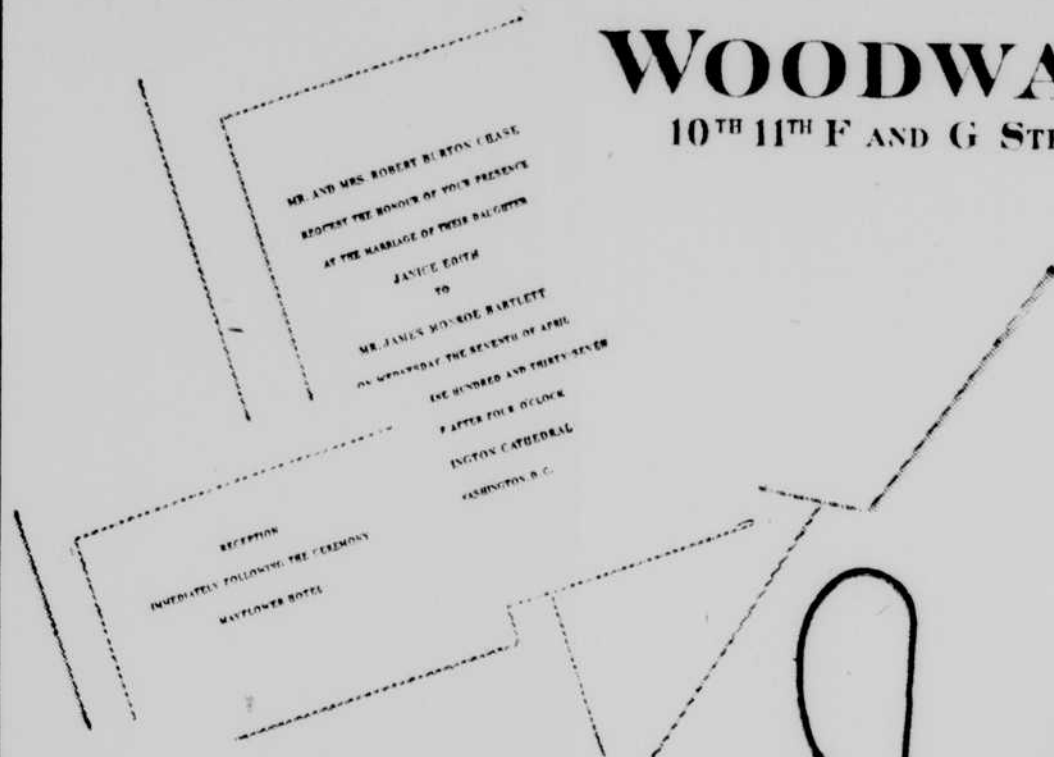
Woodward & Lothrop
Cleansing Tissues

250 sheets, 12x15
3 packages, 95¢
500 sheets, 9x10, 28¢
4 boxes, \$1

Stock up now, at a savings, on these household supplies.

NOTIONS, AISLES 21 AND 22, FIRST FLOOR.

WOODWARD & LOTHROP
10TH 11TH F AND G STREETS
PHONE DISTRICT 5300



"Honor of Your Presence"

... is requested, to review, in our Engraving Room, the modern interpretations of traditionally correct invitations to—or announcements of—October weddings. And—to relieve you of an arduous pre-nuptial task—we will address and post your invitations for a moderate additional charge.

ENGRAVING ROOM, FIRST FLOOR.



"I Plight Thee My Troth"

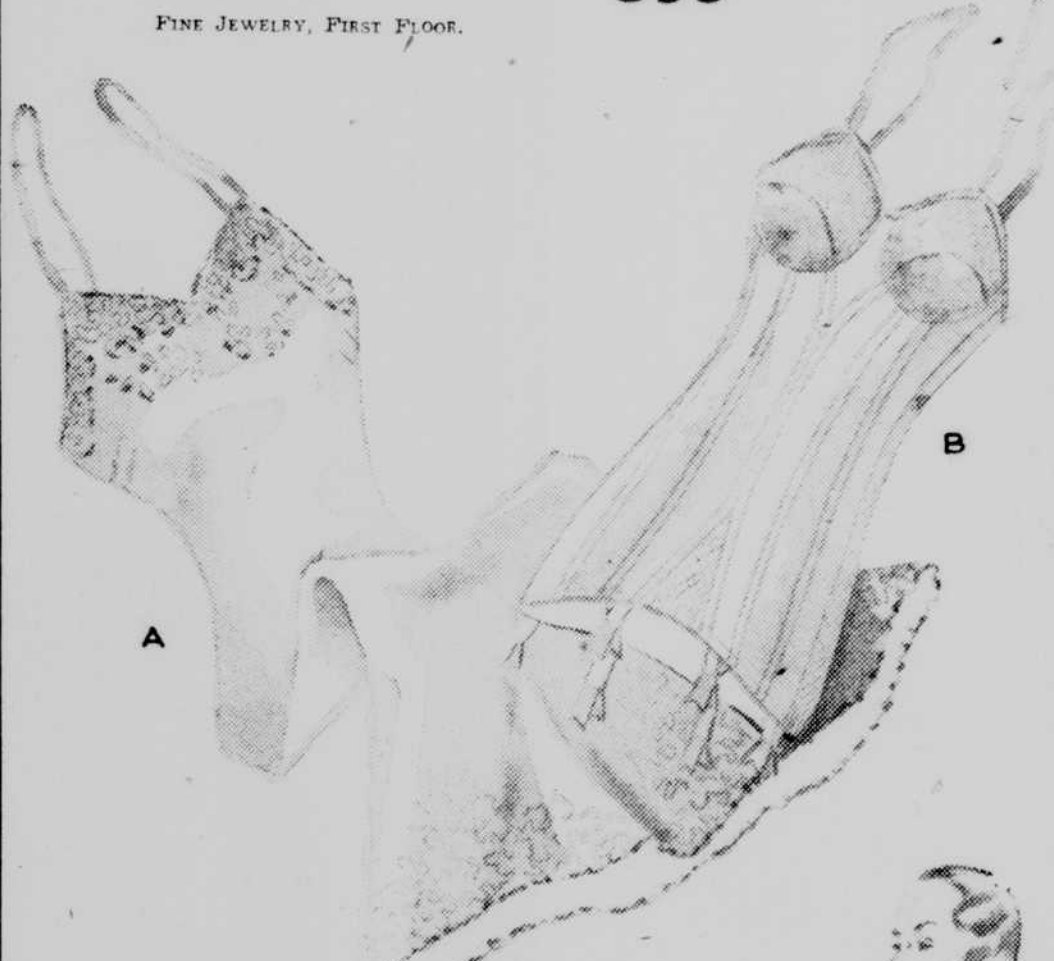
The words are no newer, but still as beautiful as the custom that prompts the selection of as lovely a ring as possible for tribute to the bride. We suggest this platinum ring with its channel setting for brilliant diamonds

\$75

Shown with one-carat diamond engagement ring, in handmade platinum mounting. On either side of the sparkling center stone, two baguette and two round-cut diamonds

\$395

FINE JEWELRY, FIRST FLOOR.



Hope Chest Superlatives

A—"Neo-classic ivory" or bridal white pure-dye satin, lavishly lacy, fash-

\$5.95

ions this exquisite slip. Other slips, \$3.95 and up; with matching gowns, \$5.95 and up; panties, \$2.95 and up.

SILK UNDERWEAR, THIRD FLOOR.

B—Lovely lace, fine silk batiste and elastic make this Woodthrop "All in One" ideal means of moulding a smart figure, with bust raised and smooth, slim hipline

\$18.50

CORSETS, THIRD FLOOR.



Moyen Age Bride

... delightful departure from the traditional in her pearl-rose corseleted gown of slipper satin. With drawstring neck-

\$95

line

FORMAL ROOM, THIRD FLOOR.

Her Headdress \$18.50

MILLINERY SALON, THIRD FLOOR.

Velvet House Gown... with an amusing "jeweled" starfish to top its Talon fastening. Alix-inspired shirring for chic—crush-resistant surface for practicality. In black, royal or rust; sizes 14 to 18

\$25

NEGLIGES, THIRD FLOOR.

Jacket-and-Gown... a very, very lovely pair, the gown elaborate with lace, sheer of top, in glowing pure-dye satin

\$25

The Sheer Jacket

\$12.95

SILK UNDERWEAR, THIRD FLOOR.

Invitations to a Wedding

The whole store brims with them—for we have had you October brides very much in mind, in selecting the very loveliest "trousseau treasures" we could find.