

200 New Handbags at 98c

New Leather Handbags in brown, green, navy, tan, in seal and buffed alligator, gilt and leather frames. New Wellesley, Anthony and Draw-String Bags; all sizes. Values to \$2.50. Friday only 98c



\$1.95 Framed Etchings at 98c

2000 Framed Etchings, 30x17 inch, framed in 2 and 3-inch hardwoods. The best assortment of landscape subjects we have ever offered. Excellent for den or living-room. Friday at 98c.

\$2.00 TREFOUSSE GLOVES 98c

3-Clasp Delorme at 98c

The world's famous \$2.00 Trefousse 3-clasp Delorme Real French Kid Dress Gloves. These gloves are full-finished 3-clasp best grade French kid, in tan and slate, overseam or dress sewn effect in all sizes. Sold the world over at \$2.00 per pair. Every pair fitted by experts, at our Glove Counter. On sale Friday only, at a price no other store ever dreamed of.

Make a comparison in Price and Quality with the other glove offers in the papers today.

THE HUM OF BUSINESS

Business with us, on the whole, is satisfactory. However, it is a little nervous. Why? The tariff, the weather; both are unsettled. Economic legislation and backward weather keep retailing from steadying down to a strong, firm basis. The tariff may continue to annoy us—but the weather is almost sure to calm down to normal any hour. Meanwhile, we will not become drowsy or sluggish, a store like Lipman, Wolfe & Co. cannot wait on time, temperature or tariff. The hum must keep up here—the hum of business.

HONESTY IN ADVERTISING

Many of you have had years in which to test our claims with our facts. Thousands have tested—and each time they did it we gained a victory.

One thing we can't afford to do is to fool you. Deceived once, you'd be suspicious always.

BUSINESS PRESTIGE

Is derived from your business life, your merchandising, your advertisements and your methods. It is derived from character, and not from an advertising juggler's trick.

There are the goods, there are the prices, there are the people to serve you.

Buy! Don't buy! You will not be urged. But we were speaking of the weather, and the tariff, and the hum of business—If you would see it, come to Lipman-Wolfe's Friday Sales. We have planned to smash a few precedents by selling many lines of goods at prices that from today establish new standards of value.

85c LADIES' HOSIERY AT 23c

Silk Lisle Hose at 23c

2000 pairs of Ladies' Sample Hose, consisting of fine lisle thread, cotton, lace boots, embroidered insteps and silk lises.

A manufacturer's sample line of imported stockings—in every conceivable color of Spring fashions, such as smoke, tans, ox-bloods, gray, greens, navy, sky pink, white, blues, Copenhagen, champagne, leather. Values from 50c to 85c, Friday only at 23c.

Make a comparison in Price and Quality with the other hosiery Sales in the papers today.

75c SWISS EMBROIDERY 14c

Nainsook and Cambric at 14c

The greatest sale of Swiss, Nainsook and Cambric Embroideries we have ever offered since we have been in the embroidery business. Swiss, Nainsook and Cambric edges, insertions, galoons, corset-cover edges, flounces and allover, widths from 2 to 18 inches; wide French embroidery, English eyelet effects, beautiful dotted and floral designs. In this assortment will be found embroideries for every purpose—

Values from 50c, 75c to \$1.00, Friday 14c yard.

Make a comparison in Price and Quality with other embroidery offers in the papers today.

\$1 WOOLEN DRESS GOODS 59c

50-inch Suitings 59c

2000 yards of All-Wool Striped Suitings, 44 inches wide; also 50-in. Woolen Taffetas and Panamas—in all the choicest Spring colorings. 59c

\$1.50 NOVELTY SUITINGS \$1.19

500 yards French and German Novelty Suitings, Pastel Stripe Prunellas, Silk-Wool Stripes and Fancy Worsted All-Wool Chevron Novelties, in all the wanted Spring shades, \$1.50 value. \$1.19

Make a comparison in Price and Quality with other Dress Goods Sales in the papers today.

\$1.00 NEWEST SPRING SILK 49c

Plain and Fancy

The greatest offering in Fancy Silks we have ever placed on sale in our Silk Department. The assortment comprises chamois taffetas, checked and striped fancy silks; colors in old rose, champagne, gray, mais, Copenhagen, pink, navy, Alice blue, new greens. Every piece in this collection new this season. Very desirable for street suits, for the new jumper and princess dresses. Just the thing for Summer waists. Couldn't come at a better time, either.

Make a comparison in Price and Quality with silk sales in today's papers.

\$45 NEW EASTER SUITS \$26.45

Superb Tailored Suits

We say at just about half price, but that really does not tell the story, nor do the occasion justice. They are the choicest Tailored Suits, made by the foremost ladies' tailors in America. It is not often that an opportunity of this kind is given the public to buy suits like these just before Easter at such startling reductions. They come in 2 and 3-piece effects. Every jacket is lined with best quality silk; skirts cut in the newest models. In all the latest Spring shades.

Make a comparison in Price and Quality with other suit sales in the papers today

\$10.00 LINGERIE DRESSES \$6.73

First Spring Showing

A very attractive assortment of handsome white Lingerie Princess Dresses, and a great variety of patterns and styles, made of allover embroidery with Valenciennes lace insertion. This sale is the result of the purchase of manufacturers' sample garments, and enables us to offer them in our Friday Bargain Sales at the very low price of \$6.73. But don't judge by the price, and think them ordinary in quality and workmanship; they are well-made and from best models.

Make a comparison in Price and Quality with other dress sales in today's papers.

\$9 SMART EASTER HATS \$4.95

A Wonderful Showing

Realizing the need of a stylish and fashionable hat at a moderate cost, our Mr. McKim instructed his milliners to turn out two hundred hats made in the best materials, with the highest-class workmanship, and copied from hats selling at twice and three times their price. These hats are ready for stock. They range in price from \$8.00 to \$10.00 each, but we have decided to put them all in at one uniform price—and at a price that will make you enthuse and frankly admit you have never seen such millinery at so modest a cost, \$4.95.

Make a comparison in Price and Quality with other millinery sales in the papers today

\$1.25 Men's Shirts at 53c

On Sale Friday Only

Smart New Shirts just received, made of madras, percales and oxfords, plain and plaited, attached or detached cuff, in all popular colors. The shirts sell regularly at \$1.00, \$1.25 to \$1.35.

Special 53c

\$4 Net Waists \$1.59

On Sale Friday Only

Novelty Net Waists, made over silk, in new butter colors; tucked yoke with medallion in center, front, back and sleeves trimmed with insertion and Valenciennes lace. Newest long sleeves.

Selling at \$4; Spc'l \$1.59

Thro' the Store

Fine Linen Center Pieces, popular size, stamped for eyelet, coral, French embroidery, in coronation cord. Values to 69 cents.

Special 37c

Madras Waistings, a large assortment of white grounds with small designs, regular value 12 1/4c per yard.

Special 9c

1000 Hair Rolls, 24-inch net covered, soft and fluffy, regular 25c and 35c for

Special 14c

1000 New Hair Barettes, 12 styles, scroll and plain carved and cut. Regular 50c.

Special 23c

1000 boxes of Stationery, fine linen fabric paper in gray-white tint, 20c box.

Special 9c

600 Post Card Albums, linen bound, floral covers, holds 300 cards. Regular 50c.

Special 19c

\$35 Rugs at \$19.95

100 Axminster Rugs of the best quality, all the leading makes as follows: Hartford Axminster, Bigelow, Superior and Smith Axminster rugs. Beautiful patterns in Oriental, floral and conventional designs. Quality considered, you will find this the greatest rug value.

Special for Friday \$19.95

Jewelry Specials

New Belt Buckles and Belt Pins. A hundred different patterns in more than a dozen different finishes. An assortment bought for Easter and never shown before. Many of them are worth from 50c to \$1.00 each.

Friday Special at 19c

\$1.25 Wrappers for 69c

Ladies' New Percale Wrappers, made full front, turn-down collars, shirtwaist sleeves, deep ruffle on skirt; colors are black and white checks, gray, navy and figured; sizes 34 to 44. Regular \$1.25 value

75c Coveralls Only 29c

Extra long Coverall Aprons, in extra quality gingham; ruffled on bottom. Great value at 75c

SPECIAL 29c

25c Music for 10c

All hits, no old or unknown pieces; every one popular and up to date.

I Want Someone to Call Me Dearie
Hang Out the Front Door Key.

I Used to Be Afraid to Come Home in the Dark.

Naughty Eyes. Rose Leaves
Eileen. Marsovia Waltz.

Rainbow. Golden Arrow.

Are You Sincere.
Garden of Dreams.

\$2.50 Bibles at 89c

For the benefit of Sunday-school teachers and workers we offer a special Bible, which we sell below the cost of manufacture, in arrangement with a large Eastern Bible Society. A bourgeois-type Teacher's Bible, bound in French Morocco, with over-lapping edges, red color under gold. Helps to the study of the Bible, comprising compendium, explanatory notes and tables, together with a dictionary of scriptures.

Special 89c

\$1.25 Linens 75c

A sale of half-bleached Table Linens, size 63x58-inch. A large variety of patterns. The cloths are hemmed ready for use. Just 71 in the lot. Excellent values.

Irish Linen Suitings 17c

Irish Linen Suitings in gray, tan, blue, violet, pink, brown, cream and navy. Regular 25c yard.

Special 17c