

FIFTH, WASHINGTON AND ALDER STREETS

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Today Will See the Lipman, Wolfe & Co. Store In Full Blast—Inaugurating 100 REMARKABLE Sales!

—Owing to the extraordinary magnitude, the great importance and the remarkable economies of this sale it will be impossible to advertise in detail each and every sale. We shall confine ourselves to the simple description of the merchandise offered in the limited space at our disposal. The economies in Today's sales are so pronounced that we urge shopping in the morning. While in many instances the quantities are large, we doubt, at the sale prices, if the assortments will last throughout the day. Every section of the store comes forward with high-grade and thoroughly dependable merchandise at most unusual and decidedly drastic price reductions.

The Rug Section Offers

Moussouls, Belouchistans and Dagestans

37 Oriental Rugs

Sizes 2 feet 6 inches by 4 feet 6 inches to 4 feet 7 inches by 6 feet 10 inches

—37 rugs remaining from lots selling from \$27.50 to \$37.50.

—These rugs are sold with the understanding that they will not be sent on approval, nor are they exchangeable. These carpets are marked purposely so low for instant disposal. A remarkable unprecedented opportunity.

Special \$12.95

Fifth Floor



The Redingote Suit Sale \$24.50

We Shall Be Much Surprised if One of These Suits Remains After Today

—Nothing commonplace about these suits in any way. The style is as distinctive as can be, showing the new Redingote coat, full 45 inches in length, and skirt cut on straight lines with pleats in front. Collar and cuffs of velvet. The material is like that found in imported suits—a fine all-wool cheviot, and can be had in navy, black, brown and Russian green. And the tailoring is the kind that shows its quality.

—Third Floor.

The Underwear Section Offers

Crepe de Chine Night Gowns
Crepe de Chine Combinations

Selling at \$6.50 and \$7.50 Sale \$4.95

—Exquisite night gowns, slip-on style, kimono sleeves, square cut neck, back and front.

—Combinations, corset covers and drawers, four models, Princess and waist lines, knickers or narrow, straight legs, lace trimmed. Finished with French roses.

—Fourth Floor

The Cossack Knockabout Coat \$14.85

For Service and Satisfaction

—A coat that is conservative, yet shows all of the new points of Winter style. Made of two-toned boucle, perfectly cut and finished. Made with convertible collar of black plush and trimmed with large fancy buttons. This coat comes in two-toned brown, green, red and navy, in all sizes.

—Third Floor.



The Underwear Section Offers

Crepe de Chine Skirts, Sale \$2.95

That Always Sell Regular at \$4.00

—Dainty skirts of crepe de chine, cut on straight lines and trimmed with 5 1/2-inch flounce of shadow lace and insertion. These skirts come in white, blue and delicate pink.

—Fourth Floor



See the New
LILY WAISTS
Just In

Third Floor.

New Serge Dresses Now \$12.85

—The smartest of new Autumn dresses, fashioned in a modified basque style with long tunic. The collar and cuffs are of black satin, and a separate flaring collar of white lawn adds the last note of style. Waist and skirt are trimmed down front with small tailored buttons, and wide belt completes the costume. These dresses are made of fine all-wool serge, in navy blue or black.

—Third Floor.

The Glove Store Offers

\$85,000 Stock of Kid Gloves

Our Own Importations Just Received
AT PRICES IN MANY INSTANCES
Less Than Wholesale Cost

Buy Your Gloves NOW—Later on You Will
Not Be Able to Buy Them at ANY Price

—Alexandre, Fownes, Vallier, Lafayette, Reynier, Dent's Liwo, Maggoni and other world-famous brands are here in every style, in every size, in black, white and colors. Full assortments. We urge the public to purchase them immediately. In this store, while a pair of gloves remains we shall not raise a single price.

—First Floor

Blouses Selling to \$4 Go on Sale Today \$1.95

—A woman can never have too many blouses. There is always room in her wardrobe for one or two more. In this sale we shall tempt women with blouses that sell regularly to \$4.00. Offering a collection of over 500.

Special \$1.95

—Handkerchief linen, allover embroidered voile and lingerie waists, in a great variety of styles. Collars of plain and embroidered organdie, hemstitched and picot edge. Vest effects and hemstitched yokes, trimmings of panels of shadow lace and tucking. Long and short sleeves, kimono or set-in style, trimmed to correspond with the collars.

—Third Floor



New Collars and
Vestees of Organdie
Special 50c

—New shapes, new designs, of sheerest organdie, with picot and plain edges, others hemstitched. Square, round and pointed effects, many wired. Vestees trimmed with crocheted buttons.

—Also the new broad cuff sets and separate collars of fine pique.

First Floor

Sheet Music 2 for 25c

—"You Are the Rose of My Heart," "O My Love," "Island of Cuddle and Squeeze," "Why Don't You Marry the Girl," "Alice of Old Vincennes."

Basement

Victor and Columbia
Talking Machines
\$1 Down \$1 Week

Basement

The Economy Basement Store Offers

100 New Tailored Suits of Lymanville Serge
Made in the New Redingote Model Now in Greatest Vogue

In Black and Colors

Selling Regularly at \$17.50

Special \$10.00

The Men's Store Offers

147 Blanket Bath Robes
Regularly Priced at \$4.00

Sale \$2.95

—147 men will be the fortunate possessors of these bathrobes. Of a certainty, many will be disappointed, for 147 robes are all we have. Made of blankets, in an assortment of patterns in assorted colors, in small, medium and large designs. Each robe has soft rolling collar and heavy cord girdle. In gray, navy, wine, brown, tan and green combinations. Warmth without weight. An all-year-round garment.

—First Floor.

The Linen Store Offers

\$1.50 Austrian Linen Cloths 98c

—These cloths are made of absolutely pure linen, hemmed and hemstitched, ready for use. Size 60x57 inches. Just the thing for breakfast cloths. They come half bleached, in a soft finish, shown in artistic designs.

\$1.50 Hemstitched Lunch Cloths 98c

—Made of pure linen, hemstitched on four sides. Full bleached, and may be had in a large assortment of square and circular designs. Size 36x36 inches, very suitable for evening luncheons, and for ordinary sized card table covers.

85c, 75c Bleached Table Damask 63c

—Of Irish manufacture, every thread pure linen, grass bleached, 66 inches wide. Choice of pretty patterns, such as pansy and stripe, rose and stripe, snow flake and other floral designs.

Basement.

The Umbrella Section Offers

\$5.00 and \$6.00 Silk Umbrellas \$3.49

FOR MEN AND WOMEN.

—Tape edge silk taffeta umbrellas, made on best imported Paragon frames, showing an entirely new line of handles, including black ebony in long effect, flat and round tops, solid silver caps and nameplates, rosewood handles in straight effects and crooks, silver and gold trimmed. Prince of Wales crooks and carved imported woods, all made with detachable handles. Finished with loop tassels.

First Floor

The Drug Section Offers

\$2.00 Extra Quality Hair Brushes 98c

—In four different styles, shapes and sizes, with genuine ebony or natural ebony backs. The bristles are of first quality, hand drawn and extra stiff. There are from 6 to 13 rows of bristles in a brush, according to size and style.

First Floor

The Women's Section Offers

\$4.00 Blanket Bath Robes \$2.98

—Soft, warm bathrobes, made for comfort as well as attractiveness. They are made of extra quality fancy blanket in pretty combinations of light blue, Copenhagen, navy, red, tan, lavender, pink and rose. Cut with square neck and long, loose sleeves, finished with broad stitched bands of satin in harmonizing colors. A heavy cord girdle and tassels complete these bathrobes.

Fourth Floor

The Hair Goods Section Offers

For One Day Only

Natural wavy 30-inch French hair switches . . . \$7.95

Selling regularly at \$11.95

German hair switches, 30-inch, natural wavy . . . \$4.15

Second Floor

The Knit Underwear Section Offers

\$1.00 Women's Fleeced Lined Union Suits
Special 79c

—women's union suits in a weingit suitable for Fall wear, fine Jersey ribbed, made with long or half sleeves and ankle length. These garments are fashioned for comfort and reinforced for extra wear. Neatly trimmed with edging and washable ribbon.

First Floor

The House Dress Section Offers

75c Amoskeag Gingham Petticoats 50c

—Excellent petticoats that will launder perfectly. Made of extra quality Amoskeag gingham, with deep bias ruffle around the bottom, finished with pin tucking. Some made with dust ruffle, others without. Extra well made throughout.

Fourth Floor.

The Children's Section Offers

3 New Dresses Selling Regularly at 75c
Special 50c

—Ages 2 to 6 years.
—Three different styles are included at this special price. Dresses of tan or blue chambray, narrow and wide striped percales in navy and white, light blue and white, tan and white. They are made in long-waisted style, with short pleated skirts, trimmed with plain colored bands and piped to form tunic effect, another piped in middy style. Made with round necks, and waists trimmed to simulate vest effects.

—These little dresses are well made and finished, and at this price no mother can afford to take time to make them at home.

Fourth Floor

The Petticoat Section Offers \$5.00 Silk
Messaline Petticoats \$2.48

—Elastic band top petticoats, that will fit any figure, cut on narrow lines, and made of an extra fine quality of silk messaline in black and all colors desirable for Fall wear. These skirts are made in a variety of styles, with flounces accordion pleated, knite pleated or finished with cluster tucks. Also section flounces and narrow ruffles at bottom. Nearly all with deep dust ruffle.

—Third Floor

The Veiling Section Offers

300 New Fancy Chin Veils

SELLING REGULARLY AT \$1.75, \$1.50, \$1.25

Special 59c

—A large veiling house sent us 300 sample chin veils, the latest thing in Autumn veiling. Made with velvet ribbon band that fastens around the neck. In hexagon, magpie, cracquele and hair-line mesh. Black, white and a variety of colors.

—First Floor.