

Today We Open **ECONOMY JANUARY** Business With A Big Drive Against Rising Prices!

—Every time we go to market we have to face higher prices on many kinds of goods. This has been the condition for several years, but it has been GROWING WORSE during the PAST FEW MONTHS.

—In some cases the advanced prices could not have been prevented, for many goods ARE ACTUALLY SCARCE, and raw materials ARE NOT OBTAINABLE, except in very small quantities.

—But hundreds of other things have gone to higher prices, BECAUSE CERTAIN MANUFACTURERS and dealers COULD GET THEM.

—Today we have ample stocks of all kinds of merchandise—many of which are now commanding higher prices on the market, and for which we will have to pay higher costs when we buy them again. BUT WE ARE GOING TO

Block the Price-Rise for This City

For the Present Month, at Least.

—Not only are our ENTIRE PRESENT STOCKS to remain on the low basis of price, until every dollar's worth is owned at its present low price by our customers, but

MANY THOUSANDS OF DOLLARS' WORTH OF GOODS

Now Commanding Higher Wholesale Prices.

ARE DRIVEN TO LOWER PRICES IN THIS JANUARY SALE

—This means that people of this community, WHO SECURE THEIR SUPPLIES IN THIS SALE, will be protected from the coming higher costs, either from actual scarcity, or persistent profiteers.

—REMEMBER, this "DRIVE against higher prices" can PROTECT ONLY THOSE WHO SHARE THE GOODS OFFERED. We can't stop the higher prices from coming. We are only holding off the advance—as long as OUR PRESENT STOCKS LAST. Be sure to get YOUR SHARE NOW.

Lipman Wolfe & Co.
Merchandise of Merit Only

First in Greatest Importance Now

Women's Ready-to-Wear Apparel

All Suits, Coats, Dresses and Skirts Reduced

—Today, and for one month—JANUARY—women will have the opportunity of supplying their present and anticipated needs in apparel at remarkably advantageous prices.

—Our entire stock is open for your inspection, and to your profit, by reason of deeply reduced prices.

From Out of Our Stock Comes These NEWEST SUITS

—Smartest models, in styles that are in VOGUE at all times. Staple, refined models, in WOOL POPLIN, in SERGE. Belted and semi-belted styles. Velvet and braid trimmed. Skirts in the advanced straight style, in navy, tan, black, beet root, plum, Oxford. All very REMARKABLY PRICED FOR THIS GREAT JANUARY SALE.

\$19.85

150 COATS \$20.00

Every Coat NEW. All Remarkably LOW PRICED—Many at HALF —We count this the most important sale of Coats announced by this section. It embraces ONLY new coats—EVERY ONE OF THEM. Fur-trimmed, wool velour, kersey, broadcloth, plush, karakul, some full satin and others half lined. Coats that can be worn straight through until May, and then again next Fall. HALF and LESS THAN HALF.

Novelty Silk Petticoats
Very Special \$7.45

—New Jersey silk petticoats in clever two-tone effects and color combinations. Knife pleated and scalloped ruffles, and fitted elastic top. The colors are black, emerald, navy, copen, coral, scarlet and plum.

Georgette Crepe Blouses
Very Special \$3.95

—Georgette crepe and crepe de chine blouses in a large assortment, comprising all the newest models, both plain and fancy trimmed effects. Tucked and lace trimmed and many with beaded embroidery. In white, flesh, maize, plum, taupe and navy.

Silk Taffeta and Chiffon Jersey-Top PETTICOATS \$2.95

Third Floor—Lipman, Wolfe & Co.

CLEAN-UP SALE TRIMMED HATS \$ 2.95

—Looking for a smart hat to finish out the season with? This sale offers an exceptional opportunity if you are. An unusual assortment of VELVET HATS, in practically every style, shape and size, and every one has been taken out of our regular stocks and REDUCED FOR THIS SALE TO \$2.95.

Third Floor—Lipman, Wolfe & Co.

MEN

Famous Jefferson Underwear—A Sale!

—We have selected for our opening sale the famous Jefferson Underwear, for it admits of the greatest economy AT THE PRESENT PRICES of any article of men's wear.

—IT WILL PAY any man to anticipate his present Winter and next Winter's needs at these sale prices, as the following examples show.

No. 320 Jefferson Union Suits, \$1.98

—Heavy Winter-weight Egyptian cotton-ribbed, medium and heavy-weight worsted.

Wholesale price for next Fall delivery, \$21.00 doz.

No. 306 Jefferson Union Suits, \$2.48

—Medium and heavy-weight worsted, warm, soft quality, natural grey.

Wholesale price for next Fall delivery, \$24.00 doz.

No. 310 Jefferson Union Suits, \$3.48

—Winter wear wool worsted, in medium and heavy weight.

Wholesale price for next Fall delivery, \$36.00 doz.

No. 314 Jefferson Union Suits, \$3.95

—Extra heavy superweight silk, and worsted, silver, grey and natural.

Wholesale price for next Fall delivery, \$45.00 doz.

Main Floor, Just Inside Washington-St. Entrance—Lipman, Wolfe & Co.

A Great Message to Women

Is Heralded by This Sale of

Edwin M. Knowles Dinner Ware

—A year ago we ordered this splendid American dinner ware. The quality is of the highest—comparing favorably with many of the most popular imported grades.

—The patterns are all exceptionally attractive—and THERE IS A FULL OPEN STOCK BACK OF EVERY PIECE. Sets may be added to at any time. This is an exceptional opportunity to start a set of really good and attractive dinner ware—at savings really worth while!

Our Prices Will Advance February 1st.

26-PIECE
GOLD BAND SET
\$2.98

26-PIECE
THISTLE SPRAY SET
\$2.98

26-PIECE
MAYFLOWER SET
\$4.95

26-PIECE
BROWN-GOLD ROSE SET
\$4.95

23-Piece Tea Sets—Sevres Style, \$5.95

EXTRA SPECIAL—1000 Thin White CHINA TEA CUPS AND SAUCERS—Set 15c.

LIMIT 1 DOZEN TO A CUSTOMER—NO PHONE OR C. O. D. ORDERS—NO DELIVERIES.

Sixth Floor—Lipman, Wolfe & Co.

Housewives, Our LINEN SALE This Year Is of UTMOST Importance to YOU!

Thousands of UNDERMUSLINS UNDERPRICED in This SALE

—Whole tables piled high with snowy, crisp, dainty undergarments at extraordinarily low prices for Economy January! All sorts of the daintiest lingerie—Gowns, Chemise, Corset Covers, Combinations, etc., included. Now is the time to lay in supplies—for quantities are large and the savings great.

NOTICE—There is not a garment in this very exceptional Undermuslin Sale that in quality, workmanship and style can be purchased under present conditions and sold at these prevailing sale prices.

ENVELOPE CHEMISE:

—The most popular of all undergarments. Dozens of different styles—some with plain embroidery edges, others with dainty lace and embroidery yokes.

Special at 65c, 79c, 89c, \$1.00 to \$2.49.

GOWNS:

—Long cloth and lingerie cloth gowns in slipover and open-front styles. With deep yokes, Empire and kimono styles. With trimming of dainty embroidery and lace.

Special at 85c, \$1.00, \$1.19 to \$3.39.

CREPE GOWNS:

—Fancy Windsor crepes in flesh-color or fancy striped effects. Dainty styles. Special at \$1.19 and \$1.69.

WHITE SKIRTS:

—A complete assortment of lace and embroidery-trimmed petticoats. With deep flounces or ruffles and insertions of embroidery. Special at \$1.00, \$1.19, \$1.49 to \$2.98

DRAWERS:

—Open and closed styles. Of long cloth with ruffle of lace and insertion or embroidery. Special at 49c, 59c, 85c

BLOOMERS:

—Batiste, secc crepe and cambric bloomers, made with elastic waist. With ruffles or elastic at knee. Special at 59c, 69c, 79c to 85c.

Exquisite Philippine Lingerie

PHILIPPINE GOWNS:

—Dozens of different, lovely patterns. Embroidered on fine lingerie cloth. Slipon style and Empire effects. Round, square and V-shaped necks. Ribbon drawn.

Special at \$2.39, \$3.39, \$3.95 to \$6.95

PHILIPPINE ENVELOPES:

—The most exquisite hand-embroidered, hand-made garments. With scalloped edges and dainty designs. All full cut and ribbon drawn. Special at \$2.23, \$2.39, \$3.39 to \$5.45

Fourth Floor—Lipman, Wolfe & Co.

A Rug Sale Is Really a Treat THESE DAYS and THIS RUG SALE IS WORTH WHILE

Prices, as all know, are going higher, higher, higher, continually—

—An unusually attractive collection of rugs—together with substantial savings in the face of rising prices—makes this event one of importance to hundreds of people.

—These rugs are all perfect, in standard grades, selected with the utmost care, in conventional and Oriental patterns, in the popular tans, rose, mulberry and other desirable colorings.

—These rugs are taken from our own stocks, with reductions from our already low prices.

Tapestry Brussels . . \$17.45 Axminster Rugs . . \$24.95
Wool Velvet \$23.45 Wool Velvet \$31.45

All 9x12 Room Size Rugs

—Fifth Floor, Lipman, Wolfe & Co.

—All Wicker Furniture, Chairs, Rockers, Sewing Baskets, and All Our Baby Carriages

AT A 20 PER CENT DISCOUNT IN THIS SALE

—Fifth Floor, Lipman, Wolfe & Co.

Women's Fleeced Lined
WINTER WEIGHT

UNION SUITS

—High neck, long sleeves; Dutch neck, elbow sleeves; low neck, sleeveless. Sizes 36 to 44.

—These union suits are standard makes, in all regular and out sizes. A complete stock enables us to sell them at a price barely covering the wholesale cost for next season. Prudent women will avail themselves of this opportunity to supply their needs for future use.

Sale Price \$1.25

Wool Union Suits

All sizes 36 to 44

\$2.00

—They come in high neck, long sleeves, Dutch neck, elbow sleeves, and ankle length. Also Dutch neck, elbow sleeves, knee length. Every suit pure white and guaranteed unshrinkable.

—Main Floor, Lipman, Wolfe & Co.

WOMEN'S
Cashmere Stockings

Now almost unobtainable.

Sale 60c Pair

—Fine soft quality stockings, made of fine grade wool, in black and grey heels and toes, and white with linen-finish heels and toes.

—With the tremendous advance in wool, this grade of stocking is practically out of the market.

In sizes 8½ to 10½

—Main Floor, Lipman, Wolfe & Co.

A Special Sale of

GEORGETTE CREPE

\$1.39 Yard

—Economy January brings a welcome sale of lovely Georgette Crepe. All you who are planning to have new blouses and party frocks, attention!

—A good quality of Georgette in such lovely shades as flesh and maize, and white, of course. Reduced for this sale to \$1.39 yard.

—Main Floor, Lipman, Wolfe & Co.

**HOT POINT VACUUM
CLEANERS \$27.50 \$1 Down \$1 Week**

—In spite of the scarcity of good linens and the great advance in prices—we are offering Household Linens of every description in this sale at such REDUCTIONS that every HOUSEKEEPER, BOARDING-HOUSE AND HOTEL KEEPER—in a word, all who are interested in saving money on good, dependable HOUSEHOLD LINENS—should buy liberally in this SALE. Note the extraordinarily low prices—

IMPORTED TABLE DAMASK—\$1.00 YD.

—Splendid heavy weight Damask, in a good assortment of designs. Full 70 inches wide—an excellent quality for every-day use.

PURE LINEN TABLE DAMASK—\$1.39 YD.

—We can not duplicate this quality at any price! Pure Irish linen damask in a good variety of patterns—floral and striped.

PURE LINEN NAPKINS—\$2.50 DOZEN

—A late shipment that has just been received. Napkins suitable for breakfast or lunch use. Plain or hemmed. Size 17x17 inches.

IMPORTED HEAVY HUCK TOWELS—39c

—Splendid, heavy towels, suitable for rough wear. Good, large size, with Grecian border design. White only.

IMPORTED SCOTCH TOWELS AT 59c

—Hemmed or hemstitched towels of fine quality huck. Plain white, very serviceable quality. A fine, even weave.

IRISH LINEN TABLECLOTHS AND NAPKINS

—Napery direct from Belfast, Ireland. Pattern cloths and napkins in splendid weight. Made from pure flax, meadow bleached.

2x2 -yd. Cloths, \$4.59

2x2½ -yd. Cloths, \$5.50

2x3 -yd. Cloths, \$6.59

22x22-in. Napkins to match, \$5.75 Dozen

HEAVY BATH TOWELS AT 25c

—Generous sized bath towels with plain hemmed ends. Good, heavy, absorbent towels—a very special quality at the price!

TURKISH BATH TOWELS AT 45c

—Good, heavy towels made from two-ply yarns. In all white or white with pink or blue borders.

FULL WIDTH SHEETS

Buy all you need NOW—Prices will be tremendously advanced soon

Size 81x90 inches, 95c

Size 81x99 inches, \$1.05

—Full bleached, seamless sheets, made of good, heavy sheeting. This is less than today's wholesale cost! Buy all you need in this sale!

GOOD PILLOW CASES

42x36 inches—23c

45x36 inches—25c

—Extra fine quality pillow cases, entirely free from dressing. Neatly hemmed. Unusual at this special price!

HUNDREDS OF ODD SOILED LINEN TABLECLOTHS AND NAPKINS

Offered in This Sale at LESS THAN WHOLESALE COST —Odd lots of linen tablecloths ranging in size from 2x2 yds to 2½x4 yds. All of them pure linen, somewhat soiled from display and handling during the Christmas season.

SPECIAL AT \$4.39 TO \$18.50

NAPKINS, SPECIAL, \$1.25 TO \$5.38—HALF DOZEN

Second Floor—Lipman, Wolfe & Co.