



Lipman Wolfe & Co.
Merchandise of Merit Only



A SALE That Cannot Be Denied! A Force That Knows No Opposition

EDITORIAL

WE NEVER will admit that white paper and Printer's Ink at so much an inch is the sole requirement for business success. A newspaper is simply the messenger of a store to the public—its daily appeal.

- Success as we see it is the fruit of endeavor—public confidence, business integrity.
- If all that was needed to insure success was bluff, camouflage, extravagant claims, bombast, how easy it would be for some stores to HOLD public confidence.
- There is an old saying—"You can fool some of the people all the time—all the people some of the time—NOT all the people ALL the time."
- This store measures its patronage only as it deserves it—holds it only as it MERITS it—increases it only as it EARNs it.

These Savings Are in Effect Today!

Faultless CARPET SWEEPERS—Special for the Anniversary Sale \$1.23

—This carpet sweeper will do the work as well as some of the most expensive sweepers. Firmly built. Mahogany finish. Less than present wholesale cost. *Fifth Floor—Lipman, Wolfe & Co.*

Curtain Madras and Scrims—Special, Yard 24c

—Special lot of imported Scotch Madras and fancy bordered curtain scrims—36 inches wide. *Fifth Floor—Lipman, Wolfe & Co.*

Famous Crompton Cravenette Suits for Boys, Special \$5.95

—100 of these wonderful suits go on sale at this remarkable price.
—Made of a splendid quality wide-wale corduroy—cravenette finished in mouse color only.
—New Spring styles—Trench, Belters and Norfolks.—The trousers are full cut, with tape seams. All sizes, 6 to 17 years.

Boys' Extra Pants—All Wool in Tan, Gray and Brown \$1.39

Fourth Floor—Lipman, Wolfe & Co.

"Free" SEWING MACHINE Offer!

—This 16-section \$14.50 dress form for \$1 during Anniversary sale, when purchased with a Free cabinet sewing machine. Guaranteed for life. Join the Free Sewing Machine Club. Limited to 20 members.

\$5.00 Down—\$5.00 a Month

Second Floor—Lipman, Wolfe & Co.

Sale of New EMBROIDERIES, Yard 19c

Filet (Imitation) LACES—Special, Yard 49c

—Filets now in greatest demand. Exact copies of the real. Beautiful designs for collars and dress trimming. *Main Floor—Lipman, Wolfe & Co.*

Jacquard RIBBONS—Very Special, Yard 39c

—White, pink and blue, in satin and taffeta finish. Now in vogue for sashes and also for hair bows. Bows tied free.

1000 Yards of Novelty Hairbow RIBBONS, Yard 25c

—Excellent quality taffeta in many novelty and checked effects. Also new stripes. *Main Floor—Lipman, Wolfe & Co.*

ART NEEDLEWORK Models—Anniversary Sale HALF PRICE

—Children's dresses, centerpieces, dressing sacs, boudoir caps, night gowns, tea aprons and many other dainty pieces exquisitely embroidered—at HALF PRICE. *Fifth Floor—Lipman, Wolfe & Co.*

SALE OF NEW DRESS SKIRTS

Anniversary Special Price \$4.95

—Fancy stripes, plaids and black and navy taffetas in the newest models—shirred tops and pockets. Very special at \$4.95. *Third Floor—Lipman, Wolfe & Co.*

GLOVE SILK Underwear ONE-THIRD OFF Regular Prices

—Silk vests, bloomers, corset covers, union suits, envelope chemise and pants, not over two garments of a kind in the entire lot. The most attractive lot of beautiful Glove Silk Underwear ever placed on special sale. No phone orders, no reservations. Every sale FINAL. *Main Floor—Lipman, Wolfe & Co.*

ANOTHER GREAT SILK SURPRISE

36-Inch Soft Lustre Wash Satin \$1.49

—A firm and beautiful soft luster Wash Satin in white and flesh. Most suitable for dress trimmings, waists and neckwear purposes—a special purchase for the Anniversary Sale.

White Imported Shantung Silks—3 Weights

\$1.67, \$2.19, \$2.69

—In 33 to 34-inch widths. In weights suitable for every purpose, from separate skirts to suits. In oyster white. With the embargo against the importation of these silks—this sale is MOST IMPORTANT. *Second Floor—Lipman, Wolfe & Co.*

Smartest Trimmed HATS in An Anniversary Sale \$6.95

The Smartest Hats Imaginable at the Price

—100 very clever Trimmed Hats bought special for our Anniversary Sale. Made of black piping, natural Milan color straw. These hats are all finished with soft effect of Georgette, Milan and silk on either under or upper brims. Trimmed with flowers, wings and fancy feathers and ribbon. This is a wonderful hat. There are a big variety of shapes to select from. All at the same price. *Third Floor—Lipman, Wolfe & Co.*

300 Pieces of Wonderful Nucut Glass—Very Special 98c

Positively Not Over 3 Pieces to a Customer

—This glassware is the most attractive lot this store has ever offered in a sale where practical, every day, wanted and needed pieces were offered at such a sensational price.
—Large footed salad bowls, sugar and cream sets, nappies, footed bon bons, footed preserve dishes, sandwich plates, celery trays, handled nappies, mayonnaise bowls and vases. *Sixth Floor—Lipman, Wolfe & Co.*

Women's Pure Thread Silk Stockings—Special Today 79c

—675 pairs of Women's Pure Thread Clocked Silk Stockings—all have high splicing—double soles and lisle garter top. Come in black, white, gray, cordovan, bronze, champagne—with neat clocks on the side. Slightly imperfect—some have an oil stain or a pin hole which does not interfere with looks or wearing. All sizes in every color. *Main Floor—Lipman, Wolfe & Co.*

Little Tots, 2 to 6 Years, Gingham Dresses and Rompers 98c

—Fancy striped gingham dresses—plain—colored chambray or white—also combinations of plain color and checks. Made high waisted—full skirts and pockets. Also straight styles with yokes. Trimmings of white—plain and contrasting materials. In shades of pink, tan and blues.
—Rompers in several new styles. Very attractive. Striped ginghams, plain white and combinations. Round collars, belts, banding and piping trimmed. *Fourth Floor—Lipman, Wolfe & Co.*

Men's Genuine TOYO PANAMA Hats—Special \$1.50

—These hats are our own importation, purchased expressly for this sale and offered at this special price. These hats are made of a soft, pliable material, folding into a compact size.
—Especially adapted to outing, golf, sport and business wear.
—A hat that gives excellent service—is easily and readily cleaned and re-pressed.
—Women find these hats particularly attractive. All sizes for men and women. *Just Inside Washington-Street Entrance, Main Floor.*

Climax Dress Shields—For One Day Only!—8c Pair

—Just 1000 pairs of White Climax dress shields—guaranteed moisture proof.
—Sizes 2, 3, 4—specially priced for this sale 8c pair.

Climax Flesh-Colored Dress Shields, 12c Pair

Mississippi Pearl Buttons—Special, Card 5c

—"American Make" pearl buttons in two-hole—self shank and fish-eye styles. These buttons were bought especially for this sale. 6 and 12 on a card, 5c. *Main Floor—Lipman, Wolfe & Co.*

Anniversary Sale of Modart Front Lace CORSETS \$3.95

—Again the manufacturers of famous Modart corsets co-operate with us in this great sale by sending this special corset of medium low bust—medium long hip and back. Made of fancy material. Has the usual Modart trimming. *Fourth Floor—Lipman, Wolfe & Co.*

Pure Silk Taffeta Umbrellas—Special \$4.49

—Made regular shape on 8-rib frames—made with short sport loop handles with cord and bead—in colors—brown, taupe, purple, burgundy, navy, king blue, green, bright red and wine. *Main Floor—Lipman, Wolfe & Co.*

Pique and Organdie Collar and Cuff Sets 45c

—Dainty new neckwear and collar and cuff sets of the newest materials—newest colorings—and in the latest styles—very special at 45c. *Main Floor—Lipman, Wolfe & Co.*

3000 Yards of Fancy Voile—On Sale at 39c

—The newest, the prettiest, the most desirable of all wash fabrics—fancy voiles in satin checks and floral designs—all 38-in. wide. This voile was purchased expressly for this event and is marked very special.

150 Real Linen Table Cloths, \$6.19 to \$18.50

—Every cloth in the lot is marked at 1915 prices. They are odd table cloths that have no napkins. All perfect goods, taken from our regular stock, of course, slightly soiled, but a good tubbing makes them snowy white again. Every housekeeper that wants all linen cloths will attend this sale. All sizes from 2x2 yards to 2 1/2x4 yards. *Second Floor—Lipman, Wolfe & Co.*

Newest Crepe House Frocks \$3.95

—Made of imported Japanese crepe. Particular attention is directed to the smart styles and the very smart colorings used in these dresses. In fancy stripes of green, pink, blue and lavender. Patent leather belt, fine embroidered collar. Set-in sleeves. *Fourth Floor—Lipman, Wolfe & Co.*