

THIS STORE USES NO COMPARATIVE PRICES—THEY ARE MISLEADING AND OFTEN UNTRUE

LIPMAN, WOLFE & Co's. 69th Anniversary Sale

TODAY'S WONDERFUL OFFERS

Every One New:

—Instead of haphazard offers of merchandise bought at manufacturers' usual prices this sale offers entirely NEW stocks, bought from best makers at concessions made possible by their friendly co-operation, and carefully chosen to represent most wanted lines.

None Before Shown:

—Not only is all the merchandise new, but none has been shown before. Much of it was bought months ago and held back for sale now; other lots have been rushed in by express and reflect the latest tendency of fashion. You see everything for the first time.

All Below Worth:

—That is, there is not one offer in this entire sale that couldn't be offered at prices far in excess of the Anniversary prices and still be largely sought as a worthwhile value, but at Anniversary time profits are disregarded for promotion.

Guaranteed Grades:

—The Lipman, Wolfe & Co. slogan is "Merchandise of Merit Only"; the rule is applied as rightly at a time like this as at any other time. Everything offered is from reliable makers, so everything measures up in every point to your expectations of what quality should be.



Sketched—\$4.95

Silk Moire and Fancy Silk Bags \$4.95

—Bags that were made to sell for much more, but the manufacturer "came through" with a wonder-offer because of our Anniversary Sale.
—All the newest shapes, in black, brown, taupe and navy, with metal and covered frames and cloth or handles; plain and fancy silk; beautifully lined and fitted with coin purse and mirror.

69th Anniversary.
Lipman, Wolfe & Co.—Street Floor.

Marvelous Sale of New All Jersey, Jersey Top and Silk Taffeta Petticoats

\$3.95



—Anyone who has bought or priced petticoats of jersey silk, either all jersey or with silk flounces, or of taffeta, will recognize this sale of 200 skirts as one to rush to.

—Plaited, ruffled, tucked or fancy trimmed flounced; in 16 different wanted shades.

—While they last, \$3.95.

69th Anniversary Sale.
Lipman, Wolfe & Co.
Third Floor.

Sketched—\$3.95

Women's Tricotine, Serge And Velour Check Suits in Leading Styles at \$38.75



—A value that equals the offering of the first day of this great Anniversary Sale, and, judging from the marvelous responses to that, we know that shopping will be early and brisk for these desirable suits.

—Think of buying handsome tricotines, serges and velour checks, in the newest styles at this price. Plain tailored, pleated, belted, blouse, box and novelty models; many with handsome fancy vestes. Every jacket is lined with fancy silk.

69th Anniversary—Lipman, Wolfe & Co.—Third Floor.

Juniors' Pure Silk Thread Hose

A Wonderful Special \$1.19

—Full fashioned, heavy weight thread silk stockings in black, white and a few other colors. Just about half their worth. Made with heavy cotton soles, heels, toes and garter tops.
—No phone or mail orders filled.

69th Anniversary.
Lipman, Wolfe & Co.
Street Floor.

Just 116 New Genuine Front-Lace Modart Corsets—Special Only \$3.95

—One of the unusual offerings for the third day of this great Anniversary Sale. Handsome new Modart, front-laced corsets made of fine pink brocade. Low bust, long hip and back style, with elastic at bottom back.

—These corsets were made especially for this sale. Because we use so many Modarts during the year, the manufacturer has made a very wonderful concession in price. That is how we can sell them to you for only \$3.95. Sizes 20 to 30.

69th Anniversary—Fourth Floor—Lipman, Wolfe & Co.

2-Qt. Aluminum Double Boilers at \$1.77

—Another special offering from the Household Efficiency Department. Heavy quality aluminum double boilers, with tubular handles, well riveted to body. With fit-in cover that has wooden knob. The famous "Quality Brand" aluminum.

69th Anniversary—Household Efficiency Department, Basement.



Sketched—\$1.77

Fine Pique and Gabardine Wash Vests for About Half—\$1.15



Sketched—\$1.15

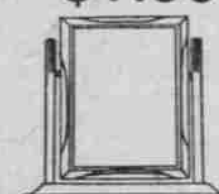
—You will realize how impossible it would be to sell these vests at this low price ordinarily the moment you see them. Apron style vests, belted at waist line and button trimmed or tucked, lined throughout. With or without tailored collars. You'll want at least two.

69th Anniversary.
Lipman, Wolfe & Co.—Street Floor.

500 Antique Gold Stand Swing Frames for About Half—\$1.00

—Think of buying these beautiful frames that are finished on wood in lovely carved designs for a dollar! All sizes, including 8x10 inches, and complete with glass and back. Just 500 at this price, and they'll be bought like the proverbial "hot cakes." Better come early.

69th Anniversary.
Lipman, Wolfe & Co.—Sixth Floor.



As sketched—\$1.

DOMESTICS

100 Pattern Table Cloths at \$2.95

—A wonderful offering from our Linen Section: 100 handsome pattern cloths, size 70x70 inches, in the new circular designs that are so attractive. A fine quality of imported mercerized damask that will wear wonderfully. Limit two to a customer.

"DEFENDER" Sheets Reduced

—Fine, heavy, seamless sheets that are free from dressing.

72 x 90 inches, \$1.40
72 x 99 inches, \$1.50
81 x 90 inches, \$1.50
81 x 99 inches, \$1.60
81 x 108 inches, \$1.70

TEN YARDS LONGCLOTH Special \$1.95

—Fine quality longcloth that is free from dressing and 36 inches wide. For undergarments and nightgowns. Limit one piece to a customer.

69th Anniversary—Lipman, Wolfe & Co.



Exceptional Crepe de Chine Gowns—\$3.95

—The daintiest gowns of soft, pale pink crepe de chine with deep yokes of pretty cream lace. Sleeveless style, V-neck or square neck designs, ribbon drawn; other tailored styles hem-stitched.

—Gowns it would be utterly impossible to sell for \$3.95 except at anniversary time.

69th Anniversary.
Lipman, Wolfe & Co.
Fourth Floor.



Sketched—\$3.95

180 Women's Glove Silk Union Suits—Sizes 36 to 42—At \$2.98

—An Anniversary Sale special that equals anything offered the very first day of the sale, and then everyone was astonished at the wonderful offerings they found here.

—These are of jersey glove silk, reinforced around the arms. Flesh color; all sizes.

69th Anniversary—Lipman, Wolfe & Co.—Street Floor.

MEN—TODAY!

Perfect Pure Heavy Thread Silk Socks—All Colors—65c

—These socks are new and perfect qualities; they are better than grades that ordinarily sell for half again as much, and there are only 600 pairs. Come for the most unusual sock value in many, many months. Black, navy, white, champagne and mahogany.

Genuine "President" Suspenders 35c

—While they last, genuine "President" suspenders; all weights, medium, light and heavy; in brand new webs, at less than present cost. Both regular and extra lengths. Come early for those.

69th Anniversary—Lipman, Wolfe & Co.—Street Floor.

(1) 4000 Yards of New Fancy Colored Voiles Very, Very Special 35c

—Bought and held for a third day feature, this shipment of marvelously assorted voiles is worthy of a place in the Anniversary Sales. Perfect qualities, every piece different; all in the season's best colors and designs.

69th Anniversary.

Lipman, Wolfe & Co.—Second Floor.

(2) 600 Pairs Children's Fashioned Fancy Top Silk Lisle Socks—25c

—The kiddies are not forgotten in the big "Birth-day Party." No, indeed. We bought a wonderful lot of fancy rolled top socks to be sold for less than we have ever been able to offer this quality at before. Sizes 5 1/2 to 8 1/2. No phone or mail orders.

69th Anniversary.

Lipman, Wolfe & Co.—Street Floor.

(3) 40-Inch Heavy Summer Sport Silk, White and Natural, About 1/2, \$2.19

—To be accorded a place in Anniversary Sale is proof enough that the value is unusual, as, you see, we will sell it for about half regular price. Heavy, rough sport weave that is so desirable for skirts, suits, dresses, etc. Everybody will want it at this irresistibly low price, but we have plenty.

69th Anniversary.

Lipman, Wolfe & Co.—Second Floor.

(4) Pink Brocade Hook Back Bandeaux—A Remarkable Value 55c

—An amazing value on these very essential garments that so many women have come to depend upon for comfortable support and the correctness of line they give. Made hook back style with elastic at back. Fine pink brocade cloth. All sizes.

69th Anniversary.

Lipman, Wolfe & Co.—Fourth Floor.

(5) 54-Inch Finest Chiffon Broadcloth—In Leading Shades—a Sale—\$3.75

—We secured for another third-day event an immense lot of this wonderful quality broadcloth to sell at the startlingly low price of \$3.75. It's the quality that exclusive tailors and modistes use for fine garments. Black, navy, wistaria and green.

69th Anniversary.

Lipman, Wolfe & Co.—Second Floor.

(6) Stamped Luncheon Cloths 45-54-72-Inch Round Exceptional at \$1.25

—The Art Needlework Section gives us, as its part for the third day of the Anniversary Sale, these fine stamped luncheon cloths to sell for about half regular price. Stamped in butterfly, basket, conventional daisy and rose designs. Eyelet, French and outline stitches.

69th Anniversary.

Lipman, Wolfe & Co.—Fifth Floor.