

All silk and cloth dresses originally, regularly priced up to \$35 have been removed from the third floor to the Economy Basement.

See Our Windows—Study the displays today or tonight—they tell how amazing are the values. Eight windows.

# Lipman Wolfe & Co.

"Merchandise of Merit Only"

Extra Salespeople—Extra stock girls and fitters—a hundred and more—our service standards to be maintained.

All the pictures on this page sketched directly from dresses this sale includes. But there is only room to illustrate "examples."

NOW THE BIG NEWS—TODAY THE BIG DAY—

# The Greatest Dress Sale Ever Held on the Pacific Coast

## Choice of Our Entire Third Floor Stock

and Hundreds and Hundreds of Specially Purchased Dresses That Are to Be Shown for the Very First Time This Morning

## Every Dress Is New—Every Style Is New

But Notwithstanding, Every One at an Extremely Drastic Reduction

## Every One at a Mere Fraction of Actual Value

Some That Were Made to Retail for as Much as Four Times the Price in This Sale



Street Dresses  
Party Dresses  
Sport Dresses

Afternoon Dresses  
Theater Dresses  
Reception Dresses

Business Dresses  
Dance Dresses  
Tailored Dresses

Evening Dresses  
Dinner Dresses  
Restaurant Dresses

—In every respect, from every angle, the most stupendous, most comprehensive and most sensational dress selling ever announced in all the 72-year history of Lipman, Wolfe's.

—So far as we know, no American store ranking with Lipman, Wolfe's has ever inaugurated an all-inclusive dress sale equal to this so early in the season. Four mammoth groups—four prices:

# \$23      \$33      \$43      \$63

—The entire superb collection of the celebrated "Leslie-Mott" "original creations" is in this sale, and the world knows of no dresses smarter than these. They were bought under extremely unusual circumstances and are to sell at prices that are next to unbelievable.

**No C. O. D.'s**  
or will calls, without a deposit of at least one-fourth the purchase price  
—No dresses sent on approval. None to be returned for credit or exchange.

—Dresses in scores and scores of styles—and all of that better quality for which the name Lipman, Wolfe & Co. stands—an assortment so large and so wonderful it would suffice for the most delightful of Fashion Shows this extraordinary store might present.

No Coats or Suits Sold on Our Third Floor Today—Every Facility of the Apparel Section Devoted to the Sale of Dresses

