



OLD-FASHIONED CLEARANCE SALES Throughout Store

CHENEY'S FOULARD SILKS
FOR SPRING 1911
NOW ON VIEW AND SALE—SILK AISLE

Lipman Wolfe & Co.
Merchandise of Merit Only

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Intimate advertising

—We believe there are enough people interested in—GOOD, RELIABLE THINGS—that a store has to sell to form a clientele large enough for any one store to attract.
—No store can control conservative trade and at the same time appeal to that element of shoppers who revel in sensational announcements and continual sacrifice sales.
—What's the use of just being SMART?
—What ultimate benefit can result from PUTTING ONE OVER ON THE PUBLIC; SLIPPING IN A BIG SALE THROUGH INTERPOLATING FALSE VALUES?
—BEWARE THE WORD "VALUE"—it is a sharp, double-edged tool often used in the hands of SMART, CRAFTY firms to hoodwink and fool the public.
—A store's principles, methods, ideals and ambitions are revealed in its daily talks to its customers and the public. They are to a degree social chats that draw the firm and patron to closer and better terms.
—Why use big, bold, heavy, massive type? Why yell at your readers? Why not talk to them quietly, naturally, humanly? Why not just be ourselves?
—We are always OURSELVES among our friends; WHY NOT IN OUR ADVERTISING?

Extraordinary bargains in linens.
Prices and qualities are right

—Table linens, table cloths, table napkins. The product of the best linen looms in the world, at prices, quality considered, at the lowest level.
—\$1.25 72-in. wide Irish Satin Damask full bleached, extra weight, yard \$1.05.
—75c 66 inches wide Irish Damask, yard 63c

Clearance of Odd Bordered Cloths

—\$3.25 2 1/2 by 2 yds. Irish Linen Cloths \$2.50
—\$5 2 1/2 by 2 yds. Irish Linen Cloths \$3.49
—\$6 3 by 2 yards German Linen Cloths \$3.95
—\$5 3 by 2 yards Scotch Linen Cloths \$3.75
—\$4 2 1/2 by 2 yards German Linen Cloths scalloped edge each \$2.95.

Linen Napkins Clearance

\$3.75 24 inch Irish Linen Napkins \$2.95 doz.
\$3.50 22 in. German Linen Napkins \$2.69 doz.
\$5.00 25 in. Scotch Linen Napkins \$4.19 doz.
—\$1.25 72 in. bleached linen table damask, extra heavy wt. in a large variety of patterns, per yard 98c
—\$2.50 68 inch bleached linen pattern table cloths. Border on four sides. Absolutely pure linen. Large assortment and patterns \$1.95
—\$3.00 64x88 inch bleached linen pattern table cloths. Same as the above \$2.48
—\$1.25 dozen 20x20 inch bleached mercerized damask napkins. Exceptional wearing qualities. A large assortment of neat patterns 98c
—17x32 inch towels, bleached linen huck. Your choice of solid white or red stripe, border hemmed ends. Firmly made 12 1/2c
—20x40 inch bleached linen huck towels. Fancy stripe border. All white, Extra heavy and firm 21c
—40x22 inch bleached Turkish bath towels. Made of two-ply cotton yarn. Have heavy nap, hemmed ends. 18c
—18 inch crash toweling, all linen bleached crash. Specially adapted for roller towels. Substantially woven and have red border 13c

This hat sale tomorrow will certainly be a great opportunity—at \$1.00

—Millinery buyers and trimmers leave shortly for New York. Stock taking is rapidly approaching. The easiest way to take stock is to have NO STOCK. So we have decided to offer about 350 hats, normally selling from \$3.00 to \$6.00 each, at one price.

ONE DOLLAR

—There are satin and felt shapes, trimmed with scarfs of silk, leather pompons, braided bands, in styles that are correct.
—The Clearance price may sound misleading, but when you see the hats and examine them, both in quality and style, you will realize INSTANTLY that it is a sale out of the common. A Lipman, Wolfe & Co. Sale, and you know what that means.

"White" buyers through the store—
Undermuslin bargains magnet

—The white sale grows more popular each day. Generally in such events there are more sales the first day, a few less the second day, still a few less the third day and so on. This year the Lipman, Wolfe & Co. sale served more people the second week than the first.
—Tomorrow we open the third week of our sale with a stock as fresh as when it started, sizes intact and styles in abundance. We might fill this entire page with items at special reductions and yet not exhaust the list.
—To properly appreciate this sale you should shop around, first, in all the other stores, examine their offerings, then come to our store. We will be glad to show you what we consider the best bargains in the city. We are satisfied to sell them to you on a comparative basis.
—In this store you will find no sweat shop undermuslins. All our underwear is made amid sanitary surroundings and in well-ventilated, clean, factories.
—Stroll through the Department. Here are a few convincing specials you will find:
—On a table piled high with white snowy gowns you find a sign "SAMPLE GOWNS, HALF PRICE." The sale price ranges from 38c upwards.
—On another table a sign bears these words: "\$3.00 COMBINATION CORSET COVER AND DRAWERS, CLEARANCE, \$1.59."
—Another table holds a sign, "75c CORSET COVERS, CLEARANCE, 59c."
—In the French Underwear section you see displayed \$3.50 FRENCH COMBINATION CORSET COVERS AND DRAWERS, CLEARANCE, \$2.98.
—Close by French "\$1.00 and \$1.50 CHEMISE, CLEARANCE, 98c."
—In another aisle a big display of \$1.25 GOWNS, CLEARANCE, 95c.
—Near by another sign "75c DRAWERS, CLEARANCE, 59c."
—So on all through the department you find worthy, reliable, authentic clearances.

Mighty indisputable bargains our
appeal to housefurnishers

Lowest Level Prices on Blankets

—Superior quality and finish, full weight and size. Come with attractive fancy borders of pink or blue. Also all white, gray, tan, scarlet and plaid blankets.
Regular \$ 4.50 Wool Blankets, Clearance \$ 2.98
Regular \$ 6.50 Wool Blankets, Clearance \$ 4.75
Regular \$ 7.50 Wool Blankets, Clearance \$ 5.65
Regular \$ 8.50 Wool Blankets, Clearance \$ 6.25
Regular \$10.00 Wool Blankets, Clearance \$ 7.35
Regular \$12.50 Wool Blankets, Clearance \$ 8.45
Regular \$15.00 Wool Blankets, Clearance \$10.95

Heavy Cotton Fleece Blankets

—In white, gray or tan, with pretty fancy borders.
Regular 75c 10-4 Cotton Fleece, Clearance 59c
Regular \$1.00 10-4 Cotton Fleece, Clearance 79c
Regular \$1.50 10-4 Cotton Fleece, Clearance \$1.19

75c for \$1 Fancy Art Blankets

—Teddy Bear style, Little Bo Peep style, Santa Claus style in pink or blue grounds, 36 by 64 inch size.

Lowest Level Prices on Beds

—The country is overrun with brass and enameled beds, until this heading means but little when prices are quoted for QUALITY. Many stores selling these on the instalment plan, illustrate highly ornamental and fancy beds in both styles.
—In this store you'll find only the simplest, plainest Colonial styles, stripped of every vestige of gaudy showiness.
—It is an accepted fact that people of better taste are furnishing their homes, using simplicity as their theme. These brass and enameled beds that we offer fulfill this requirement. The QUALITY we guarantee, also THE LOWEST OF THE PRICES.

\$ 4.00 Enameled Beds \$ 2.75	\$20 Brass Beds \$11.45
\$ 6.50 Enameled Beds \$ 3.95	\$30 Brass Beds \$16.85
\$ 7.50 Enameled Beds \$ 4.25	\$40 Brass Beds \$23.45
\$ 8.50 Enameled Beds \$ 4.95	\$45 Brass Beds \$25.85
\$10.00 Enameled Beds \$ 5.75	\$50 Brass Beds \$27.85
\$12.50 Enameled Beds \$ 8.25	\$60 Brass Beds \$34.85
\$15.00 Enameled Beds \$ 9.75	\$65 Brass Beds \$36.45
\$22.50 Enameled Beds \$13.95	\$75 Brass Beds \$42.45

Lowest Level Prices on Mattresses

—Sanitary mattresses and our guarantee back of every mattress. All mattresses can be had in fancy art or A. C. A. ticking.

Regular \$6.50 Cotton Combination Mattresses \$ 3.89
Regular \$10.00 40lb. Wool Mattresses now \$ 7.39
Regular \$12.50 30lb. Silk Floss Mattresses \$ 9.45
Regular \$16.50 35lb. Silk Floss Mattresses \$11.65
Reg. \$25 35lb. Silver Gray Hair Mattresses \$16.45

98c for \$1.50 Mattress Pads

—Mattress pads filled with good quality of cotton and covered with excellent quality of cheese cloth. 72 by 72 inch size. Will make your bed soft and comfortable.

"Let Go" Day in Clearance of Fine Suits

You have our assurance that not a suit sold for less than \$25 and many for \$35 and even more. All new Fall styles

Clearance Monday
\$15.00

—While we admit that the majority of these suits are sold at a great deal less than cost, WE QUESTION IF IT REALLY IS A LOSS.
—We know that every woman securing one of these suits will remember the sale and the long service and wear of the suit bought AT THIS SALE.
It is another customer made
That in itself is a profit

—There is no better advertisement for a store than a satisfied customer.
—In this sale on Monday we offer 150 man-tailored suits of cloth and velvet.
—In black, navy, brown, gray and fancy mixed materials. The jackets are made in the most approved 27 and 28 inch lengths and all lined with finest quality Skinner's Satin. Single-breasted, with semi-fitting back. The skirts are made in all the new and most desirable flare and pleated shapes.

Spring tailored waists underpriced at \$1.68

—New tailored waists of extra quality silk striped madras in white grounds with black, blue or heliotrope stripes. This waist is made with one wide box plait down the center and two graduating plaits on each side. New tailored style of sleeves, with soft cuffs and crushed stock collar.

New Fur Sets Tomorrow at Half Price

—The remainder of our fur sets and scarfs selling regularly to \$20.00 each are offered tomorrow at HALF PRICE.
—The assortment comprises Isabelle opossum sets, scarfs and shawls; black hare sets and shawl; black lynx sets. Marmot sets. Also separate muffs and neckpieces.



Clearance sales

- Room-Size Rugs
- Drapery Materials
- W. B. Corsets
- C. B. Corsets
- Nadia Corsets
- Art Needlework
- Pyrography
- Metalography
- Children's Coats
- Children's Dresses
- All Millinery
- Women's Sweaters
- Misses' Sweaters
- Girls' Sweaters
- Men's Sweaters
- Boys' Sweaters
- Wool Underwear
- Wool Hosiery
- Knitted Slippers
- Umbrellas
- Jewelry
- Rich Cut Glass
- Silver Toilet Ware
- Women's Neckwear
- Embroideries
- Laces and Ribbons
- All Dress Goods
- Dress Silks
- Hair Goods
- Combs, Switches

An offering in framed pictures which will make the art lover rejoice—only 95c

—Etchings, 19 by 30 inches. A large picture suitable for living-rooms, dining-rooms, den or hall. Framed in rich two-inch hardwood frames, with a deep two-inch rich brown mat.
—The subjects include both marines and landscapes in an immense assortment. In specialty shops these pictures would readily bring from \$2.50 to \$3.50 each. In our Clearance Sale they are marked regardless of cost.

A clearance of well-known corsets

\$2.00 and \$3.50 Corsets, Clearance at \$1.39

—Made of batiste and coutil, with low, medium and high bust and short, medium long and extreme length hips and back. Two or three pairs of hose supporters attached.

\$4.00 to \$8.50 Corsets, Clearance at \$2.98

—La Vida, Smart Set, Nemo and C. B. a la Spirite corsets in odd and broken lines. Made of plain and fancy materials, with low, medium and high bust and long hips and back. With two or three pairs of hose supporters attached.

\$1.75 Nadia Corsets, Clearance at 98c

—Nadia corsets, made of good quality batiste and coutil, with lace trimmings and two pairs of hose supporters attached. With low or medium bust and long hips and back.

Good warm Winter golf gloves—for women and misses

—Women's fine quality woolen Golf Gloves in all sizes. Tightly woven, regular storm service Gloves, in black and colors. Clearance 47c

—A fine lot of Gloves for Children. The kind that keeps the hands warm and don't easily rip and wear out. Strong Gloves, made in black, brown and gr. y. in plain and fancy effects. Immense assortment to make selections from Clearance 25c

VICTOR TALKING MACHINES
50c Down, 50c a Week