

Opening the new things of 1911 **January sales** Clearing the winter stocks

ALL GOODS BOUGHT MONDAY AND TUESDAY WILL BE CHARGED ON YOUR MARCH FIRST BILL

Lipman Wolfe & Co.
Merchandise of Merit Only

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Charming Washable Dresses, Exactly as Illustrated--At Special Introductory Prices

First Showing of Foreign Embroideries
—The newest arrivals in Swiss embroideries for waists of fin sheer white batiste, embroidered in lengthwise panels in Grecian bands or floral designs in most fascinating Oriental combinations, or the quaint Delph blues and some in the soft Autumn tints of browns and reds.
—You are invited to see how fascinating are these filmy embroidered waistings, one of the most exclusive embroideries of the season, 27 inches wide. \$1.29 a yard.

A First Spring Whisper To the Housewife
New Printed Duplex Scrim
—These exquisite new scrims will appeal to those who are fond of new things in draperies, something original—and these Duplex Scrim are the loveliest we have ever seen in color combinations that are unusually attractive, such as browns and greens, tans and greens, green and gold, blues and white, green and red on both the light or dark backgrounds. These are all fast colors printed on an extra grade of soft finished scrims, 40 inches wide. Sells at 35¢ THE YARD.



First Showing of New 1911 Models in One-Piece Dresses
Special Introduction Prices—\$6.45, \$5.95, \$6.35 and \$7.85

Like the first flowers of Spring, these pretty, inexpensive Wash Dresses make their appearance, while the mercury is still low and heavy clouds resist the advances of Spring. It will be but a few weeks and then the crocus, the tulips and the lilies of the valley will all be in blossom. While the East is still shivering with the cold, we, in this favored country, will again be getting ready for outdoor sports.

Smart Spring Wash Dresses On Exhibition

These pretty dresses that are on exhibition today are fashioned and modeled with as much care as the most expensive woolen garments. They are made of zephyr, gingham, chambray, organdy, batiste and cotton Foulards. THERE IS LONG LIFE IN ALL OF THE GOODS for they represent the products of the best mills. In colors you have the choice of blue, pink, lavender, black, Nile, navy, lilac and oxblood.

Smart Spring Wash Dresses On Exhibition

Gracefully modeled in checks, plaids, stripes and solid colors. The newest sleeves, the newest necks, waist and skirt styles are shown. In trimmings we show embroidery, lace and self-trimmed gowns. We doubt if there has ever been a more beautiful exposition of these popular Spring Dresses than are shown here. They are made of FABRICS OF QUALITY—all of weaves THAT WASH WELL AND WEAR WELL.

Open fashion's style book and Turn the Pages to New Spring Wash Fabrics and This Is What You'll Read

BORDERED BATISTE, a beautiful sheer Summer fabric, bordered with a combination two-toned bordered effect in all the lovely new Spring colorings. Sells at 50¢ a yard.

FLAKED VOILE, a material of intricate weave with a knot or flake thrown up prominently above the surface, giving the material a rich appearance. 27 inches wide. That sells at 50¢ a yard.

PRINTED SILK-MIXED FOULARDS, a light-weight material in all the patterns and colorings from which it gets its name, with dainty floral, figured, ring, and dotted effects in rich tints of all the new shades; 27 inches wide and sells at 35¢ a yard.

DUCHESS SILK STRIPE VOILE, a new weave of exceptional beauty with a hairline strip running lengthwise of the goods, lending a beautiful lustre to the fabric. Sells at 30¢ a yard.

EMBROIDERED LUNA, a pure white sheer material, round thread with here and there scattered over the cloth are embroidered figured and floral patterns. Sells 65¢ yard.

MARQUINETTE DE PARIS, the daintiest of open woven Summer materials in white and bordered with colored woven ribbon clustered stripes in pastel shades of blue, pink, lavender and reseda green. Sells at \$1.75 per yard.

PRINTED LACE NET, a soft sheer fabric, white or tinted grounds with a lace stripe running lengthwise of the cloth, over which are printed floral designs in delicate colorings. 25¢ per yard.

SUPERFINE ORGANDIE, a French organdie with American print white and tinted grounds and floral patterns in beautiful combination of colorings. 27 inches wide, and sells at 25¢ the yard.

FRENCH LINENS, 47 inches wide—a direct importation from France of the newest shades and colorings now in vogue. Especially adapted for the new one-piece dresses that will be worn this season. 60¢ a yard.

A Cleanup of Pictures Monday 15c
—All our 50¢ pictures, by the most popular artist of the day, Harrison Fisher, are offered in this cleanup event, including such subjects as "The Miniature," "Bewitching Eyes," "The Thoroughbred," "Under the Mistletoe" and many other popular new subjects.

Join the Book Lovers Club
Sale of Fine Library Sets
\$1.00 Down \$1.00 a Week

JUST RECEIVED—FIRST IMPORTATION
Robinson & Well's hats from London, England, for Spring
They are not many and not elaborate. But few and simple as they are they have the wonderful becoming lines and curves which make a London tailored hat SMART though adorned with little; and they waft a hint of what later days will bring across the ocean.
Small and medium shapes—both are included. And as most of these hats are largely fashioned in the newest tailored effects they have that charming adaptability which fits them equally well for late Winter wear for Southern California and for early Spring wear.
Exhibited in our Millinery section.

Decisive Price Reduction On New Silk Petticoats
At About Half Regular Price \$3.65
Dresden, Persian and Warp Print Silk Petticoats
—Soft, shimmering silk petticoats in Persian and Dresden designs in an entirely new model, suitable for the present style of skirts, that give those long, graceful lines so much desired this season.
Made in the section style with a deep flounce of small pin tuckings, cut generously full and long with an under dust ruffle of either plain or Dresden materials to match
—These petticoats come in all the new color combinations of navy, peacock, Copenhagen, green, jasper, red, light blue and brown.

New Spring models W. B. Nuform Corsets
Insure Beauty Figures
The woman, who wants to appear at her best should begin with the selection of a W. B. Nuform Corset. It will assure her a fashionable correct foundation for all her gowns and prove a most comfortable and satisfactory garment.
No other popular-priced corset gives the figure such smooth lines, such classic symmetry or such remarkable suppleness as the W. B. Nuform. It has just the right degree of incurve at the waist, just the requisite length over the hips to admirably realize fashion's requirements for this season.
W. B. Nuform corsets are made in numerous styles and fabrics adapted to the needs of all wearers. Price, \$1 up.

A Cleanup of House Dresses
\$1.35 House Dresses 89c
Ladies' house Dresses of dotted, figured and striped percale in navy, cadet and gray, with pleats over the shoulders, with high neck and turn-down collar and long sleeves.
\$1.50 House Dresses 98c
House Dresses of plain blue chambray and striped, dotted and figured percales, with high neck and turn-over collar or square neck style. Some are plain and others trimmed with fancy and bias bandings.
\$1.75 House Dresses \$1.29
Plain blue chambray, striped percale or seersucker House Dresses in light and dark colors. Made with pleats over the shoulders with high neck and long sleeves.

A Cleanup of Assorted Neckwear
Monday 19c
Sellina Normally at 35c, 65c and 75c
—Exquisitely fresh neckwear pieces of all descriptions to close out at the one price, 19c, including stock collars, plain round effects and pointed styles with jabot attached, also the new plaited round collar, daintily trimmed in lace and net; Ascot ties in colors, jaunty bows of lace and pretty embroidered patterns; jabots of lace and lace combinations and dainty embroidered patterns, also hemstitched finished tabs.

A Cleanup of Shopping Bags \$3.95
—Shopping bags of genuine seal and seal goat in the latest avenue shapes, all lined with leather and fitted with change purse, card case, mirror, comb and brush. Mounted on frames from nine to twelve inches of overlapping leather and strap handles.
\$1.45 Shopping Bags, Cleanup 98c
—Bags of seal or walrus grain leathers, lined throughout with silk or leather, mounted on ten-inch frames and fitted with change purse, powder box and salts bottle.
Cleanup Suitcases \$3.15
—Genuine leather suit cases 24 inches long and six inches deep, lined throughout with fine grade of linen and has a full-size shirt-fold and solid riveted brass locks and straps.

All Odds and Ends in Every Department AT CLEANUP PRICES