



All Outdoors Is Calling--Let Us Help You to Get Ready

Bon Voyage to Silk Coats

Selling Regularly at \$20.00
Tomorrow \$12.75



Some are trimmed with silk, while others are braided and braid trimmed.

—First in favor with all women for service.

—These silk coats hold first place in popularity, and deservedly so—for they combine style, appearance and neatness, whether worn for automobiling or traveling.

—These silk coats on sale tomorrow are made 56 inches long of pongee, cloth of gold and Tus-sah silks, in all the newest natural and tan colors.

—Some of these coats are made in plain tailored styles with mannish notched collars and revers, others have sailor collars and deep shawl revers.

A Trio of Dainty Wash Fabrics on Sale

For Matron or Miss, You'll Not Go Amiss

Imported Organdie, Special 19c
—Printed imported organdie 32 inches wide, white and tinted grounds, floral designs in beautiful color effects. For the first time offered for less than 25c.

Victoria Foulards, Special 19c
—The balance of this most popular wash fabric, about 500 yards in all. Patterns and colors identical with those found in the high priced imported silk fabric. Regular 25c.

Imported Voile, Special 23c
—2500 yards imported voile, including printed floral designs, plaids and solid colors. Light, medium and dark, in all the standard and new shades.

Real Cluny and Irish Jabots 95c

—Hand embroidered and trimmed with bits of real Irish and real cluny lace.
—Smart neck fixings that lend an extra charm to your Summer frock—also other examples in real Irish and cluny—at \$1.50 and \$1.95.

Dutch Sailor and Coat Collars 95c to \$2.95

—These come to us from one of the best manufacturers in New York. They are sent as examples of his latest Summer neckwear. Charming conceits in real cluny and real Irish, sailor and coat collars.
—Only one or two of a kind.

Shetland Veils \$1.95

—Additional arrivals in very popular Shetland lace veils—come to us in plain, round and octagon mesh. These veils are growing in favor as the season advances. The newest and most durable veil that is made. Colors are black, navy and brown.

Chiffon Auto Veil

—Many chiffon automobile veils—but this automobile veil we offer at \$1.50, we believe to be the very best chiffon veil manufactured.
—It is two yards long with hemstitched hem 1 1/2 inches wide on all sides in all the popular colors.

Time for Hammocks

\$3.00 Hammocks, Sp'l \$2.39
\$4.00 Hammocks, Sp'l \$3.19
\$5.00 Hammocks, Sp'l \$3.85
\$7.50 Hammocks, Sp'l \$5.95

—Hammocks of superior quality, made of durable twisted hard-finish yarns, with deep valance, upholstered pillows, and concealed spreader. Large variety of plain & figured designs.

Demonstration All This Week Modart Corsets

By Mrs. L. C. Redding

Announcement
—To the many of our customers who were unable to make appointments for fittings of Modart corsets during Festival week, we extend this invitation.
—We will continue the special exposition of Modart corsets, for which we are exclusive agents, throughout the week, and we hope to have the pleasure of showing you and your friends this distinctive and wonderfully well-made corset.
—You will not envy other women's figures after you have once seen a Modart corset fitted to yours—but you must actually see this for yourself first. Telephone tomorrow for an appointment or drop in when you are downtown. A fitting by one of our expert corsetiers does not carry with it an obligation to buy.

Your Summer Cottage Surely Needs Pictures

25c to 75c

—We are selling hundreds of attractively framed, inexpensive pictures for beach cottages, houseboats and mountain camps. You can buy framed Christy pictures, pretty marine and landscapes in carbon and hardwood frames, water color prints in gilt frames—from 25c to 75c.
—Surely it requires but a small outlay to give your Summer house a cheerful, homelike appearance.
—Tomorrow we place on sale a thousand new pictures ranging in price from 25c to 75c.

Silk Gloves in All Colors and Lengths



Just a Minute! I Must Have My Sweater

—Never to be left behind on an Outing trip.

—The most popular sweater ever designed for athletic inclined young women.

—After tennis, canoeing, walking, riding, the beach, or in the mountains, these slip-over-the-head and coat sweaters are ideal.

—Made just like the men's sweaters in the plain white stitch—with colored collars, cuffs and bottom bands.

\$5.00 and \$6.50

As Well a Lamp Without a Light
As a Lingerie Dress Without a Princess Slip
—But why be without a Princess Slip?

—Certainly with the variety of styles and range of prices you should be able to find just the princess slip you need.

A Dollar Fifty
—Princess slips of fine, soft-finish lawn in pink, white or light blue.

Three Dollars
—Princess slips of fine quality mull, made with lace-edged ruffles in light blue, lavender, corn, pink and white.

Four and a Half
—Princess slips of all silk Jersey cloth in black, pink, corn, lavender and light blue, made with Messaline flounce.

Five Dollars
—Princess slips of all silk Jersey cloth, in white, black, light blue, pink, corn and lavender, made with accordion plaited flounce of silk Messaline.

Of Course, We Are READY for You

Smartest Bathing and Beaching Suits 1911 Models

Three Dollars
—Women's bathing suits of fine quality brilliantine, in black and navy, made with square neck and short sleeves, trimmed with braid.

Three and a Half
—Women's bathing suits of fine quality navy brilliantine.
—This suit is made in a new Princess model with square neck and braid trimming.

Four Dollars
—Women's bathing suits of extra quality brilliantine in navy only.
—This suit is made in a new Princess model and is trimmed with wide, plaid mohair bands.

Five Dollars
—Women's bathing suits of extra quality navy mohair, made in a new Princess model, with plaited waist and skirt. The square yoke is braided with white soutache.



Bathing Shoes, Caps

Lipman Wolfe & Co.

Merchandise of Merit Only

Even Tho' Modestly Priced You'll Find These House Dresses and Kimonos Attractive

Regular \$2.00 and \$1.75, Special \$1.29
—Made of fancy figured percale, neat seersucker stripes, high neck, with collar, round, collarless neck, piped bandings as trimmings—full gored skirt.

Regular \$1.50, Special 89c
—Ladies' long challie kimonos, fancy Persian design, plain band trimmings, yoke style front and back—flowing sleeves.

Regular 75c, Special 49c
—Ladies' short kimonos—a dressing sacque made of light figured lawn—square neck, short sleeves and peplum trimmed, with fancy banding at neck, sleeves and belt.

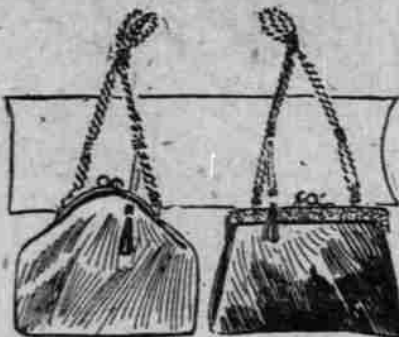
Regular 75c, Special 49c
—Another style of light flowered lawn, shirred yoke and waist, V-neck, with yoke plain, lawn bandings for trimming.

Regular \$1.35 and \$1.50, Special \$1.10
—Made of good quality of long cloth, nainsook or cambric—in open front and slipover styles—square or V-shape necks, with dainty embroidery, lace, insertion, beading and ribbon.

Regular \$1.50, \$1.75 and \$2.00, Special \$1.10
—Ladies' white petticoats, made of cambric or long cloth, with deep flounces trimmed with lace, insertion, cluster tucks and embroidery. These petticoats have the under dust ruffle.

Regular \$1.50, Special 89c
—Ladies' long lawn kimonos, made of light flowered lawn, with yoke in back and front, plain bandings, V-neck and short sleeves.

Rugs of Quality Greatly Reduced
\$65.00 Wilton Rugs 9x12, special. \$55.00
\$60.00 Wilton Rugs 9x12, special. \$45.00
\$55.00 Wilton Rugs 9x12, special. \$41.00
\$35.00 Body Brussels Rugs 9x12, special. \$24.75
—Handsomer rugs of superior quality—beautiful patterns in Oriental, conventional designs. We have just the rug for your home, at trenchant reductions.



'Tis as We Said Way Back Last January Suede Bags

—You see them everywhere—on the street, for visiting and in the theater. In black, gray and other delicate shades to match your Spring gown—also moire and satin bags find favor, this being essentially the season of novelty bags. Tomorrow we show many new models.

95c, \$1.45 and \$1.95



Midsummer Millinery Is Ready

—With sighs of relief women welcome with delight the decline of the hood and the quill-trimmed turban, and accept with greatest favor the flower-trimmed, broad-brimmed Milan, than which no other hat was ever prettier, or more becoming.

—Roses, small buds and wild flowers in delightful combination with maline, chiffons and ribbons are used on a dozen different becoming shapes. Tomorrow we make an exhibit of trimmed midsummer millinery.

\$6.75

Pretty Flowers 25c

—Four tables piled high with hundreds of bunches of Spring and Summer flowers in every color. Regular to 50c.

Watch Repairing Picture Framing Free Lessons on Irish Crochet



Untrimmed Hats Special \$1.95

—For women who prefer trimming their own hats we offer a great inducement. Milans, seven-end chip, hair and hair shapes, in black, burnt and white.
—These hats sold regularly from \$2.95 to \$5.00 each.

Sunburn, Freckles, Tan Vanish by These Creams

—Eclipse floral, greaseless, hygienic, 50c.
—Thespian prevents sunburn, 35c, 50c.
—Casavera, cooling and cleansing, 50c.
—Hygeia Almond Lotion for hands, neck, arms, 25c bottle.
—Cream Ormande with peroxide, 50c.
—Peroxide (Eureka) for bleaching and whitening 25c and 50c.
—Theatrical cold cream, one-pound jars, 50c.

Farewell to These Fine Suits

Sell Normally to \$38.50
Tomorrow \$22.50

—Assuredly a modest price for a suit that you have the guarantee will stand the roughest usage during the entire Summer—and at all times retain its original shape and appearance.

—Strictly man-tailored suits in plain tailor-made and braid-trimmed styles. All late Spring models in 24 and 25-inch lengths. The materials are fine imported English serges, worsteds and fancy men's wear materials.

—The colors are black, navy, gray, tan and king's blue.
—Every jacket is lined with finest Peau de Cygne.
—The skirts are made in the most approved models.



Back to the Country Home Again Need a Suit Case or Grip?

Here They Are—Good Ones, and Modestly Priced

Heavy Cowhide \$6.50

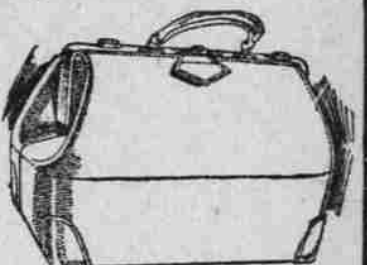
—Genuine cowhide suit case, 24-inch, 7-inch deep. Is linen lined. Has full-sized shirt fold, inside leather straps, button lock, brass bolts, all around straps.

Extra Heavy Hide \$8.95

—Cowhide suit case, 24 and 26-inch, 6 1/2 and 7 inches deep. Lined with full-sized pocket, ring handle, hand-sewed, solid-riveted corners, button locks, brass bolts and straps.

Waterproof Fiber \$3.95

—Fiber grass suit case, 24 inches long, 8 inches deep, lined, full-sized shirt fold, steel frame, cowhide corners—brass lock and bolts, all around straps.



Best Rattan Cases \$4.50

—24 and 26-inch rattan suit case, steel frame, linen lined, full-sized pocket, brass lock and bolts, all around straps.

Genuine Leather Cases \$3.95

—Genuine leather suit case, 24 inches long, 6 1/2 inches deep, lined, full-sized shirt fold, solid riveted cowhide corners. Good lock straps.

Stockings for Town, Country or Shore Use

—Dependable hosiery for women in the various wanted weights and styles, and priced reasonably throughout. Tan stockings—an abundant supply of the new shades in cotton, lisle or silk.

35c —Of silk lisle—tan or black—extra strong and durable and the right weights.

Very Best Qualities at 50c —Of gauze cotton lisle or silk lisle in fast black. New tan shades in pure silk, silk lisle or lisle thread, gauze, light or medium weights. All have the double garter tops and strong heels, soles and toes.

The Very Best Hose for \$1.00 —Sheer fine gauze silk stockings, made with the durable silk lisle tops and soles, in black, white and the new tans and bronze shades. These stockings match in fineness those of French manufacture that sell at \$3.00 a pair.

Silk in Black and Colors \$1.50 —Thread silk stockings in tan, bronze, white, black or colors, with lisle lined tops and soles, also better and finer grades of black in all weights at \$2.00, \$2.50 and \$3.00 a pair.

Women's Knit Underwear for Summer

—COMPLETE STOCK of vests, tights, drawers and union suits in every wanted fabric—regular and out sizes—and all priced extremely low for such fine qualities.

25c —WHITE RIBBED COTTON VESTS with pretty crocheted necks, or plain low necks with White ribbed union suits with lace knees.

35c —LIGHT OR MEDIUM WEIGHT—white cotton low neck vests—also several new patterns with crocheted necks.

50c —PERFECT FITTING UNION SUITS of Swiss ribbed cotton, or fine ribbed white lisle thread.

50c —LISLE VESTS WITH IRISH crocheted necks. Kayser brand lisle vests with band tops, also are Medium weight silk lisle vests, low neck. Wide knee lace trimmed drawers of white lisle.

75c —UNION SUITS OF WHITE lisle, crocheted necks and wide lace knees—shaped lisle vests with the durable ribbon-band tops.

\$1.00 —FOREST MILLS BRAND of white cotton union suits, all styles, medium weight, white vests or tights.

Enjoy Your Victor Talking Machine While You Are Paying for It—50c Down, 50c Week
—A Victor Talking Machine, with 12 records of your choice, will be delivered to your home upon the first payment. Why not take a Victor on your vacation?

