

Now for the June White Sales



Announcing Our Best Sale of American, French Underclothes

—Good fortune awaits every visitor to this remarkable "White Sale"—offering the greatest stock of snowy white American underclothes, with all the charm of Paris-made garments ever presented to the patrons of this store.
 —Every woman, bride, graduate, mother, grandmother, longs for heaps of lingerie—the dainty kind, delicate, soft and white as snow flurries.
 —Never before have preparations for a sale been so thorough—so painstaking—so broad in scope.
 —The public knows from experience that the Lipman, Wolfe & Co. White Sale is GENUINE—that it offers the greatest worth possible for the prices asked. *This sale is a triumph. We are content to stand on our record.*

\$1.25 TO \$1.75 LINGERIE NIGHT GOWNS, 75c

—Dainty, fresh gowns of fine longcloth and plisse crepe in a dozen different styles—slipover, open-front models, with high and low necks, short or long sleeves. Yokes of laces and embroidery and wide beading ribbon drawn; others finished with lace and ribbon or embroidery at the neck and sleeves, and high neck styles, embroidery and tucked trimmed.

\$1.35 AND \$1.50 LINGERIE NIGHT GOWNS, 98c

—Fourteen styles of gowns (two dainty new camisole gowns) are especially attractive with dainty shadow lace yokes and kimono sleeves and deep Empire effect yokes finished with ribbon beading and bows.
 —Gowns of a soft Grenadine in fine striped pattern and dainty flowered design; has the neck and sleeves edged with lace. Other styles with square or round necks, trimmed with torchon, Valenciennes laces, embroidery and ribbons. In full sizes, with kimono or set-in sleeves.

\$2.00 LINGERIE NIGHT GOWNS, \$1.69

—Most attractive are these gowns of fine longcloth, showing deep yokes of shadow lace in Empire or camisole effect; kimono sleeves, square necks. Trimmed with heavy torchon laces and embroidery. Also set-in sleeve models and also sleeveless effect, showing a strap over the shoulder, which is an especially attractive style. Ribbon rosettes are used on many of these gowns.

\$1.25 COMBINATION SUITS, 89c

—New knickerbocker combination suits, Princess style; trimmings of deep yokes of lace, insertion and ribbon with knickers made to match the yoke and drawn close with ribbon. Two other splendid styles trimmed with embroidery both at the neck and knee, ribbon drawn. Sizes 36 to 42.

\$1.50 AND \$1.65 COMBINATION SUITS, \$1.19

—Princess and waisted styles with knickerbocker drawers, new strap styles, made of fine longcloth, trimmed with embroidery, dainty laces drawn with wide ribbons. Other suits with straight drawers, effectively trimmed.

75c CREPE AND LINGERIE CORSET COVERS, 49c

—Those of fine, soft plisse crepe come in two styles, trimmed with lace edges and lace butterfly insets or lace edging, beading and ribbon. Sizes 36 to 44.
 —Those of lingerie show many styles effectively trimmed with lace insertion, beading, ribbons and embroidery, and some with entire yokes combining lace and embroidery. Eight different styles in all sizes.

\$1.50 NEW MERCERIZED SILK CREPE BLOOMERS, \$1.15
 —Soft as silk in dainty shades of pink, light blue and all white and all black. Made of mercerized crepe in the popular bloomer style with elastic at knee and waist.

Silk Crepe de Chine Lingerie

—Have you ever worn it? Its daintiness is not its sole charm, for it is decidedly comfortable to wear, particularly in warm weather and when dancing. The prices now are unusually moderate.
 —Some of the garments are elaborately trimmed with laces, others exquisite in their simplicity, in white, cream, pale pink, blue and maize.

\$7.00, \$9.75, \$10.00 TO \$21.50 GOWNS

Special, \$5.95, \$8.25, \$8.50 to \$18.25

\$5.25, \$8.50, \$9.50, \$11.00 TO \$21.00 SKIRTS

Special, \$4.49, \$7.25, \$7.98, \$9.85 to \$17.85

\$5.25, \$8.00, \$9.50 TO \$15.75 COMBINATION SUITS

Special, \$4.49, \$6.79, \$7.98 to \$13.49

\$3.00, \$3.50, \$4.50 TO \$9.50 DRAWERS AND BLOOMERS

Special, \$2.55, \$2.98, \$3.79 to \$7.98

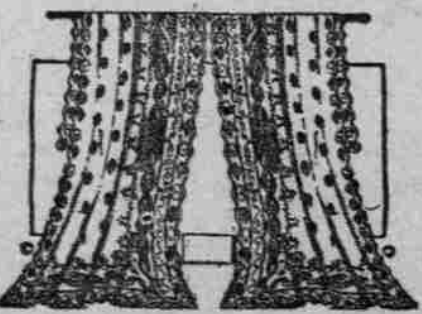
\$1.50, \$1.75, \$2.50, \$3.50 TO \$6.50 CAMISOLES

Special, \$1.25, \$1.49, \$2.15, \$2.98 to \$5.50

Of Course, All Curtains Are Less

—Curtains of all kinds in Irish point, Battenberg, filet scrims, Swiss point, Nottingham, cable nets, cluny laces and Marie Antoinette; all are made of the best quality of nets and scrim, in white and Arabian color. 2½ yards long and from 40 to 50 inches wide.

- \$1.50 Lace Curtains... 98c
- \$2.00 Lace Curtains... \$1.33
- \$2.50 Lace Curtains... \$1.79
- \$3.50 Lace Curtains... \$2.43
- \$4.00 Lace Curtains... \$2.87
- \$5.00 Lace Curtains... \$3.43
- \$6.00 Lace Curtains... \$4.33
- \$7.50 Lace Curtains... \$5.39



- \$10.00 Lace Curtains... \$6.85
- \$11.50 Lace Curtains... \$7.95
- \$12.50 Lace Curtains... \$8.95
- \$15.00 Lace Curtains... \$10.95

\$2.00 Bolster Rolls, Special \$1.19

—Open bolster rolls, strongly made and covered with good quality of cambric in pink, blue or yellow—in full or three-quarter size. Fifth Floor.

\$2.75 TO \$3.00 COMBINATION SUITS, \$2.29

—These suits are made in the most attractive models shown this season, which are especially good for June brides and girl graduates. Some are Princess style, others waisted, having deep yokes, producing an Empire effect. Fine double-thread laces, wide ribbons, beadings and rosettes used for trimming. On some the entire corset cover is made of lace insertion and embroidery; embroidery medallions are also used with the laces. The drawers are trimmed to match.

\$1.50 DAINY CAMISOLES, \$1.13

—These are very dainty undergarments, made of pink and white crepe de chine alternating with rows of wide fine shadow lace and finished with straps of lace and insertion over the shoulders.

HAND-EMBROIDERED CHEMISE VESTS

\$2.00 MODELS, \$1.69 \$2.50 MODELS, \$1.89

—These chemise vests are as dainty and fine as a pocket handkerchief and are worn under the corset in lieu of a knitted vest; in fact, they were designed especially for this purpose. They are made of an extremely soft lingerie cloth with a simple hand-embroidered scalloped edge and with scalloped edge and a hand-embroidered design in front.

\$6.50 HAND-EMBROIDERED GOWNS, \$4.65

—New hand-embroidered gown of fine Filipino cloth, in the most exquisite designs and patterns—punch work embroidery in basket or butterfly designs, also French embroidery. Made in slipover or square-neck styles with short kimono sleeves, which are embroidered to match the front of the gowns.

\$4.25 HAND-EMBROIDERED ENVELOPE CHEMISE, \$3.49

—A popular new garment and most practical for the present mode of dressing. Made of a fine material with hand-embroidered scalloped edges, dainty fine punch work and French embroidered designs on the front, also ribbon drawn and hand embroidered eyelets.

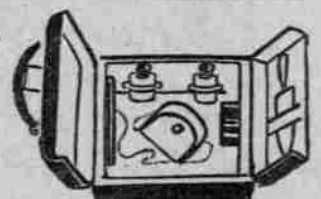
Imported French Handmade Lingerie

—Every piece of our fine French lingerie is now reduced for the great White Sale. Gowns in all styles, combination suits in Princess and waisted models, beautiful skirts built on straight lines, drawers in straight or leg styles, corset covers exquisitely fashioned and Princess slips. The finest of hand-embroidery trims these garments; each seam is run by hand, the edges are hand-scalloped and combined with the beautiful hand embroidery are lovely laces, medallions and wee tuckings. Ribbons in pastel tints and tiny rosettes give them their finish touch.

- GOWNS, SPECIAL... \$2.15, \$2.98, \$3.19, \$4.49 to \$53.00
- COMBINATION SUITS, SALE... \$2.15, \$3.98, \$5.10 to \$53.98
- SKIRTS, SPECIAL... \$2.15, \$3.25, \$6.39 to \$63.75
- DRAWERS, SPECIAL... 98c, \$1.49, \$1.59, \$2.15 to \$12.39
- CORSET COVERS, SALE... \$1.25, \$1.49, \$1.95 to \$10.19
- PRINCESS SLIPS, SALE... \$3.15, \$3.79, \$4.49 to \$57.35

\$7.50 Victoria Boxes \$3.45

—Saffron leather in black and colors, moire lined, fitted with powder box, mirror, writing tablet, perfume bottle, lip salve holder and coin purse. First Floor.



June Sale of Dinnerware

74 Open Stock Patterns (All New)
 25 Patterns Include Theodore Haviland China
 For the Month of June 20% Discount

In Magnitude, in Economies Offered, in Quality, This Dinnerware Has No Competitor

—One naturally selects dinnerware for the home with much the same discrimination as one selects a painting.

—That is the attitude which guided us in the selection of our dinnerware. English, French, German, Austrian, American.

—First we selected what was right from the quality standpoint; second, we selected what was right from the artistic standpoint.

—Ours is a NEW DINNERWARE STORE, therefore all reductions are figured from new dinnerware. People have come to know in the short space of a year the pre-eminent position of our dinnerware store.

—As an example of what you will find marked at June White Sale prices, we chronicle a few of the special sets:

\$15 Austrian China Dinner Set \$7.95

—Of 100 pieces, showing three different spray designs.

\$38 Theodore Haviland Dinner Set \$24.95

—100-piece set, showing six different decorations, Chantilly shape.

American Semi-Porcelain Dinner Set \$4.00

—50-piece set in plain white.

\$20 French China Dinner Set \$12.98

—100-piece set, decorated in four different designs.

English Flow Blue Dec. Porcelain Set \$6.65

—50-piece set for breakfast-rooms or cottage use. Sixth Floor.

SAFETY FIRST SHOP HERE
 Lipman, Wolfe & Co.

EDITORIAL

—The Lipman-Wolfe Store is like a mountain glade. People seek it eagerly, find comfort in its coolness and follow with satisfaction and profit the ever-changing panorama of good merchandise. Broad aisles, a perfect ventilating plant, sanitary fixtures, rugged and carpeted floors afford relief and quiet and make shopping in this store delightful.

—What a change has taken place within the last few years in store equipment. Look around about you. As an example, see the wonderfully equipped meat markets, with their tiled floors, walls and ceiling, glass showcases and marble counters and cold-storage glass meat chests. Are people afraid to trade there because of these improvements? Would people be satisfied now with fly-blown meats or dust-covered fruits and vegetables? WE THINK NOT. The same conditions hold good in the modern department store. When we first moved into this new store some merchants whispered about, "You can't shop there. Look at the expensive fixtures and up-to-date equipment. Why, their prices will be high. They will make you pay for it." How absurd. Like good merchandise, we figured that the best equipment was the cheapest.

—This store does not sell fixtures. It sells merchandise. THE BEST ONLY AND FOR LESS MONEY THAN YOU PAY ELSEWHERE FOR INFERIOR GOODS. That the public has come to appreciate this fact is proven by the ever-increasing popularity of this store of SERVICE, COURTESY AND DEPENDABILITY. Tomorrow we start our June White and Clearance Sales. We make the prediction that more people by double will attend this sale than any other like event in the city—that the economic opportunities are greater and far more abundant.

White Crochet Wash Buttons at June Sale prices

—Made over bone moulds and guaranteed to wash perfectly.

New Close Fancy Weave

- 18c buttons, size 3, dozen... 12c
- 23c buttons, size 4½, dozen... 15c
- 30c buttons, size 5½, dozen... 20c
- 43c buttons, size 8, dozen... 30c
- 60c buttons, size 10, dozen... 45c
- 75c buttons, size 10, dozen... 60c
- \$1.00 buttons, size 14, dozen... 75c

Fancy Ball Crochet Buttons

- 30c buttons, size 4, dozen... 19c
- 40c buttons, size 6, dozen... 25c
- 50c buttons, size 7, dozen... 30c
- 65c buttons, size 9, dozen... 43c

—Roman pearl buttons, 9c card in white and all sizes. First Floor.

Weddings, Calling Cards and Announcements at Special Prices

\$12.00 ENGRAVED WEDDING ANNOUNCEMENTS, \$8.98

—This includes one script 11-line engraved copper plate, 100 complete engraved wedding announcements, with inside and outside envelopes, on Crane's finest stock.

\$10.00 ENGRAVED ANNOUNCEMENTS, \$7.98

—Including one script 8-line engraved copper plate, 100 complete engraved announcements with inside and outside envelopes, on Hurd's or Crane's stock.

—Plate marked weddings and announcements are very new and very effective. See our samples. Special price per 100 for marking, \$1.48.

100 ENGRAVED CALLING CARDS, 48c

—From your plate we will engrave 100 cards on Crane's linen or kid finish stock.

\$6.00 WEDDING ANNOUNCEMENTS, \$3.98

—100 complete weddings or announcements with inside and outside envelopes, printed on Crane's or Hurd's best stock. These can be furnished in script, shaded Old English or French script.

—Stationery Dept., Basement

Chinese Middy Blouses Regular price \$1.50 June Sale \$1.12

—These blouses have been designed for women's and girls' tennis, golf, boating and country wear. Made midy fashion of very fine galatea and have Chinese emblem embroidered on the pocket. This new blouse fastens on the side and is finished with white cords and buttons. Two other styles with laced front and pointed or square collar and short Balmacean sleeves with a deep band finish at the bottom. In sizes from 12 to 18 years. Fourth Floor.

Now for the June



Dresses Illustrated Were Sketched From Models on Sale

Laces—New, Attractive at Sale Prices

65c to 90c Shadow Laces 39c Yard

—Fine French and English shadow laces in 6 to 17-inch widths. Showing the Nottingham and Calais designs in dainty and pretty patterns, simple and medium scroll effects in white, cream and ecru.

\$1.00 and \$1.25 Laces 59c Yard

—Foreign and domestic laces in a variety of new and pleasing patterns in novelty and plain mesh effects. These are fancy laces that are used for trimmings, dresses and lingerie. From 6 to 22 inches wide.

\$1.75 to \$2.25 Silk Laces 98c

—Fine Calais and Lyons silk laces in simple and elaborate effects in round, hexagon and filet meshes, woven in dainty floral and cluster patterns. Suitable for trimming purposes. 6 to 18 inches wide.

40 Inch Bulgarian Embroidery 39c

—This embroidery sells regularly at 75c to \$1.50 the yard. Of fine voile richly embroidered in Turkish and Bulgarian effects, which make ideal afternoon and evening dresses. First Floor.

Lipman Wolfe & Co. "Merchandise of Merit Only"

Sale of Oriental Rugs From a Half To a Third Less Than Their Regular Prices

—People who love fine floor coverings will welcome this opportunity to buy, at virtually nominal prices, Oriental rugs, when homes, bungalows and Summer hotels are being made ready for the season.

—This is one of the finest lot of rugs we have yet offered at sale prices—they are unusually beautiful in designs and rich in colorings.

- \$22.00 to \$24.50 Afghans, average size 4-2x2-10... \$10.85
- \$27.50 to \$32.50 Beluchistans, average size 4-8x2-9... \$15.85
- \$35.00 to \$45.00 Beluchistans, average size 5-8x3-6... \$18.95
- \$35.00 to \$41.50 Mossouls, average 5-6x3-8... \$19.85
- \$45.00 to \$52.50 Mossouls, average size 6-6x4-2... \$29.85
- \$35.00 to \$40.00 Shervans and Dagestans, average size 5x2-6... \$19.85
- \$55.00 to \$60.00 Persian Irans, average size 6x4-2... \$32.45
- \$65.00 to \$75.00 Persian Irans, average size 6-9x4-6... \$39.85
- \$60.00 to \$65.00 Kazacks, average size 8x4-9... \$37.45
- \$75.00 to \$85.00 Kazacks, average size 8-6x5-9... \$44.45

Fifth Floor

NO PHONE ORDERS Economy Basement

Morning, Porch, Garden Dresses Selling \$2.75, \$3, \$3.25 to \$4.25 \$1.95

Every Dress Less Than Wholesale Cost

—Crepe striped voile, combination, white pique, Bedford cord striped crepe and dresses of novelty lawn. Models embrace every midsummer fashion.

—The range of sizes is complete. The styles of these frocks are attractive they are pretty enough to wear during Summer as afternoon dresses.

—It is the most important sale ever held in our Economy Basement.

65c Rompers for Baby, for Girls, for Boys, 47c

—A most complete line at this special price, in chambrays and gingham, in white and colors. Some are in beach style with low neck, short sleeves and open leg, and others in knicker or button style, finished with white or colored pipings. These are excellent rompers, all well made, of good quality of splendid wearing materials.

25c and 35c Fancy Ribbons, Sale 19c

—Dresden ribbons in pink, blue and maize, with large and small floral designs. A full color line of plain and moire taffeta, full 5 inches wide, in white, pink, blue, Alice, Copen, brown, navy, cardinal, emerald and black.

\$1.00 PLISSE CREPE GOWNS, JUNE SALE, 79c

—An extra fine plisse crepe gown, made in slipover style, with round neck and kimono sleeves, trimmed with torchon lace edge and insertion, ribbon drawn. Pocket on side also edged with lace.

\$1.00 AND \$1.25 LONGCLOTH GOWNS, 79c

—A remarkable lot of gowns in slipover effects, with kimono or set-in sleeves, yokes eyelet embroidery and lace insertion, wide embroidery insertion or in Empire effect, trimmed with embroidery and lace or with lace yokes, all ribbon drawn. All sizes.

50c CORSET COVERS, JUNE SALE, 33c

—Women's corset covers of excellent quality longcloth, with round or square neck deep insertion yokes or with rows of insertion and lace edge; also embroidery trim or with lace and embroidery combined. Sizes 36 to 44.

A SPLENDID NEW CORSET, JUNE SALE, 59c

—Corsets of splendid wearing coutil, medium low bust model, long hips and back with four pairs of hose supporters attached. Finished at top with embroidery. Sizes 18 to 28.

FAMOUS W. B. BRASSIERES, JUNE SALE, 29c

—A splendid lot of W. B. brassieres, made in cross-back style, with embroidery inserted across front and back, finished with embroidery edge, reinforced under arm. Sizes 34 to 46.