



CAPTAIN "IAN" HAY, Author of the "First Hundred Thousand" will lecture at the Heilig Theater, Thursday, May 24!
—Benefit of American Red Cross.
—Tickets for sale here—50c, 75c and \$1.
Main floor—Lipman, Wolfe & Co.

WIDE, WIDE RIBBONS, 39c YD.
—They are well worth twice this price! They're splendid moire taffetas and French frills, in all sorts of lovely colors! You'll want ever so many yards when you see them! Seven and one-half inches wide.
Main floor—Lipman, Wolfe & Co.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

NEW MOTOR HATS \$3.75 and \$4.50
—They're soft hemp, narrow-brim hats, than which nothing is more smart. All of them are two toned, sport like, with braided straw or narrow ribbon trimming.
Main floor—Lipman, Wolfe & Co.

Dr. Dallas will relieve EYE STRAIN
—If you are troubled with headaches, come see Dr. Dallas. He will examine your eyes without charge, and if you don't need glasses he will tell you so.
Second floor—Lipman, Wolfe & Co.

An extraordinary purchase has just brought
2000 yards of exquisite TUB FABRICS at 49c yd.

—Cold black and white print—no matter what words it tells—is a poor proxy for such exquisite fresh wash weaves as these we are exploiting today—
—The first thing we want to tell you, naturally, is that they are really 'way, 'way underworth—not a few are close to half price—but you're going to forget all about price when you see them—and you're going to buy not one dress pattern, but two or three and possibly more—and had the price been more than 49c it would have mattered not at all!

—There are pieces and pieces and pieces—no two alike—so you can form your own opinion as to the variety of patterns there is to make your selections from!
—A point that we want to emphasize most emphatically is that the patterns are all woven in—that means they are absolutely fast colored or as near fast colored as any tub fabric can be!
—Make it a point to see the window displays of the fabrics today—then plan to be here buying bright and early Monday morning.
—Second Floor, Lipman, Wolfe & Co.

YOU will note that we make no comparison of prices in our advertisements! We have found the quoting of worth prices to be misleading in most every case—for no two people have exactly the same idea as to the worth of an article—and further—we have found that untruths are liable to slip in with comparative prices, even when the greatest care is exercised!
—And so we never say "\$1.00 merchandise for 69c"—we simply say, "It's very specially priced at 69c"! Isn't that the fairer way—the better way? Wouldn't you rather find an article better than the advertisement led you to believe it was?—wouldn't you have more confidence in the store that advertises that way—wouldn't you have more confidence in all advertising?
—Hundreds of stores in every section of the country have eliminated comparative prices—we are, indeed, proud to be numbered among them!

\$15

For Monday
We announce a sensational
Sale of SUITS
at **\$15.00**

—If we were to quote the worth prices of these suits in this advertisement it would read quite like a fairy tale! None were marked less than double \$15, and a great many three times that price—The six pictures give you an idea of what to expect, but it's only an idea! It will take the suits themselves to convince you that such a remarkable offering can be true!
—Most all good materials and colorings are included! Wise women will come for theirs sharp at 9 o'clock Monday morning!
3d Floor, Lipman, Wolfe & Co.
None of these suits will be sent C. O. D. or on approval, and none will be reserved!

To be found first and only at this store
—The new TRENCH coats for women! They smack of war-time Paris!
—And there are new TRENCH dresses, too, that are captivating!
—Listen! Skirts of gingham are here, the famous KORRECT make! They're smart enough for wear anywhere!
—Some of the prettiest Summer frocks are of gingham, too!
—You remember we were the first to exploit the new capes.

It's here! The Summer Pictorial Review Book
with its scores of new Summer fashions, and, then, too, there's the new Embroidery Book, with over 50 crochet patterns and filet yokes.
—Also the June Pictorial Review Magazine and all the advanced June dress and embroidery patterns.
—"American Dressmaking Step by Step," by Mme. Lydia Trattles Coates, \$1.25.
Second floor—Lipman, Wolfe & Co.

June weddings are near!
That means "SILVERWARE"

—A bride would be exceptionally hard to please who refused to go into raptures over the new silver pieces in the Sixth Floor Gift Room. One of the patterns that she's sure to "dote on" will be the Hand-Hammered Heraldic pattern.

—It comes in tea sets, coffee sets, cracker and cheese dishes, bread trays, water pitchers, sauce boats, vases and sandwich trays—all heavy silver plate on nickel silver—and the prices range from \$5.25 for the sandwich trays to \$48.00 for the five-piece tea sets.

Sixth floor—Lipman, Wolfe & Co.

We've taken sharp reductions on these
Rich FANCY SILKS at \$2.19

—There are silks and silks—and these are wonderful silks for \$2.19. In fact, it's just about cost price! Rich, dark colorings that seem to glow and gleam or melt into warm shadows—beautiful weaves that every woman will fall in love with—these are silks that we're proud of all the way through! They're faille stripes and gros grains—but you won't have the ghost of an idea as to how lovely they are until you come and see them!
Second Floor, Lipman, Wolfe & Co.

Twelve-yard bolts
English longcloth \$2.59

—It isn't every day that you'll have a chance to buy a bolt of finest longcloth for so little as this! In fact, it's such a rare value that we're going to limit only one bolt to a customer.

Special
Mohawk SHEETS 97c ea.

—These are sheets any housewife will be proud to own, and at this price they're sure to go flying! For 97c is less than you'd have to pay for them if you were to buy them by hundreds of dozens—as we do! We want to distribute this saving as widely as we can, so we're going to sell but six to a customer. Size 81x99 inches.
Second floor—Lipman, Wolfe & Co.

Announcing--

what we believe to be the greatest purchase and sale of men's athletic union suits ever advertised by any store on the Pacific coast!

8900 of the famous "Shedaker" trouser-seat UNION SUITS

—We contracted for these union suits months ago, and as a consequence the sale prices we are able to announce for Monday are in many cases less than we would have to pay for them were we to place our order today.

—There are some for as low as 69c—others at 79c and at 98c, at \$1.29, at \$1.39 and \$1.59—you'll recognize their unusualness even though you are no judge of fabrics and values.

—There are some of nainsooks, of corded madras, of soisettes, and then there are others with tops of silk and of silk mixed fabrics with the lower parts of sturdier materials!

—Each one is made with an elastic trouser-seat that will give with any strain.

—The values are so extraordinary that we advise men to buy six or more suits, for such an opportunity is not apt to present itself again in years.

Washington-street entrance—Lipman, Wolfe & Co.



Specials in
UNDERMUSLINS

\$1.19

—And they're specials that will make women glad they read this advertisement.

Night gowns

—Of crepe and longcloth. They're such gowns as you'll be surprised to see marked so low as \$1.19. Lace trimmed and embroidered, and just plain tailored, too!

Envelope chemise

—Brand-new ones that have just come out of their boxes! And you'll agree that \$1.19 is a wonderfully low price for them!

White skirts

—You'll appreciate what a wonder sale this is when you see these deeply flounced, embroidered and lace-trimmed petticoats at \$1.19.

Silk camisoles

—So daintily exquisite in their lacey beauty are these crepe de chine camisoles that every woman will want at least one, especially when they're to be sold at so low a price as \$1.19.
Fourth floor—Lipman, Wolfe & Co.

Silk flounce
PETTICOATS \$2.69

—A splendid value! The flounces are of splendid quality changeable taffeta, frilled and hemstitched and tucked! And the tops are of the very serviceable new taffeta. It's a much more wearable, petticoat than an all-silk one, and looks just the same!
Fourth floor—Lipman, Wolfe & Co.



Half-price and less
Untrimmed SHAPES at \$1.85

(The hats in our windows today tell a story that is bound to be of intense interest to you.)

—Black and white are the accepted thing in hats, says a line from New York! And as quick as the line came—the hats came, too!

—You'll marvel at the hats, and you'll marvel at the price—for it's 'way, 'way less than the regular cost price.

—The hats are just a windfall of good fortune—and we want you to enjoy the advantage of it! Come as soon as you can.
Third Floor, Lipman, Wolfe & Co.

6th floor specials for Monday

—Here are some every-day table needs that housekeepers should be glad to buy, for not only are the prices remarkably low, but it will practically be impossible to get many of these things at any price!

26-piece dinner sets at \$1.98
—The well-known Edwin M. Knowles ware! Set consists of six 7-inch plates, six soup plates, six teacups and saucers, one meat dish and one vegetable dish!

—Seven-piece berry or cake sets, very special at 95c

—42-piece Knowles' dinner set, in white and gold or in thistle-spray designs, extra special at \$3.95

Mahogany finished tambour alarm clocks at \$1.65

—51-piece sets of the well-known Theodore Haviland china in dainty spray design have just come to sell at... \$18.45

—100-piece French and Austrian china dinner sets (classed "as is" because some sets have one or two pieces missing) to go at \$23.95

Sixth Floor, Lipman, Wolfe & Co.

