

FEBRUARY---THE MONTH OF GOLDEN OPPORTUNITIES

Made Possible by This Store's Foresightedness

Keep the Machinery Oiled

—There is an admirable quality known as thrift; and there is also a quality, not at all admirable, known as parsimony. Thrift we are all likely to practice. War necessity will compel us to do that. But prudence counsels us to distinguish between the thrift that helps and the thrift that hinders. Of the latter, the classic example is the man who explained: "Just as I got my horse down to living on a straw a day the durned critter up and died!"

—The general prosperity of the country dictates that other than war industries be sustained as nearly as may be on their normal plane.

—In his speech at Buffalo, President Wilson urged "productivity to the limit." Secretary McAdoo remarked not long since that our success with financial enterprises of the war was made possible by healthy business conditions. There can be excess in good things as well as in bad—and economy is one of them.—Boston Globe.

New Spring Novelty Neckwear

—Novelty collars, in satin, Georgette and organdy, in roll and Tuxedo shapes. Collar or Cuff Sets, \$1.25 to \$3.50.

Novelty Imported and American Ribbons 95c

—Six to ten-inch novelty ribbons for millinery trimming and bags; in light and dark combinations; wonderful values; many just about half price.

—Main Floor, Lipman, Wolfe & Co.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Unparalleled This Sale

Women's, Girls' and Boys' Underwear

WOMEN'S WOOL AND COTTON UNION SUITS \$1.75

—In high neck, long sleeves; Dutch neck, elbow sleeves; low neck, sleeveless; ankle length. All sizes 36 to 44.

WOMEN'S WOOL AND COTTON VESTS \$1.25

—High neck, long sleeves; Dutch neck, elbow sleeves; low neck, sleeveless. Tights to match. Sizes 36 to 44.

BOYS' AND GIRLS' UNION SUITS 2 to 6, \$1.25; 8 to 12, \$1.40; 14 to 16, \$1.50

—High neck, long sleeves; Dutch neck, elbow sleeves; all ankle length; partly woolen weave.



It Is Your Privilege and Opportunity to Attend Our Great February Sale of Silks

Thousands of Yards—Hundreds of Pieces—of New Spring Silk Fabrics

FIVE Double WINDOWS—Counters Piled High With

Springtime Gingham-Silks, Foulards, Plaid Taffetas, Colored Taffetas—

Thousands of Yards of Black Messalines, Duchess Satin, Chiffon Taffeta, Peau de Soie, Grenadine

And Over 3000 Yards of Spring's Most-Wanted Silk in White—IMPORTED WHITE SHANTUNG

—As truly as December brings Christmas, January the white sale, so February brings the SILK SALE, and the first glimpse of the new silk fabrics.

—So in the spirit of our Store Organization—the spirit of efficient PROGRESS—we have made this the GREATEST SILK SALE this store has ever attempted. A careful study—or even a CASUAL perusal, will substantiate this statement. From every indication, silk will be the ONE big fabric for woman's wear this season. With cotton so high and wool so hard to secure, it is certain that an UNUSUAL silk season is ahead of us. We have prepared for this great demand with an immense stock of both the best American and best IMPORTED Dress Silks—Silks secured—IN MANY instances over A YEAR AGO—and

All Offered at February Sale Prices—Come!

NEW SPRING DRESS GOODS

—Are you planning a new JERSEY Dress or Suit? They are scarce, but WE have them.

—Are you figuring on a Novelty Plaid or Check Skirt? They are scarce, but WE have them.

—Are you thinking about a Pastel Broadcloth Suit or Coat? They are scarce, but WE have them.

—Have you in mind a Serge, Cheviot or Suting Suit, Coat or Dress for yourself or children? If so, we have a great variety.

Everything New in Dress Goods Is HERE

—Second Floor, Lipman, Wolfe & Co.

Yard-Wide, Extra Quality Silk Taffeta, \$1.29

—Silks bought almost a year ago for this sale. A very excellent Taffeta that could not be duplicated now to replace those on sale tomorrow.

—All yard wide, in new Sand, Taupe, African Brown, Rose, Tobacco, Artillery, Magenta, Ivory, Pink, Light Blue, Lavender and Navy.

New Springtime Gingham Silks \$1.89

New Spring Plaid Taffetas \$1.89

New Spring Figured Foulards \$1.89

—First showing of all these new Novelty Silks, and this year promises to be a season of colors—a season of novelties—a season of smart combinations. Everything in novelties will be found in our Silk Store.

—Second Floor, Lipman, Wolfe & Co.

100 Pieces of Imported White Shantung, \$1.67, \$2.19, \$2.69

33-34 inches wide. A shantung that could not be purchased NOW and sold at our February prices. Three weights for Dresses, Suits, Coats, Skirts and Children's Wear—soft weight \$1.67, medium weight \$2.19, heavy weight \$2.69.

40 Pieces of Heavy Silk Bengaline, Very Special, \$2.19

—A remarkable quality for Suits, Coats, Skirts and Dresses, in Navy, Black, Brown, Midnight Blue, Oriental Blue, Copen, Reseda.

Great Sale of Black Silks—\$1.39, \$1.59, \$1.89

—Really surprisingly LOW PRICES rule on these new Black Spring Silks. 35 to 40-inch Silks in Duchess Satin, Luster Satin, Satin Stripe Grenadine, Chiffon Taffeta, Messalines and all other staple Black Silks.

—Silks in all weights for every use—in immense variety—for suits, coats, dresses and skirts. Anticipate your future needs NOW.

—Second Floor, Lipman, Wolfe & Co.



Assuredly

A Most Exceptional Sale of Serge and Serge and Satin Dresses AND SURPRISINGLY PRICED \$15 Being Greatly Below Regular Price—

—These sensible, stylish Dresses that give all-year service. Dresses of Men's Serge and Serge and Satin and some very smart all VELVETEEN Dresses.

—In Navy, Black, Brown, Plum, Burgundy and Dark Green.

—As they are taken from our regular stock and sold at such marked reductions, every sale MUST BE FINAL.

—Third Floor, Lipman, Wolfe & Co.



And Now

Your First Peep at the New Spring Hats

—Tomorrow we show the first authentic Spring styles in fashionable hats. These hats were sent us by our millinery buyer, now in New York. The vogue for Spring in millinery is decidedly new and different from the fashions of the season just past. New poke shapes, saucer and bandeau sailors and other styles. Tomorrow we offer 100 smart hats in great variety. For the woman who wants to begin the season with a new chapeau we offer these hundred hats

Special \$7.50

—Third Floor, Lipman, Wolfe & Co.

One-Day Sale

BLOUSES

Crepe de Chine, Georgette, Pussy Willow

Very Special \$3



—390 Smart, Snappy New Waists, in tucked, pleated and embroidered styles, with high, convertible, large collars—many new waists shown for the first time tomorrow, and in addition we have assembled in the same collection many of our higher priced Waists, making one of the best Waist Sales offered this season—white, flesh, maize, brown, plum, taupe, navy and black—This Sale for Monday Only—and Every Purchase Must BE FINAL

—Third Floor, Lipman, Wolfe & Co.

What Woman but Prides Herself on A Perfect-Fitting Corset

Then What Woman Can Resist This Sale Our Finest, Best-Fitting Corsets \$5.00

—Incomplete lines—selling until now at double and more—Modart Front Lace, Etoile de France, Nemo—made of silk, silk broche and coutil brocade and silk figured batiste. ALL NEW STAPLE models, and EVERY Corset fitted to your particular requirements in this sale. It is a remarkable opportunity to obtain the very finest Corset at an extremely LOW PRICE.

—Fourth Floor, Lipman, Wolfe & Co.

Turn to Page Three This Section A Full Page Announcement