

This Store Uses NO Comparative Prices; They are MISLEADING and Very Often UNTRUE

Widespread INTEREST Will Follow

The Reading of This Very Extraordinary Page of Store News

Its Common Sense—Logical—Convincing Presentation of NEEDED WAR-TIME Merchandise Is Bound to Create WIDESPREAD INTEREST —We have planned for a February of "GOLDEN OPPORTUNITIES." To render a LARGE SERVICE to the women and men of this city and vicinity by the presentation of THOSE THINGS that right living requires, as your means will permit, so that those whose livelihood depends upon the making and selling of those things can be regularly employed. Continued employment of the WAGE EARNER creates prosperity and enables all of us to pay our share of the cost of the war.

Imitation Baby Irish Edges
Narrow Laces
Now in great demand.
Special 15c Yard

Alpine and Mountain Home
Handkerchiefs
—Pure linen, hand-loomed.
20c Each, 3 for 50c

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Have Your Photographs and
KODAK PICTURES
colored in OIL by Miss Myra Helm. Pic-
ture Galleries, Sixth Floor. Soldier pictures
a specialty.

Tonsite Hair Remover
—A preparation to remove hair from face
and-body.
—Beauty Parlors, Mezzanine Floor.



Miss Sammy
Is Here
and every woman
will want one of these
NEW DRESSES
SPECIAL
\$3.49

—These new Spring-like Dresses are made in the prettiest of new plaids, with plain contrasting collars, belts and wide large pockets. An added feature are the new convertible sleeves which can be worn full length, or elbow length, as desired. The range of colorings is great and we have never seen such a beautiful assortment of Novelty Plaids as offered in these new "Miss Sammy" Dresses. These dresses are made to button down the front—Sold on the Fourth Floor.



150 Sets of
Thin China
18 Pieces

—Consisting of 6 Gold-Band Tea Plates and 6 Tea Cups and Saucers, all decorated Gold Band thin imported china.

Extra Special Monday
\$1.85 Set

LIMIT 1 SET TO CUSTOMER
No Phone Orders, No Mail
Orders, No C. O. D.
Sixth Floor—Lipman, Wolfe & Co.

Flesh Pink Envelopes
Very Special **\$2.98**



—Three styles in dainty flesh silk models; one with yokes of lace, the other hemstitched, and with lace insertions—All sizes—

Wash Satin Envelopes
Very Special **\$1.98**

—In flesh shades, made in dainty models, with lace yokes, also hemstitched styles, with ribbon and lace shoulder straps. All ribbon drawn. All sizes.

Fourth Floor—Lipman, Wolfe & Co.

MEN

AGREAT

Special Sale

1500 Pairs of
Heavy Weight
Wool Mixed Sox

39c

All Sizes—FIRSTS.

—Three cases of Men's Wool Mixed Sox arrive—and go on sale tomorrow. Sox contracted for months ago.

—Exceptional quality; heavy-weight, fast black Wool Mixed Sox for men who require sturdy Sox for constant wear. All sizes. Ribbed top. Buy all you need.

Main Floor—Lipman, Wolfe & Co.

Boys' Gauntlet Gloves 69c

—Just the thing for boys these cold days. Dandy Leatherette Gauntlet Gloves for all outdoor use. For boys 6 to 14 years. Sole agents Boy Scouts of America.

Fourth Floor—Lipman, Wolfe & Co.

VALENTINES

—Plan your party now, only 13 days left. Full line of Hearts, Seals, Darts, Cupids, Cut-outs, Tablecloths, Lunch Sets, Napkins, Doilies, Garlands, Crepe Runners, and a full line of Valentines at 1c to \$1.00.

Main Floor—Lipman, Wolfe & Co.

540 NEW CROCHET BEDSPREADS SPECIAL MONDAY \$2.85



ANY RUG Today

—Sold underpriced is a BARGAIN—and every Rug in this sale is UNDERPRICED. Come tomorrow, select THAT RUG you need. Here are all sizes—all good makes, for every room in the house. New conventional, new floral and new Chinese patterns.

3x6 Willow Rugs \$1.95 8-3x10-6 Riber... \$ 9.85
4-6x7-6 Wil'w Rugs \$4.45 8-3x10-6 Tapestry \$19.45
6x9 Willow Rugs \$6.45 8-3x10-6 Axm's'r \$24.85

8-3x10 Axminster... \$24.85
9 x12 Axminster... \$29.85
9 x12 Axminster... \$34.85

—Rugs sold on weekly payments when desired. Have you a "Hoover" Cleaner in your home? Fifth Floor—Lipman, Wolfe & Co.



Spring Sewing Will Soon Be Here
A New Shipment Just In

MODEL DRESS FORMS
From \$10 to \$16.50

\$1.00 DOWN, 50c WEEK

—The only self-locking, adjustable Forms made that can be collapsed while form is adjusted—all adjustments made from outside. This store has just completed arrangements where Model Dress Forms will be Sold in This Department Store Only

PICTORIAL
REVIEW PATTERNS

The Best Patterns—This Store Only
Second Floor—Lipman, Wolfe & Co.

—The heavy extra grade of cotton makes these spreads of extra value. Come in several patterns, and made extra large for a full bed size. Hemmed ends with strong selvedge on side.

Union Huck Towels 18x34 3 for \$1.00
—Heavy Linen and Cotton Mixed Huck Towels, very absorbent. Come in Greek border, an excellent Hand Towel.

Full Width Sheets 81x90 Special \$1.10
—Three cases of these very special Sheets just in. Made of very soft cotton yarn. A very excellent and economical Sheet and sold so special we are obliged to limit the sale to six to a customer. NO PHONE ORDERS—NO C. O. D.

Pillow Cases, 42x36, Full Width, 25c
Second Floor—Lipman, Wolfe & Co.

Economy Basement Store

"WHERE YOU SPEND THE LEAST AND GET THE MOST FOR IT"

Monday Will Be a Day of Days for Basement Patrons

Fine Mercerized, 64-Inch
TABLE DAMASK
75c Yard

—A splendid finish, in a good variety of patterns.

MERCERIZED TABLE NAPKINS
18x18 Inch, Hemmed, \$1.35 Dozen

OUTING FLANNEL, 9c Yard
—White; less than present cost.

COTTON BATTS, 60c
—For full size comforters. Very special at 60c.

COTTON GABARDINE, 19c Yard
—Mill ends, 6 to 10 yards; extra values at 19c yard.

SHEETS, 81x90 Inches, 93c
—Seamless; unusual values in these times.

PILLOW CASES, 18c
—42x36 inch size; 45x36 inch size, 20c.
Economy Basement—Lipman, Wolfe & Co.

Special Sale of
Brassieres, 33c

—Cross-back, hook-front and bandeau styles; made of good muslin, neatly trimmed. Sizes 32 to 48.

Economy Basement—Lipman, Wolfe & Co.

Coverall Aprons
50c

—House aprons of striped and checked percales; belted and with kimono sleeves.

Breakfast Sets, 98c
—Two-piece frocks of percale and chambray; two pretty styles.

APRONS, 98c
—Of gingham and percale in plain colors and stripes; many styles.

Boys' Mackinaws
\$4.45

—Dandy warm coats, in good plaid material; sizes 8 to 16 years.

FLANNEL BLOUSES, 69c
—Made tapeless styles; military collar; tan, olive and navy; sizes 6 to 15.

KNIT CAPS, 29c
—The kind boys like. Very special at 29c.
Economy Basement—Lipman, Wolfe & Co.

Women's and Children's
UNION SUITS

Women's Union Suits, 89c
—High neck and long sleeves; sizes 36 to 44.

Children's Union Suits
—Soft, fine ribbed, wool mixed union suits; Winter styles; sizes 2 to 16. Priced according to size—\$1.25, \$1.40, \$1.50.

Vests and Pants
—For children; elbow or long sleeves. Priced according to sizes—49c, 59c to 79c.

CHILDREN'S STOCKINGS, 12c
—Medium and heavy weight cotton; black and white; reinforced toes and heels.

STOCKINGS, 19c
—Cotton stockings for boys and girls; triple knee and six-thread heels and toes; 6 to 10.
Economy Basement—Lipman, Wolfe & Co.

Kiddies' Outing SLEEPERS

45c

—Button-back, drop seat; all with feet; sizes 2' to 6 years.

MEN

Who Are Thrifty Will Do Well to Look Over This List of Special Sales

—Men's Heavy Fleece Lined Shirts and Drawers, each... 75c

—Heavy Flannel Shirts, cut large and roomy... \$1.95

—Men's Warm Jersey Gloves, heavy, fleece lined... 59c

—Warm Flannelette Night Shirts, full sizes... 85c

—Heavy Cotton Ribbed Union Suits at present cost... \$1.19

—Famous Jack Rabbit Work Shirts, wholesale cost... 79c

—Heavy Weight Khaki Pants, 5 pockets, cuff bottom... \$2.25

—Ruff Neck Sweaters, heavy weight, Oxford grays... \$2.98

—Men's Dress Shirts of fine quality percale... 79c

—Men's White Cambric Handkerchiefs, Six for 25c, each... 5c

—Elastic Pad Garters—all colors—extra special... 10c

Economy Basement—Lipman, Wolfe & Co.

The Power of The MAYTAG Electric Washer

Is the ruling force in American Homes that banishes wash day drudgery.

ALWAYS AT YOUR COMMAND



Just a phone message. Or a call at this store—next time you are near—will do much to relieve you of the burden of wash day.

Why not today? Take a moment's time—free your home from the slavery of the old fashioned back-breaking wash tub. It will save work. You can do a bigger washing in less time. You will have a clean, snow-white lot of clothes. They will not be torn. And best of all, wash day will be over before noon—think what that means. Isn't it worth a trial.

\$5.00 Down—\$5.00 Month

—Let us do your next washing. It will cost you LESS than your ordinary laundry bills. It's free—no work. Phone for a demonstration.

DON'T PHONE THE CARPET CLEANERS PHONE FOR A HOOVER

—Make house-cleaning easy this Spring; clean your carpets on the floor—end for ever the hardest part of house-cleaning.

—Phone us to bring a Hoover to your home, or see it demonstrated in our store.

\$5 DOWN—\$5 MONTH
Delivered on First Payment
Fifth Flr.—Lipman, Wolfe & Co.