

BEGINNING MONDAY, LIPMAN-WOLFE'S NEW TELEPHONE NUMBER WILL BE BROADWAY 7001—NEW NUMBER, BROADWAY 7001

LIPMAN, WOLFE'S JANUARY SALES

Almost marvelous the savings now to be effected here, and these of greater interest because of the respect the public can have for the better merchandise that is at Lipman, Wolfe's. See also Lipman, Wolfe's other ad today on the page preceding this one—all about the store are the January sales.

"Pictorial Review" Subscription Price Is Reduced to \$1.50 Yr.

—The Pictorial Review Spring Fashion Book is now on sale. Price 25c. Phone orders taken for Fashion Book or the magazine.

Pattern Section, Street Floor,
Lipman, Wolfe & Co.

Women's Blanket Bath Robes Reduced

—Fancy figured and striped blanket bathrobes in collarless and sailor collar styles; also with revers. Plainly tailored or with satin trimming. Cord and tassel finish at waist. Prices greatly reduced—now \$4.95, \$5.95, \$6.95 to \$17.50.

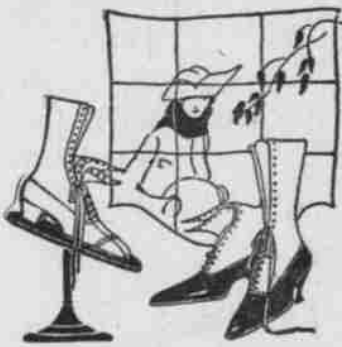
Children's Blanket Bath Robes, \$2.95

—And others at \$3.95 and \$4.95. Floral and Indian patterns. Some satin trimmed. All are cord and tassel finished. Sizes 8 to 14 years.

Fourth Floor,
Lipman, Wolfe & Co.

665 Pairs of Women's Boots, Oxfords and Pumps in January Clearance At \$5.00

—The manufacturers would have laughed at us had we offered as little as \$5 a pair for some of these shoes—yes, \$5 in this sale is much less than actual cost, in many instances—it has been a long, long time since we have heard of a footwear sale affording the real bargains this selling brings. Included is some of the celebrated "RED CROSS" and "WICHERT" footwear.



All Sizes 1 1/2 to 9
And Widths AAA to C
Choice at \$5 Pair

—A broad assortment of sizes in the selling, all sizes in fact, but not all sizes in each style. No C. O. D's., no exchanges and no refunds.

Second Floor—Lipman, Wolfe & Co.



Framed Pictures at 25% Off

—A huge assortment of color prints, etchings, photogravures, hand-colored reproductions, Aztec prints, Copley prints, Chinese and Japanese prints, Rhine prints, etc. All individually framed and all to go at 25 per cent discount.

Picture Frames at 25% Off

—A chance to frame the picture so long held for just this opportunity. Lipman-Wolfe's entire stock of frames, including wall and stand frames, in every size and style; offered at one-fourth reduction.

Seventh Floor,
Lipman, Wolfe & Co.

Hand-Made Blouses of Voile and Batiste Go Into January Clearance At \$3.95

—One doesn't often find, at even the higher regular prices, blouses that are as smart—as well finished and at the same time as distinctive as these. And yet these are to go at \$3.95—tailored blouses—every stitch by hand—of white voile and batiste with dainty hemstitching and drawn work. Filet edgings, insertions and tucks all add to their attractiveness.

Wool Sweaters in the Slip-On Style Are Reduced to \$2.50

—These with Peter Pan collars and long sleeves, all with pockets and all with belts. Choice of orchid, jade, peach, rose, buff, navy, etc.

Third Floor—Lipman, Wolfe & Co.



What 5c Will Buy in the Notion Section Monday

—Rickrack braid in assorted sizes and colors. Bolt at 5c.
—Silk middy braid in blue, white and red. Bolt at 5c.
—Boned belting, 2 and 2 1/2-inch width. At 5c yard.
—English "Derby" toilet pins, 400 to the package. At 5c package.
—"Sonora" snaps in white and black; size 1 b., 00 and 000. At 5c card.

Street Floor,
Lipman, Wolfe & Co.

"Kosmos" Dress Shields Special at 23c Pair

—These are the product of one of the foremost dress shield manufacturers in America, and the regular price is much above 23c. Sizes 2, 3 and 4.

Street Floor,
Lipman, Wolfe & Co.

Philippine Gowns Special at \$3.95

—Round, "V" and square-necked nightgowns trimmed with the new calado embroidery in eyelet, spray and floral designs; ribbon drawn. With scalloped and hemstitched edges.

Crepe de Chine Gowns

—Also tub silk gowns. In sleeveless style. Trimmed with lace and insertion or plain tailored models with hemstitching and shirring. At

SPECIAL
\$3.95

Batiste Nightgowns

—These are in two delightful models—one style trimmed with lace and the other with hemstitching and shirring. Of pink batiste.

SPECIAL
\$1.15

Nainsook Gowns

—Also some made of longcloth. Styles with yokes of embroidery and medallions, combined with lace and insertion, others with round neck.

SPECIAL
\$1.25

Outing Flannel Gowns

—Some are of all white material, while others are in attractive striped designs. Full-cut sleeping garments so warm and comfortable.

SPECIAL
\$1.19

Fourth Floor—Lipman, Wolfe & Co.

Knit Underwear That Is Reduced

—Drastic reductions made on women's and children's winter-weight underwear—and all of it high-grade merchandise from Lipman-Wolfe's regular stocks.

Women's Underwear

—2000 women's "Globe" knit vests and tights of wool-and-cotton mixed. Vests in high neck and Dutch neck style; tights ankle length.

SPECIAL
\$1.85

Women's Union Suits

—A limited quantity of these silk top union suits. In low neck, sleeveless style. Heavy weight silk tops on lisle bodies. Reduced price.

SPECIAL
\$1.95

Children's Underwear

—Children's "Globe" vests of heavy cotton and warmly fleeced. Perfect fitting vests in high neck and Dutch neck styles. Also tights at 69c.

SPECIAL
69c

Children's Union Suits

—Misses' wool-and-cotton mixed suits in Dutch neck, wing sleeve style and in ankle length; 8 to 10 year sizes at \$2.25. Sizes 2 to 6 at

SPECIAL
\$1.75

Street Floor—Lipman, Wolfe & Co.



Wool Fabrics Reduced

—56-inch fabrics reduced 25 to 33 1/3 per cent.
—Also 56-inch coatings greatly reduced in price.
—All the fall and winter dress goods, coatings and suitings; all new, fresh merchandise, at reductions of 25 to 33 1/3 per cent.
—All-wool coatings and suitings at \$3.95 yard. Materials that will be in vogue this spring, such as broadcloth, velours, tweeds, striped satins, prunellas, plaids, skirtings, suitings and coat fabrics. All these fabrics in the 56-inch width.
—56-inch all-wool checked fabrics, \$2.29 yard. Beautiful velour checks in a broad assortment of color combinations. Fine checks suitable for spring suits, separate skirts, and children's light coats.

Second Floor—Lipman, Wolfe & Co.

Stamped Goods Reduced

—Especially featuring a lot of stamped scarfs and stamped center pieces in a clearance at 29c each.
—The scarfs are of white and cream art cloth in 18x45 inch size; some have edges finished in blue stitching. Centerpieces are in 36-inch size and made of white art cloth. Choice at 29c.
—Stamped aprons reduced to \$1.39. Peasant aprons made of black saten—ready-made aprons that are stamped ready for applique embroidery. Extraordinary values at \$1.39.
—Stamped bedspreads reduced to \$2.95—90x108 inch bedspreads of cream art cloth; complete with attached bolster cover. Stamped in attractive bow-knot patterns for Wallachian, French knot, lazy daisy and Russian outline stitches.

Fourth Floor—Lipman, Wolfe & Co.

Gloves in the Clearance

—Of particular interest is a special lot of women's imported kid gloves, embroidered backs, at \$3.45.

—Soft, lustrous gloves for dress wear. Choice of brown, tan, beaver, gray, white and black. Heavily embroidered backs and trimmed with two pearl buttons and contrasting band. Sizes 5 1/2 to 7; \$3.45.
—Gauntlet gloves reduced to \$5.45. These made of fine, pliable mocha in strap wrist style. Paris point and embroidered backs. All with P. K. seams. Sizes 5 1/2 to 7.
—Gauntlet gloves of washable mocha at \$7.50. With embroidered backs, P. K. seams and novelty buckle at wrist. Brown, tan, beaver and taupe. All sizes.

Street Floor—Lipman, Wolfe & Co.

Hosiery at Reduced Prices

—Right at the top of the list are women's perfect-fitting silk hose reduced to \$1.39 a pair.

—They're made of fine quality silk in good weight, reinforced at toe and heel and with garter-proof top. In full-fashioned style. Black, white and cordovan, but not all shades in each size—\$1.39 pr.
—"Luxite" silk hose at \$1.65. In plain and drop-stitch effects; with lisle garter-proof tops and reinforced. Made of fine gauge silk and in seam-up-the-back style.
—"Master Craft" silk-and-mercerized hose \$2.25. Heather hose in attractive color combinations. Full-fashioned; reinforced toes and heels. With clocks at \$3.25 pair.

Street Floor—Lipman, Wolfe & Co.



"Stylish Slender" W. B. Corsets in Clearance at \$4.95

—These are fashioned of coutil and fancy pink brocade—fashioned with a trimness of line which admits of no superfluous fullness, but rather tends to emphasize the beauty of the natural line.
—With elastic at diaphragm and with short front clasp. In sizes 22 to 32.

"Stylish Stout" Reducing Corsets Special at \$6.95

—These corsets especially designed to allow the utmost of comfort for stout and "near-stout" women.
—They're made of coutil and are boned with "Whalon" boning. In models 4002 and 4011—numbers we're discontinuing and therefore greatly reduced to clear at \$6.95. Not all sizes in each style.

Fourth Floor,
Lipman, Wolfe & Co.

A Monday Sale of Silk Dresses & Wool Dresses —a January Clearance The Sale Price Is \$25

—One of the most appealing of the January Sales is this—and so timely—introduced just when the winter is at its height—when women's interest in the selection of silk and cloth dresses is most influenced by actual requirements.



—And such choosing! Dresses of tricotine, poiret twill, Canton crepe and satin crepe—nearly all of the darker shades, so popular not only for afternoon and general wear, but also for informal evening occasions.

Many of These Frocks at Less Than Half

—Dresses showing great versatility in the new interpretation of Fashion—in line, in trimming, in the interesting little details. Colorful embroidery designs, fancy belts, plaitings, ruffles and stitching.

—Only 45 dresses in the group, but all sizes from 16 to 40. Choice \$25.

Third Floor—Lipman, Wolfe & Co.



Jewelry Reduced 25%

All Sautoirs and Strung Beads Reduced 25%

—These in a myriad of scintillating colors—unique motifs and designs; Egyptian scarabs, carved oriental and Indian figures, pendants, etc.

"Pearl" Bead Necklaces

—Gracefully graduated pearl bead necklaces in white and cream shade; all perfectly matched; 18 to 24 inches long. Reduced 25 per cent.

Vanities and Dorine Cases

—Also combination vanity, card and coin case in unique scroll designs. Enameled, silver-plated and gold-filled. Reduced 25 per cent.

French Bead Bracelets

—One of the smarter novelties artistic France has designed this year—the bead bracelet. Rows of pearl beads interstrung with rhinestones, jet and metal beads. Sterling silver clasps. Prices reduced one-fourth.

Street Floor—Lipman, Wolfe & Co.

It's a Super-Event Lipman, Wolfe's Annual Sale of Men's Clothing The Sale Price Is \$36

—It is the price that makes this an occasion unmatched on the Pacific coast! Yes, one can say that, but saying it one has in mind the fact that it is the quality of the clothing involved that makes the price so attractive.

—Some of the best clothing made is in this selling—and assortments that possibly are unequalled by those in any other sale on the Pacific coast—included is our entire stock of

Stein-Bloch and Langham Suits and Overcoats

—Garments of the finer materials and made the better way. Styles for everybody and sizes for all. At \$36 some of the suits and overcoats are selling for less than they cost us.

—All dress suits, also, at \$36—and all raincoats and golf suits.

Express Elevator to the Fifth Floor.



"Rainy Day" Umbrellas in a January Clearing at \$1.69

—Women's black cotton umbrellas on steel paragon frames with steel rod. White composition handles with colored caps and round rings.

—And a lot of taffeta silk umbrellas at \$4.95. Heavy quality taffeta over 8-rib steel paragon frame. With steel rod, ebony handle with round and oval rings in white and colors or enameled handles with side loops.

Silk Umbrellas Priced at \$10

—Exceptional values; made of silk taffeta and edged with tape; 8-rib style with handles of hand-polished woods and composition ivory and amber. Solid colors or two-tone effects.

Street Floor,
Lipman, Wolfe & Co.