

ANNUAL CLEARING SALE

FRIDAY SALES **Lipman-Wolfe & Co** FRIDAY SALES

—Throughout the store in every department, whether large or small, you'll find merchandise stacked high with Clearance prices. It has been a long, hard struggle, this fight of ours for honesty in advertising and fair dealing in selling, but the tide has turned, we have opened thousands—YES THOUSANDS—of new accounts, all unsolicited—that we trace directly to the stand we take in advertising, the elimination of anything that bears upon the sensational. Our last move, the elimination of the word "Value," has strengthened our position. The word "Value" is a subterfuge used by many houses to create false price comparisons and is the easiest way to deceive a susceptible public. Beware the word "Value."

15c LINEN COLLARS 9c

—Pretty embroidered patterns in dotted, bow knot and floral designs. A good assortment of sizes, in several different styles, including the Dutch collars.

6c for Clearance of Lace Stock Collars

—Venise patterns of heavy and fine thread, in plain round styles and the high pointed effects.

Clearance at Half Price Ribbon Remnants

—Fancy taffetas and satin taffeta ribbons in all colors. From a half to seven inches wide and measuring from a half yard to three yards in length. Selling from 5¢ to \$1.00 a yard.

9c for Clearance of Lace for Lingerie

—Nottingham laces, torchon laces and Point de Paris wash laces from two to five inches wide. These laces are used for trimmings of undergarments.

35c NECKWEAR 19c

—Ladies' fancy and tailored neck pieces, stock collars and jabots in lace trimmed effects and plain styles. Also the Persian novelties in attractive plaited effects of stocks, tabs and bows. In pretty color combinations.

It's Pleasant Pastime to Burn Wood and Pierce Brass

—Many useful articles are produced by this fascinating work. Now is the time if you are shrewd to supply yourself with the unfinished pieces for the whole year. In this clearance sale we offer all our brass and wood

At Half Price

One-Third Off Clearance on Madeira Linens

—Doilies, tray cloths and centerpieces, hand embroidered on the finest linens. You'll not find better styles than we show. Surely not as good price concessions.

44c for Linen Centers

—Natural colored linen centers with lace trimmed edges, stamped and tinted for working in designs of roses, poppies, violets and conventional patterns. Size 27 inches.

NEW \$6.00, \$7.00 AND \$8.50 NOVELTY WAISTS \$2.95



Exactly Like Illustrations

Smart Novelty Waists

On Sale Friday

—We illustrate eight waists, exact reproductions of a few offered in this REMARKABLE SALE. The assortment comprises all the latest models in novelty nets, embroidered chiffons, over fancy and Persian silks, velvets, striped veilings with satin or velvet trimmings, Persian silks in satin or taffeta warp with silk, velvet and lace trimmings—chiffon taffeta waists in black and colors with open work and lace trimmings—messaline and satin Duchess.

—Some of the models have low necks, others are made with lace, net and silk yokes. The sleeves are made in the new one-piece shape in half or long lengths.

\$2.95

No Phone Orders
No C. O. D. Orders
No Mail Orders
For These Waists

JEWELRY CLEARANCE 25c

—Brooch Pins and Hat Pins in gold plate, also in sterling silver. They represent what was left over from our holiday selling of articles that sold as high as \$1.50. In the entire lot there is none that sold less than 66c, so that you can judge how radically we have cut the regular prices.

—We also include in this offering a great many belt buckles and belt collar pins. In plain, chase and stone set styles. On the center bargain table, main aisle.

Defy the Baggage Smasher With One of Our Suitcases

—Traveling men are getting ready for the 1911 campaign on the road. These knights of the grip give a suit case the hardest kind of wear. By water, by rail, by automobile, by stage coach, they carry the banner of industry and commerce.

—We carry the suit cases that these men demand. Built to withstand the hardest usage. Steel frames, leather corners, heavy English bolts and catches. Extra heavy straps. Linen lined. Strongest kind of leathers. Today we sell you

\$5.00 Suitcases for \$4.00

\$6.00 Suitcases for \$4.80

—Others at the same ratio of reductions.

It Would Be Folly to Pass This Warm Winter Knit Underwear

—Whether you need underwear for yourself or children you'll find ample assortments and deeply cut price reductions to satisfy your every demand.

—We are practically cleaning up our entire stock of Winter Underwear at the most trenchant reductions. All weights and every style of garment is included in this clearance sale. It would be impossible to take the space to enumerate them, suffice to say that the reductions are unmatched.

Perhaps You Need Hosiery? If So We Save You Money

—Displayed upon our hosiery counters are huge stacks of Stockings marked at special clearing sale prices. Stockings for ladies, misses and children. In cotton, lisle, cashmere and silk. All dependable standard hosiery that bears with it the guarantee of the store for quality and fast dye.

—Picture framing ¼ off. Victor Talking Machines. Join the Book Lovers' Club.

UNDERMUSLIN SALE

—The more we investigate other sales the more convinced are we of the superior bargains offered in our great white carnival. Every garment in this department is radically reduced.

—Today we offer hundreds of additional bargains in new 1911 muslin Underwear.

AT HALF PRICE

—A maker's sample line of Night Gowns. No two alike in the entire showing. Every style, every trimming used in their making is of the best materials.

—In this year's sale we offer immense inducements in the way of price concessions. Always, however, maintaining the Lipman, Wolfe & Co. standards.



No Need to Wear a Shabby Hat Trimmed Hats Go at \$2.00

—There is still a lot of service to be had out of these hats. Perhaps your early season hat begins to look shabby and worn. These hats, while inexpensive, will serve to fill in the breach until spring. In black and colors. Small, medium and large shapes. Hats that sold regularly as high as \$6.50.

Untrimmed Satin Hats for 19c



No Mercy Is Shown. These Silk Dresses Must Go at \$7.75

—Neat, stylish, smart one piece Dresses in a great variety of materials, modeled in many attractive fashions. In the assortment you'll find all the leading colors. The materials in these garments would cost a great deal more by the yard than we ask for the finished dress. In this clearance sale we loose sight of the original cost. The stock must be cleaned up at once, hence these radical reductions.

\$1.50, \$2.00 and \$2.50 Custom Made Shirts

—This is not a customary shirt sale of some department stores who put in a few very large size standard shirts as a bait to quote values that do not exist.

—Every shirt in this sale sold at the prices we advertise. NOT VALUES. The bulk of these shirts are the well known Savoy and La Savoy brands. Every color and every size in stock.

Men's Shirts at 85c

Clearance at \$1.15

—Our popular Nadia Corset, made of batiste and coutil with lace or embroidery band trimmings. Two or three pairs of hose supporters attached. Seven different styles. Medium, low and girdle bust, with medium and very long back and hips.

Clearance at 98c

—The Nadia Corset, made of good quality batiste and coutil, with trimmings of lace, beading and ribbon. Medium bust, long hips and back. Two pairs of hose supporters attached. Also odd and broken lines of C. B. a la Spirite and Nemo Corsets at this price.



39c for Boys' 50c Waists

—Made of madras and percale, in light and dark colors. The collars are attached. Sizes 6 to 13.

35c for Boys' 50c and 75c Caps

—Caps in all the leading shades and colors, and most all sizes are included in this sale.

19c for Men's 25c Sox

—Black cashmere. Sox with double heel and toe, seamless foot, tipped with oxford gray.

39c for Men's 50c Nightshirts

—Cambric Night Shirts with V neck and lay down collar, trimmed with fancy linen braid, best pearl buttons. Extra good quality and full regular made.

Inverted Gas Lights Complete 38c

—Three thousand new Peerless Gas Lights, a new model. Very much superior to the old style so long in the market. For Friday we offer this new light complete with burner, globe and mantel at 38¢. By using this light you save one half of your gas bill. It gives twice the light and the light is a soft white light, which makes reading and fancy work at night a pleasure.

