

To Shop Wisely, Economically, Pleasantly, SHOP HERE

Is Talking About Yourself Advertising?

—If you asked the man on the street what advertising is, he might answer you:

"It is talking about yourself."

—At least that's what a great many people would say. They think that it is not only talking about yourself, but paying to do it—which gives it something of an egotistical aspect.

—One of the best "Ad Men" in the country said:

"Never think of yourself when you write an ad. Think of the other fellow and what you can do for him." An excellent rule, we think, and one which, in slightly modified form, is the basis of that rare quality called "tact."

—This store does not use space to talk about itself. We know that we are a success only in the measure that we know and supply the needs of each and every woman who comes to us. Besides there is so much to talk about we haven't time to talk about ourselves.

—A hundred new things are coming in every day that we want you to know about. With the whole world teeming with ideas, and every city in every land offering something peculiarly useful or beautiful, we must be up and doing every moment to see them all.

—"We want what we want when we want it" say the women and men who come here. We know what you are going to want before you want it. We have foreseen, and planned to supply your wants, months before you thought of wanting it.

—We have time and space to tell you of only a few of the things we have gathered together from every corner of the globe, for you to see and choose from.

—We are always ready to give just what you want when you want it.

Household Needs at Clearaway Prices

Reg. 50c Lindsay inverted Gas Lights complete 25¢
Reg. 35c Lindsay inverted gas burners at 21¢
Reg. 30c Lindsay upright gas burners at 19¢
Reg. \$1.25 Welsbach Gas Lights complete 89¢
Reg. 20c Edison Electric Globes 16¢
Reg. 15c Straw Table Mats 9¢
Reg. 25c Silver Polish 17¢
Reg. 50c Silver Polish 37¢
Reg. 10c Electro Silicon Silver Soap at 6¢
Reg. 10c Witchcloth Polishing Cloths at 6¢
Reg. 25c Liquid Veneer 17¢
Reg. 50c Liquid Veneer 37¢
Reg. 25c Peninsular Furniture Polish 14¢
Reg. 50c French Veneer Furniture Polish 37¢
Reg. 10c Dustless Dusters 6¢
Reg. 5c Asbestos Mats 3¢
Reg. 25c Burnshine Metal Polish 17¢
Reg. 25c Rub-less Metal Polish 17¢
Reg. 50c Rub-less Metal Polish 37¢
Reg. 10c Porcelain Bathtub and Enamelled Ware Cleanser 7¢
Reg. 50c Old English Floor Wax 37¢
Reg. 50c Johnson's Prep. Wax 37¢
Reg. 50c Johnson's Powd. Wax 37¢
Reg. 10c King Fly Killers 7¢

Lipman Wolfe & Co.

"Merchandise of Merit Only"



Last Call for Vacation Needs

Manhattan Shirt Sale

Put Some Smart Ties in Your Grip
Regular 50c Neckwear 3 for \$1.00

—It is the most attractive lot of scarfs that we have placed on sale this season—*New neckwear, smart, nobby styles.*
—In large, liberal flowing ends; also straight reversible four-in-hands.
—Made of extra quality fine silks.
—All colors, and in scroll effects, in light and dark mixtures. Club stripes, checks and plaids.

Underwear

A Short Story of Mesh Underwear
Shirts and Drawers 39c Each
Union Suits 78c Each

—Our assortments are broken, only a small quantity of each size remains. If you come before noon we can supply your needs in any size you may wear; after that—no telling.
—This mesh underwear is most comfortable for Summer and early Fall. The shirts come with either long or short sleeves; ankle or knee length drawers.

Do You Wear Lox-It-On Athletic Underwear?
It's the Most Comfortable Athletic Underwear Made.
For Shirts and Drawers

Regular 50c, Clearaway 3 for \$1.00

—Lox-It-On athletic underwear is the key to Summer underwear comfort. It is made of fine, sheer nainsook and tailored perfectly. There is a little tab attached to the shirt that buttons to the drawer. This insures a comfortable garment that partakes of the nature of a union suit.

Men's Soisette Pajamas Clearaway \$1.89

—These pajamas are attractively made in various colors—light blue, tan and white; also neat stripes. Finished with mercerized frogs and large pearl buttons. In all sizes. The most comfortable hot night garment.
—Washington-St. entrance, First Floor

Sweater Coats

Women, Misses, Boys, Girls.

\$3.75 Women's Sweaters \$2.75
—In heavy worsted plated effect. With ruffneck collars, trimmed in pearl buttons; in a variety of colors—cardinal, gray and white.

\$6.00 and \$7.50 Sweaters \$5.00

—Women's wool sweater coats in ruffneck style, made with belt; most attractive garment, in cardinal, light gray, white and navy.

\$7.00 Women's Sweaters \$5.50
—Heavy stitch worsted coat sweaters, with Byron collars, smoked pearl buttons and two pockets. In white, navy, dark cardinal and light gray.

\$1.50 Boys' Sweaters 95c

—Plated wool coat sweaters for boys or girls. V neck and ruffneck style, in Angora finish. Made with two pockets, and in all the leading colors.

\$2.75 Misses' Sweaters \$1.95
—"Co-Ed" sweaters for misses, in pure, fine worsted, in side-buttoned effect and military collars. Come in dark cardinal and gray, trimmed with blue and pure white.

\$5.00 Boys' Sweaters \$3.75

—Boys' Australian wool coat sweaters in Byron collar or V neck style. The newest Fall fashions. In cardinal, Harvard or light gray.
—Fourth Floor

Women's Mannish Shirts

Serviceable, Modish, Attractive
Regular \$1.75 and \$2.00

Clearaway \$1.00

—No matter what new style is created in waists, the mannish shirt is always in vogue, and there are many women who always include a half dozen of these attractive waists in their wardrobe. At no time have mannish waists sold better than this season. Always neat and attractive in appearance, they are first favorites with the woman who favors the tailored style of dress. The present assortment of shirts forming this sale is composed of the best-selling models in stock, but of which we have only a small assortment left.

—They are modeled in an excellent quality soisette and soft madras, in plain mannish style, with Gibson pleat, a side pocket, and finished with back yoke. They come in turn-down collars, long sleeves with soft French cuffs. These shirts may be had in plain colors, also in a variety of stripes.

Clearaway \$1.00

Third Floor

Always Busy at Our Glove Section

16-Button Silk Gloves, Special 89c

—Superior quality 16-button double-tipped gloves in black, white, gray, pongee.

2-Clasp Silk Gloves, Special 68c

—First quality 2-clasp silk gloves, double tipped, black and white only.

16-Button Chamoisette Gloves, Special 75c

—16-button chamoisette, natural and pongee shades, regular \$1.00 quality.

\$2.00 Silk Gloves \$1.48

—Elaborately embroidered silk gloves, regular \$2.00 values, in black, gray, and a few in opera shades.

75c Lisle Gloves 50c

—16-button silk-finished lisle gloves, selling regularly at 75c, special 50c; black and white, broken sizes.

50c Chamoisette Gloves 39c

—Extra quality in 2-clasp chamoisette gloves in natural pongee, gray and white shades.

Cleanup 50c Gloves

—Special Kayser 2-clasp chamoisette gloves, natural shades, smaller sizes only.

50c Kayser Lisle 25c

—A line of Kayser lisle gloves, 2-clasp style, some 50c and 75c values in lot. Black and white.
—First Floor



Paris is all A-flutter Over These Vests

—Three weeks ago these were first introduced at Longchamps-race course near Paris. Instantly they sprung into favor.
—The vests we now exhibit come in plaid and futuristic combinations, in striking color combinations.
Price \$1.75 to \$2.50



Just Out of Boxes--By Express
The Smartest Ready-to-Wear Hats \$5.95

—You will be tempted to discard your Summer hat the minute you try on one of these new ready-to-wear hats just placed on sale. The illustration gives you an excellent idea of three of the models. We have a dozen other models equally as pretty. Jaunty, smart styles in sailor, turban, mushroom and other distinctive shapes. These new hats are very unique in their simplicity, and trimmed with a smart stick-up, a wing, a knot of velvet, or moline frilling. The crowns are of soft satin, velvet or moire. The colors are blue, taupe, brown, tan, black and white, and black.
—Second Floor

Women's Stockings

35c Stockings 25c Pair

—Silk lisle hose, in black, white or tan. In medium weight, with double garter tops and extra spliced heels and toes.

35c (3 Pairs \$1.00)

—Women's silk-boat stockings, in black, tan and white; light or medium weights, and seamless. All with double garter tops and extra heavily spliced heels and toes.

Stockings 50c Pair

—Fast black silk lisle, extra large or regular size; the former with plain or lavender tops. Gause, light or medium weight, full fashioned cotton, of extra fine quality, in fast black.

Stockings \$1.00 Pair

Silk Service
—"Silk Service" hose—our own particular brand—the finest and most durable stocking made at this price. In new shades of silver, smoked gray, taupe, bronze, gold, pale pink, and a host of other desirable shades, including black and white.
—First Floor

Women's Underwear

35c Vests 25c

—Light or medium weight white cotton vests, low neck and sleeveless. Also long sleeve style, with ankle length tights to match.

Union Suits—Vests 50c

—Of light or medium weight cotton, low neck and sleeveless, with spliced or reinforced thighs. High neck, long or short sleeve union suits, in ankle length.

Vests of medium weight white cotton, low neck, sleeveless, with tights to match.

White silk lisle vests, low neck, sleeveless, silk trimmed and finished.

\$1.25 Union Suits 85c

—Union suits of extra fine white ribbed cotton; low neck or high neck, knee or ankle length; in light or medium weight. Mercerized trimming throughout. Perfect fitting garments, finely finished.
—Fourth Floor

Women's Coats for all Occasions
Selling at \$22.50, \$27.50 and \$35.00
Special \$16.95

—Street coats, evening coats, and coats for general wear, of pongee, black moire, white serge, and Bulgarian coats in silk brocade—and all at this one price, \$16.95.

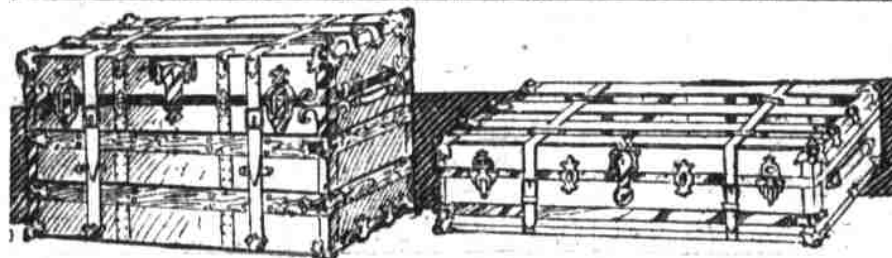
—COATS OF LIGHT BLUE, LAVENDER, PINK AND WHITE.

—In the fashionable models of the season—side draped, Bulgarian and tailored styles. With and without linings, trimmed with hand-made motifs, buttons, and a variety of attractive novelties.
Third Floor

For the Week-End Over Night Bags
Specially Priced at \$4.50 to \$10.50

—In these days when a quick trip is quite the ordinary thing these "handy" traveling or over-night bags, fully fitted or equipped with everything needed in the toilet line, are a positive necessity.

—The bags we are specializing come in black seal, made on good strong riveted frames. Equipped with ivory fittings—mirror, comb, clothes and hair brushes, card case and coin purse. They are leather lined throughout.
First Floor



Famous Steiger Steamer and Full Size Trunks

FORTY-INCH STEAMER TRUNKS \$13.50

—Fiber-covered and bound 3-ply veneer box, with heavy solid trimmings, one tray, cloth-lined. Two straps.

STEIGER HEAVY SERVICE TRUNKS

—Fiber-covered and bound, and two center bands over 3-ply veneer box, solid trimming, riveted, cloth-bound and heavy straps.

Sizes 34 to 40

Prices \$16.00 to \$19.00

STEIGER VULCANIZED FIBER TRUNKS

—Full size, covered with heavy fiber binding of vulcanized fiber, solid brass trimming, heavy hinges, front and end dowels, large bolts and good lock, one tray, cloth-lined.

Sizes 34 to 40

Prices \$12.50 to \$14.00

STEIGER DEPENDABLE TRUNKS

—Large box, fiber-covered and bound, heavy trimming and hinges, valance clamps, front and end dowels, straps, one tray, cloth-lined and riveted.

Sizes 34 to 40

Prices \$14.50 to \$16.00
—Basement

In Our Millinery Department
We Are Now Showing
Trimmed and Ready-to-Wear Hats
For the Trade

Important Reductions on Wash Fabrics,
Remnants, Short Lengths, Odds and Ends
Wash Materials Half Price

—White and colored wash goods, in lengths ranging from one yard to 10 yards, in lawns, voiles, batiste, poplins, crepes and madras. Wash fabrics suitable for waists and dresses. Many suitable for children's and misses' wear. Prices from 10c a yard to \$2.50, now half price.

80c Linen Finished Sheets 70c

—Made of heavy round thread cotton, full bleached, made with three-inch head hem and one-inch foot hem. Size 2 3/4 x 2 1/4.

25c Unbleached Sheet 21c

—Full two yards wide, heavy weight, even weave, free of dressing.

20c Hemmed Huck Towels 17c

—Made of fine count linen huck, hemmed ends, full bleached, actual measurements over all 36x18 inches.

15c Berkeley Cambric 12c Yd.

—Full 36 inches wide, soft finish, absolutely pure white, famous for underwear and children's wear.

10c Scrub Cloths Special 8c Each

—Made of heavy soft absorbent cotton, with fast bound edges. Size 30 x 22 inches.

German Sponge Dish Cloths 5c

—Size 15x14 inches, medium size knit mesh, soft and sanitary.

Russia Crash, Special 11c

—An evenly woven linen and cotton crash, 18 inches wide. Suitable for kitchen and roller towels, also bureau and table runners.

25c White Madras Waisting 15c

—Attractive mercerized madras waistings in neat Jacquard dots, figures, and floral patterns.
—Basement

From the Home Furnishing 5th Floor Store

40c Japanese Mattings 23c Yd.

—180 warp Japanese patterns, plain or figured, in light or dark grounds in colors of tan, blue, brown, red and green, 36 inches wide.

75c Printed Linoleum 57c

—10,000 yards of the best standard printed linoleum in a large variety of patterns, in wood inlaid and tile designs, in light and medium dark grounds.

\$1.50 Inlaid Linoleum \$1.19

—Standard inlaid linoleum in light and medium dark grounds, in a large variety of new patterns.

\$35.00 Axminster Rugs \$27.50

—Axminster rugs of superior quality in beautiful patterns in Oriental, floral and conventional designs. A large variety of patterns of small and medium figures, in colors of tan and brown shades; also many Oriental patterns in rich colorings.

Cotton Fleece Blankets

85¢ Cotton fleece blankets 89¢

\$1.00 Cotton fleece blankets 85¢

\$1.25 Cotton fleece blankets 98¢

\$1.50 Cotton fleece blankets \$1.29

\$1.75 Cotton fleece blankets \$1.47

—Summer blankets firmly woven, cotton fleeced, in white, gray, tan, with pretty striped fancy borders.

Boys' Suits
in a Great

Clearaway
Sale
\$3.75

\$5.50 and \$6.00 Suits
A Remarkable Offering
Two Pants Suits

—Boys' Norfolk double-breasted suits in chevrons, tweeds, and homespun. Two hundred suits taken from our \$5 and \$6 tables. These suits come in soft grays, browns and mixtures. Two pairs of pants with every suit. You will find in this sale suits of the highest character. Suits serviceable for immediate wear and for the opening of the school season.

50c Boys' Muslin Nightgowns, Special 33c

—Nightgowns for boys ranging in size from 4 to 16 years. Made of splendid quality muslin, generously cut, and well made in every way. Military collar or V neck style, with large pocket at side. Prettily trimmed with red, navy blue, or white braid.
—Fourth Floor



A House Dress, An Apron, A Kimono
at Clearaway Prices

\$1.65 Percale House Dresses, Clearaway \$1.15

—Neat checked percale house dresses, of extra quality, style and make, in blue and white or black and white checks. They are made in the large sailor collar style, with reverse in side effect in front, trimmed around collar, sleeves, reverse and down the front with an attractive trimming border in pretty designs. Short, set-in sleeves, and plain skirts, complete one of the best house dresses to be found for the price anywhere.

25c Fitted Gingham Work Aprons 18c

—Made of blue and white checked gingham, in fitted style, with fitted bibs, large pocket, and trimming of bias banding of checked gingham.

\$2.50 Crepe Kimono, Clearaway \$1.85

—This is a kimono of great worth. Fashioned of the soft serpentine crepe, in light or dark colors. Made in the loose, flowing style, with short set-in slashed sleeves. The trimming consists of shirred ribbon of contrasting color around sleeves, neck and down the front.
—Fourth Floor