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# Double Econouny January 


ean-
of Children's White Dresses

Sale 49c, 98 c , $\$ 1.49, \$ 1.98, \$ 2.95$
Regular Prices to $\$ 1.25$, to $\$ 1.98, \$ 3.98, \$ 4.50$ to $\$ 8$

Tomorrow we make a Powerful Appeal to the Shopping Public. DoubleEconomy Jamuary. Truly named because of the fact that we shall offer
seasonable, wanted merchandise at very attractive seasonable, wanted merchanide rises in the face of rapidy rising costs Be sure to avail yourself of these sales daily.
Siymanivile fis eb

1500 Yards of Embroidery
AND EVERY YARD AN ECONOMY
17-Inch Swiss and Cambric Embroideries, yard. . 25c
17-Inch to 45-Inch Embroidery Flouncings, yard 49c


Every Coat, Suit, Dress, Blouse, Sweater, Fur and Silk Petticoat at DEEP Reductions
-Women acquainted with this annua store for them tomorrow. They recog. nize the difference between a Lipma Wolfe Sale of ready-to-wear apparel, and where that carry with them a disposal of obsolete garments.
This Year Our Showing Is Unusual Every Garment Is in Newest Style -Taken from our own up-to-the-minute
stocks, these garments represent the utstocks, these garments represent the ut
most in character, individuality, quality style and tailoring.
-The prices tell the story of this great sale more emphatically than words-
COME TOMORROW - You'll witness the most important event ever held in this city. There is every reason for it.

## SUITS

##  

EVERY SUIT
Sold Until Now to $\$ 25.00$
$\$ 12.50$
Every Suit New This Season

## $\begin{array}{llll}\mathbf{\$ 7 5 . 0 0} & \text { Coats } & \mathbf{\$ 5 9 . 5 0} & \mathbf{\$ 3 0 . 0 0} \\ \mathbf{\$ 6 0 . 0 0} & \text { Coats } & \mathbf{\$ 2 3 . 8 5} \\ \$ 48.00 & \$ 27.50 & \text { Coats } & \$ 21.89\end{array}$ $\begin{array}{lll}\$ 60.00 & \text { Coats } \\ \$ 548.00 & \$ 22.50 & \text { Coats } \\ \$ 220.00 & \text { Caats } \\ \$ 39.80 & \$ 25.00 \\ \$ 45.00 & \text { Coats } \\ \$ 35.85 & \$ 20.00 & \text { Coats } \\ \$ 19.95 \\ \$ 16.85\end{array}$ DRESSES

 SKIRTS
$\begin{array}{llllll}\mathbf{\$} & 5.00 & \text { Skirts } & \mathbf{\$} & 3.98 & \$ 12.00\end{array}$ Skirts $\$ 9.55$
 BLOUSES

 FURS



## UNDERNISTINS

Prices are wonderfully low. It is the
unanimour opinion of elveryone conne cted
with our undermuslin section that this must

equally en en
son for it
American-Made Underwear the vevery best materials possible -made of buy
simple or trimmed styles-every one extra simple or
well made.

CORSET COVERS
 To 85c, Sale. 65c To $\$ 125$, Sale. . 85 c
To $\$ 1.50$, Sale $\$ 1.00$ To $\$ 1.65$, Sale $\$ 1.19$
 LONGCLOTH SKIRTS
LOATH
 CAMISOLES of crepe de
BLOOMERS
Beautiful Philippine Lingerie All made by hand, on the finpest of fingerie
cloth, artistically hand embroidered in a
world of lovely patterns, hand scalloped and
 REGULAR CHEMISE - \$\$1.98, $\$ 2.49$, SINGERIE VESTS-\$1.35, $\$ 1.48$ French Underwea HALF PRICE

## hand work, on beautiful materials of splen- did wearing qualities, hand scalloped and

Drawers now 63c, $99 \mathrm{c}, \$ 1.48$, $\$ 1.63$ to $\$ 5$
That were $\$ 1.25, \$ 1.98, \$ 2.95, \$ 3.25$ That were $\$ 1.25, \$ 1.98, \$ 2.95, \$ 3.25$ to $\$ 10.00$.
Combinations now $\$ 1.25, \$ 1.75, \$ 2.50$ to
$\$ 20.0$ $\$ 20.00$
That were $\$ 2.49, \$ 3.49, \$ 5.00$ to $\$ 40.00$.
Corset Covers now 59c, 99c, $\$ 1.10$ to
$\$ 6.75$ Thit were $\$ 1.19, \$ 1.98, \$ 2.19$ to $\$ 13.45$ Also Odds
at Half.

ENTIRE STOCK OF FRENCH


A Great Sale of Hook-Front Brassieres 39c
Extraordinary in Every Way -nade of fine cambric and heayy muslin,
V-neck sity, with insertion of heavy lace
deed with narrow lace


## LINENS

## Fancy Taffeta and Satin <br> Very Special \$1.69 <br>  <br> DRESS GOODS

A Most Radical Reduction Sale -Offering all winter dress fabricsrials in the newest weaves and color-

Velour Check Suitings
pecial \$2.98 and \$2.65 Yard
Cravenette Coatings Sale $\$ 2.98, \$ 2.65$, s.19, $\$ 1.98$
Mixed Suitings Sale . . . $\$ 2.19$ Mixed Suitings Sale.... $\$ 2.19$
Plaids, New Patterns,
$\mathbf{\$ 2} .19$ Check Suitings Sale. . . . $\$ 1.48$ - This is a fine assortment of winter dress goods, all of which are excellent for early
spring coats, suits and dresses.

10,000 Imported Pieces
Hand Painted China
Bought Last Spring for Chritmas Sell.
ing, Arrived Too Late for the Holidays
-Thousands of pieces are in the shipment
with the widest range of items and prices.
podd pieces from the largest pottery
producing hand painted wares. Each
producing hand painted wares. Each
piece as good as the best they produce,
being excess pieces made to provide
against breakage-part of the accumula-
tion of a years work. Only four lage
houses in the United States are privieged
to the the faited
to buy these factory ends and by contract
arrangement only.
-Everything imaginable in chinaware
such as sugar bowls, cream pitchers,
powder boxes, hair receivers, plates,
pin trays, collar button boxes, syrup
jugs, cups and saucers, salt and pepper
sets, vases, mustard, and horseradish sett, vases, mustard and horseradish jarrs, comports, candlesticks, sugar sift.
ers, bowls, mayonnaise sets, nut bowls, ers, bowls, mayonnaise sets, nut bowls,
marmal ade jars, whipped cream bowls, chocolate jugs, butter dishes, plates, large comports, rail plates, fruit bowls, celery trays, comb and brush
trays, cracker and cheese trays, tea pots, coffee pots, cracker jars, fern
dishes

## Articles Selling

To $\$ 1.00$ for 25
To $\$ 2.00$ for 45 c
To $\$ 2.50$ for 65 c
To $\$ 3.00$ for 75 c
To \$4.00 for 95c
To $\$ 6.00$ for $\$ 1.45$
To $\$ 800$ for $\$ 1.95$

Double
Economy Jaņuary Sales
Specially Arranged in the Great Economy Basemen Store.


