

The Great January Economy Sales

—being our co-operation with the Department of Justice at Washington in the effort to LOWER LIVING COSTS. Savings of a very sensational order in every section—the greatest profit will accrue to those who read our advertising closely every day this month.

All French Novelties Half Price

—Fancy baskets, telephone shields, fancy boxed novelties, knitting and shopping bags, silk and velvet pillows, etc., charming in materials, color and dainty feminine touches of design and trimming.
—Art Needlework Section, Fourth Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Children's Stamped Dresses Half Price

—Sizes from six months to twelve years, ready made of lawns, chambray, voile, dimity and pique, stamped with daintily simple patterns. Former prices 75c to \$4.25.
—Art Needlework Section, Fourth Floor

Wake Up, Men!



Remember
the Makes
in
This Sale—

Stein-Bloch!
Fashion Park!
Langham!
and
Langham High
for Younger
Young Men!

Of course we refer to those men
who have not attended the

Big Clothing Sale

—Do you ever remember of anything like it?
—Was there ever such an astoundingly far-reaching offer of

An Entire \$100,000 Stock of
Fine Suits and Overcoats

And Every Garment All Wool at

20% Discount

—Well, that's what this sale offers, and if you are going to take full advantage of it and get best selection, we say **act Saturday—and without fail.**

ONE THING WE NOTED

—Some men chose to look elsewhere before buying, a practice which we welcomed. We cannot recall **one** such instance in which the wife was along that didn't result in a return to the **Big Sale!**

Special Provision for the Comfort of the Wives

—They will come—not a bad idea, either, because few stores can boast **entire stocks** of all-wool garments. Of course, the wool question is settled here at the start, but the wife generally has ideas about style and pattern that must be respected.

Going Strong!

The Sale of Men's
Fine Madras Shirts

\$1.35

SO MANY hundreds of men have heeded our advice and attended this sale of fine madras shirts that they are selling with greater speed than even we anticipated.

—So we again sound a note of warning to you men who would share in the savings—**Do not defer your selection any longer!**

—Not only fine quality coupled with low price, but the attractiveness of the shirts themselves make this an event that demands your attention.

—Soft cuffs, and five-pearl-button front. Sizes 14 to 17.

WELL MADE—GUARANTEED TO FIT!



Girls' Apparel

Materially Reduced for the January Sales

In the Girls' Own Shop, where values abound, great things have been going on for days—garments, the sort girls love to wear, have been undergoing rapid price changes, until

Now we are ready to present you such savings in Frocks, Coats and other apparel for girls, "Flappers," Juniors and "Littlest Girls"—as to make it imperative for every girl and mother who is interested in defeating the H. C. L., as directly applicable to herself, to

Hasten to This Sale While the Selection Is the Best!

Frocks for Flappers (14 and 16) Splendidly Reduced \$17.95

—Lovely serge frocks in the smartest styles and prettiest shades—brown, navy and green. Touches of hand embroidery supply the color note and add to the "Frenchness." Belted or sash styles.

Other serge and silk dresses are reduced One Fourth!

**Children's Serge Dresses
6 to 14, special \$6.75**

—Navy serge dresses so cleverly made and trimmed in such a variety of charming ways.

All other serge frocks in these sizes reduced one-fourth

**Children's Coats \$5—wonderfully special
for Little Two to Six**

—Smartly made coats of corduroy, zibeline, plush and other fabrics. Brown, green and navy, trimmed with buttons and pockets, and big collars that snuggle little chins.

**Another Lot of Coats for Little Two to Six
Is Now Half Price!**

—Fine fabrics, velvets, broadcloths, corduroys and silvertones. Many with fur trimmings. Were \$13.50 to \$25—**NOW JUST HALF!**

—Girls' Own Shop, Fourth Floor, Lipman, Wolfe & Co.



**Entire Stock of Juniors' and Children's Coats
(Sizes 8 to 17)
HALF PRICE!**

—Think of it!—coats of finest fabrics—silvertones, polo cloth, velours, etc., made on the smartest lines—many fur trimmed!

—Regularly \$17.50 to \$27.50—**NOW HALF!**

Juniors' and Flappers' Fine Suits at HALF!

—Were \$18.50 to \$78.
—Sizes 14 to 17. Fashionable suits of the best fabrics of the season—in brown, blue, green, tan, mixtures and black and white checks.

All Children's Hats Reduced

Special 95c, \$1.95, \$2.95 to \$5.95

—Every child's hat of beaver plush, velvet and cloth. Tailored and dressy models. Black, brown, taupe, navy, rose and red.

There are wonderful savings here for YOU!

Odd Sweaters Half Price

—Slip-overs of silk and fiber silk, with or without sleeves, in pink, peacock blue, yellow, black and buff. Also coat style of fiber and of mohair. Brushed wool sweaters in navy and in gray, trimmed with orange.

**Brushed Wool
Scarfs 1-3 Off**

—Large shawl scarfs, also medium and small sizes in many effective color combinations.

**Smart Tams
Reduced 1-3**

—Brushed wool and knitted Tams in almost any color effect you could desire.

—Fourth Floor, Lipman, Wolfe & Co.

A Sale for the Boy as Well as for Dad

**300 Boys' Suits
\$9.45**

**Many are all-wool
Many have two pairs of knickers**

—These suits are from our very best selling lines of the season. Suits that have sold so briskly at higher prices that lines are broken, clever styles, every one of them, unusually good looking and thoroughly well made down to the full-lined knickers.

—Tweeds, homespun and cassimeres for boys of 6 to 18.
Boys' Flannel Shirts \$2.50 and \$3.50
Boys' Flannel Blouses \$1.75 and \$2.45
Boys' and Youths' all-wool sweaters \$5.50, \$6.50

—Fifth Floor, Lipman, Wolfe & Co.



Economy Basement Store Deals Many a Heavy Blow to H. C. of L.

Boys' Mackinaws

\$9.45

Without doubt this is
the place to come for
fine mackinaws Saturday

—Those handsome dark plaid mackinaws that the boys delight in, made in the most approved style, with the practical convertible collar, full belt and large slashed pockets. Wonderful values here for boys of 8 to 17.

**Boys' Flannel
Blouses and
Shirts \$1.95**

—Here's extra warmth, extra good wear and good looks in these oxford, green, tan and olive blouses and shirts with military collars and pockets.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

**Boys' Odd
Knickerbockers
\$1.59 and \$2.45**

—Sizes 8 to 11 in extra good knickerbockers, some of them full lined. Of good, sturdy cloth, made strictly for wear.

Lowest Clearance Prices on Women's and Children's High-Grade Shoes

**220 Pairs Women's
Button Boots**

—Patent gunmetal and black kid boots, some with colored cloth top, high and

low heels, heavy, medium and light soles. You'll find sizes 2½ to 7 and widths from AAA to C in the lot and every pair a good style.

Infants', Misses' and Child's Shoes

—High grade shoes with heavy soles, button or lace models of gunmetal calf and kid, priced to clear. Sizes 6 to 11 at \$2.48. Sizes 11½ to 2 at \$2.98.



\$2.98

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

**Red Cross and Wichert
& Gardner Boots**

—A large assortment of styles and sizes, principally of these two famous makes;

black kid, brown kid and calf, black calf and colored top boots, broken lines in widths AAA to C. Sizes 2 to 8.

Boys' Solid Leather Shoes

—Excelsior Shoe Company's real shoes for real boys; button and lace, in black and brown calfskin, both heavy and medium weight; some with Neolin soles. Sizes 1 to 6.

\$3.95

Children's Hats 49c To Clear

—Odd lines of tailored hats of corduroy and velveteen, white, brown and green. A new hat for a trifle.



**Closing Out
Girls' Odd
Sweaters
\$2.95**

—Wool slip-on and open front coat sweaters in tan and maize, some plain, some trimmed with white or colored stripes. Smart styles in slightly soiled and broken lines. The quality is wonderfully fine.

Boys' Play Suits, brown denim, sizes 2 to 8, at \$1.25
Washable Corduroy Suits, sizes 2 to 7, just a few to go at \$2.95 and \$3.95

—ECONOMY BASEMENT, Lipman, Wolfe & Co.