

WE RESERVE THE RIGHT TO LIMIT QUANTITIES IN THE JANUARY ECONOMY SALES

Lipman Wolfe & Co
"Merchandise of Merit Only"

JANUARY ECONOMIES

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"Merchandise of Merit Only"

—Here is another demonstration proving conclusively the underselling power of this institution. We have thrown our undivided efforts into the great movement of bringing down prices—cooperating with the department of justice at Washington—The January Economies bring several hundred thousands of dollars' worth of quality merchandise at less than today's wholesale.



\$40,000 Hosiery Sale
For Women

—An enormous quantity of hose, to be sure, but the values are still more enormous and with the unprecedented buying some items will not last the week out.

Black Pure Thread Silk
\$1.65

—Lisle garter tops, reinforced toes, soles and heels; semi-fashioned. First quality. Heavy weight. Very special.

First Quality Fiber Silk
79c

—Lisle tops, heels and toes; heavy quality, in all the best colors. A very special offer.

Famed Notaseam Pure Thread Silk
(Substandards)
\$1.15

—Lisle garter tops, reinforced toes, soles and heels; semi-fashioned; black, white and colors. Wonderfully special.

Fleece Lined Cotton
39c

—Double garter tops. Full fashioned, white and balbriggan. First quality. Very special.

First Quality Pure Thread
\$1.39

—Silk, semi-fashioned, lisle garter tops; heavy heel and toe; black and colors. Very exceptional.

First Quality Fiber Silk
59c

—Lisle tops, heels and toes; excellently wearing. Silky in appearance. Black and colors. Exceptional.

—Street Floor, Lipman, Wolfe & Co.

An Extraordinary Sale!
Women's Knit Underwear



(Purchased nearly a year ago)

—Consider what that means—purchased nearly a year ago—the prices then prevailing were considerably below today's prices. Notwithstanding that fact WE ARE SELLING TOMORROW AT PRICES BASED ON THOSE QUOTATIONS! Which brings this underwear to you at ABOUT PRESENT WHOLESALE COST!

Fine Lisle Union Suits **85c**
Special

—Low neck, sleeveless, tight knee. Some are bodice style, designed to wear with camisoles. Sizes 36 to 44. Wonderful value!

Ribbed Lisle Union Suits **95c**
Extra special.

—A wonderful garment of fine ribbed lisle—low neck, short sleeves or sleeveless. Ankle length. Extra sizes only. An offering of unusual merit.

Fleece Lined Cotton Union Suits **\$1.98**

—Medium and heavy fleece lined cotton union suits, with high or Dutch neck, long or elbow sleeves. Ankle length. Just the garment for this sort of weather.

—Extra sizes \$2.23.

—Street Floor, Lipman, Wolfe & Co.

A Startling Sale of Envelope Chemise

With a Range of Prices From **\$1.15 to \$3.95**

—And a range of fabrics that includes dainty American-made garments of longcloth, crepe and silk and exquisitely fine, hand-made, hand-embroidered chemise from the Philippines.

A Sale That Invites Immediate Selection of Future Needs

Brides-to-be will be especially interested.

At \$1.15

Chemise of Longcloth

—Splendid quality longcloth is used in the making of these fresh, pretty chemise, whose effectiveness depends upon the excellent way they fit as much as the trimmings of insertion, embroidery, lace, shirring. Ribbon drawn, of course. Built up shoulder styles.

At \$1.39

Chemise of Longcloth

—Again the dainty soft long cloth. This time of an even finer quality. —Also plain "tailored" styles, with embroidered edges. Strap, armhole and pointed styles. Enhancements of embroidery or shadow lace medallions—some, too, have rows of lace and embroidery.

At \$2.25

Chemise of Longcloth

—Of an exquisite quality longcloth—Empire and pointed effects. Insets or medallions of organdy and lace. Fine shirring add attractiveness. —Many other dainty styles of excellent quality longcloth. —Priced at \$2.45, \$2.75, \$3.45 and \$3.95.

—Fourth Floor, Lipman, Wolfe & Co.



A Sale of Infants' Wear



—A sale important to mothers and mothers-to-be, since wee garments so necessary to Baby's health and comfort are included at prices attractively low.

Daisy Cloth Wrappers 75c

—For tiny babies. Pink or blue trimmings.

Long or Short Slips \$1.35

—Of soft lingerie cloth, dainty little yoke styles or featherstitched, smocked or embroidery or lace trimmed models.

—Long dresses 6 months, 1 and 2-year sizes.

—Baby's Own Shop, Fourth Floor.

Odds and Ends Children's White Dresses 2 to 6 Years—1-4 Off

—Daintily fine dresses of Swiss lawn or voile. Touches of color are introduced in sprays of hand embroidery or smocking. —Also heavy percale and poplin frocks. —Very special at 95c, \$1.89, \$2.25 to \$3.95.

Crib Sheets and Pillow Cases 95c, 45c

—Hemstitched sheets for crib, 95c. —Crib pillow cases to match, 45c.

Children's Flannel Skirts \$1.19, \$1.49, \$1.95

—Oddments of flannel skirts on muslin waists with hemstitched or scalloped edges.

Infants' White Corduroy Hats and Bonnets Special \$1.49, \$1.98, \$2.45

—Cunning hats and bonnets of white corduroy, trimmed and plain.

Guaranteed Rubber Goods in a Real Sale



—We have re-priced at sharp reductions our entire stock of rubber goods, every piece of which is of first quality and emphatically guaranteed to that effect. —Tomorrow sale prices are equivalent to the lowest figures that high-class rubber goods have sold for in the last two years.

Full Quart Size Hot Water Bottle \$1

—Pure red rubber, molded in one piece. Leakage impossible.

Nearkid Brand Red Hot Water Bottles \$2.23

—Guaranteed to be free from imperfection of any sort. Written guarantee with every one sold.

2-Quart Nearkid Red Fountain Syringes \$2.85

—Covered by the same guarantee as the above bottle.

EXTRA!

89c Hercules Brand Hot Water Bottle 2-Qt. Size
—Of excellent quality red rubber molded in one piece.

2-Quart Hudson Fountain Syringes \$1.39

—All-seamless syringe of good quality rubber. Regulation length hose and four attachments.

Vaginal Syringes \$1.33
—Maderite brand—an exceptionally good value. Here's a case where you save nearly as much as you spend on the purchase.

—Street Floor, Lipman, Wolfe & Co.

2-Quart Hot Water Bottle \$1.90

—Best quality mottled rubber. Excellently made—sure to prove durable.

2-Quart Tyrian Ajax Water Bag \$2.85

—Best mottled rubber, seamless. With proper care will last several years.

2-Quart Combination Bottle and Fountain Syringe \$2.50

—One-piece molded bag of pure red rubber. Fills a two-fold purpose. —Numerous other special items in rubber goods are included.

The Economy Basement Store's White Sale Is an Extraordinary Event!

Featuring Broad Assortments of Everything in White Goods—Full Stocks Purchased on a low market as long as a year ago—and PRICED VERY SPECIAL EVEN AT THAT. Supply Your Needs for the Future—the Savings Are Tremendous

Domestics—Every Item Here Is Priced at Wholesale or Less

Draperies—Buy Now for Spring and Save

Undermuslins—Vast Stocks at Prices That Can Not Be Duplicated



Colonial Bed Spreads \$2.10

—An exceptional offering in spreads for three-quarter beds.

18x36-in. Huck Towels 30c

—Generous sized huck towels for every day use—fine, too, for hotels. By the dozen, \$3.25. Extra special.

Fancy White Goods Yard 25c

—1500 yards of checks, plaids and striped effects in white only. For waists and children's dresses. Buy now for Spring and Summer.

81-Inch Bleached Sheet-ing Yard 65c

—Full bleached sheeting, free from dressing. A quality that won't last long in this width at 65c.

Pillow Cases 38c and 40c

—Belfast make. Good weight and perfect quality. Size 42x36 inches 38c. Size 45x36 inches 40c.

Gray Blankets, Full Size \$2.85

—Gray blankets, with pink or blue borders, size 64x76 inches away below the prevailing prices.

36-Inch Bleached Muslin 29c Yard

—The famed Modoc Brand—excellent weave and finish. A nice quality for gowns, underwear and all sorts of household uses.

81x90 Bleached Seamless Sheets \$1.95

—A very special item considering present wholesale prices. Heavy weight, full bleached—full size.

Curtain Mill Ends 39c each

—A special lot of manufacturer's fine samples of scrim and marquisette, trimmed with pretty lace edges. 1 1/4 yards long, 36 to 40 inches wide. White, cream and ecru.

Fancy Curtain Nets 29c yard

—Figured curtain nets—white or cream. 36 inches.

Curtain Madras 33c yard

—Cream curtain madras with floral figures in blue, green or rose.

Cretonnes

39c, 49c, 59c, 67c a yard
—Yards and yards of pretty cretonnes in flower and conventional patterns, light and dark grounds.

Plain Curtain Scrim 27c yard

—White and cream.

Nottingham Curtains Special \$2.50 pair

—Curtains with fancy borders—plain or figured curtains. 2 1/2 yards long.

Scrim Curtains \$1.59 pair

—Made with neat lace edging. White or cream. 2 1/4 yards long.

Marquisette Curtains \$2.49 pair

—Lace edged marquisette curtains. 2 1/4 yards long.

Scrim Curtains \$2.23 pair

—Lace edged. **Marquisette Hemstitched Curtains \$1.59 pair**
—White, cream and ecru. 2 1/4 yards long.

White Longcloth Gowns \$1.19

—Round, square or V-necked gowns, prettily trimmed with embroidery and lace. Ribbon drawn.

New Batiste Bloomers 69c

—Dainty pink or white batiste bloomers, elastic drawn at waist and knee. Sizes 25 and 27.

—Bloomers of cotton crepe or batiste—reinforced, some lace-edged, very specially priced at 79c, 98c, \$1.29.

Silk Camisoles 58c

—Dainty, pretty models in pale pink wash satin and silk. Slip-over and open-front styles. —tailored and lace-trimmed. Colorful touches of embroidery add to their attractiveness.

Longcloth Corset Covers 49c

—Of soft finish white longcloth, trimmed with embroidery and ribbon. Sizes 36 to 44.

—Other covers, more elaborate are special at 69c to \$1.19.

White Longcloth Petticoats \$1.19

—The material in these petticoats is of an exceptionally soft finish. Made with gored tops, tape drawn, finished with ruffles of embroidery.

Longcloth Drawers 79c

—Of soft white longcloth, in both open and closed styles. Lace-trimmed. Other drawers are very special at 89c, 98c and \$1.15.



New Envelope Chemise 98c

—A large and varied assortment of pretty styles in soft finished longcloth chemise, in either delicate flesh or white. Empire or straight styles. Dainty lace, embroidery or insertion are used in effective ways for their adornment. 36 to 44.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

This Store Uses No Comparative Prices—Key Are Misleading and Often Untrue