

70th Anniversary Sale

Lipman Wolfe & Co.
"Merchandise of Merit Only"

This Entire Page, Devoted to Sales Which Will Occur on the Fourth Floor



SKETCHED

Junior Apparel

Extraordinary Specials

Smart Taffeta Frocks, Special \$25

JUNIORS' and Flappers' beautiful Taffeta Frocks—several different models in navy, copen, rose, brown and black. Some with puffings and cordings, or with accordion pleating insets. Others with touches of hand-embroidery, long-waisted effects, and some with side tunics or double skirts. Decidedly smart. Sizes 14 to 17.



SKETCHED

Junior Frocks Wonderful at \$45

—Just 35 exceptionally smart dresses, some of them just arrived, and included are the fashionable Peggy Page dresses, as well as other exclusive makes. All excellent quality taffeta in a number of very charming and exclusive effects. The best offering of the season.

Junior Coats Exceptional at Lot One \$25 Lot Two \$45

—Wonderful opportunity to secure a Summer wrap at a marked reduction.



SKETCHED

Junior Suits, Extra Special \$45

—Styles that are entirely different—material that at first glance bespeaks quality, including serges and gabardines; black and white checks, and fancy Velour, Checks and Tweeds. Splendid quality tailoring, and every suit beautifully silk-lined. A wonderful opportunity for little women and growing girls.

—Fourth Floor, Lipman, Wolfe & Co.

Hand-Made, Hand-Embroidered Philippine Underwear

In the Most Remarkable Offering of the Kind We Have Announced. **Choice \$3.45**

THE BRIDE who is preparing her trousseau will welcome this timely opportunity to secure the most carefully hand-made and most exquisitely hand-embroidered Philippine underwear we have had the privilege of offering at any such price. The value is so much better than we have seen for several years that we know this wonderful collection will be snapped up in a hurry.

Beautiful hand-made and hand-embroidered Philippine gowns in six styles—all slip-over with kimono sleeves, or sleeveless.

—Daintily scalloped and eyelets drawn with ribbons—and prettiest of hand-embroidered designs in Rose, Conventional and Calado—some have fine hemstitching, or eyelets in dainty sprays—V, round, square and fancy necks—and all beautifully hand-embroidered, in both back and front. Every garment is hand-sewn to the most insignificant hem and seam—all are full size and full length.

Envelope Chemise

in this collection at \$3.45 are equally attractive, and as carefully made in every particular. Many of them match the gowns described in detail above. The material in both lots consists of fine quality lingerie cloth.

EXTRA—100 Pieces of Exquisitely Hand-Made Hand-Embroidered Philippine Underwear \$2.95

Boudoir Caps \$1

—Daintiness, charm and quality are combined to an unusual degree in these caps of ribbon, net, lace and combinations. Cap and bonnet shapes, all most unusual.

—Samples and slightly soiled Philippine gowns and envelope chemise at a price which is extraordinarily low.
—Slip-over gowns, made with kimono sleeves—also sleeveless styles. Exquisite materials.
—Envelope Chemise in regulation styles—scalloped or hemstitched.
—Fine tucks—hand embroidery. Calado, hemstitching and eyelet designs. Many garments worth twice as much.
—Fourth Floor, Lipman-Wolfe Co.

Crepe de Chine Gowns Two Tailored Models, \$6.95

—In slip-over kimono style. The splendid quality of flesh crepe de chine, the hemstitched yokes, shirring, bows and tiny French flowers make these gowns worth far more than \$6.95.



SKETCHED

TIMELY—This Most Extraordinary Offering of

Women's Khaki Breeches \$2.95

—So popular for outing, riding, hiking and general utility use—these khaki breeches are offered at a remarkably low price for the Anniversary sale. Sizes 24 to 30 waist measure—unfitted style, laced at ankle—full cut—and splendidly tailored.
—Fourth Floor.

Anniversary Sales in Baby's Own Room A Remarkable Lot of Spring Coats at \$9.95

—Infants' long and short white coats in Cashmere and Crepe. They are all daintily hand-embroidered on the collars and cuffs and splendidly tailored in every respect. The Anniversary sale price of \$9.95 is decidedly unusual.

100 Nursery Blankets Choice \$1.15

—These dainty Beacon Nursery Blankets in pink, or blue, with border of white, also white with pink or blue border, conventional designs, are suitable size for small crib or wrapping blanket. Specially priced at \$1.15.

Chambray Gingham Creepers

In 1 and 2 Year Sizes, Special \$1.65 and \$2.15
—Chambray Gingham Creepers—have "Ducky pockets," white collar trimmed in French knots. Colors pink, light blue and Dutch blue. Special \$2.15.
—Pink and blue Chambray Gingham Creepers—white Madras waists—smocking collars—buttons on belt. One pocket. Special \$1.65.



And in the Little Folks' "Isle" Snowy White Dresses for "Two-to-Sixes"—Choice \$3.95

—Four unusually clever styles briefly described as follows:
(a) Dotted white swiss, with square neck and ruffle on skirt, and finished with dainty lace. Tucked-trimmed waist and skirt.
(b) This lot is of sheer crisp organdy with round neck—shirring and daintily trimmed lace ruffles.
(c) These are of white voile daintily shirred in colors—have pockets—yoke, and shirred ruffle finishes neck.
(d) Daintily trimmed are these white voile dresses in French knots with tucks in skirt.
—Fourth Floor, Lipman, Wolfe & Co.



Charming Wash Frocks for Porch and Street Wear \$4.95

Smart styles and values typical of the Anniversary Event

THIS lot of merchandise embracing two hundred garments was contracted for nearly a year ago, when prices were very much lower, and has just been made up in the latest styles. And this is the story behind one of the very best values which is being offered in the entire aggregation of the Anniversary Sale lots.
—We are not going to enter into a detailed description because all of the nine very pretty styles are pictured just exactly as they are.
—But you may expect to be surprised and most favorably at the beautiful gingham—the great variety of attractive checks in which they come—the colors—the charm of trimmings, and so many details which are really unusual in connection with these inimitable dresses at the price.

SILK FLOUNCED GENUINE HEATHERBLOOM PETTICOATS, Special \$3.95
—Two Different Styles—pleated, edged and hem-stitched ruffles or shirred. In rose, green, taupe, black, brown, purple and navy—with plain and changeable ruffles.
—Fourth Floor, Lipman, Wolfe & Co.

Corsets for Every Woman Specially Priced Anniversary Sale Lots

La Vida Corsets \$4.95

—An unusually low price for these celebrated corsets—made of Pink Brocade. Low bust—long over the hip and back—embroidered tops.

Dorine Corsets Special \$4.95

—Made of Pink Brocade—real low bust—very long hips and back—trimmed with Val lace and ribbon—3 pairs of supporters—sizes 21 to 28.

Stylish Stout Corsets Very Special \$7.50

—Pink and white coutil, real low, medium low, medium and medium high bust. Models for short, medium and tall figures. Sizes 24 to 40. For one day only.

Ribbon Trimmed Bandeaux Special \$1.00

—Hook-front and hook-back styles in pink satin serge with silk ribbon over the shoulders. All sizes.
—Fourth Floor, Lipman, Wolfe & Co.



Art Needlework Section

70th Anniversary Sales 4000 Balls Minerva Yarns 30c and 45c a Ball

—Large and small size balls of the celebrated Minerva yarns at an extra price concession for the first day of the Anniversary Sales, the manufacturer's cooperation making this possible.

—Included in this 45c Sale are large balls in the most beautiful shades in

Lustre Wool
Iceland Wool
Silk Mixes
Heatherdown
Gemantown
Knitting Worsted
Spanish
Zephyr Floss
Shetland Floss
Silk Shetland

—And in the 30c lot small balls of Shetland Floss and Saxony are included.
—Knitters will supply their needs for far in the future.



Stamped Ready-Made Dresses, Special \$1.69

—Children's frocks, 4, 6 and 8-year sizes of cream crash—have straight buttonhole round neck, and sleeves. Two Styles—one stamped with three conventional motifs in front—the other with block designs.

13-Piece Artcraft Luncheon Sets, \$1.48

—Sets include one 18-inch center—six 10-inch and six 6-inch doilies.
—Also 5-piece luncheon sets, including one 18-inch square and four 14x18-inch oblong doilies. These are all hand-stenciled in fruit designs, Dresden effects, and Dutch blue patterns—can be cleaned with a damp cloth.

Stamped Pillow Cases, Special \$1.69 Pr.

—Made of continental tubing—due to an error at the factory the material was cut on one side and seamed. Stamped for scalloping and simple embroidery designs. The sale price is less than today's wholesale.

Stamped Dresser Scarfs, Special \$1.00

—White scarfs with centers of linen edged with 4-inch lace. The ends are stamped with pretty designs for lazy daisy, French knots and outline embroidery.
—Fourth Floor, Lipman, Wolfe & Co.

Clever Spring Smocks IRRESISTIBLE IN BEAUTY AND STYLE, DECIDEDLY LOW PRICED \$1.95

Sizes 14 Years and 44 Bust And a Few 6 to 12 for Children
PRACTICAL for sport or outdoor wear and for school. These beautifully hand-embroidered smocks will go in a hurry at the low price of \$1.95.
—Come in white and colors—many of them beautifully smocked—many of them self-colored or with contrasting trimmings—with belts or sashes—round or V-neck collars. Choice of white, tan, rose, Cadet, and maize.
—Duplicates of many of these garments are selling in our regular stock at twice the sale price.
—Fourth Floor, Lipman, Wolfe & Co.



Silk Sweaters! Reduced 1/3 to 1/2

—Our retail prices from which reductions were made were based on the market of a year ago, so you can readily see that the savings are really even greater than stated above.

13 Silk Sweaters

The Sale Price is **\$18.75**

30 Silk Sweaters

The Sale Price is **\$32.50**

24 Silk Sweaters

The Sale Price is **\$37.50**



—Tuxedo styles in plain and fancy knit, striped and bar effects—sizes 38 to 46.
—Colors: White, Navy, Turquoise, American Beauty, Peacock, Rose—Sale Price, **\$18.75**
—Colors: White, Green, Gray, Red, Tan, Henna, Navy, Black, Pink, Purple, Turquoise, Rose, Peacock—Sale Price, **\$32.50**
—Colors: Turquoise, Rose, Scarlet, Purple, Cardinal, Orchid, Navy, Taupe, White, Tan, Green, Peacock—Sale Price, **\$37.50**
—None sold to dealers—every sale final.
—Fourth Floor, Lipman, Wolfe & Co.