

Four
Pages
of
Store
News

King Cotton Sale

See
Pages
5, 6
and
7

Super-Sales

Super-Sales

MAKING June a month that will go down as one of the most spectacular periods in the retailing history of this section. Here are four wonderful pages of merchandising sensations.

Lipman Wolfe & Co.
Merchandise of Mark Only

EVERY section in the Store participates. Super-Sales of a colossal nature will be announced from day to day. Never a let-up. One great surprise after another. Watch our announcements closely.

Lipman Wolfe & Co.
Merchandise of Mark Only

FOR ONE GREAT READY-TO-WEAR

Super-Sale

We Have Been Very Fortunate in Securing
Just 86 of Those

Smart Jersey Suits

Of Rare Quality and
Superb Tailoring

Special
\$25

THE most demanded article of women's apparel at this moment is the smart Jersey Suit—the jersey of superior quality and tailoring. We assure you that it would not be necessary to sell these wonderful jerseys

At Half Price

as we are doing in this event except for the fact that our Super-Sales must in every instance represent overwhelming value on wanted merchandise of quality.

—Tuxedo notched collar and brush-wool trimmed Jersey Suits in navy, black and

Twenty Most Bewitching Summer Shades!

—Third Floor, Lipman, Wolfe & Co.



SKETCHED

EXTRAORDINARY!

Afternoon and Street Frocks

—of—

Beaded Georgette Printed Georgette
Crepe de Chine Taffeta Tricolette

In Three Sensationally Reduced Price Groups

\$33.50

\$38.50

\$48.75

These garments comprise the Spring's very choicest modes

—NOTE: Original price tags remain undisturbed on each individual garment, permitting you to figure your own savings! Further comment is certainly unnecessary.

And the Balance of All Our Silk Dresses, Choice \$20

ALL EVENING GOWNS HALF PRICE!

—Third Floor, Lipman, Wolfe & Co.



Very New—
Very Special—
Pure Fiber—

Smock Sweaters

Priced Regardless of Cost \$15

—A special purchase—a late arrival of these Sweater Smocks—the VERY LATEST CONCEIT.

—In sweater styles—but priced phenomenally low for the King Cotton Sale.

—Trimmed with four-inch fringe at bottom and on the sleeves.

Pink White Buff
Peacock
American Beauty

—Women's Sweaters,
Fourth Floor.

Our Entire Stock of Smart Spring Coats

A N UNPARALLELED ANNOUNCEMENT, this, at the very beginning of the month of June! Think of it—our entire stock of wonderful coats in the most fashionable imported and domestic fabrics and in styles which were expertly selected for their charm and individuality. These are the wonderful Coats from which you may choose beginning tomorrow in three extraordinary price groups—and the original price ticket remains on every individual garment so that you may easily figure your savings. Tuesday \$35, \$52.50 and \$87.50

—Third Floor, Lipman, Wolfe & Co.

FOR YOUR CHOICE IN THIS MOST
REMARKABLE UNDER-PRICED
EVENT WHILE THE SALE LASTS

\$35.00 \$52.50 \$87.50

**ALL EVENING COATS AND CAPES, ALSO ALL
LEATHER COATS ON SALE AT HALF PRICE
All Leatherette Coats Just \$15.00**

A Sale of Samples—

145 Rare Blouses

Each One Totally Different and Seemingly More Attractive Than the Other!

—Made of fine georgette, nets, laces and beaded effects.

Choice **\$15.00**

From a Half to a Quarter of Regular Prices

Every sale final—no reservations or C. O. D.'s

—Third Floor, Lipman, Wolfe & Co.



The Millinery Section Announces
in Honor of King Cotton—

100 Georgette Hats ALL SMARTLY TRIMMED

—At a price that should clear out the entire collection before noon tomorrow.

Choice **\$6.50**

—These Hats are all hand-made on wire frames—airy transparent brims—in solid effects—others with a touch of color.

PRICED AT LESS THAN HALF

the price that you will see identical Hats sold for at retail elsewhere.

—Third Floor, Lipman, Wolfe & Co.

A Remarkable Assortment of Those
Magnificently

Embroidered Metal-Run Ribbons

—In the most gorgeous colorings that the mind can picture.

—These Ribbons are suitable for fancy bags, sashes, vestes, etc. Widths range from seven and one-half to ten inches.

—We offer the entire collection at

\$4.95 Yd.

—And this means that many of them have been lowered to less than

1/2 Price

—Street Floor,
Lipman, Wolfe & Co.

Silk Petticoats

Extra
Special **\$5.95**

—We are taking one hundred and fifty of our much higher priced Petticoats direct from regular stock and offering them at a price that is amazingly low.

**DISREGARDING
ORIGINAL COST**

—Included are jersey top with taffeta flounces; chiffon taffetas and all-silk jersey Petticoats.

—Trimmed with narrow ruffles, tucking, accordion pleating and shirring.

—Plain colors and fancy changeables—also many novelty Petticoats in contrasting colors.

—Third Floor, Lipman, Wolfe & Co.



Juniors' Smart Apparel SHARPLY REDUCED

14, 15, 16 and 17-Year Olds!

—Specially for the King Cotton Sale, new reductions, and very sharp ones, in apparel for the youthful figure.



Juniors' Dresses

—Taffetas and tricolette in the smartest modes that the very best Eastern designers have created especially for the slight figure.

\$19.95

\$34.50

—A big color selection and almost as many styles as there are dresses—and every garment is greatly reduced.



Junior Coats

Greatly Reduced

\$22.50 \$39.50

—Polo, velours, coverts, fancy tweeds, gabardines and novelties—all priced at the greatest savings of the year. Sizes 14, 15, 16 and 17 years.

Fancy Tailleurs Greatly Reduced

Sizes 14, 15, 16
and 17 Years

\$19.95

\$29.50

\$39.50

—The very rarest Suits most fashionably tailored and the best-looking garments for the youthful figures that we have ever had to sell—and especially at such very low prices.

—4th Floor, Lipman, Wolfe & Co.



Comparative Prices are misleading and often untrue