

Everything
for Cash

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Everything
for Less

Rue de
la Paix
Candies

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Mail
Orders
Filled

Economy Basement Store

"WHERE YOU SPEND THE LEAST AND GET THE MOST FOR IT"

Corsets for less

Three Wonderful
Items for Friday
\$1.35

—For slender women and school girls, a lightly boned corset of coutil in pink or white. Elastic at waistline. A very exceptional value. Sizes 20 to 26.

\$1.95

—Made of pink brocade; elastic at waistline. Corsets that will surely please in every way. Sizes 20 to 25.

\$1.50

—Made of coutil, finished at top with embroidery; medium bust, medium long hip and back. Sizes 20 to 25.

—ECONOMY BASEMENT.

To Help Make National umbrella week

a Real Economic
Factor, We Offer

Women's Colored
Taffeta Silk
Umbrellas
\$5.95

—Made on steel paragon frame; steel rod; Prince of Wales handle or black ebonite with cords and rings. Wonderful value.

Women's Black
Cotton Umbrellas
\$2.59

—With taped edge; made on steel frame and rods. Neat, plain handles with cords.

—ECONOMY BASEMENT.



Boys' new suits at a new low price **\$9.95**

—For these new belter and Norfolk suits are just in by express and such excellent suits have not been shown before at \$9.95.

—Of best wearing fabrics in clever colors and patterns, full cut, and trousers fully lined with taped seams. Sizes 7 to 17.

Boys' wool
mackinaws
\$10.45

—The new plaids and plain colors will catch your eye first in these, then you will notice the superior style—belted, double-breasted and large collared, and they are every bit as good as they look—all-wool, warm and long-wearing, unusual at \$10.45.

—ECONOMY BASEMENT.

Women's fall and winter coats

Of remarkably fine quality, style and workmanship
at an exceptionally low price

\$19.50



HANDSOME Coats of polo cloth and heather cloths which our resident buyers in New York snapped up eagerly the minute they were offered to him at a great concession. In so doing he paved the way for this fine event, and while the lot is large, the only regret is that we haven't at least twice as many of them.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

THESE COATS are far ahead of those you are accustomed to look for at this price. They are cut full and have a very wide sweep, one of the many fine features which we desire to emphasize. They are generously made of luxurious materials—a representative lot in every respect, in a charming variety of styles. In solid colors and heather mixtures.



Friday—standard muslin—19c yard

For Friday Is

19c DAY

in the Domestic Section

—Every housekeeper knows this standard 36-inch Muslin—this is the lowest price in years on this brand and, remember, it is the Economy Basement Store that brings the price down. Limit ten yards to a customer.

Four more big 19c specials

Towels 19c
—Full bleached huck towels, all white or with red borders.

Sateen, 19c Yard
—36-inch Sateen, short lengths and seconds in black and colors.

Crash, 19c Yard
—Bleached Crash, an even weave with red borders.

Outing, 19c Yard
—Gray twilled outing flannel at less than today's wholesale cost.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Surpassingly good silk specials

**\$1.35, \$1.49, \$1.95
\$2.65 yard**

—When you see the weaves, the weight, the colors, the finish, you will be amazed at the savings.

Crepe de Chine \$1.35 Yd.
—Forty inches wide, serviceable and stylish, in ivory, flesh, pink, maize, turquoise, coral, apricot, tan, navy, midnight, sapphire, tobacco, seal, prune and black.

Plain and Changeable Taffetas, \$1.49 Yard
—35-inch soft finish taffeta in black, navy, brown, Japan blue, light tints and ten new changeable combinations.

Black Poplin, \$1.95 Yard
—Heavy silk-mixed poplin for skirts, dresses, etc., 40 inches wide.

Duchess Satin, \$2.65 Yd.
—Black, navy and brown in one of the very best wearing weaves, 36 inches wide.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Prices that are amazingly low
low on

Curtains and drapery materials

36 in. heavy quality Cretonnes, specially priced **39¢** yard
Figured colored Scrim, specially priced..... **39¢** yard
Figured Scrim, specially priced..... **25¢** yard

White and cream, floral and conventional patterns in all colors.

Fancy colored border Marquisette special at..... **57¢** yard
Filet Marquisette, excellent quality, special at **44¢** yard
Colored dotted Curtain Swiss, specially priced **33¢** yard
Colored Madras, specially priced..... **\$1.05** yard
Scrim Curtains, 2/4 yards long, lace edged, specially priced..... **\$2.98** pair

Goose Neck Brass Extension Rods, Complete With Fixtures, Special 15c Each

Door mats and rag rugs

13x24-inch Cocoa Door Mats, very special..... **\$1.19**
Heavy Colonial Rag Rugs, 30x60 inches, special... **\$2.19**

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Vonderful Values Offered Friday in a Sale of women's outing flannel gowns and pajamas \$1.93-\$2.95

Including Extra-Size Lots

Four Remarkable Groups Underpriced

GROUP 1—AT \$1.93

—Well made Gowns of a fine grade outing in white or in light stripes, cut full size—made with yokes, collarless style and long sleeves. Finished with hemstitching and shell edge. Sizes 16 and 17.

GROUP 2—AT \$2.15

—Two-piece pajamas in white, braid trimmed, and gowns in white and light stripes, made with yokes, collar or collarless style, long sleeves; cut full size, finished with fancy finishing braid and hemstitching. Sizes 16 and 17.

GROUP 3—AT \$2.68

—Regular and extra size gowns of a standard quality outing in white or light stripes, cut full size and unusually well made, in collar or collarless styles; daintily trimmed. Sizes 16, 17, 18, 19 and 20.

GROUP 4—AT \$2.95

—Gowns of a heavy grade outing in white and light colors, attractively styled and finished with braid and hemstitching. Sizes 16, 17, 18, 19 and 20.

—ECONOMY BASEMENT, Lipman, Wolfe & Co.

Putting It Off

—The Spaniard's "mana," meaning "Do it tomorrow," which in Spain really means putting it off as long as possible, has been carried out rather extensively by many of those who today would pose as public benefactors in that they are "cutting prices."

—"Waiting to see what happens to wholesale prices" was their policy, while maintaining their own high regular prices and hoping that they could continue to maintain them.

—In plain words, although conditions warranted reductions, they "put it off until tomorrow"—until a dropping market compelled them to lower their prices.

—THIS STORE immediately lowered its prices when conditions justified it—and that was some four months ago. We did it, without being driven to it—following out a policy which we consider OUR DUTY TO OUR CUSTOMERS; to give them to lowest possible prices at all times.

The Subscription Prices of the Pictorial Review Magazine

Have Been Reduced
For a Limited Time Only

—The Pictorial Review Company is the first of the big publishers to take steps to put magazines in the hands of its readers on a pre-war basis.

—Beginning Friday, our Pattern Store will accept one and two-year subscriptions at the new rates—

\$2.50 for One Year's Subscription
\$4.00 for Two Years' Subscription

—Telephone your order, charge or C. O. D., and help this Pattern Store beat its record of last year

—in which it obtained more subscriptions in one month than any other single store or individual in the United States.

Order Your Christmas Subscription Now!

—The Pictorial Magazine makes an acceptable gift; besides being full of splendid helps, it contains excellent fiction written by the foremost authors of today. For example, in the November issue "The Beloved Woman," by Kathleen Norris, begins.

—Our club offers will interest you. Let us tell you about them.

—Street Floor, Lipman, Wolfe & Co.

Continuing the Sale Wilson Electric Rotary Sewing Machines at \$55

Four Dollars Less Than
Wholesale Cost. Easy Terms!

—Come without delay if you would profit by this astounding offering.

—Seventh Floor.

Establishing a New LOW Price on 56-In. Navy Serges, \$3.45 Yard

—1000 yards of this strictly all-wool fabric, which is used so extensively and satisfactorily for tailor-made suits and one-piece dresses.

—The price is way below the marking with which you have been familiar for several years.

—This offering holds good for three days.

—Fine heavy weight and of superior dye and print.

—Second Floor, Lipman, Wolfe & Co.

The Electric Washer With a History

The "EASY" Vacuum Electric Washer

Operated On a "Time Tested" Principle,
Perfected to the Highest Degree



We Offer a Free Trial and Convenient Terms

—Seventh Floor, Lipman, Wolfe & Co.

Wilton Rugs In the Sale

—Wilton Rugs are always in great demand because their service-giving qualities are well known. These in the sale were marked at the lowest prices in the city.

The Finest
Wilton Rugs
\$14.00 to \$145.00
—Sizes range from 27x54 inches to 9x12 feet.

Standard Quality
Wilton Rugs
\$11.00 to \$107.50
—Sizes range from 27x54 inches to 9x12 feet.

Wilton Rugs at \$115.00

—A very special lot in beautiful Oriental and conventional designs and finished with linen colored fringe.

—Fifth Floor, Lipman, Wolfe & Co.



Extra! On Friday This Store Will Sell Men's Goodyear Raincoats At \$13.75, \$17.75, \$21.75

—This sale is the result of a great special purchase made rather unexpectedly by us three days ago when the lot was offered to us at such an enticing concession that we took advantage of it without a moment's hesitation. We

profited by it and now give you a chance to profit by it.

—Every Raincoat is guaranteed to give perfect satisfaction. There are double texture, wool-surface and cashmere coats, slip-on styles with raglan and set-in sleeves.

—All sizes for men, 34 to 46.

—Fifth Floor, Lipman, Wolfe & Co.