

Special Service for This Sale

—Quick service—efficient service. Plans have been made to meet any emergency. Extra salesmen have been added to our capable staff to give each customer his share of attention.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Express Elevator to Men's Store

—No waiting for elevators. One will be used to convey customers from the street floor to the Men's Clothing Store on the Fifth Floor—no stops!

Beginning a Stupendous Four-Week Sale Friday

*Lipman, Wolfe & Co. Offer Their Entire New \$225,000.00
Stock of Men's and Young Men's Clothing*

AT 25 PER CENT OFF

A Revelation in Modern Business Methods in That This Is a Sale of Nationally Famous Makes of Men's Clothing Which in Our Regular Stock Is Marked at a Close Margin—Now

AT 25 PER CENT OFF

—Next Season's Prices NOW!

Clothing Purchased
By Charge Customers
Friday and Saturday
Will Appear
On Bills Rendered
December 1

*The Clothing*

—Every man who gives serious thought to dress knows that we carry the best only in Men's Clothing. It is strictly Lipman, Wolfe & Co. Clothing in that it is made by the best manufacturers in the United States, according to our specifications, and must meet with our high standards before it can occupy a place in our store.

—The fabrics were chosen for their wearing qualities and appearance. The patterns to meet the approval of the young man and his more conservative elder. There are many patterns that are exclusive here.

—The tailoring shows the finished touches of the master craftsman—the styles are the aristocrats of the sartorial world—and if clothes do proclaim the man, these pronounce him as one of excellent taste, of superior judgment and of unquestioned refinement.

What This Sale Is Not

—There has been a veritable deluge of sales of men's clothing. Sales of "sale clothing," manufactured solely for sales purposes—clothing the manufacturers were anxious to get off their hands and gleefully unloaded ostensibly at price concessions on a merchant who promptly advertised them at prices far below the regular marking, making sure to quote the regular price, or his idea of what the regular price should be, which, you may be sure, was always high enough.

Every man's business suit, sack suit, fancy suit, plain suit, dress suit, tuxedo, every suit for street or dress, outdoors and indoors

AT 25% OFF

Every overcoat, winter weight, fall weight, every raincoat, every mackinaw, every ulster, every box coat

AT 25% OFF

*And Keep in Mind
This Very Important Fact!*

There is not one "sale" suit or overcoat in the lot—there is not one special purchase in the lot. We have not sought the manufacturers' cooperation.

**This Is a Sale of Regular Stock
Consisting of Standard Makes of
Stein-Bloch, Langham,
Langham-High and Others of
America's Foremost Brands**

AT 25% OFF

Which brings the prices of the Clothing down to those at which Clothing of this high quality will be selling six months hence, thereby making this the logical time to buy, permitting you the use of a new suit or overcoat when you need it and at the price you want to pay.

—Fifth Floor, Lipman, Wolfe & Co.



THIS STORE USES NO COMPARATIVE PRICES—THEY ARE MISLEADING AND OFTEN UNTRUE