rthday Sale

EVERY SELLING RECORD will be SURPASSED. To this end we had ditions were NEVER more favorable and we took advantage of every SELL CHEAPLY. We were able to secure a VAST AMOUNT of goods see that our customers get the FULL ADVANTAGE of these bargains. OUR ASSURANCE THAT PRICE DEFLATION HAS COME. Our store ublic service than it has been for years, and so we enter the Ninth Birth- yonder, then, that we are anxious to have you attend this event WITH- sonal invitation. Come—and for your comfort and benefit—come with

Men's Shirts Take the Front of the Stage

In a Worth-While Sale, Featuring Quality and Real Economy

—We are all enthused about these new Shirts. This announcement brings the best general Shirt sale this store has had in more than a year.

—Men are going to attend this sale—for something worth while awaits them. They are going to find Shirts of a different character than they usually find in these "so-called" Shirt sales. Men are going to buy their season's supply and they will make no mistake. It is a sale that sounds like the "good old times" when men bought as many as a dozen shirts at once.

Corded Madras Shirts $1.25

—Full coat shirts in conservative staple patterns—all extra quality corded madras materials. All sizes 14 to 17.

Satin Stripe and Madras Shirts $2.25

—Made of those sturdy, everwearing imported English madrases, also satin striped imported materials, and the best of domestic madrases, in a big assortment of desirable patterns. Finely tailored and generously full size. Sizes 14 to 17.

New Java Crepes $3.85

—A new low price for shirts of this dependable material. They come in a great collection of elegant patterns in silk and fibre. These shirts are wonderful for wear and are bound to sell rapidly at the price. All sizes 14 to 17.

Finest of Silk Shirts $6.50

—Here are the good old times again when you can buy Eagle crepes, Roger & Thompson's heavy silk jerseys and Empire broadcloths of superior quality, Mallinson's crepes de chine, in the best made shirts that money can buy. It's the lowest price we've ever known for shirts of these qualities, at any time, and any man who needs shirts and knows good shirts, will not fail to take advantage of this sale.

—The Store for Men, Lipman, Wolfe & Co.

Come—See for Yourself One of the Most Stirring Events in Philippine Lingerie Selling

NO—Not in Years

Have we been able to sell

or YOU

been able to buy

SUCH BLOUSES

at the Birthday Price.

$3.95

ACTUAL REPRODUCTION

Beautiful GEORGETTE CREPE overblouses—just 600 of them. Fashioned by one of the foremost blouse makers of New York—trimmed with Real Filet, Filet Antique and Valenciennes and Irish Lace—also novel Embroidered Effects—New Sleeve Treatment—Tuxedo effects, frills, Peter Pan collars, pin tucks. Certainly this MARVELOUS VALUE tempts one to possess a plentiful supply—and not in YEARS has possession required such a small outlay.

—Third Floor, Lipman, Wolfe & Co.

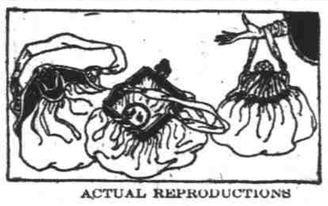
Extra, Extra Special

WOOL BLANKETS

$5.95

—Secured especially for this sale and marked just about landed cost, these pure wool plaid blankets, size 66 by 80 inches, is one of the most important offerings in the Birthday Sale. These blankets come in all the desirable block plaid colors. Owing to the extraordinary price concession, these blankets are limited to 2 pairs to a customer.

—Second Floor, Lipman, Wolfe & Co.



ACTUAL REPRODUCTIONS

TELL US if you please

if you have ever had the opportunity to select from a collection of 100 bags of such unusual quality, novel frames, at the price we offer in this event.

$4.95

—This collection was sent us expressly for this event. It represents the choicest assortment of one of our best manufacturers. Heavy shell frames, plain and carved designs, some hand colored. Oval, square and drop mirrors and love nest styles, all fitted with coin purse and mirror.

—Street Floor, Lipman, Wolfe & Co.

BOX PAPER 49c

Of Fine Society Stationery

—Coymore linen. A fine society stationery in white, blue, buff and pink, containing 24 sheets of paper and 24 envelopes. Comes in a size now in greatest vogue for good correspondence.

Hurd's Regimental Purple

—Very popular colored stationery containing 1 quire of paper and 24 envelopes. Purple is a new fashionable shade for correspondence.

POUND PAPER 48c

—An excellent quality of pound paper in white and blue in a size now very popular for correspondence. Envelopes to match, 15c pkg.

—Street Floor, Lipman, Wolfe & Co.

HUMAN HAIR NETS VERY SPECIAL 7c

—6000 packages of specially selected first quality human hair nets, guaranteed perfect mesh and in all shades, both cap and fringe style.

—Street Floor, Lipman, Wolfe & Co.

—Positively NO PHONE CALLS for any Merchandise advertised in this announcement.

You Have Ever Witnessed

900 Pieces

Hand Embroidered Gowns and Envelope Chemises

—A wonderful collection in over 20 different designs—of exceptional beauty and unusual quality.

$1.95

—Fourth Floor, Lipman, Wolfe & Co.

Actual Reproduction

All-Wool Flannel Middies

Extraordinary at $3.95

—Not in years has this price been quoted. Red, navy and green all wool flannel Middies made with yoke front, slip-pocket, three rows of tape and emblem on sleeve, exceptionally well tailored and most adaptable for school wear. Sizes 6 years to 44 bust.

100 Jersey Blouses Surprisingly Special $3.95

ACTUAL REPRODUCTION

—Two models in navy, kangaroo, brown, copen and red. One the popular Peter Pan model, one with detachable collars and cuffs. Especially smart and serviceable and most suitable for school wear and with plaid skirts. In sizes 14 years to 42 bust.

—Fourth Floor, Lipman, Wolfe & Co.

BAKERY SPECIAL

Birthday Cakes

95c

—Large size rich mocha cakes in assorted flavors. Fruit jelly filled, three layers. Baked especially for this event.

—Eighth Floor, Lipman, Wolfe & Co.

Candy Special

95c Box

—For the Birthday we shall offer a two-pound box of superior chocolates and fine assorted candies, made in our own daylight candy kitchens, for this event.

—Street Floor, Lipman, Wolfe & Co.

Martha Washington and Peggy Aprons

$1.39

—Just in by express to enter the Birthday Sale. New aprons of extra quality ginghams, made in very attractive new models, showing the new set-in sleeve and waist line effect. Also slip-on styles. These aprons depict the new fall effects now so popular in gingham and entirely different from anything shown heretofore.

Extra Fine

Cotton Taffeta Petticoats

$1.00

—These petticoats are exceptionally attractive being made of an extra fine quality of cotton taffeta. In a full assortment of conventional patterns in copen, navy and black. All have deep flounces with fancy accordion pleated ruffles and pin tucks. Elastic at waist.

—Fourth Floor, Lipman, Wolfe & Co.

RARE GOOD FORTUNE

Awaits those who take advantage of

These Home Sales

Axminster Rugs

Just 36 Rugs in the Lot

Sizes 9x12 and 8:3x10:6 feet

Birthday $26.95

—An exceptional assortment of Rugs in the most desirable Oriental patterns in soft colorings suitable for living-room, dining-room and bedroom.

Scrims, Marquisettes, Cretonnes

Extremely Special for Birthday Sale

24c

—Excellent quality Curtain Marquisettes in plain and tape edge in fancy block scrim, white, cream and ecru. 36 to 39 inches wide. Also 1100 yards of 36 inch cretonne in new designs in light and dark grounds, just received for this event.

Scrim and Marquisette Curtains $2.79 Special

—Just 97 pairs of extra fine quality Curtains in this lot. They are firmly made and finished with lace edges. 12 to 14 pairs of each pattern in white and cream. 2¼ to 2½ yards long. Come early.

Inlaid Linoleum

Birthday 89c Square Yard

—We were fortunate to receive an allotment from a manufacturer of about 1500 yards of remnants PERFECT QUALITY of good Inlaid Linoleum. Remnants in lengths suitable for bathrooms, kitchen, halls and bedrooms. An excellent variety of patterns. Before you come Thursday it would be well to measure just how much Linoleum you will need.

Figured Marquisette

44c

—White and cream Marquisettes with dots and figures in designs that make the daintiest curtains for bedrooms. This assortment will afford you a good variety for selection at an extraordinarily low price.

Fifth Floor, Lipman, Wolfe & Co.

See Pages 4 and 5 for Birthday Sales for Men and Boys, for the Home, and Economy Basement Birthday Sales

Children's Hair Bow Ribbons

39c Yard

Of excellent quality Moire Ribbon, 5½ inches wide, in black, white, navy, brown, copen, mais, pink, rose, turquoise, and nile—the shades most popular with the kiddies, and unusually low priced for the Birthday Sale.

—Street Floor, Lipman, Wolfe & Co.

Boston Bags $1.59

—Genuine split cowhide, sewed frame, sewed and riveted handles, brass buckle, standing pegs. Cloth lined inside pocket. Black and brown. Sizes 14, 15, 16. A GREAT VALUE.

—Street Floor.

And the Young Girls Are Not Overlooked

The Birthday Sale Opens Up the Doors to Unparalleled Sales

New Fall Coats $12.95

For Girls 7 to 14 Years

—Smartest new coats of chinchilla, broadcloth, Normandy velour and Bolivia cloth, in six attractive models. Some with raglan or set-in sleeves, plain tailored styles, with convertible or fur-trimmed collars of opossum and beaverette. Fancy backs, loose or belted, others with inverted pleats and trimmings of self-stitching. The colors are tan, new blue, brown, deer, pekin and copen. The sizes 7 to 14 years.

Exceptional Coats at $8.95

Ages 7 to 10 Years

—Three new models in Polo and Velour coats, made with corded tucks, patch flap pockets, with raglan sleeves and belt. Others with inverted pleat back, fancy pockets and button trimmings, in colors of pekin, brown and deer.

ACTUAL REPRODUCTION

Unequaled and Unmatched

Plaid and Serge Skirts

12 to 16 Years—Extra Special $4.35

—Attractive models in new fall skirts for the younger miss. They are of fine navy blue French serges with combination side and box pleats or in the plain side pleated effect. Also fancy woolen plaids in box or side pleated styles in attractive new colorings.

—Fourth Floor, Lipman, Wolfe & Co.

RAINCAPES

Special $2.25

—A special quality red and blue sateen Capes with full hood, silk lined. Heavily rubberized. Button flap, slip opening.

From the Art Needle Section

Stamped Bed Spreads $2.95

—Less than half the former selling price. Full size, 90x109 Spreads with bolster cover attached. Made of Norwood sheeting in effective patterns to be embroidered with Wallachian, French knot, lazy daisy and Russian outline stitches.

Stamped Needlework 50c

—Scarf and oval pieces suitable for dresser, buffet, dining room and library tables. White art cloth, linen shade crash and needle weave. Cream crash Scarfs with ends finished with cretonne edges, finished with lace and braid. Many attractive patterns from which to select. Exceptionally priced at 50c.

—Fourth Floor, Lipman, Wolfe & Co.

FANCY RIBBONS

$1.95

—No offering in the store presents any greater attraction than these wonderful Novelty Ribbons in a beautiful combination of colors. In 8 and 10-inch widths. For bag tops, sashes, vestees and trimmings. All much less than HALF.

—Street Floor, Lipman, Wolfe & Co.

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