

Lipman, Wolfe's New Telephone Number Is Broadway 7001

Lipman Wolfe & Co.
"Merchandise of Merit Only"

Economy Basement Store

EVERYTHING FOR CASH—EVERYTHING FOR LESS

Bedding Sale!

One of the Important January Events

—Remarkable, the savings to be effected in this sale of good quality bedding. No shelf-worn goods—all good, clean merchandise—and greatly underpriced.



Good, Warm Blankets for Less

Large Blanket

—Here's a blanket that's a good blanket—a real, warm blanket, and priced at just \$1.95. It's double bed size, of close-weave cotton. Here in quantities.

Priced for Less at **\$1.95**

Heavy Blankets

—Full-sized blankets—70x84 inches—in gray and tan. Priced at \$2.98 in this Basement Bedding Sale. A limited number—come early.

Priced for Less at **\$2.98**

Durable Bl'nk'ts

—Blankets known for wear. In gray and tan with assorted borders. Size 66x80. Blankets for warmth and comfort. Tuesday's lower price is \$2.69.

Priced for Less at **\$2.69**

Cotton Blankets

—Mixed lot of wool-finish cotton blankets. Colors gray and tan. "Downap" plaid blankets also included. Sizes up to 70x84 inches in this sale at \$3.95.

Priced for Less at **\$3.95**

ECONOMY BASEMENT—Lipman, Wolfe & Co.

Comforters—Big Warm Ones

Quilted Comforters

—Heavy, warm comforters, full double bed size. In modest or elaborate designs. Some with contrasting borders in solid colors. Special Tuesday at \$3.48.

\$3.48

Full-Sized Comforts

—These full-sized comforts tied or quilted and filled with new carded cotton. And the special price is less than you could buy the material for—\$2.69.

\$2.69

ECONOMY BASEMENT—Lipman, Wolfe & Co.

Bedspreads Underpriced

Crochet Spreads

—Well made, heavy crochet bedspreads. Size 72x84 inches. Plain hemmed. Just 12 to go at this low price. Reduced for Tuesday selling to \$1.49.

\$1.49

Large Spreads

—Extra heavy honeycomb spreads in extra large size—88x92 inches. Made with plain hem.—Just 25 left, and priced to clear Tuesday at \$2.98.

\$2.98

Honeycomb Spreads

—Just 18 of these heavy spreads left for this sale—of the popular honeycomb pattern with plain hem. Size 72x84 inches. Reduced to \$1.79.

\$1.79

Satin Spreads

—Only 21 of these satin spreads in the beautiful full bleach, with scalloped and cut corners. Size 78x90 inches. Very special, \$3.95.

\$3.95

Spreads, 76x86

—Large size satin spreads, made with plain hem. Just 42 for this sale, and these priced far below regular prices. Size 76x86. Reduced to \$2.25.

\$2.25

Stevens Spreads

—The Stevens spreads are noted for the fine yarns of which they are made, their beauty of design and finish. Size 88x98 inches, scalloped and cut corners. \$4.98.

\$4.98

ECONOMY BASEMENT—Lipman, Wolfe & Co.

Sheets and Pillow Cases Reduced

Sheets, 72x90

—These sheets are torn and hemmed. Made by a mill whose label means quality. All ready for use. A remarkable value at this special sale **\$1.19**

\$1.19

Sheets, 81x90

—A record low price for sheets of standard quality. Sheets that are torn and hemmed and will give the service you expect. Priced very special **\$1.29**

\$1.29

Pillow Cases

—Fancy embroidered, scalloped, hemstitched and some plain pillow cases. Extra quality pillow cases for less than more ordinary cases generally sell for **29c**

29c

ECONOMY BASEMENT—Lipman, Wolfe & Co.

Turkish Hand Towels

—Just the correct size for hand towels—18x34 inches. How is your supply? You will want a lot of them at this low price. Very special at 17c each.

17c

Bath Towels, 22x40

—Bath towels of triple thread terry—good weight and absorbent quality. The kind of towel the housewife will appreciate for service. Special at 39c.

39c

ECONOMY BASEMENT—Lipman, Wolfe & Co.

New Telephone Number
Broadway 7001

Lipman Wolfe & Co.
"Merchandise of Merit Only"

New Telephone Number
Broadway 7001

And Now the Petticoats in the January Sales



Cotton Taffeta Petticoats
—A Special Lot at

95c

—Stylish petticoats, serviceable petticoats, wanted petticoats—every one of them—and remarkable values are these at 95c. They're floral patterned and solid-colored petticoats with platings and ruffles. Not a great many of them, but still enough to make this selling a notable Tuesday feature.

"Heatherbloom" and Cotton Taffeta Petticoats \$1.49

—Attractive in themselves, greater charm is added to these petticoats by splashes of contrasting color and by the platted and ruffled flounces. One has choice of floral designs and other smart patterns.

Another Special Lot of Petticoats Reduced to \$1.95

—These are made of solid colored or fancy figured cotton taffeta or "Heatherbloom" material. Some of the petticoats with insets of contrasting color; others effectively trimmed with self material, cordings, shirrings and plaiting. Still others with silk ruffles.

Fourth Floor—Lipman, Wolfe & Co.

Special Purchase True Linen Tablecloths—Pattern Cloths—\$5.95

—A new shipment, and just in time to prove a sensation in the January Sales—a sensation, indeed, since it has been so long since such cloths have been offered at such a price. They're in the 70x70 inch size and in four patterns—floral and conventional.

—Another lot of 100 linen pattern cloths at \$6.25. These in beautiful satin damask patterns. 70x70 inch size.

Napkins Reduced to \$7.75 Dozen

—100 dozen of them. They're made of heavy weight true linen and they are in assorted patterns. 70x70 inch size.

—Hemstitched lunch napkins \$7.50 dozen. These are in the 15x15 inch size and are in a number of handsome designs.

"Derryvale" Tablecloths Much Underprice

70x 70-inch "Derryvale" tablecloths, underpriced at \$ 8.50
70x 88-inch "Derryvale" tablecloths, underpriced at \$10.50
70x106-inch "Derryvale" tablecloths, underpriced at \$12.75
22x22-inch napkins to match are underpriced at \$11.25 doz.

Second Floor—Lipman, Wolfe & Co.

Woolen Sweaters and Silken Sweaters Reduced



New Sport Sweaters of Wool

\$3.95

—It's January, the Clearance Month. That explains why the price for such fine sweaters is so low. Charming models in this lot—with Peter Pan or long tuxedo collars; others are edged at neck. With patent leather belts and belts of self material. With and without pockets.

Pure Silk Sweaters Reduced to \$21.75

—So beautifully fashioned—and of such fine silk one would never expect to buy them for \$21.75—and were it not for the fact that the January Clearance Sales are now in progress the price of these sweaters would be decidedly larger. Choose henna, American Beauty, navy, black or brown.

Third Floor—Lipman, Wolfe & Co.

Elegant Fur Coats Half Price Other Fur Pieces at 33 1/3 Off

—A splendid collection of handsome fur coats at Lipman, Wolfe's:

Muskkrat Hudson Seal French Seal Caracul

American Broadtail Pony Mink Mole Coney

Stylish Chokers and Scarfs at 33 1/3 % Off

Squirrel Mink Beaver Hudson Seal Kolinsky

Mole Black Fox Brown Fox Taupe Fox

Stone Marten Jap Marten Jap Mink Skunk

Third Floor—Lipman, Wolfe & Co.

Beautiful Silk Lingerie at Heavy Reductions

Featuring Envelope Chemises
—Some for as Little as

\$1.95

—And others at \$2.95, \$3.95 and upward to \$19.95—according to their former prices. Lovely chemises made of crepe de chine, radium, satin and Crepe Russe. Smartly tailored models or trimmed styles.

Fine Silk Nightgowns Reduced

—These are made of Crepe Russe, silk la jerez, satin, crepe de chine and radium. Choice of orchid, white, blue and pink. Lace-trimmed and tailored styles. \$3.95, \$5.95, \$7.59, \$9.19, and to \$30.00.

—Silk vests reduced—vests of soft, lustrous crepe de chine—some are plainly tailored and others are trimmed with filet edging. Reduced. \$2.65 and \$2.85.

—Pongee silk bloomers special at \$2.95. With double elastic at the knee and waist. Pink and natural.

Philippine Underwear Reduced

—Gowns of fine sheer materials and beautifully embroidered by hand. \$2.95, \$3.95 and to \$9.95.

—Envelope chemises reduced to \$2.95, \$3.95, \$5.95.

Fourth Floor—Lipman, Wolfe & Co.



Hosiery Reduced—Women's Silk Hosiery in Clearance at \$1.25

—Indeed, the savings are quite interesting, when compared with the original pricing. Pure silk hosiery at \$1.25 a pair—high grade hose in plain and lace boot style. In good weight and reinforced. Choice of black, white and cordovan.

Odd Lots of Silk Hose Reduced to \$1.15

—Pure silk hose reduced to \$1.15. Odd lots grouped in one lot and drastically reduced for immediate clearance. Good weight hose in black, white, gray and cordovan—not all sizes in each shade.

Fiber Silk Hose Reduced to \$1.00 Pair

—Silk-plated and fiber silk hose \$1—these with elastic garter-proof rib tops. Choice of black, white and cordovan. Reduced to \$1.00.

—Mercerized hose—3 pairs for \$1. They're in plain and drop stitch effect and with mock-seam backs. Perfect fitting hose reinforced with garter-proof top. In black, cordovan, gray and beige.

Street Floor—Lipman, Wolfe & Co.

Famous Corsets Reduced in January Clearance

"Modarts"—Some Half Price

\$9.45

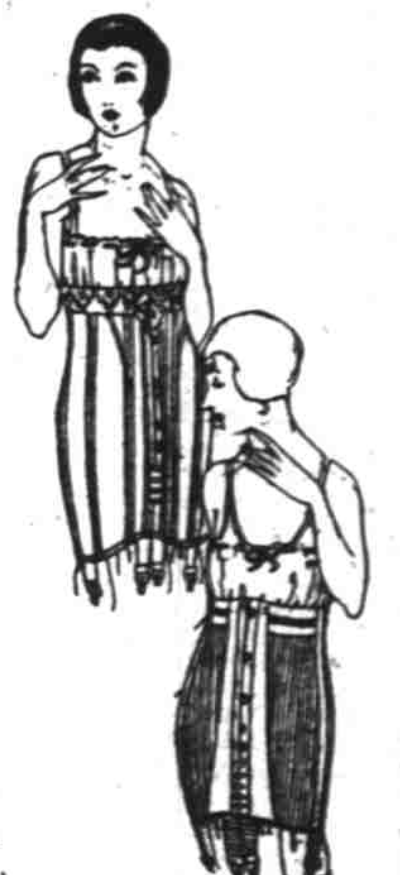
—The better models are included at this low clearance price—excellent corsets made of pink silk broche in the low and medium bust styles—extra long hip and back. All sizes, but not in each model.

—Another "Modart" corset, front-laced, of fine white coutil and pink batiste. Low and medium bust and long skirt. A good assortment of sizes. Special at \$3.95.

"Stylish Slender" W. B. Corsets Reduced—\$4.95

—These are fashioned of coutil and fancy pink brocade—fashioned with a trigness of line which admits of no superfluous fullness, but rather tends to emphasize the beauty of the natural line.

Fourth Floor—Lipman, Wolfe & Co.



All Novelty Furniture at 1/4 Off in the January Clearance Sale

—Odds and ends of fancy furniture in dark mahogany and walnut finish—pieces left from the holiday collection—now priced for clearing at one-fourth off. Dainty bits of furniture—pieces that add the artistic touch to the home—are now to be had at this 25 per cent reduction. Included in the selling are the following:

Gate Leg Table Tea Wagon Painted Tables, Chairs
Spinet Desk End Tables Cedar Chests
Windsor Chairs Davenport Tables Children's Rockers
Sewing Cabinets Smoking Stands Waste Baskets

Fifth Floor—Lipman, Wolfe & Co.