

"The Million Dollar Drive"

The People Are Coming--The Bargains Are Going--Lipman, Wolfe's Drive for a Million Increase in 1922 Starts With a Rush

—Never on the Pacific Coast—never in America, in fact—a more striking display of determination to make business greater by making values bigger. Hundreds of thousands of dollars' worth of good mer-

chandise, wanted merchandise selling at purely sensational bargain prices—things wanted right now. The specials all about the store. Look for the purple signs—and see the windows.



Group of 350 New Hats From Our Easter Showing Radically, Astonishingly Reduced Choice at \$7.50

—Many of the hats in this selling have been in the store hardly 10 days. They are hats that were selected for our Easter stocks and were a bit late in arriving, and now they are offered at an extremely special price in the "Million Dollar Drive."

—A splendid variety of smart styles—tailored, dress and sport hats trimmed with flower effects, fancy feathers and ribbons—in black and clever color combinations.

Millinery Section—On the Third Floor

Sale of Imported Perfumes Save 33 1/3 to 50 Per Cent

—and take your choice of hundreds and hundreds of dollars' worth of the perfumes most delightful.

Gabilla's Perfumes at Third to Half Off
The Following in Individual Bottles
Fleur de Jour\$7.95
Pour Changer\$3.45
Taute la France\$3.45

Gabilla's Perfume in Bulk—\$4.75 Ounce
In the Odors as Listed Below
Mucis du Tonkin\$4.75
Sanatal de Indes\$4.75
Taute la France\$4.75

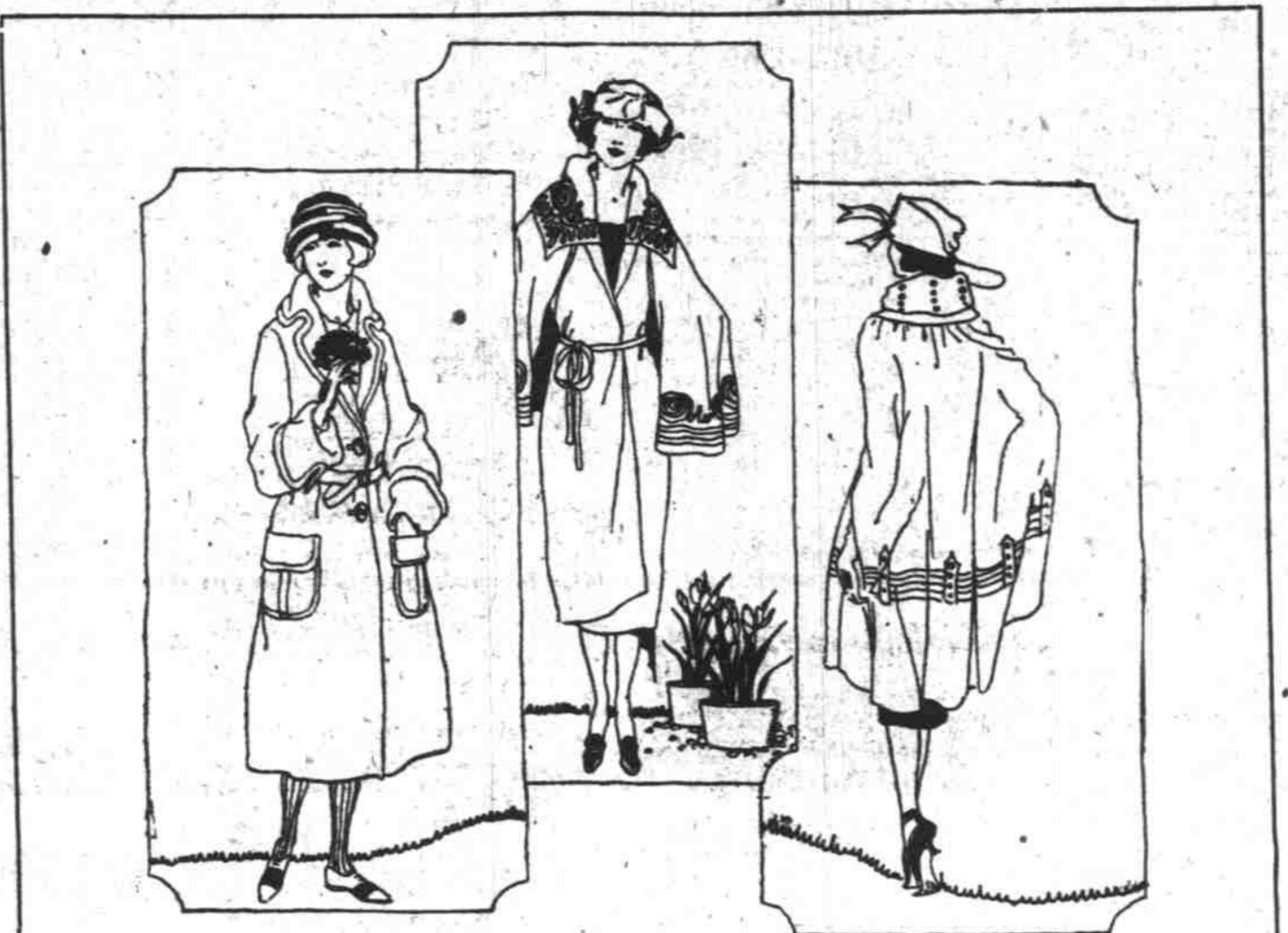
D'Orsay's Perfume in the Fleur de France
odor—exactly half price at \$3.75 a bottle.

—Heraud's "Feuillages" extract in a very beautiful bottle—\$4.50.
—Roger & Gallet "Cigalia" in original bottles—half price at \$5.
Caron's Exquisite Perfumes at One-Third to One-Half Off
L'in Fini odor at\$6.95
Radiant odor at\$4.95
Mimosa odor at\$4.95
Blanc Tobac odor at\$6.25

Lubin's Fancy Dressed Dolls at Half Price
Perfume Dolls at\$8.75
Powder Puff Dolls at\$5.00
Ramses' Perfumes at Half
—Ramses' Mysterious Oriental odors in antique and novelty containers—at exactly half the regular prices.
Hycos odors.....\$6.50 to \$17.50
Ambre du Nubic..\$7.50 to \$15.00
Linkerie odor at \$6.50



On the First Floor—Lipman, Wolfe & Co.



Wraps, Capes, Sport Coats in the "Million Dollar Drive" —the Selling Tomorrow—the Price Very Special

\$25

—Just 100 of these wraps—just 100, where we should have at least five times that many to accommodate the throngs such selling should bring. Fifty of these garments shown for the first time tomorrow. A glance at the above illustration or at our windows will show you why you should try to be one of the fortunate hundred.

—The capes are of tricotine and of shawshene—capes that embody all the style features of the season—capes that ordinarily sell for much, much more than \$25. You'll be surprised at their richness.

—The wraps are of shawshene, pandora and normandy—materials that give these graceful garments an element of "class" not in any way to be associated with a \$25 price.

—The coats are of tweed and polo cloth—all full lined with silk and all finished in faultless manner.

—All the garments at one remarkable price tomorrow—at \$25.

Women's Apparel, on the Third Floor—Lipman, Wolfe & Co.

50 Carpet Sweepers Full Sized—Special for Wednesday \$2.45

—Standard sized carpet sweepers that are priced far below the regular marking. Good quality bristle brush, double dust pan; finished in mahogany; with nickel trimmings and rubber tires.



On the Fifth Floor

Glass Mixing Bowls Sets of Four Specially Priced 48c

—Just 48c for the set—four handy bowls which, when not in use fit snugly together. Very convenient as kitchen bowls or for the ice box. All in colonial shape. Very special Wednesday at 48c.



On the Sixth Floor



Little Girls' Bath Robes Reduced

—Velvet Corduroy and Eiderdown Bathrobes in 1 to 6-Year Sizes
—The velvet robes are in pale and medium blue, in rose and in pink; some are bound with satin and others are finished with stitching.
—The eiderdown robes are in pink, blue and white and are bound with white, pink and blue satin in combinations; others finished with blanket stitches. 36 bath robes in the selling—and they're about half price at \$1.95 to \$2.95.

Infants' Sacques and Wrappers at a Third to a Half Off
—Short sacques and long wrappers made of cashmere, wool crepe and crepe de chine; and trimmed with machine or hand embroidery. The sale prices—98c, \$1.48, \$1.98, \$2.39, \$3.48, \$3.95 and up to \$8.95.

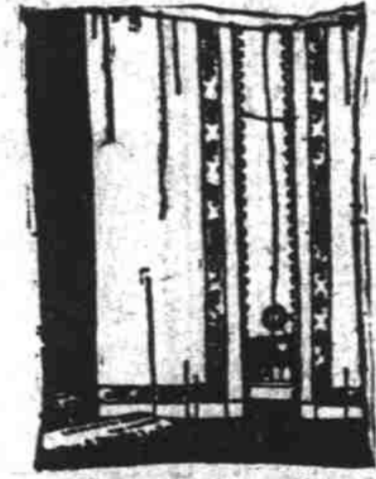
On the Fourth Floor—Lipman, Wolfe & Co.

These Notion Specials Wednesday!

—Ricrac braid in white—4 yard pieces; specially priced 9c bolt.
—Stickerie—white and assorted colors; specially priced 9c bolt.
—Bias tape; white, at 10c bolt.
—Sanitary belts; in the medium and large sizes; special 29c.
—Dexter's mercerized darning cotton in brown, black, white and gray; special at 4c ball.
—DeLong "Atlas" hooks and eyes—black and white—5c card.
—Wire hair pins—black only; assorted sizes; at 5c cabinet.
—"Mutual" safety pins at 5c card.
—Collar bands special at 3c each.
—English needles—50 in case—assorted sizes; special at 10c.
—Sleeve protectors of black saten—specially priced at 15c.

On the First Floor—Lipman, Wolfe & Co.

1500 Yards of Curtaining in a Sale at Drastic Reductions



Odd Lots of Scrims Drapery Marquisettes Madrases and Filet Nets

—Bring your window measurements to us tomorrow—we will show you how little it will cost to put up new curtains, especially if the material is purchased in this sale. Here the dainty scrims and swisses, the fresh new marquisettes and madrases—a choice selection of curtaining in a variety of pleasing patterns. And the prices are low—so low there is no reason why every one should not be getting the curtains they want now. The sale prices are 25c to \$1.89 a yard.

Velvet Rugs at Saving of Third New Patterns—New Colors—and the Price \$3.30

—A useful size—27x54 inches—and a reduced price—these facts should cause considerable activity in the rug section tomorrow morning—especially since this sale is to include a choice selection of velvet rugs in Oriental and conventional patterns and a good assortment of colors. All at a third less than regular prices—at \$3.30.

Draperies and Rugs, on the Fifth Floor—Lipman, Wolfe & Co.

An Amazing Sale of Truly Marvelous Lamps

Never Before Have We Offered Such an Array of Elegant Lamps at a Price So Low

Bridge Arm Lamps, Davenport Lamps and Table Lamps—All Complete With Silk Shades and Tassels

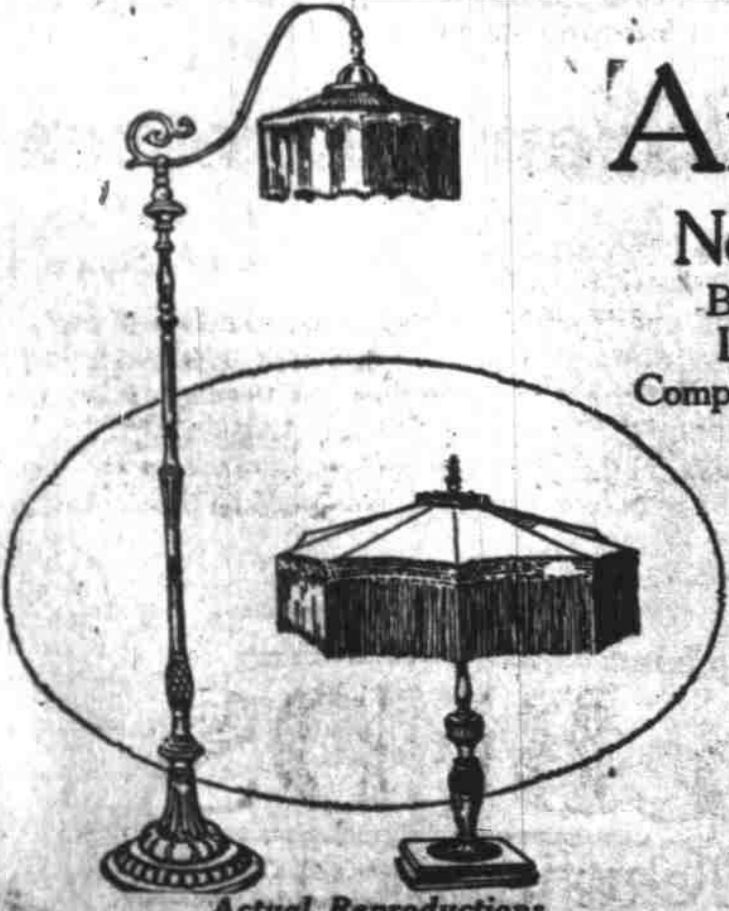
\$57.50

All the Lamps Complete With Elegant Silk Shades, Prettily Trimmed

Never Before Have Such Beautiful Lamps, Such Magnificent Lamps Appeared in a Special Sale

—All of the lamps in this emphatically exceptional selling are complete with rich silk shades—shades that are made of the finer grades of taffeta and georgette—some are trimmed with superb cut-out bands while others are trimmed with a rich gold or moss braid. All of the shades with very heavy silk fringe, in some instances in two and three contrasting colors.

On the Sixth Floor



Actual Reproductions



Actual Reproductions

See Page Four for a Very Unusual, Very Special Announcement By This Store Today

Lipman Wolfe & Co.

"Merchandise of Merit Only"

Store Your Furs Here —Protection Here Against Moths, Against Fire and Burglars

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