



*Lipman's
of Salem*

1st BIRTHDAY SALE



Reg. 22.98 to 29.98

Sample Dresses

\$17

Take your pick from a group of fall beauties including wools. All the new fabrics . . . solids, novelties in new Fall colors. All sizes from petites to women's . . . a few tall.

Budget dresses, second floor

Regular 10.98 to 11.99

Fall Dresses

8⁹⁹

Specially purchased for this event . . . wonderful choice in new fall dresses. One and two piece styles . . . some wools in the lot. Women's, juniors sizes. Limited lot.

Budget dresses, second floor

Regular \$55-59.95

Misses' Suits

\$37

Newest fall styles and colors are represented well in this special collection of suits in misses' sizes. If you're the 'suit' type, you'll find exactly what you want here.

Suit salon, second floor

Regular 5.98 to 6.98

Nylon Slips

3⁹⁹

Select from a veritable wonderland of these lovely white tricot nylon slips . . . all extravagantly lace trimmed with laces and pleatings. Many styles. Sizes 32 to 40.

Lingerie, second floor

Regular 8.98

Housecoats

6⁷⁹

Offered at this low price for the first time in our Birthday Sale. 100% nylon jersey with full length zipper in front. Black. Sizes 14 to 20 and 18 $\frac{1}{2}$ to 24 $\frac{1}{2}$.

Lipman's robes, second floor

Regular 8.99 to 10.99

Smart Dresses

5⁹⁹

For our Birthday Sale, we've grouped many odd lots from our higher priced trans-season dresses to sell at Big Savings. Majority in dark colors to wear well into Fall. All sizes.

Budget dresses, second floor

Regular 19.98 to \$25

Fall Dresses

\$14

Come early to find the dresses you want in this varied assortment of brand new fall dresses. All well tailored, good looking . . . incredibly low priced now. Sizes for women and misses.

Budget dresses, second floor

Regular \$35 to 65.95

Better Dresses

\$22

You'll find many beautiful dresses in this Birthday Collection . . . every new fabric is included . . . all the newest styles and colors . . . and sizes for misses, women and some half sizes. Hurry!

Gown Shop, second floor

Regular \$35 to 39.95

Velvet Coats

\$29

These are those lovely soft Velveteen coats that have gained such popularity because of their beauty and versatility. They're water-proof . . . Millium lined and available in black and newest colors. 10s to 18s.

Coat Salon, second floor

Reg. 89.50 to 139.50

Finer Coats

1/3 off

These are not just 'coats' but Designer's coats which means that every coat in the collection is the finest of its kind . . . each impeccably tailored of luxurious fabric . . . sizes 8 to 12.

Coat Salon, second floor

Reg. \$35 to 39.95

Women's Suits

24⁹⁰

Specially purchased and specially priced for First Birthday Sale. Rayon acetate suits from a famous maker . . . newest fall styles in all the new colors. Available in petite sizes 10 to 18.

Suit Salon, second floor

Save almost \$8 on nylons

Lilly Dache

99^c pair

Yes, buy a dozen pairs of these wonderful nylons and you'll save almost \$8 for they're regularly 1.65 pair. In beautiful gold-tone gift box . . . neutral, Monte Carlo or Capri taupe. All sizes 8 $\frac{1}{2}$ to 11 on sale.

Lipman's hosiery, first floor

Regularly 79c each

Women's Briefs

59^c 2 for \$1

The daintiest imaginable . . . rayon tricot briefs 'nylonized' for additional durability. In white or soft pink and blue pastels. Well tailored and fully cut . . . in all sizes 5 to 8. Stock up!

Lingerie, second floor

Formerly \$1 a Box

Gift Soap

3 boxes \$1

Four bars of wonderful French milled soap in each box which means you get a dozen cakes for just a dollar. Delightful fragrances of Camellia and French Lilac . . . beautiful pastel colorings.

Cosmetics, first floor

Regular \$1 Bag

Bubble Bath

3 boxes \$1

Now you can luxuriate to your heart's content in a delightful foamy bath made with this convenient bulk bubble bath that softens the water as it wafts its soothing fragrance about you and refreshes you.

Cosmetics, first floor

Park FREE 2 hours with purchase of \$1 and over . . . Lipman's new parking lot