

250 Manufacturers, Importers and Jobbers Contribute Merchandise to This Great Jubilee Sale

GRAF BROTHERS

LEWEK & FRIEDMANN

Bought of B. Altman & Co. Fifth Avenue, 25th Street, 34th St.

MARSHALL FIELD & CO.

Lord & Taylor

Weingarten Bros.

ARNOLD, CONSTABLE & Co.

R. H. Simon

P. K. WILSON & SON

A. L. REID & CO. 64 & 66 WHITE ST.

AMERICAN FELT COMPANY

STROUSE, ADLER & Co.

The Cogswell & Boulter Co.

Fredk. Vietor & Achelis

STEINER & SON

LINDSBAY THOMPSON & CO.

JOHN WYETH & BROTHER

CUSTER CHEMICAL CO.

L. B. KLEINERT RUBBER COMPANY

Lipman-Wolfe & Co.

Thursday's Jubilee Contributions

The Reaction to Conservatism

Is Forcibly Manifested

In the Enormous Outpouring of People to Our 60th Anniversary Sale

—Like Rome, this reaction was not accomplished in a day. It has taken years of PATIENT, EARNEST, UNCEASING EFFORT towards betterment in merchandising to bring Lipman-Wolfe & Co. to the rightful possession of the title, THE store whose advertisements and merchandise are honest, and that title will rightfully be Lipman-Wolfe & Co.'s AS LONG AS GRASS GROWS OR WATER RUNS.

—We felt all along that this reaction must make itself felt. We never DOUBTED for a moment the intelligence of the American Public. We were POSITIVE that Sensational Advertising, Boastful Claims, Misrepresentation WOULD RUN ITS COURSE.

—We acknowledge that through our conservatism, it has cost us hundreds of customers, and thousands upon thousands of dollars in profits because of our REFUSAL to change our policies. Yes, we have made mistakes and errors, but it is this discipline through which we advance. Do you think that we would risk our capital and energy by contracting for the largest and costliest business edifice in Portland, if we doubted for one moment the ultimate results, the integrity, the principle of our Business Policies?

Not a Bit of It

—The opening of hundreds of unsolicited new accounts, THE RECORD-BREAKING SALES OF THE PAST YEAR PROVE THAT THE PUBLIC IS NOT BLIND, NOT INDIFFERENT. They encourage us by their LOYALTY. It is this CO-OPERATION that strengthens us, that spurs us on to merit every public confidence.

The Reaction Has Come

—MERCHANDISE OF MERIT ONLY. CONSERVATIVE ADVERTISING. VALUE GIVING. SQUARE DEALING.  
—The FOUNDER of this business thought them SOUND principles to BUILD on.  
—We have never varied a HAIR'S BREADTH from his original ideas.

ROOM-SIZE RUGS, \$19.95



BUY RUGS TODAY  
AXMINSTERS  
Regular \$35.00

—100 Rugs in beautiful Oriental and Conventional patterns, rich, artistic and refined styles, standard quality, Jubilee price \$19.95.

Hartford, Bigelow, Superior Rugs \$19.95  
Immense Selection, New Patterns

5000 Yards Jubilee Price, 43c

Linoleum Has Advanced Again 15 Per Cent.

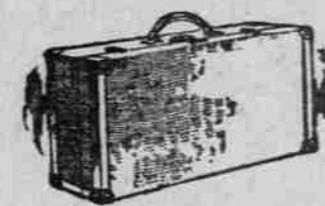
—Just like the Spring floods, the wholesale price on linoleum is creeping up slowly and surely, until within a short time this real Jubilee price will be submerged. All the stores in Portland have advanced their price on linoleum.

—Call it luck or foresight if you will, we still own enough at the old price to be able to offer it at 43c. Our patterns are selected with the greatest care. Neat, attractive designs in effective color combinations.



\$4.00 Rattan Suit Cases, \$2.95

Contributed by the Warner Manufacturing Co.



—Very light but very strong and waterproof, bound with leather corners, linen lined, strong locks and catches, the kind that will resist the roughest usage; always sold in our store for \$4.00; for this Jubilee Sale, \$2.95.

Here's Great Silk Value for 63c

19-Inch Check Louisines

Regular Price \$1 JUBILEE, 63c

There is no prettier or more serviceable fabric brought out this Spring for shirt waist suits. The new Louisines come in checks, black and white, blue and white, oxblood and white and violet and white.

Hats Selling to \$12.00

Jubilee, \$4.00



Here is where we part with all profit and take a good loss

—We have about 100 smart hats trimmed in our own workrooms by our best milliners, they reflect the very latest styles in Summer fashions.

—For Thursday in order to maintain a busy department in this Jubilee Sale, we give to our customers the choice of these 100 hats at \$4.00, every hat sold means a substantial loss to us, but this is one of the instances where we cheerfully contribute our share in this great event.

Values Reach Their Zenith In This Great \$10.00 Suit Sale

—The suit department will be in a vortex of excitement when these \$10 suits are placed on sale. There will be whirlwind selling.

—These suits exemplify the correct styles for Summer wear. Women of all sizes may be fitted.

—Fashioned of French serge, tropical worsted, tweeds, chain woven serge and other desirable fabrics.

—Some of them are severe—strictly tailored—others are embroidered, braided or trimmed with satin. The skirts are made in all the newest plaited styles.

—A conservative value on these suits would be to place the prices \$20 to \$30, some even higher.



500 Pcs. New Neckwear, 17c

Fresh, Crisp, Pretty New Styles

—See the window display and exhibition of stylish Summer neckwear.

—Pretty collars, jabots, rabats, side effects Dutch collars and pretty sailor collars.

—In the collection there is an endless variety of popular styles to select from. We feel sure that you will be tempted when you see the values at this great Jubilee Sale.



Gilt Clocks

In Many Styles

—The manufacturer of these pretty boudoir and mantel clocks contributes 100 for this Jubilee Sale. They are gold-plated, perfect time keepers; come in an assortment of shapes and sizes.  
\$3.00 Clocks, Jubilee \$2.38  
\$3.50 Clocks, Jubilee \$2.78  
\$5.00 Clocks, Jubilee \$3.98

Alarm Clocks

Regular Price 75c

Jubilee, 54c

—500 American-made alarm clocks, nickel-plated, extra loud alarm, perfect time keepers.

30c White Cotton

Vests, Jubilee 19c  
Low neck, no sleeves, finished nicely, all sizes

85c Vests 59c

Ladies' Swiss ribbed vests, lisle thread, low neck, plain or trimmed yoke, tight knee or umbrella styles.

JUBILEE HAIR GOODS BRAID PINS AT HALF PRICE



—Braid pins, circles, turnovers are still popular for the stylish hair dress now in vogue. For this sale we are offering plain and mounted braid pins at half price.

15c Coronet Braid pins 8c  
20c Coronet Braid pins 10c  
25c Coronet Braid pins 13c  
35c Coronet Braid pins 18c  
45c Coronet Braid pins 23c  
75c Coronet Braid pins 38c  
\$1 Coronet Braid pins 50c

35c Turbans for 10c

—Best quality turbans, come in all colors, made over a net-covered frame, being light and comfortable.

\$ 3.00 Switches for \$ 1.98  
\$ 5.00 Switches for \$ 2.89  
\$15.00 Switches for \$ 9.89  
\$22.50 Switches for \$14.39

35c Jacquard Poppins, Jubilee, 23c

This is a fine mercerized Poplin weave, with a fancy Jacquard stripe running lengthwise of the cloth, about 50 different shades.

Elegant Petticoats

Values to \$15

JUBILEE

\$5.85



—If it were possible for us to send each of our customers one of these Petticoats for inspection we honestly believe that not one of them would come back.

Please do not class these Petticoats in with the usual run of sale Petticoats. They are of a very superior quality silk, made in black, changeable and plain taffeta. Generously full and in a variety of styles.

—There is not a Petticoat in the lot worth less than \$9.00 and many run as high as \$15.00. Very few duplicates. A manufacturer's sample line.

Raffia Shopping Baskets

Selling to 75c Each

39c

—These popular shopping baskets, fitted with leather handles, that insure the basket five times the life over the old style with the straw handles. The regular prices range from 50c to 75c each. Jubilee price 39c

Thousands of Dozens Pearl Buttons

500 GROSS BEST QUALITY fresh water shell pearl buttons in sizes 14 to 24, Jubilee spc'l, doz. 4c

15c DOZEN PEARL BUTTONS, 8c

500 GROSS BEST QUALITY ocean pearl buttons in two holes, sizes 14 to 20, per dozen 8c

15c DOZEN PEARL BUTTONS, 8c

500 GROSS BEST QUALITY ocean pearl buttons, self shank, 14 to 20 sizes, Jubilee per doz. 8c