Fliers Do Not Have Heart Work When They Go Up on Short Flights.

MEET WILL END TODAY Vunerat of Wrikht Avilator wil Be
Held Trescas-His Mother wil Get Approximately $\mathbf{s 1 0 , 0 0 0}$


CONTEST FOR BERTH AS SENATOR FROM CALIFORNIA

Spalding and Works Hope to
legislature sits today

| $\begin{gathered} \text { Both Candidates Are Making Active } \\ \text { Canvass for Votes Among Law- } \\ \text { makers Who Are About to } \end{gathered}$ |
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IISBBEED CRAFT TOWED IITO PORT Water-Logged Shna Yak is Kept Afloat by Pumps After Accident.

COMING TO PORTLAND NOW

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## Lipman-Wolfe \& Co.

 January Clearance Sale
## Starts Tuesday Morning, January 3d

Full Details of Which Appeared in the Sunday Papers
Inasmuch as every store in Portland will bid for your patronage, you may expect to
deluged with pages upon pages of advertising, claiming all manner of reductions, wonderful ba gains and unequaled assortments.
Newspaper advertising when judiciously used is the best medium for any store to convey news
interest to its patrons and the public.
Throughout the United States the
vertising, announcements which carry with them plain statements of facts-AUTHENTIC AND
RELIABLE
Many people have become so accustomed to seeing special sales advertised day in and day out throughout the year that they hesitate to purchase merchandise at regular prices. On the
other hand, women who have investigated and have examined, either by purchase or inquiry, hav found the bulk of these sales to be false, entirely the product of a clever advertising man's ability
to juggle words into flowery sentences, in which fictitious values are used to inveigle the publ into buying.
We have eliminated that word "Value" forever from our advertisements. It has been so ILL
USED and ABUSED, so MALIGNED, that today it means ABSOLUTELY NOTHING.
Have you ever taken the time to examine your purchases made at these special sales? Ha
ever compared them in quality and price with those of reputable houses sold at regular? W you ever compared them in quality and price with those of reputable houses sold
have. We employ shoppers to attend every sale held in Portland of any note.
chases to convince ourselves that the day of sensational advertising and false soon cease. There is an old saying, "You can fool some of the people all of the time, and all the there was a widely-advertised sale of ladies' vests at 14 c ; the value quoted was 25 c . These vests were never worth and never sold for more than 10c. Yet throngs of people wer In our store this would have been impossible, for on every sale held here you find two tickets, the original ticket and the sale ticket. It is very easy for you to calculate the saving. The two-
ticket system costs us about eight thousand dollars a year in extra help. Yet it has been found economical by all the reputable houses who use this system. It doe
and honesty of a firm than twenty pages of advertising every day. In ournJanuary Sale we offer this year inducements in every department throughout the house解 handise of merrt at the smallest prices of the year. Shourchase not be satisfactory

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