

# Constant Progress Through Constant Effort—Our Policy Make Way for Progress

The Building of the New Lipman, Wolfe & Co. Home  
Demands an Immediate Removal Sale  
Sweeping Reductions Throughout the Store

## This Is the Last Fall and Winter Season

in our present quarters, and being firmly resolved not to transfer any merchandise whatsoever, from this store to our new home, we announce a Removal Sale of All Fall and Winter Goods at extraordinary reductions.

—Inasmuch as it is practically impossible to dispose of Fall and Winter Merchandise in a Summer Removal Sale—we have decided upon the immediate sale of all Seasonable and Holiday Merchandise. As this sale takes place at the very height of the Fall season, and the stock is offered at such remarkable reductions, this store should be the great center of activity for many weeks to come.

—This bare announcement should in itself be sufficient to acquaint you with the  
**Magnitude of Your Opportunities**

and it is especially timely in view of the fact that the major portion of the New Fall and Holiday stocks have just arrived and are now on sale at absolutely the lowest prices ever offered for Worthy Reliable Dependable Merchandise.

### Every Article in the Store Reduced

—At the present moment this establishment is a vast treasure house of merchandise. Home and foreign markets have yielded of their choicest. Every department is full to overflowing. We have built up a great reputation for worthy sales—Eternal Vigilance—which simply means eternal effort—is the price not alone of commercial advance, but of Public Confidence. We shall continue to find it so—Public Confidence is the foundation of business. We shall strive at all times for it.

—In this great sale every reduction is genuine, every mark down is substantial, many prices are stripped bare of all profits—many lots closed out are at a loss.

—No fictitious bargains—no false price comparisons such as many stores resort to—no impossible reductions, for back of all is

### The Guarantee and Surety of Lipman, Wolfe & Co.

—ECONOMY—The touchstone of fortune can be practiced in this Removal Sale to the limit by every member of the family—Take inventory of your Winter needs—Supply your wants in wearing apparel—in house furnishings—in holiday merchandise.

—Shopping will be made pleasant by the addition of hundreds of extra intelligent salespeople, who are here trained and ready to give you perfect SERVICE. Extra wrappers and cashiers—extra cash girls, extra delivery service—are all here for your convenience.

—To old residents of Portland—a Lipman, Wolfe & Co. sale needs no interpretation or elucidation; to newcomers we ask investigation.

—We solicit new accounts in this great Removal Sale from all trustworthy people worthy of credit.

**EXCEPTIONS**—A few contract articles, the prices of which are controlled by the manufacturer.



Lipman, Wolfe & Co.  
Merchandise of Merit Only

## Sale Starts Today, October 17—Lasts Sixteen Weeks

—The thirty odd departments of this great store will each be fully represented in this Removal Sale, and no department will be excepted in these sweeping Reductions. In order that no item be overlooked we closed our store all day Monday and Eight Hundred Employees accomplished the Herculean task of

### Reducing Every Article of Merchandise in the Entire Store

—When the new home of Lipman, Wolfe & Co. is thrown open to the public every solitary article in it MUST BE ABSOLUTELY NEW. While we admit that the loss of our present stock runs into money, it is a matter of necessity, and we feel that it is warranted IN VIEW of the PROMISE of the FUTURE. Lipman, Wolfe & Co.'s new store becomes the headquarters for all the people and will be so pretentious, so comprehensive, so well equipped and so plentifully stocked, that every family from the highest to the lowest will find therein the sum total of their desires.

### What This Removal Sale Means to You

All Suits and Coats Reduced

All Dresses and Gowns Reduced

All Ostrich Feathers Reduced

All Trimmed Hats Reduced

All Petticoats and Waists

All Dress Goods and Silks Reduced

All Handkerchiefs and Ribbons Reduced

All Hosiery and Underwear Reduced

All Linens, Domestic Reduced

All Laces and Neckwear Reduced

All Jewelry and Cut Glass Reduced

All Silverware and Plated Ware Reduced

All Leather Goods and Stationery Reduced

All Drugs and Medicines Reduced

All Notions and Hair Goods Reduced

All Pictures and Mouldings Reduced

All Sweaters and Mackintoshes Reduced

All Men's Furnishings Reduced

All Linings and Buttons Reduced

All Hair Goods and Combs Reduced

All House Dresses and Wrappers Reduced

All Kimonos and Gowns Reduced

All Muslin Underwear Reduced

All Infants' Apparel Reduced

All Children's Dresses Reduced

All Blankets and Curtains Reduced

All Beds and Bedding Reduced

All Draperies and Rugs Reduced

All Linoleums and Matting Reduced

All Nets and Yard Goods Reduced