

10
FURNISHING PARADISES
ALL GREAT STORE

Lipman, Wolfe & Co. Are Showered With Congratulations at Opening.

INSTITUTION AMAZES ALL

Great Crowds Pour Through Magnificent Ten-Story Building. Patrons of Early Days Are Present to See Wonders.

It was with evident pleasure and satisfaction that Adolf Wolfe, Isaac N. Lipman, William F. Lipman, Horace D. Ramsdell and their associates, comprising the firm of Lipman, Wolfe & Company, yesterday addressed to the people of Portland the crowning achievement of their career as merchants—a magnificent monument to their industry and their loyalty to the community—in the substance of a 10-story institution which will be their future business home.

It marked the formal transition of the pioneer Portland firm from "shopkeepers to merchants," as Mr. Wolfe, the senior member of the company, expressed it.

"This is the realization of the dream of my life," said Mr. Wolfe as he sat in his cheerful office overlooking Fifth street, yesterday, while friends and patrons of many years' standing crowded about him to extend congratulations.

Many Send Congratulations. On his desk before him was a stack of telegrams representing the good wishes of friends and business acquaintances in all parts of the country. Some even had been forwarded to him from out of the state. "It makes me feel good to receive them," he said, indicating the pile of yellow and white messages, "but there is something that touches my heart more than all that."

"And that is the presence here of so many of our patrons—people who have traded with us for years and years ever since we began business in Portland, in fact."

Even as he spoke men and women stopped before Mr. Wolfe's desk, smiled, shook hands and uttered brief words of congratulation and good wishes. Among them were some who had traded with the firm even before they came to Portland—people who had known Mr. Wolfe and the elder Mr. Lipman in the old days in Sacramento and in Virginia City, Nev., where they had engaged in business successfully, before they came to Portland.

Old Friends Are Present. One of the callers was Mrs. A. Block, of Portland, who has been a customer of the firm since the early '70s. She still has in her possession a handkerchief which she purchased at the old Sacramento store.

Came also Mrs. Rutledge, of Portland, and Mrs. St. Thomas, who, as children, had known Mr. Wolfe in Virginia City. For them he had a particular word of welcome and a brief exchange of reminiscences. "Those were the good old days—those days back in Virginia City," he spoke feelingly. "Next to this, our present store, I have no milder place in the frontier mining camp than any other of the various establishments which we have conducted."

"But the fact that so many of our early day customers still remember us and are with us yet makes all our past effort and trouble in bringing about this institution seem entirely worth while."

Mr. Wolfe stopped his conversation with his visitors long enough to shake hands with and talk kindly to a little girl, who, kneeling before her mother, rumped playfully through the new wonderland.

Children Made Welcome. "I want the children, as well as the men and the women, to get home here," he said. "I want all of our old friends to feel that this is their store, just as much as was our other store. It will take the place of the old store to us, and we want them to come often, stay long and get acquainted."

In his conversation with his numerous callers, yesterday Mr. Wolfe emphasized the fact that he wants the people of Portland, whether patrons of the firm or not, to feel that this store is to be one of the institutions of the city—one of the show places which visitors should be told not to miss. "In building this store," he said, "our effort has been to show our loyalty to the city that we love, where our children have been born, where we have achieved our success and where we expect to pass the remainder of our days. I have felt, always, that a commercial man has a higher object in life than merely to engage successfully in business. It is his duty to do what he can to elevate his calling—to make the man of commerce one honored in the community similar to the men of the learned professions, the artists and the engaged in public life."

Store Is City Monument. "In a commercial city such as Portland, we hope that our store will stand as a monument, a landmark, an example of its country's life."

While Mr. Wolfe thus was engaged in receiving visitors in the general office on the seventh floor, William F. Lipman was receiving the public on the first floor and I. N. Lipman was similarly engaged on the second floor. Other officials occupied themselves in various departments of the great store, all combining to impress upon the thousands of persons who streamed through the doors that the store always will be ready and willing to receive visitors, whether it is for the purpose of making purchases or merely inspecting its numerous beauties.

Before the doors were opened at 2 o'clock the sidewalks on the Alder, Fifth and Washington streets sides of the magnificent new building were filled with eager crowds who stopped to admire the beautiful display in the windows, then to pass inside to be conducted through the veritable paradise of splendid new merchandise.

Nothing was offered for sale. The battery of six elevators carried people quickly and safely to the seventh floor, allowing them to wander leisurely back down to the ground floor and main entrances.

Employees Present Floral Pieces. At 1:30, previous to the formal opening of the 1400 employees of the great institution congregated on the main floor and presented the members of the firm with a few beautiful floral emblems, significant of their appreciation of constant courteous treatment.

"This store, magnificent as it is," said Mr. Wolfe in response, "does not make me feel half as proud as does the fact that I have the confidence and loyalty of our employees. I want you to consider us, not as your employers, but as your friends. When in trouble don't hunt for someone to help you come to us."

And each of the 1400 knew that he spoke truthfully, sincerely.

THREE LIGHT OPERA STARS WHO WILL APPEAR IN "PINAFORE" TODAY.



Blanche Duffield, Virginia Donnell, and Alice Brady of the Gilbert and Sullivan Festival Co.

"PINAFORE" AT HEILIG

Opera's Revival Artistic Success, Say Critics.

TOUR BEGINS IN CALIFORNIA

Cast Which Is to Give Production Here One Which Played It at Casino Theater, New York, for Twelve Weeks.

Ever-delightful "Pinafore," with a cast drawn from the Casino Theater, New York, will be presented in this city at the Heilig Theater this afternoon and evening.

The cast will include De Wolf Hopper, Blanche Duffield, George J. MacFarlane, Eugene Cowles, Kate Condon, Viola Gillette, Arthur Aldridge, Arthur Cunningham, Alice Brady, Louise Barthelemy, and a chorus noted for its vocal excellence. It is this company which appeared at the Casino Theater, where the revival was made by Messrs. Shubert, and even after an engagement there of 12 weeks the demand for this most useful of all Gilbert and Sullivan operas was not lessened.

The tour of the piece, which recently began in San Francisco, has been a triumphal one in every respect. Artistic, the present revival is without an equal, so those who have followed the career of the opera assert. During the run in New York there were not a few critics who had witnessed the first New York performance of "Pinafore" more than 30 years ago, and they saw not only the first company which gave the opera in old Manhattan, but the four others which followed, and which were presenting the piece at the same time. There was, in fact, a perfect epidemic of "Pinafore" not only in England, where of course the piece was first produced, but America, Australia and other English-speaking countries. There have been revivals of the piece from time to time, the last one having been made by the Metropolitan Opera Company, New York.

"Pinafore" is to be presented Friday night, "The Pirates of Penzance," and Saturday matinee and night "The Mikado" will be presented.

PHONE INQUIRY PROPOSED

Effort to See if Companies Prevent Competition Probable.

To ascertain whether or not the telephone companies are violating their franchise by preventing competition, City Attorney Grant immediately will ask the City Council to authorize him to intervene in behalf of the city in the case of the Pacific Telephone & Telegraph Co. versus the Home Telephone & Telegraph Co., which is now pending in the courts.

"It is the people's right to know whether or not the telephone companies are violating their franchise of exclusive contracts," said Mr. Grant yesterday. "If these contracts tend to a monopoly or if the companies are doing anything else to prevent competition, the facts should be brought out. By intervening in the case, it can be shown whether there is any violation of the franchise."

BULL MOOSE PETITION OUT

Signatures Being Sought to Legitimize Third Party at Polls.

The campaign for signatures to petitions legally creating the Roosevelt Progressive party in this state will be waged in earnest by the Bull Moose adherents today. These petitions have been sent to every county in the state in which the proposed new party has a tentative organization. In order to perfect the organization of the new party as provided in the direct primary law, a total of 5661 signatures, or 5 per cent of the total vote in the last general election, will have to be obtained.

SIX CLIMB MOUNT ADAMS

Blizzard and "White Darkness" Encountered on Mountain Trip.

A sextet of Portlanders returned Monday night from an interesting hike

POLICE MAKE FIGHT

Danger Seen if Civil Service System Is Removed.

GANG RULE RESULT FEARED

Captains Baty, Moore and Keller Appointed Committee to Take Action to Fight Amendment Proposed.

EXTORTION IS DENIED

E. M. SIMONTON EXPLAINS DEAL WITH SCHOOL JANITOR.

RETURN OF CASH ASKED

MAYOR WANTS \$400 HE SUPPLIED AS BRIBE BAIT.

POLICE SLOW, SAYS WOMAN

Hospital Superintendent Tells of Cases She Reported.

SINGER DESTROYS FRUIT

INSPECTOR SUCCEEDS AFTER PERSISTENT EFFORTS.

Additional Market Inspector Singh acted on the advice of Mayor Rushlight yesterday and got busy with the fruit.

OUTING TO BE AN EVENT

Portland Commons to Entertain Mothers and Children at Picnic.

LOW RATE TO STATE FAIR

Via Oregon Electric for Shriners, Woodmen and Everybody.

2 CHIROPODISTS IN CLASH

J. Lindsey Asserts William Eddy "Puts People's Feet on Bum."

CHEER UP IF HEADACHY, BILIOUS, CONSTIPATED-CASCARETS TONIGHT

10 Cents. Never grips or sicken. "CASCARETS WORK WHILE YOU SLEEP."

GRANGE URGED IN CITY PLAN SYSTEM

Attorney Grant Says Portland Plan Causes Loss to Taxpayers.

NEW METHOD PROPOSED

Official in Letter to Mayor Rushlight Says San Francisco Employs Get Pay in Form of Negotiable Checks.

That the present system of paying city employees is not only antiquated but also causes a loss to the taxpayers of between \$10,000 and \$15,000 a year is the belief of City Attorney Grant.

Mr. Grant has been making an investigation of the systems in vogue in both Portland and San Francisco and is convinced that the latter city has solved successfully the question of paying its employees. In a letter to Mayor Rushlight yesterday, Mr. Grant urged the adoption of the San Francisco plan.

NO PORTLAND POLICE

MRS. COTTELL REFERRED TO CONDITIONS ELSEWHERE.

Criticism Believed to Be Aimed at Local Officials Not So Intended. Slover and Riley Praised.

EXORTION IS DENIED

Special Concession Said to Have Been Made Man When He Tells of Drawing Low Salary.

E. M. Simonton, acting for the Ames Investment Company, whose name has recently been involved in a controversy over an alleged bribe paid to a school janitor by one of the city schools, declared yesterday that the claim had not been excessive and that special concessions had been made by the school board.

"The loan was not made by the Ames Investment Company, which was not making loans at the time of his application. Acting as agent we secured a loan of \$100 from another party, requiring a commission of \$20 and a fee of \$17.50 for drawing up the papers, and retaining in the bargain a sum of \$2.50 on payment of \$4, and later on \$2.50 was received from the sale of household effects which he placed in our hands for purposes of sale."

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Proper Care of Hair and Complexion

The worry and bother of wearing hair-nets and veils to make the hat stay up and conceal a dull, "strung," unkempt appearance can easily be avoided by stopping shampooing with soap. The "free" alkali in soap irritates the scalp, makes the hair streaked, dull, coarse and brittle. Shampoo with a teaspoonful of caustic disinfectant and a cup of hot water, and the hair will always be light, fluffly and easy to do up, besides looking decidedly neat. The shampoo bathers abundantly, dries quickly, stops itching scalp and cleanses as no other shampoo will. The luxury of extreme cleanliness which comes from the use of this shampoo has made it so popular that many of the best hairdressers now use it exclusively. It is inexpensive and can be bought at any drugstore.

Kohler & Chase

Established 1850 Wholesale and Retail Dealers in STANDARD PIANOS Sole agents for Weber, Steck, Vose, Fischer, Kohler & Chase and other old standard makes. Agents for the Genuine PIANOLA PIANOS and Wurlitzer Automatic Instruments. PIANOS FOR RENT Kohler & Chase - 375 Washington Street Portland, Or.

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CHEER UP IF HEADACHY, BILIOUS, CONSTIPATED-CASCARETS TONIGHT

No odds how bad your liver, stomach or bowels; how much your head aches, how miserable and uncomfortable you are from constipation, indigestion, biliousness and sluggish intestines—you always get the desired results with Cascarets'!

They end the headache, biliousness, dizziness, nervousness, sick, sour, gassy stomach. They cleanse your Liver and Bowels of all the sour bile, forcing the misery. A Cascarets will quickly straighten you out by morning—a 10-cent box from your druggist will keep your head clear, stomach sweet, liver and bowels regular and make you feel cheerful and bully for months.



10 Cents. Never grips or sicken. "CASCARETS WORK WHILE YOU SLEEP."

Advertisement for Cascarets medicine, featuring text about its benefits for constipation and liver issues, and an illustration of the product boxes.

Advertisement for Pearline soap, featuring text about its benefits for skin and hair, and an illustration of the soap box.

Advertisement for a chiro podist, featuring text about the services offered.