



C.D. GRAVES

The Spur of Approval

—The attendance of thousands of visitors yesterday at our opening was undoubtedly the greatest tribute ever paid a commercial establishment in Oregon.

—We feel deeply honored by the generous expressions of good will, also the kind words about the store and the stocks.

—We take yesterday's splendid triumph in no spirit of empty conceit. The out-spoken approval of the public spurs us on to merit that approval.

—Your enthusiasm yesterday inspires in us larger ideals. The triumph of a day means little. The growth and expansion of this great business shows that the public is not blind—not indifferent to our efforts. For over half a century they have encouraged us by their loyalty. It is this co-operation that strengthens us. **THAT MAKES US LEADERS.**

—We shall never let an opportunity pass to present proofs—clear, positive attestations, that we are worthy of this public loyalty and confidence.

—We have builded well in the past. We shall build better in the future. The greater the patronage of the public—the greater the duty to deserve it.

—This is a PROGRESSIVE STORE—yet it will only indorse its old policies. The spirit back of it is absolute sincerity—both to the public and its employees.
 —There are twelve hundred co-workers under its roof. A whole community in itself.
 —Every opportunity will be given them for advancement. Every provision made for their welfare and comfort. Fair compensation for their work. Justice to all.
 —To predominate this establishment we seek the spirit of Co-operation, Business Comradship, Business Integrity—making this store worthy the support of the public.
IT IS A STORE FOR ALL THE PEOPLE. A store of cheerfulness, of optimism. YOUR STORE.

Lipman Wolfe & Co.

"Merchandise of Merit Only"