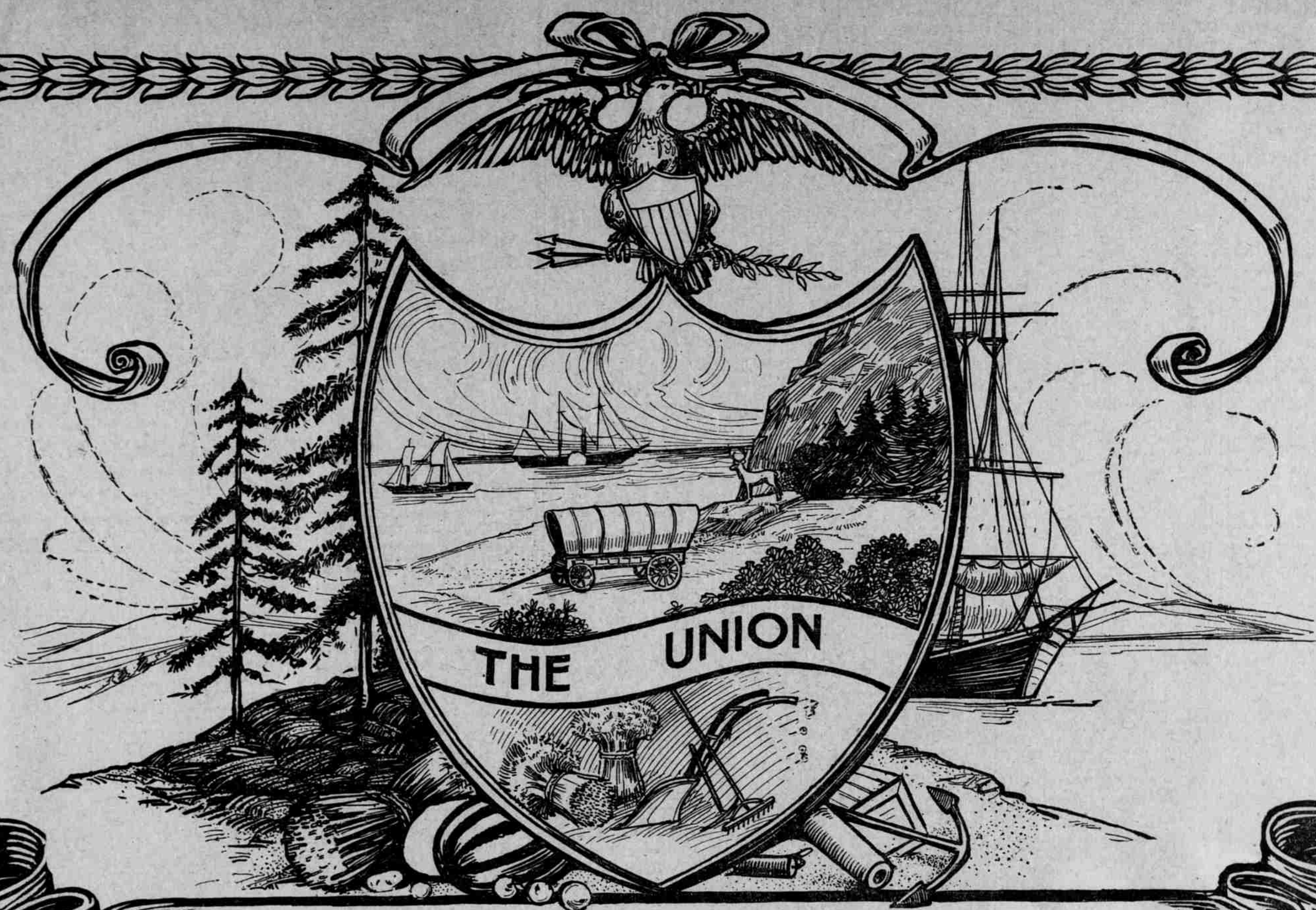




Thanksgiving Proclamation

- On this the first Thanksgiving day in our new store we are deeply appreciative, and offer thanks for the confidence and patronage extended us by a generous public.
- We realize to the full the part the public has played in making possible this great establishment.
- The wonderful development of this business has been the result of over half a century of progressive success, aggressive ideas in merchandising combined with an old-fashioned conception of honor.
- Our sole aim, the central idea on which this business was founded, has been three cardinal principles

Confidence — Courtesy — Sincerity

- We are deeply grateful and offer our sincerest thanks to the people of Portland and Oregon for the numerous expressions of good will and encouragement; for the complimentary criticisms and words of praise.
- We are mindful of the responsibility that your words of encouragement convey to us. We realize fully that we have much to demonstrate. We look forward to the perpetuation of your approval.
- To meet your every demand as it should be met; to serve you as you wish to be served; to complete every transaction to your entire satisfaction; that is EFFICIENCY.
- It is toward this end that our every effort and energy is directed. It is the goal toward which every store, fortified with ideals and ambition, ever strives.

Lipman Wolfe & Co.
"Merchandise of Merit Only"