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NO. 20.

Lipman, Wolfe & Co.

Good Merchandise Only—Quality Considered Our Prices Are Always the Lowest



SACRAMENTO, 1850

LIPMAN, WOLFE & Co.
1907

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Good Merchandise Only—Quality Considered Our Prices Are Always the Lowest

VIRGINIA CITY, (BRANCH)
1867

PORTLAND, (BRANCH) 1880.



1850 57TH ANNIVERSARY 1907

This sale will last three days, Monday, Tuesday and Wednesday. New bargains will be offered daily. Limited quantities in many cases. Do not fail to be on hand bright and early.

Pioneers can remember the excitement and the wild rush from all parts of the world to California in 1849 and 1850, when the great gold discoveries were made known. During this great rush Mr. S. Lipman started for the great El Dorado, arriving in San Francisco in the Spring of 1850. Mr. Lipman, with hundreds of others, proceeded immediately to Sacramento, then the starting point of all the discoveries. There, in a small shanty, the business of S. Lipman was started. From the beginning it was successful, and year after year added to until it became the largest in Sacramento. In 1865 a branch store was opened in Virginia City, Nevada, under the management of Adolphe Wolfe. The firm prospered there also and was famous all over the Coast for its elegant, costly merchandise so much in demand during the Comstock excitement.

In the Spring of 1880 another branch was started in Portland, Oregon, Mr. Adolphe Wolfe leaving Virginia City to assume its management. This branch occupied 65x80 feet of the first floor in the old Dekum building, corner First and Washington streets, and commenced business with a force of eight employees.

In 1882 the force had increased to 15 employees and more room was necessary, resulting in the occupancy of a part of the second floor and the construction of the first passenger elevator used in a store in Portland. This additional space soon proved inadequate, and in 1885 the rear wall was removed and the store room for many years occupied by Mrs. Geo. Clark, the milliner, was added to the main floor, the number of employees then being 42. These additions were thought to be sufficient for many years, but in a short period the growing business demanding more space, negotiations were entered into which finally resulted in the erection of the Dekum, corner Third and Washington, and our occupying in 1892 the entire basement and first and second floors of this magnificent building. The number of employees at this time was 148.

By 1895 the force of employees had increased to over 200, and more space was again absolutely necessary. This need resulted in the erection and occupancy in 1897 of the annex fronting on Fourth street, adding to our floor space the basement and three floors 75x100 feet each, giving us just twice as much space and a clear room extending from Third to Fourth street. At this time the number of employees reached 255. In 1899 over 300 people were on the payroll, and now in 1907 we have listed on our payroll 437 names.

Fifty-seven years of honorable business success have created for this firm a prestige of which it is justly proud. Accurate statements, with strict fulfillment of promises, have established an enviable bond of confidence between this store and its customers. This fact, coupled with the high standing of the firm in the markets of the world, is largely responsible for its immense volume of business and present proportions.

And so we are holding this great 57th Anniversary Sale—the biggest event ever attempted by this or any other Portland store. Three full pages of advertisements in this paper—the largest advertisement ever printed—present only a few of the hundreds of magnificent bargains we have prepared for this sale. Every bargain on this page and our double page in the first section of the paper represents a truly extraordinary value.

105 Novelty Suits, Vals. to \$87.⁵⁰ for \$31.⁷⁵

250 Tailored Suits, Vals. to \$50 for \$19.⁶⁵

320 Tailored Suits, Values to \$32.50 for \$14.85



105 Fancy Tailor-Made Suits, in Eton, Pony Jacket, blouse and coat styles; in fact, everything that is new and up-to-date. The materials are of finest imported Panamas in plain colors and fancy checked and striped effects; also of voiles, broadcloths and fancy woolen materials. Some have drop silk skirts. Every suit is a copy of the newest imported models, made by the highest class makers of fine suits. Sold regularly up to \$87.50. A bargain worthy of this great occasion at just..... **\$31.75**

250 HIGH-CLASS Tailored Suits, in Pony Jacket and Eton styles, of plain Panama cloth in black, navy, brown and tan, elaborately trimmed with fancy braid; also of fancy striped and checked worsteds; all new materials and latest cut garments. The skirts are made in the newest plaited and gored shapes. Sold regularly up to \$50.00. **\$19.65**

320 HIGH-CLASS Tailored Suits, in Pony Jacket, Prince Chap and Eton styles, made of finest all-wool materials in Panama, worsted and fancy figured materials in striped and checked designs. The colors are black, navy, brown, gray and tan. Some plain tailored, others fancy trimmed styles. The skirts are made in the newest plaited effects. Sold regularly up to \$32.50. 57th Anniversary Sale Price..... **\$14.85**

\$65 Silk and Cloth Coats \$26.50

48 Long Coats of white and colored broadcloth and black and colored taffeta silk, including all our Imported Models of Evening and Street Coats, made in all the newest shapes. Only one coat of a kind. Sold regularly up to \$65.00. Be here early if you want one for only..... **\$26.50**



\$1, \$1.50 Millinery Flowers, 48c

The greatest collection of new and desirable Flower Hat Trimmings ever placed on sale, including large Beauty Roses, Small June Roses, Cup Roses, Blossoms, Lilacs, Violets, Poppies, Field Flowers, Daisies, Cherries, etc. Choice of thousands of flowers, selling regularly at \$1.00, \$1.25 and \$1.50, at the remarkably low sale price of..... **48c**



Silk Suits, Vals. to \$35 at \$17.75

\$12.50 Silk Jumper Suits, \$5.87

125 Silk Suits of highest grade chiffon taffeta silk, in black, navy, brown, tan and green; also in an endless variety of fancy checks, plaids and stripes, made in Princess Dresses, Jumper Suits, Two-Piece Silk Suits, and Novelty Lace-Trimmed Effects. The skirts are all made in the newest plaited and accordion plaited styles. Sold regularly to \$35.00. A tremendous bargain at our 57th Anniversary Sale price of..... **\$17.75**

Novelty Jumper Suits of fancy checked silk in navy, red and green; also of black taffeta silk, made with fancy jumper sleeves and slashed shoulder pieces, caught and trimmed with self-colored straps. Sold regularly at \$12.50. A tremendous sensational Anniversary Sale bargain at..... **\$5.87**

Reg \$3 Petticoats \$1.90

Heatherbloom Taffeta Petticoats in black, navy, brown, gray or red, made with a flounce trimmed with deep ruffle, with a row of side plaiting. Both flounce and ruffle are trimmed with five rows of stitching. Regularly sold at \$3, sale price..... **\$1.90**



\$2 Waists, 83c

\$3 Waists, \$1.96

\$4.50 Silk Jumper Waists for \$1.98

400 Novelty White Batiste Waists, made with all over embroidered fronts in three-panel effect, separated by clusters of narrow tucking. Newest elbow sleeves and stock collar made with fine tucking and edged with Valenciennes lace. The back has six rows of fine tucking. Sold regularly at \$2.00. For this sale only..... **83c**

Ladies' Waists of finest quality sheer lawn. The entire fronts are made with panels of fine Swiss embroidery, tucked at yoke with rows of fine pin tuckings. Newest elbow sleeves, with tucked and lace-edged cuffs. The back is made with clusters of fine pin tucking. Sold regularly at \$3.00. Sale price only..... **\$1.96**

250 Silk Jumpers of finest quality taffeta silk, made in large variety of tucked, plaited and strapped styles, in black, navy, brown, green, black and white, and light blue. Sold regularly to \$4.50. Anniversary Sale price..... **\$1.98**

See Lipman-Wolfe's Double Page Ad in First News Section—Three Page Advertisement Today, the Largest Ever Printed