



OUR GREAT FINAL REMOVAL SALE

IT STRIKES TO THE VERY HEART OF ECONOMY

ABSOLUTELY EVERYTHING SACRIFICED - NO GOODS WILL BE MOVED

LIPMAN WOLFE & CO.

Sale Begins Tuesday 8:30 A. M.--Store Closed Monday

EDITORIAL

—To establish a new standard in the retail business in Portland.
—To build a great business upon the principle of the greatest good for the greatest number—A store for all the people, but **ONE** class of goods **ONLY—MERCHANDISE OF MERIT**
—by lower prices, quality always considered **FIRST**.
—By truthful advertising, which we consider not only right but **PROFITABLE**—not to advertise honestly, but to take scrupulous care daily that each word of advertising is true, all this

For the Growth to Come

—We understand the intelligence of the American woman well enough to know how well she will support an enterprise of this kind.
—Not an ordinary department store, but an aggregation of stores, each one complete of its kind, all under one roof and each under the direct management of a master merchant.
—The monopolist seeks by exclusive methods to control the article he makes; he trades upon the needs of the consumer and compels him to pay a profit out of proportion to the intrinsic worth of that article.
—Public patronage solicited through the medium of prize contests, store shows, concerts and other forms of free entertainment decreases the worth of merchandise, for it levies a tax upon the goods, all the cost of which must be borne by the customer.
—To do business at the least possible cost and the lowest possible expense is our fixed purpose. We shall develop a new life about us in the new store, and the glory in the uplift will be shared by the public as well as ourselves.
—The seed was planted a year ago when construction on our new store was commenced—it has taken root and is growing hardier every day—We are nearing harvest time. Our plans, our hopes, our ambitions and our ideals will shortly blossom forth with the opening of the new store.

DOYLE, PATTERSON & BEACH

Architects

WORCESTER BUILDING, PORTLAND, OREGON

March 25, 1912.

Messrs Lipman, Wolfe & Co.,

City.

Re Fixtures.

Gentlemen:

We must have your decision on the Fixtures for 7th, 9th and 10th Floors immediately if you would avoid delays. We must let these contracts as once or we cannot be responsible for any delays, as the building will be ready for this installation of Fixtures May 15th, and will be finished complete July 1st.

Very truly yours,

Doyle, Patterson & Beach,

by *A.E. Doyle*

TO THE PUBLIC:

—This Removal Sale is not a trade expedient designed to impose a left-over stock of undesirable merchandise upon the public. It is not a sale organized to distribute stickers and odds and ends of bygone years—that buyers have passed season after season.

Practically the Entire Stock of Merchandise That You'll See on Sale is Brand New

bought expressly for our regular Spring business. No rubbish, no truck—such merchandise was never allowed space under any condition in our store. We have always been favorably known for

MERCHANDISE OF MERIT ONLY

—All of our stocks are purchased from responsible manufacturers, and even the simplest and the most inexpensive goods are as carefully selected as the most elaborate. In its entirety our stock illustrates the sincerity and integrity of both the American and foreign workmen.

—Concrete facts concerning the Removal Sale is all you want—you may read them in our Double Page Announcement in the first section, and see them all over the store next Tuesday morning.

—We shall not herald our Removal Announcement with a blare of trumpets—nor yet again attempt to dazzle you with immense price reductions or fictitious bargains. We never use that much-abused word "VALUE" in our advertisements, for it has been used so unremittedly to create false price comparisons and impossible bargains that the public has long ago ceased to believe in its trustworthiness.

—Every great business enterprise has basic fundamental principles. One of our controlling principles is to win public approval by worthy, first-class, reliable merchandise. Such merchandise has always a standard wholesale price that forbids extravagant profits for this reason.

—We cannot offer day after day, week after week and month after month fashionable and seasonable goods at immense reductions as appears so continuously in store advertising.

—This Removal Sale, an event out of the ordinary and occurring but once in a business decade, makes possible greater sacrifices than could ordinarily be offered.

Our New Building Is Rapidly Nearing Completion--We Have Received Notice--All Goods Must Be Sold--We Will Start With Everything New from Basement to Roof

Read the Double Page Announcement in First Section

—Our removal sale begins next Tuesday, April Second. We close our store Monday in order to re-tag every article of our stock with removal sale tickets.
—We are firmly resolved not to transfer any goods from our present location to the new store.
—In order to dispose of our immense stock of Spring and staple goods, we begin the removal sale at the very outset of the Spring season when all merchandise has its greatest worth and is in greatest demand.
—Immense reductions in every department in the store. Everything reduced, excepting a few contract articles. Positively no goods held in reserve.

Read the Double Page Announcement in First Section

We Feel Fully Justified in Saying

That this removal sale is so remarkable, sacrificing as it does an enormous stock of new Spring and staple goods that it should attract to the Lipman, Wolfe & Company store everyone who has the remotest idea of buying merchandise.

We Direct Especial Attention

to the standard quality of our goods. As we confine our business to merchandise of merit only, the unparalleled reductions throughout the store, brings high grade, reliable merchandise to you at tremendous price concessions.

Our Entire Stock Is Composed of New 1912 Merchandise--All on Sale