

64th ANNIVERSARY 1850 of Lipman Wolfe & Co. 1914

"Merchandise of Merit Only"

The Greatest Event Ever Known in Merchandising The Celebration of Our Sixty-Fourth Anniversary

A Bewildering Array of Remarkable Sales--An Economy Event You Cannot Afford to Miss

An Occasion of Tremendous Importance

—Monday, May 4th, we begin the celebration of the "Rounding-out" of 64 years of progressive store keeping.

64 YEARS OF DEPENDABLE MERCHANDISING

—which has won for this store the **CONFIDENCE** of the public. This confidence was not gained by accident. It is the reward of **STRICT BUSINESS INTEGRITY—HONEST MERCHANDISE—FAIR PRICES.**

The People Will Make This a Wonderful Sale

—This event is not an over-night affair—or organized in a week. Months of arduous effort have been spent in collecting merchandise worthy of this sale. **THE BEST MERCHANDISE** that could be collected from every corner of the globe will be offered tomorrow at prices that represent in every instance **ACTUAL SAVING.**

—**DEPENDABLE MERCHANDISE** that cannot be equaled in **STYLE** or **QUALITY** at the prices quoted **ANYWHERE.**

It Is a Sale of National Scope

—and the largest in the Northwest. This year's sale bids fair to out-rival any sale ever held in this section.

—We have no concern with other sales—their worth, merit or honesty.

—What we want to say is that we are sincerely trying to impress upon you the fact that this is the **MOST EXTRAORDINARY** sale ever presented to the public of Portland. It is a remarkable sale—**A SALE FOR ALL THE PEOPLE** with merchandise at prices offering **MARKED ECONOMY** in every instance.

—This is the Lipman, Wolfe & Company method of recognizing in a substantial manner the loyalty of its thousands of patrons. By this sale we hope to demonstrate our undisputed leadership in retailing in this city **OF MERCHANDISE OF MERIT ONLY.**

That the People Living Adjacent to Portland May Share in This Great Sale

We Will Pay Railroad Fares Both Ways and Deliver Goods Free to Your Home

—Every year we receive hundreds of letters from out-of-town patrons complaining that they can never share in the great economies offered in our Anniversary Sale. To give the people living adjacent to Portland an equal opportunity to participate in this great event, we shall pay railroad fares both ways upon the purchase of the following amount of goods. Club your purchases with your neighbors—secure a round trip ticket—present this at the accommodation desk with your transfer and have your goods delivered to your home. **FREE OF CHARGE AND YOUR RAILROAD FARE PAID BOTH WAYS.**

On Purchases of \$5.00
WE PAY RAILROAD FARE
and Deliver Goods Free to
Burlington, Shattuck,
Holbrook, Garden Home,
Rocky Point, Metzger,
Clackamas, Tualatin,
Vancouver, Beaverton
and intermediate points.

On Purchases of \$12.50
WE PAY RAILROAD FARE
and Deliver Goods Free to
Scappoose, Forest Grove,
Warren, New Era,
Reedville, Canby,
Hillsboro, Barlow,
Cornelius, Aurora
and intermediate points.

On Purchases of \$20.00
WE PAY RAILROAD FARE
and Deliver Goods Free to
Houlton, Dilly,
St. Helens, Gaston,
Deer Island, Yamhill,
Knappa, Hubbard,
Ridgefield, Woodburn
and intermediate points.

On Purchases of \$30.00
WE PAY RAILROAD FARE
and Deliver Goods Free to
Goble, Sheridan,
Rainier, Gervais,
Kalama, Bonneville,
McMinnville, Hood River,
Carlton, Kelso
and intermediate points.

On Purchases of \$40.00
WE PAY RAILROAD FARE
and Deliver Goods Free to
Mayger, Dallas,
Clatskanie, Independence,
Castle Rock, Brooks,
Winlock, The Dalles,
Willamina, Salem
and intermediate points.

On Purchases of \$50.00
WE PAY RAILROAD FARE
and Deliver Goods Free to
Astoria, Jefferson,
Chehalis, Albany
Corvallis,
and intermediate points.

Charge Accounts Invited

—Open an account now;
no better time than during
the Anniversary Sale.
Charge Office on the Sev-
enth Floor.



Unpacked Yesterday--Beautiful Spring Garments Tomorrow YOURS at Much LESS Than Wholesale

These **SUITS** Sell at \$27.50 to \$35.00

\$17.50

—We cannot adequately describe these garments; you must see them.
—The styles are so varied that only your taste need limit you.
—Here are suits made of imported materials in combination with black silk moire; others of needle thread whipcord—soft clinging eponge and crepe cloth.

Trimmed with taffeta, moire and satin, some with tailored vests, fancy buttons and pipings.

—The jackets represent every late style feature with kimono sleeves. The skirts are modeled after the latest French designs.
—The color range includes tango, reseda, new blue, mahogany, navy, tan, black, black and white checks and mixtures.

Positively None Reserved. None C. O. D. None on Approval. None Laid Aside. (See Window Display)

These **DRESSES** Sell at \$17.50 to \$25.00

\$9.95

—An attempt to give full details of these dresses would require ten times this space. We tell you enough to give you but an idea of their beauty. Suffice to say that in our business career we have never presented to our patrons a sale of dresses that approaches this one in point of beauty, style or quality of materials.

The very latest models, the last note in Spring modes are represented in this collection.

—Beautiful examples in wool crepe, crinkle crepe and fine serge, in wistaria, rose, gold, navy blue, Nile, black, olive, tango, dark green, mahogany, white, tan and chartreuse.

—Satin girdles and collars of satin or lace, lace frills at the hand, colored novelty vestings, silk pipings and novelty buttons are used for trimming.

