



## This Phenomenal Removal Sale Owes Its Great Measure of Success to Methods That Stand the Test

—First it stood OUR test—the unyielding Lipman, Wolfe & Co. standard was brought to bear on every detail. It is what has brought this sale to reach such remarkable proportions as even to amaze us.

## Our Removal Sale Has Stood Your Test

The Test of Price---The Test of Quality  
The Test of Assortment---The Test of Taste

—And on all these points the judgment of thousands of customers who attended this Great Removal Sale is final and Conclusive.

## Your Confidence and Your Verdict

—Were not won by big promises, baits, fictitious bargains, false price comparison, nor yet by coming out in the papers one week with a sale, the next week with a sale by another name, the following week with a sale by still another name. You can expect these fanciful sales almost any time, but the fact remains that in Portland today the

Lipman, Wolfe & Co. Removal Sale  
Stands forth as a beacon light on a foundation of commercial integrity overshadowing and dimming all other retail movements.

## Every Article in the Store Reduced

## For Friday We Have Arranged Throughout the Store Immense Removal Sales in Every Department

If You Need a Coat or Suit, Waist or Dress  
*You Must Buy Here*  
For Every Suit and Coat; Waist or Dress Is Reduced

If You Need a New Fall Hat or an Ostrich Plume  
*You Must Buy Here*  
For Every Hat and Ostrich Plume Is Reduced

If You Need Household Linens, Towels and Napkins  
*You Must Buy Here*  
For Every Yard of Linens Is Reduced

If You Need Children's Wearing Apparel  
*You Must Buy Here*  
For Every Suit, Hat, Dress and Coat Is Reduced

If You Need New Fall Dress Goods  
*You Must Buy Here*  
For Every Yard of Dress Goods Is Reduced

If You Need Fall Hosiery and Knit Underwear  
*You Must Buy Here*  
For All Hosiery and Knit Underwear Is Reduced

If You Need Laces, Trimmings or Neckwear  
*You Must Buy Here*  
For All Laces, Trimmings and Neckwear Are Reduced

If You Need Men's Furnishings  
*You Must Buy Here*  
For All Men's Furnishings Are Reduced

If You Need New Fall Silks  
*You Must Buy Here*  
For All New Fall Silks Are Reduced

If You Need Warm Winter Blankets  
*You Must Buy Here*  
For All Blankets Are Reduced

If You Need a Bed, Mattress or Springs  
*You Must Buy Here*  
For All Beds and Mattresses and Springs Are Reduced

If You Need Lace Curtains or Draperies  
*You Must Buy Here*  
For All Lace Curtains and Draperies Are Reduced

If You Need Leather Goods, Stationery or Notions  
*You Must Buy Here*  
For All Leather Goods, Stationery and Notions Are Reduced

If You Need Muslinwear, Kimonos or Dressing Sacques  
*You Must Buy Here*  
For All Muslinwear, Kimonos, Dressing Sacques Are Reduced

If You Need Ribbons, Handkerchiefs or Veilings  
*You Must Buy Here*  
For All Ribbons, Handkerchiefs and Veilings Are Reduced

If You Need Jewelry, Cut Glass or Silverware  
*You Must Buy Here*  
For All Jewelry, Cut Glass and Silverware Is Reduced