

HUNDREDS ENJOY REAL BALMY AIR OF SPRING

Miss Spring was Portland's most prominent visitor yesterday. With her she brought the brightest day of 1912 and the warmest air.

everyday folks a complete contempt for houses and shelter; she flaunted her dress of sun gold and green in the parks and along the country roads; she lured the crowds with her.

The first game of baseball was played in Peninsula park, with 1000 spectators. The first swimmers splashed the waters of the Willamette. All the babies that could toddle out and made mud pies and sand houses. A thoroughly steady and reliable clerk stopped 35 minutes in front of a show window carrying a display of fishing tackle and was heard

to mutter things he would do if he could live without an income.

Elemental man with civilization's equipment stirred the new dust with automobiles. Young men with "fancy lightly turned" went strolling—not by themselves.

Children hunted for lilies in the dog-wood thickets. The robins industriously applied the last touches to their house-keeping arrangements. Mature and youthful gardeners anxiously inspected their carefully made beds to find the first peeps of radishes and peas. The short stemmed daisies beaded the lawns

with brave colors. The hyacinths and tulips were a-bloom in the flower gardens. Many dresses saved for Easter Sunday made their first appearance in spite of convention and in all the day's joy of cheerful sunshine was an early response of quickened life that made the blood move faster and pessimism falter.

Theodore Roosevelt, Governor Stubbs of Kansas and Governor Johnson of California are to take part in a speaking campaign in Ohio, preliminary to the May primaries.

AUTO TURNS OVER; OCCUPANTS INJURED

When H. F. Camp of 819 East Salmon street turned his auto sharply to avoid hitting some dirt wagons as he was driving into Hawthorne avenue from East Twelfth street at 6 o'clock last night, the car turned over on its side and Mrs. Camp was thrown out and severely injured. She struck on her head and had to be taken to her home. Her

physician said today that she was suffering principally from shock.

Other members of Mr. Camp's family were thrown out of the auto, but suffered only severe bruises. Mr. Camp was driving slowly and had his auto almost stopped when it upset. The dirt wagons which caused the accident were hidden behind a street car till the auto was almost upon them.

Yamhill Pioneer Dies, Aged 80.
(Special to The Journal.)
Dayton, Wash., April 1.—Mrs. America Hughes, wife of Samuel Hughes,

of Richmond avenue, died Saturday, aged 80. With her husband she had lived in this city for nearly 40 years. Mr. and Mrs. Hughes came here from McMinnville, Or. They were natives of Missouri and crossed the plains to the west before the railroad days.

Paralysis Seizes Bandon Woman.
Bandon, Or., April 1.—Mrs. W. P. Hoeman of this city was stricken with paralysis and little hope is entertained for her recovery. She is about 65 years of age and with her husband is a pioneer of Oregon.

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 Today

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 consumer, 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 harder 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 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 of fictitious bargains. We never use the 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 Yesterday
Sunday Journal

—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 Yesterday
Sunday Journal

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 merchandising of merit only, the unparalleled reductions throughout the store, brings high grade, reliable merchandise to you at tremendous price concessions.