

MILLIONS SPENT IN ADVERTISING OF BIG BENEFIT

Report of Pacific Northwest Tourist Association Shows Gratifying Results in Year's Work.
STIMULATES HOTEL BUILDING

Strong Advertising Campaign Brings Many Eastern Visitors to Pacific Coast.

Benefit 100 fold in increased population, millions of dollars expended in new hotels and the placing of the West before the eyes of the Easterners are some of the outstanding features of the third annual report of the Pacific Northwest Tourist association in reviewing the results of their intensive advertising program of the past two and one half years.

Significant as to the value of advertising is a telegram received from D. M. Linnard, head of one of the largest hotel syndicates in the world. The telegram was in response to an inquiry as to whether or not the work of the Pacific Northwest Tourist association had any influence in the decision of Linnard to build hotels in Tacoma and Seattle.

It reads: "Persistent advertising of your association, which has made Pacific Northwest known to the tourist region of America, has been important factor in influencing our hotel organization in decision to establish hotels there. World knew nothing of the great attractions of your part of the country until the systematic advertising campaign was started. The west must advertise to get the business. Nothing will have greater tendency to stimulate business in all lines. Growth and development of any region is largely dependent upon number of visitors attracted there." D. M. LINNARD.

TESTIMONY OF VALUE
Linnard's statement is considered of much weight in that he knows that tourist business as president of a company that owns immense tourist hotels in California. The Bowman company of New York will also build a palatial hotel in Seattle. The report considers the investment of outside money in hotel building in the Northwest as being of paramount importance. It furnishes wealthy investors with the same accommodations that they are used to enjoying in New York and London. The real value of such investments is tangibly expressed in that such hotel which will be built in the Northwest will spend 12 times as much in one city as it has cost the tourists' association to advertise the resources.

Tribute is paid to Frank Branch Riley as being "one of the features of the advertising campaign." His eloquence, descriptive powers and charm of manner are characterized in the report as having created a sensation wherever he has gone. He reached close to 40,000 of the leading citizens of the communities he visited during his tour.

Much of the advertising placed was in praise of the mildness of the winter climate of the Northwest. Some little Oriental advertising was done, especially in the leading hotels in China and Japan. It brought excellent results, it is asserted. Highway signs between Minneapolis and Spokane were used to much advantage in placing Pacific Northwest landscapes. The signs invited the motorists to continue their trip through to the Pacific Northwest.

SHINERS' CAUSE HELPED
In a measure the publicity carried on by the association helped to gain the shrine convention for the Pacific Northwest, the report continues. Special publicity was carried on amongst the members as well as in the Indianapolis papers during the fight for the convention. The general campaign was centered to plant in the minds of the Shiners a desire to come to the Pacific Northwest. Credit is likewise taken for the visit of the National Editorial association last August to Oregon, Washington and British Columbia. Thirty-eight states were represented by the editors.

Increase in visitors from the East has been enormous. In Rainier National park alone it has been 200 per cent. Unofficially it has been announced that Spokane had as many visitors as she has population. Automobile travel showed an increase of 300 per cent. Never in the history of the Pacific Northwest have so many cars from states other than Oregon, Washington and British Columbia been seen. Three years ago there were but three automobile camp sites in the whole Pacific Northwest. Today there are 25 in the state of Washington alone. Ashland has one of the most perfectly equipped sites on the entire Pacific coast.

Perhaps the outstanding features of the creation of the association has been to educate the people of the Northwest to the value of their own resorts and that they need not go out of their own boundaries to spend their vacation. The British Columbia people come more often to the resorts of Oregon and Washington, while Washingtonians more often to Oregon and the Columbia highway and to other Oregon resorts. In turn the people of Oregon come more readily to Rainier, Chelan and the Italian Empire as well as British Columbia.

**The Dalles in Need
Of Second Hotel to
Care for Tourists**
The Dalles is highly concerned about the establishment of another hotel to accommodate the crowds of tourists expected to visit that section next year. The city needs the hotel badly, according to a communication received by the State Chamber of Commerce. There is only one hotel in the city, the other having burned to the ground last January.

The city is basing its plea upon the fact that it will soon be the converging center of the Columbia River highway. The Dalles-California road and the Mt. Hood Loop road.

You need a Maytag Electric Washing Machine—we sell them on terms to suit. Household Efficiency Section, Eighth Floor

**Electric Heaters
Hot Point and Majestic
Insure Cozy Warmth**
—Sold at the Electric Corner,
Street Floor.

**Notice of Demonstration
and Sale of the Genuine
TURFING NEEDLES**
for Embroidering. Materials here,
too. —Art Needlework, Fourth Floor.

Lipman Wolfe & Co.
"Merchandise of Merit Only"

**Learn to Embroider
on the
Free Sewing Machine**
—Mrs. Mayer, instructor, here
from 2 to 5 afternoons.
—Seventh Floor

**Pictorial Review Maga-
zine and Patterns for No-
vember Are Here.**
—Street Floor

A SALE OF AMAZINGLY SMART NEW FROCKS AT \$28.50

Philippine Underwear In a Sale That Will Make

**HOLIDAY BUYING
INTERESTING NOW**

—And infinitely more satisfactory, too, as from all indications, Philippine will be mighty scarce at Christmas time—and consequently prices will be much higher. These are wonderfully special prices.

Gowns and Envelopes, \$2.95

—Daintily beautiful garments, exquisitely scalloped and embroidered, as Philippine garments always are, by the deft brown fingers of little Filipino women, who spend their lives painstakingly embroidering dainty underfinery for far-off American women.

—These gowns and envelopes at this price have matching designs and both garments are made on the same styles, making delightful sets.

Philippine Gowns and Chemise, \$3.45

—Beautifully embroidered and made of the most exquisite lingerie cloth—both gowns and envelopes have fancy neck lines—designs embroidered in yoke effects! Full sizes and lengths.

Charming Philippine Garments, \$3.95

—Calado eyelet and French embroideries—grape and butterfly designs, that are a bit newer—as well as flower and dot designs.

—Gowns and chemise in several beautiful styles and patterns of embroidery. Extraordinary value represented here!

Lace Trimmed Models in Gowns and Chemise, \$4.95

—The new lace trimmed styles in gowns and chemise—perfectly lovely effects in combinations of we hand run tucks, lace inserts and Calado work. Fine hemstitchery and French designs.

And Other Styles, \$5.45, \$6.45 to \$16.50

—An unusually comprehensive collection of lace and embroidery trimmed garments—gowns in Empire styles and envelopes exquisitely embroidered to match.

—We wish to again urge upon you the importance of buying now for personal use and for Holiday giving.

—Fourth Floor, Lipman, Wolfe & Co.

56-Inch All-Wool Coating at \$6 Yard

—Velours, silvertones and chevrons in the best colors—navy, taupe, claret, Copen, beaver, grays and tans. An elegant assortment and marked almost unbelievably low.

—Second Floor, Lipman, Wolfe & Co.

Blouses of Loveliness and Charm

\$10.75

—Of sheer, but beautifully firm Georgette in the most sought after shades—navy, taupe, brown, bisque, flesh and white.

—Many of the smartest models show clever pleated frills, dainty touches of hand embroidery. Val lace in exquisite effects, wide tucks and larger and more tailored pleats.

—Charming and very moderately priced at \$10.75.

—Third Floor, Lipman, Wolfe & Co.

A Group of Clever New Hats

\$7.50

—Smartly trimmed Hats of Lyons, domestic or panne velvet.

—Such a variety of style that space permits but a brief hint of the number of attractive creations. Suffice to say that there are large hats, small hats and the delightful "in-between" size. Hats for maids and hats for matrons—all at this one exceedingly moderate price.

—You'll wonder how we can sell such wonderfully good looking and well made hats for so little—the truth is they were made for us at a great price concession.

—A wide variety of fashionable trimmings.

—Third Floor, Lipman, Wolfe & Co.

Do You Realize How Important Your Corset Is?

\$18.50

—You are conscious, in a dim way, perhaps, that it adds or detracts from the appearance of your gown—but do you know that a good corset, such as

Etoile de France Corsets
will actually mold the figure to the correct lines of slender grace?

—This showing of the celebrated Etoile de France corsets includes models of beautiful materials—fancy broche, batiste and French coutil.

—Bonded according to the type of figure designed for. All are beautiful. Priced from \$6 to \$18.

—Fourth Floor, Lipman, Wolfe & Co.

—Short lines sold to us by a well-known manufacturer at a figure that enables us to sell these frocks—the exact duplicates of many models in stock at a half and in some instances a third of their regular prices!



—There are all-wool serges, handsome satins, velveteens, satin and georgette combinations and satin and serge combinations of color.

—Overblouse models, tunic styles, fringe trimmed frocks, straight line, basque blouse effects and other models with fancy vests and collars.

—There are not many of any style—and not all sizes in every style. Because the assortment is so varied and the number so limited, no frocks will be sent on approval, none reserved and none exchanged. Every sale must be final.

—Third Floor, Lipman, Wolfe & Co.

Notes on the New Neckwear

—Exquisitely lovely is the frilly new neckwear—and different!

—One of the most captivating new sets is a combination of georgette, creamy Val and French embroidery—it is collar and cascade vestee in one.

—Another is a smart high neck affair with frilly net cascading to the waist line. Many other new and stunning models.

—Street Floor, Lipman, Wolfe & Co.

Wondrous Fur Coats

—Luxuriously lovely—these coats will keep you warm and happy on the cold day of the year—and as for smartness, it is difficult to equal the rich elegance imparted by a handsome fur coat. We have all the fashionable pelts and all the smartest modes.

—Anyone can say that their furs are made of "carefully selected skins, skillfully fashioned and smartly designed"—yet few assertions of this sort carry any assurance of credence from the reader. Pretty words without a reputation to

back them up are worthless, WITH the support of a reputation they are unnecessary. The most significant characterization we can give these furs is "THEY ARE LIPMAN, WOLFE & CO. STANDARD."

Pellard Garments—New Ones

—Exquisitely tailored suits, coats and frocks that bear the Pellard label—stamp of highest authority for quality plus style. Won't you come in and see them? Prices range from \$85 to \$450.

—Third Floor, Lipman, Wolfe & Co.

An Unusual Sale of Fancy Silks at \$2.19

YOUR HOME BEAUTIFUL

—Bears the stamp of your own individuality—so be wise in the choice of your furnishings.

—Our Interior Decorator, Miss Stoddard, is here to help you with your decorating problems.

Overstuffed Furniture

—Upholstered in our own workrooms—we will copy any piece of upholstering that you wish.

—We have some very fine overstuffed davenport and chairs in the Gift Furniture Section on the Fifth Floor.

—Fifth Floor, Lipman, Wolfe & Co.

—Just at the time of the season when silks are most wanted! ALL OF OUR FANCY DRESS AND SUITING SILKS HAVE BEEN RE-PRICED FOR THIS SALE.

—Beautiful plaids, stripes, checks, etc., etc.—in the most desired colors and combinations.

—Silks for frocks, blouses, separate skirts, suits, and linings, so substantially reduced that you will wonder how it is possible to sell them for so little.

—Standard Lipman, Wolfe qualities, which, as you know, always means BEST qualities.

—The alert, modern woman, imbued with the spirit of thrift, eagerly scans the papers for news of opportunities like this, and it is women of that type that will be first on the scene tomorrow morning.

—Second Floor, Lipman, Wolfe & Co.

Whatever the Size of Your Wardrobe— There's a Mendel "Dustproof" Wardrobe Trunk Here For It

—If you are a man going away, there's a three-quarter size Mendel "Dustproof" wardrobe trunk, with open top, seven garment hangers, shoe pockets, laundry bag and convenient trays for your smaller articles. The price NOW is only \$61.50.

—For the woman traveler, there's a full size Mendel "Dustproof" wardrobe trunk, with open top, eleven garment hangers, shoe pockets, laundry bag and five roomy drawers—a lifetime trunk, for \$72.50.

—And for her, too, we have a stunning fitted suit case, 22-inch size, in black crepe grain—for \$45 and a Miller-Closman bag to match.

—The man will find our No. 255 X heavy cowhide suit case with heavy hand sewn corners, heavy straps all round, for \$21. will exactly fill his suit case needs. And, of course, a celebrated Miller-Closman bag to complete the traveling equipment.

—Fifth Floor, Lipman, Wolfe & Co.



MENDEL "DUSTPROOF" WARDROBE TRUNK

EXCEPTIONALLY GOOD OFFERS IN Domestics

—Wanted domestics at prices that, in each case, are not to be duplicated—the wise, and the thrifty, will buy NOW!

81-Inch Bleached Sheeting, 69c

—Our famous Wearwell bleached sheeting, salvage edged. Splendid weight. Limit 20 yards. No phone orders.

Full Size Wool Mixed Blankets, \$9.50

—All white with dainty colored borders, or fine assortment of rich plaids. Splendid quality—low priced!

—As a matter of economy and to insure a well stocked linen closet, you will hasten to this value-giving event.

—Second Floor, Lipman, Wolfe & Co.

Full Size Satin Spread, \$6.50

—Beautiful satin bed spreads, scalloped and cut corners. Three patterns. 80x90 inches. Buy at this sale!

3000 Yards Fancy Outing Flannel, 25c Yard

—Bought long ago, and priced to sell on that basis. Fine quality, good assortment stripes, checks and plaids.

—Fifth Floor, Lipman, Wolfe & Co.

Rich Wilton Rugs In Surprisingly Complete Lines Make This the Wilton Rug Store Of the City

—So many of our patrons, lately, have enthusiastically told us that our line of Wiltons is the most comprehensive in the city.

—Size 9x12, lovely quality, artistically designed and colored. \$125.

—Size 8x12, excellent—blendings of blues, rose and tans. \$85.

—Size 8:3x10:6 in good quality and handsome colorings. \$72.50.

—Rugs to grace the most palatial residence—and equally in good taste for the simpler home.

—Soft, rich chenille rugs—plain and seamless, and the popular clear-flax rugs.

—Fifth Floor, Lipman, Wolfe & Co.