

Our 70th Anniversary Sale



Roll of Honor

—We deem it proper at this time to publicly express a deserved

Tribute to Our Employees

than whom we believe a more faithful, enthusiastic body is not to be found in any store in America.

—It is a source of genuine satisfaction to note that so many of our employees have seen long years of continuous service with this institution.

—Heading this list is

MR. D. A. M'RAE

with a record of thirty-four years of continuous service.

—It would be a pleasure to print the names and number of years of service of many of our older employees, were it not for the fact that some of the ladies objected, for reasons best known to themselves.

—The following is of interest.

Of fifteen women buyers, twelve rose from the ranks. Many came to us in short dresses and began as cash-girls.

Eleven of sixteen of our men buyers rose from the ranks.

Of thirty-four assistant buyers, every one, without exception, has come from the ranks.

LIPMAN, WOLFE & CO.

1850

The Son of
S. Lipman's
first partner
in business

sends

FELICITATIONS

on the
occasion

of this

SEVENTIETH
ANNIVERSARY
CELEBRATION

The Nonpareil
WASHERMAN-PORTSMAN CO.

Sacramento, Cal.

April 12, 1920.

Lipman Wolfe & Co.,
Portland, Ore.

Gentlemen:

I want to congratulate you on this your 70th Anniversary. An institution that can live and grow and prosper as Lipman Wolfe & Company has done over a period of seventy years must be built on a foundation that is sound and on a policy that is square.

And particularly, in your case, I know this to be true, for often have I heard my father (Mr. Lipman's first business partner) extol the virtues of the elder Lipman, always impressing upon me his fine character traits, his integrity and high business principles. Surely, a business with such a founder as he could not help but prosper and you are certainly deserving of the success that has come to you.

May this success continue in even greater measure in the years to come is the sincerest wish of

D. Wasserman

The Seventieth Anniversary Sale

Will Begin Monday Morning
at 9:15 o'Clock

Don't fail to attend and take advantage of the most marvelous assemblage of underprice offerings it has ever been our privilege to present.

Commemorating

the founding of this Institution seventy years ago, will be announced

Tomorrow in a Special Eight-Page Section
of The Oregon Sunday Journal

Do not fail to secure a copy as it is the only Sunday paper that will carry this extraordinary economy message.

Monday Morning at 9:15

EVERY MAN, woman and child—every household in Portland and the State of Oregon will find it to their great profit to carefully investigate the offerings of this occasion.

—We have planned this Anniversary Sale on a grand scale—in every detail it is to be an event that will add new luster to the time honored name—

Lipman Wolfe & Co.

"Merchandise of Merit Only"

—Quality merchandise always having been our rule, none but merchandise of quality will be featured in this great celebration event. Since these are the days when most people realize that

Value Can Only Be Measured by Service

and service in merchandise can only be assured when one buys and secures "Quality," the phenomenal progress of this institution requires no explanation. But there is another kind of service—for instance, we hear that

A Store RENDERS Service

in accordance with its ideals, principles and methods of transacting business.

—The "one-price-to-all" policy was a part of this store's service long before the Civil War. It was an innovation most radical those days—but how it has paid in confidence!

—Coming down to later days, this store long ago discontinued the use of comparative prices in its advertising,

Thus Making Our Service to Patrons More Sincere and Honorable

—What a radical move that was! Practically all the merchants of the Northwest thought so—and many of them still lack the courage to discontinue this time-battered practice, so characteristic of the days when men bartered.

"We do not use Comparative Prices

Because they are Misleading and Often Untrue"

—We strive for and have attained a mutuality of understanding between our patrons and ourselves.

—And as a result we can announce that what we honestly believe—yes, what we know, is to be the

Greatest Retailing Event in the History of the Pacific Coast will begin Monday, and we know the public will accept the statement as a fact.

—The merchandising details are intensely interesting and will be presented tomorrow in a special 8-page section in The Journal. Do not fail to read it!

All Former Employes of Lipman, Wolfe & Co.

not now employed, are invited to report ready for work on Monday morning, when the Anniversary Sale begins



Here's a Column
Which We Fancy

The Grandparents and Great Grand- parents

of today will read with interest. It deals with happenings that occurred around the year

"1850"

—The fathers and mothers and children, too, may well read. The newspapers and periodicals of that day are authority for all the following:

A New Quirk!

—At the camp meeting at Bethel last week, it was noticed that some "New Testaments" which were hawked near the campground sold rapidly, especially to the unconverted; and it turned out that they were earthen vessels in the form of books filled with liquor. Two persons who were engaged in the business were arrested and fined \$10 and costs each.

A Great Statesman Passes

—On Friday, 29th day of October, 1852, the mortal remains of the great Daniel Webster were consigned to the tomb. No less than 15,000 persons were present.

General Pierce Elected President

—By the arrival of the bark Charles Devans, Capt. Farley, from San Francisco, we have the Alta Californian of the 4th instant containing the news of the election of General Franklin Pierce (as President) by unprecedented majority. For the reason that our territory has no voice in electing a president, we have mingled very little in the affairs of the national contest.

Politics in France

—By news received per last mail, it seems that France has leaped from the pseudo-republican state in which she has existed for the past four years, to the imperial government. Napoleon 3d, as he styles himself, has about nine-tenths of the votes.

The Gold Seekers

—There are large numbers of immigrants daily leaving for the purpose of exploring the Puget Sound country with a view of locating in that portion of Oregon.

What a Restless Capitol!

—The capitol of Oregon was removed from Oregon City to Salem January 13, 1851, Salem to Corvallis, 1852, and back to Salem the same year.

What Would It Bring Today?

—In 1848 W. Pettygrove sold the townsite of Portland, 640 acres, to Daniel H. Lounsbury for \$5000, to be paid in leather. The tannery where that leather was made was between Washington and Alder streets near the old Exposition building.

Indians! Indians!

—The president sent a message to congress asking that a regiment of dragoons be sent to Oregon to protect that "new and flourishing settlement from the Indians."

Milwaukie vs. Portland

—In 1850 there was much rivalry between Milwaukie and Portland—each striving for the ascendancy.

Mr. Hill Was a Good Trader, but Didn't Know It

—In 1849 Elias Hill, a shoemaker in Portland, traded a pair of miners' boots worth \$20, and \$25 cash for the property on which the Portland hotel now stands. Mr. Hill afterwards believed that he got the worst of the bargain.