

NEWEST NEWS OF NEWEST STYLES ON THIS PAGE TODAY

Oregon Journal

TIPS FROM AN AUTHORITY ON STYLE SOURCE OF 1904 FALL AND WINTER FASHIONS ON THIS PAGE

PORTLAND, OREGON, SUNDAY MORNING, SEPTEMBER 11, 1904.

LEADING MAIL ORDER HOUSE IN WEST
 When not selling it is convenient to come to the store any day satisfactorily by mail or phone. A competent, experienced staff of shoppers is employed to fill all
MAIL OR PHONE ORDERS
 carefully and conscientiously in our
 15. Oldest, leading Mail-Order House in West.

W. H. Worsman & Co.
 The "Different Store"
 Fall Catalogue ready for mailing. Send us your name on a Postal and receive our mammoth art number absolutely free

The "Different Store"

W. H. Worsman & Co.

The CREDIT DEPARTMENT
 Friends who choose to make a change of account will find our Credit Department thoroughly efficient—a great accommodation in shopping, to customers and dress alike. Open to all with proper references.
 OUR CREDIT OFFICE IS ON THE THIRD FLOOR.



THE OLD HOMESTEAD STORE

Echoes From the "Teachers' Educational Contest"

The teachers forming the contingent sent to the great St. Louis Exposition are home—delighted with their trip. All speak in highest terms of the trip and of the generous treatment accorded them by this firm. We are pleased indeed with their expressed gratification and the results that we believe have accrued; the benefits derived by the teachers will be disseminated through their pupils into thousands of homes here in Portland and will, we believe, be powerful factors in building up our great Lewis and Clark Exposition next year. The purpose was educational; it has borne worthy fruit.

SOME REMARKS FROM TALKS WITH THE TEACHERS.
 Some interesting "Experiences" Facts About the St. Louis Fair.
 Thousands more would go to St. Louis if they knew the purse would reach. It will. It is important that this should be known. The impression created upon the visitor's mind at St. Louis this year will affect in an almost unlimited degree the attendance at our own Lewis and Clark Fair. St. Louis can easily care for a crowd three times as great as it has had. There isn't any crowding—in bearing accommodations, restaurants, trolley cars, at fair gates or on "The Pike." The town is gaited for the fair. Authorized rooming agency right in Union station—where all trains arrive. You select room (say in private house—nearly all take roomers), a boy is sent with you to the room—you pay street car fares—that's all. Rooms, at a rate of \$1.00 a day, is sent to select two rooms and a bath room—total \$3.00 a day. Meals everywhere—decidedly good for 50 cents.

The Intramural Railway runs completely round the grounds, near the outer border—its seventeen stations making all prominent buildings accessible. Fare all round or to any station, 10 cents.

How long will it take to see the fair? Well, see as much as you can. If you linger three minutes at each individual exhibit, it has been figured out that it would require 70 years to see all. Expect, therefore, to skip some.

Another Big Silk Sale

BLACK TAFFETAS GREATLY REDUCED.

3 Big Dress Goods Bargains, Too.
 We have gathered for initial autumnal showings what is undoubtedly the most comprehensive and attractive variety of Superior Silks and Dress Stuffs ever exploited by any house west of Chicago. The chief markets of Europe and the United States have been culled, with results sure to delight every woman who loves the rich and handsome in materials for gown, tailor-made or wrap. A representative collection, and the prices quoted in every instance add materially to the fascination of the occasion. EXTRA SPECIALS FOR THESE DAYS!

Black Silk Sale for Monday, Tuesday and Wednesday
 Good, Dependable Black Taffetas, makes and values as can only be found at this store in Oregon—Taffetas that for finish and durability our would-be competitors are unable to match at any price—
 Our regular \$50 grade, 19-inch; special \$16
 Our regular \$1.00 grade, 21-inch; special 72¢
 Our regular \$1.50 grade, 23-inch; special 75¢
 Our regular \$1.75 grade, 27-inch; special 80¢
 Our regular \$1.25 grade, 26-inch; special 84¢
 Our regular \$1.50 grade, 28-inch; special \$1.21

THREE DAYS ONLY—MONDAY, TUESDAY AND WEDNESDAY.

3 Great Money-Saving Specials in New Fall Dress Stuffs
 Regular \$1.00 50-inch New Fall Suitings; special for 3 days 70¢
 Regular \$1.50 52-inch New Fall Suitings; special for 3 days \$1.13
 Regular \$1.75 54-inch New Fall Suitings; special for 3 days \$1.33

The above are beyond description regarding newness of style and excellent value. Every street color and pattern is in the assortment. MONDAY, TUESDAY AND WEDNESDAY.

This Is the School Store

SUPPLIES—FIRST FLOOR.

Are the youngsters ready? OLDS, WORTMAN & KING are ready to furnish their plans and yours for the new school year. All the necessities are here—larger stocks of supplies for school work than ever before, and, if anything better, at the thousand and one "cheap" articles, as well as the better grades made for the pupils' use. It's best to buy now, to save the matter to keep out poor stuff, but we've done it. A matter of special interest to school children, in-structors and parents, about the Panama Canal, appears in another column—this page. Look it up.

Memo Books, each	10¢
5¢, 10¢, 15¢, 20¢ and 25¢	
Stenographers' Note Books, each	10¢
University Note Books, heavy cover, each	10¢
Students' Note Books, each	10¢
Slide Pencils, 2 dozen	50¢
Soft Stone Slate Pencils, dozen	50¢
Wood-Covered Slate Pencils, ea.	10¢
Pen Points, dozen	50¢ and 10¢
Blackboard Eraser, dustless, felt, each	10¢
Inkstands, each	15¢, 25¢, 35¢, 50¢
Pocket Knives, each	10¢
10¢, 15¢, 20¢, 25¢ to \$2.50	
Felt-bound Slates, each	10¢
Chalk, 144 sticks in box, box	10¢
30 Ink Writing Tablets; special, each	5¢
Ink Tablets, each	5¢
5¢, 10¢, 15¢, 20¢, 25¢	
Journal Ruled Yellow Tablets, each	10¢
Composition Books, value 5¢; special, each	5¢
Composition Books, each	10¢
Drawing Sets, val. 50¢; special	35¢
Drawing Sets, val. 80¢; special	50¢
Drawing Sets, val. \$1; special	60¢
Kindergarten Authors, pair	25¢
Color Pencils, each	10¢

SCHOOL SUPPLY SPECIALS.
 Olds, Wortman & King's Fountain Pens, guaranteed, \$1.50 value; special, each \$1.75
 Waterman Ideal Fountain Pens, each \$2.50 to \$3.00
 Pencil Holders 10¢
 2 for 5¢ and 5¢ each
 Charming Penholders and Desk Weights, each 10¢

Sole Agents in Oregon for the World Famous Bonnet et Cie's Silks. Home of the Celebrated and Popular "QUICK MEAL" Cooking Ranges. Portland's Only Selling Agency for the World's Best Corsets—the "ROYAL WORCESTERS."

A Harvest of Seasonable, Desirable, Reliable and Fashionable Merchandise

At prices that make the gathering easy. The new and correct Autumn Styles at Portland's Foremost Fashion Store. Bargain Monday Tomorrow! Read the Bulletins Posted Through this Page.

In Portland's Largest and Foremost Women's Apparel Store
 GRAND SALONS OF DRESS—SECOND FLOOR.

Women's \$15.00 and \$16.00 Autumn Tourist Coats for \$12.49

CORRECT NEW AUTUMN STYLES IN PORTLAND'S LEADING STYLE SHOP.
 More pronounced than ever is the OLDS, WORTMAN & KING style character that predominates throughout this Store of Fashion. For Women's High-Class Wearing-Apparel we're recognized authority. Our Miss Bernard, lady manageress, is back from New York, and following her came the very smartest styles known in women's style world. We invite special attention to the magnificent expose of



Hand-Made Evening Waists—Theatre Wraps, Costumes and Calling Gowns—Smart Rain Coats—Crushed Velvet Coats, the latest fad—Velvet Suits, both plain and crushed velvets—Shirt Waist Suits in cloth and velvets for street wear.

The greatest assortment ever shown in Portland of really smart and authoritative styles. This store has exclusive control for this section of the Exclusive Creations of Mlle. SCHOEDER, famous as New York's leading authority on dress. The most noted woman among New York's fashion circles, talked of by the men and raved over by the women as the best-dressed woman at the Horse Show at Madison Square Gardens. That great dress-parade ground of fashion, Mlle. Schroeder is absolute authority on styles and through personal influence of our buyer she has closed all other channels through which her products can enter Portland outside of this store.

Extra Special Monday
\$16.50 Tourist Coat for \$12.49
 The very latest fashion, stunning creations of the man-tailor's art. In 31-inch length, choice of blue, black or brown, All-Wool Pebble Cheviot Materials, very handsome, half satin lined, four patch pockets outside, inverted split down center of back to waist line, 2 1/4-inch strap at back of neck, 2 1/4-inch buttoned fall shoulder full chested full sleeves and turned-back cuffs. In fly-front style and notch collar. Very early regular \$14.50 value. Special, Monday only, at \$12.49

\$15.00 Tourist Coat for \$12.49
 A STUNNING STYLE!
 All-Wool Tan Covert Tourist Coat, very swell, the latest idea of fashion creators for fall and winter, 1904-05. Full satin lined, 39-inches long, fly-front, two outside patch pockets, very "mannish" cut, with the new leg-of-mutton sleeves, full shoulders and turned-back cuffs, has notched collar. Best \$18.00 value ever shown in Portland. Special, Monday only, at \$12.49

CARPET SALES: Real and Fake

CARPETS AT THIS STORE vs. JUGGLERY AT OTHERS



Portland's Best Carpet Store—4th Floor—This Store.
 There's "Sales" and Sales but there's a difference in the quality of carpet. The carpet is sold by careless writers of store news, or their promoters, who ask us to recognize them as competitors in the race for Portland's carpet business. In this race is demonstrated in the announcements of the would-be competitors. Perhaps never more bare-faced and blatant, however, than in an advertised carpet "sale" (?) being conducted by a nameless store who uses the name of the present month as a front handle in a recent newspaper article. It's time such methods of dishonesty were exposed, and the trickery laid bare to the gaze of a long-suffering public. The ad, with notes, is reproduced below. Let's dissect this "mess of postage." They start out with a scare-line heading—a week or more ago—like this, or similar:

"Great September Carpet Sale—at Prices Reduced"

("Reduced" (?) Well, let's see.")

TYPE I.
75c INGRAINS 52c YARD
 Melrose Ingrains, in pretty wood effects, big variety to select from; best 75c grade is offered during this sale, sewed, laid and lined, 52c at the very low price, yard.

NOTE:—Our price is, always has been, and will be, just 50c a yard, in a regular way, for identically the same carpets, except ours are newer—no old patterns in our stocks—the department is new—our "baby" only opened last March.

TYPE II.
\$1.80 AXMINSTERS \$1.63
 Royal Axminsters, in the new two-tone and floral effects, and Oriental, very large variety to select from; price quoted includes sewing, laying and lining; best \$1.80 quality, yard.

NOTE:—Our regular price for absolutely the same carpets is, and always has been, \$1.63. We haven't lowered the art of "gagging figures" this way, and won't go to school to schoolmasters who teach it.

TYPE III.
\$1.10 BRUSSELS 87c YD
 Tapestry Brussels, floral and Oriental effects, carpet of beauty and durability; the grade sold everywhere at \$1.10 the yard; you can buy here, sewed, laid and lined, 87c lines at per yard.

NOTE:—Our regular price on precisely same carpets is and always has been just the even 80c a yard.

TYPE IV.
\$1.25 BRUSSELS \$1.15
 The celebrated Windsor Brussels, mostly Oriental and two-toned effects, carpet guaranteed fast color and can be washed with soap and water; includes sewing, laying, lining, etc. \$1.15

NOTE:—Rightly a fair price; same ours for exactly same carpet. However, ours is a regular price; the clever (?) slight-of-price artist advertises it as a "special" one.

REMARK:—We have only imported floor-coverings. No cheap and flimsy ones here at any price. It's evidently hard at any price to dispose of stock, has been advertised no less than 40 times since it first appeared last May. Perfect Linoleums at lowest prices.



Announcement Extraordinary

Of Interest to Every Teacher, Every Pupil and Every Parent in Portland—The General Public, Too

A FAVORITE MODEL, IN HIS BELIEF, OF THE PROPOSED PANAMA CANAL WILL BE GIVEN FREE TO A FORWARD SCHOOL!
 Another splendid Educational Feature proposed by this "Old Homestead" store that has the interests of the younger generation sincerely at heart. Our Mr. Olds, senior member and president of this great home organization, during a recent trip east, purchased from its maker, at considerable expense, a perfect paper mache model of the proposed Panama Canal, now in process of building by the United States Government. This model is now on exhibition in one of our large Fifth street show windows. As an educational feature its value cannot be over-estimated. Mr. Olds' purpose in buying the model was to present it to some Portland school and this purpose will be carried out by the firm. The school will be chosen by popular vote of the public. A vote will be given with every 25¢ purchase and the school receiving the largest vote, starting tomorrow morning at 8 a. m. and closing Wednesday evening, November 23, at 8 p. m. will be awarded the model. The announcement will be made in the papers of the voting in the papers of Thanksgiving Day. Voting boxes will be placed about the store as in the teachers' educational St. Louis contest, and voting conducted the same, except that patrons will present their sales slip at a booth conveniently placed in front of the jewelry aisle—directly in front of the main Fifth street entrance, where they will obtain their votes. Vote for your favorite school.

Styles in Autumn Millinery



ANN CHANNING AND AUTHORITY—TASTE—SEE THE BEAUTY SHOW.
 Second Floor.
 The newest innovations in Millinery for fall wear are here. We realize that this store is constantly making the millinery business harder and harder to do—we are leading you to the more ordinary millinery stores to pay less for true style touches. While it is universally conceded by the more ordinary millinery stores about town, who speak honestly—that the Olds, Wortman & King millinery is in a superior style class by itself in extensive assortments, affording widest scope in selecting; in new ideas and exclusive models; in artistic touch and individuality of styles. In short we show more than double ever shown before in number—more than four times as many hats to select from of any other local store, and in points of style and beauty, the hats here are in a style class far above those shown by any other house west of Chicago.

Starting with Connolly Turbans and ending with our own new make—the "O. W. & K." hats, the price range is wide—50¢ to \$25.00. New Military Pompons, 50¢. Large Amazon Ostrich Plumage, 99¢. Big variety of every sort of novelty feathers, quills and ornaments for trimmings, also beautiful new flowers and foliage—all at popular prices.

Extra Special—Tailored Hats at \$5.00

As an initial special offering in the Millinery Salons this week we shall place on sale tomorrow, Monday, a splendid line, in grand style assortment, of smart new Tailored Hats for present wear; all the new and popular shapes in every late and wanted coloring is included in the sale at an extra special value at \$5.00

Women's Underwear and Hosiery

VALUES YOU SHOULD NOT MISS



EXCLUSIVE SALON—FIRST FLOOR.
WOMEN'S SLIP NEGROES UNDERWEAR 50¢.
 Women's Full Weight White Marine Vests and Pants, vests long and short sleeves, lights and French band pants to match. These garments are 50¢ wool and fine, soft, light weight, regular \$1.00 value; special, garment 50¢

WOMEN'S NEGROES VESTS AND PANTS 50¢.
 Women's Merode Cotton Vests, Pants and Tights, light weight, vests all styles, pants knee and ankle length, very nice, soft underwear; special, garment 50¢

WOMEN'S SILE AND COTTON UNDERWEAR \$1.25.
 Women's Silk and Cotton Mixed Medium-Weight White Vests and Pants, fine underwear for those who cannot wear wool; splendid value, at, garment \$1.25

Great 3-Days' Specials
 Women's 30c Vests

Women's White Lisle Undershirts, waistcoat fit, value \$1.00; special, at 75¢

WOMEN'S 30c Vests