

PORTLAND, OREGON, SUNDAY MORNING, DECEMBER 28, 1904.



"The Different Store" **Olds, Wortman & King** Portland's Quality Shop

Portland's Largest, Foremost Store

To You, Yours, and Ours, We Extend a Happy Yuletide Greeting:

A Right Merry, Bright and Joyous Christmas to You All!

The Christmas WORK is over, its JOYS are with us this morning. We should be callous indeed did we not depart for the nonce from cold commercialism and join with you, with all Christendom, in the grateful spirit, the joyous spirit of Christmastide. We thank you, neighbors and friends, for the overwhelming holiday patronage bestowed upon us. We tried to earn and merit it, we trust you believe we did. Our efforts for the future shall be increased, and past records used only as starting posts from which to create newer and better ones. To you and to yours then, THANKS and A MERRY CHRISTMAS. And now we turn to OURS—our store family—our splendid army of matchless helpers. Nobly you worked—and well. Thro' the heat of the day into the darkness of the night you labored uncomplainingly and unceasingly for our patrons, for us—and for yourselves; for we believe that every one of our loyal employees feels better this Christmas morning, happier in every sense, with a knowledge of work well done. Thank you one and all—A MERRY CHRISTMAS from your firm. The store will be closed all day Monday for Christmas observance and needed rest. All hands on deck Tuesday morning for the 27TH GRAND ANNUAL CLEARANCE SALES!

For continuance of the Monster List of Extra Special Bargains that open the 1905 Clearance Sales on next Tuesday morning—See Monday's papers—morning and evening.

Clearance Sale Jottings

Merry Christmas.

If there's something you forgot you'll find it in the Clearance Sale on Tuesday.

There will be three pages of Clearance Sale News. Today's, one on Monday and another on Tuesday; morning and evening papers. This to start with, followed by fresh, sparkling bargain news every day. Don't miss a page or an item, for 'tis the most important store news ever printed by a Portland house.

If you're not at this store Tuesday, you'll be sorry when your neighbor tells you Wednesday of the bargains you missed. And there'll be Wednesday bargains too—hosts of 'em.

The store reverts again to its usual custom of closing every evening at 6 o'clock, Saturday included.

Have you receive a copy of the Olds, Wortman & King World's Fair Herald yet?

They'll be distributed this week among the homes of Portland folk and their neighbors for miles around. Should our carriers miss you, drop a postal to the "AD. SHOP," OLDS, WORTMAN & KING, and be supplied at once.

Only a very few sections of the "Big Store" are represented in today's news. But all are bristling and bulging with unmatched and unprecedented values that will be told of in turn in Monday's and Tuesday's local papers. Don't miss the full news. GET THE "OLDS, WORTMAN & KING 1905 EXPOSITION HERALD," it's the newest store sheet you ever read.

The big "WHITE FAIR" Sale of Women's Undermuslins and Dainty Lingerie starts here Tuesday morning at 8 o'clock in conjunction with the grand 27th Annual Clearance Sales.

The Stupendous Clearance Sales Start Tuesday Morning!

Consumers, Buyers and Shoppers of the Northwest! Never Before Has Such Opportunity Knocked at Your Doors!

Without doubt you've waited a twelvemonth for these annual CLEARANCE SALES to supply certain wants; you builded wiser than you knew; your reward is far more ample than you dared even hope, far beyond your fondest expectations. No granger ever gathered the plenteous crops of a bountiful season with the satisfaction you will enjoy in reaping the copious harvest of unprecedented and unmatched bargains prepared by this grand "Old Homestead" store for its public this exposition year.

WE MARK PORTLAND'S MOST AUSPICIOUS EVENT—THE LEWIS AND CLARK CENTENNIAL—BY WHAT WILL GO INTO HISTORY AS OUR CITY'S MOST MEMORABLE MERCHANDISING ACHIEVEMENTS, THE OLDS, WORTMAN & KING WORLD'S FAIR CLEARANCE SALE!

NO WEAK, VACILLATING, FAINT-HEARTED, HALF-WAY MEASURES HERE, BUT A BOLD, AGGRESSIVE CAMPAIGN of clearance that will stagger competition to follow and phase them to imitate. Not only do we reduce every article in the house during this sale, but we go further, cut loose from all precedent and establish a new record for Clearance Sales in Portland. We've gone into our stocks—every one under the three great roofs that cover our busy chain of stores—and cut the prices to the quick. We've spared nothing. Some are cut to the cost mark, others are cut far below, so that Portland folk may come here this week and stock up for a year to come at prices less than factories that make the goods would make on carload lots. In fact many reductions reach HALF PRICE. We throw the throttle wide open and "let 'er bump." But be early. Remember, nothing will be replaced. First choosers get best picking.

A MILLION-DOLLAR STOCK OF THE WORLD'S BEST, NEWEST, MOST FASHIONABLE AND WANTED QUALITY MERCHANDISE IS PLACED BY US ON THE ALTAR OF SACRIFICE!—OUR GOODS ARE AT THE MERCY OF YOUR CASH! Read every word in today's, Monday's and Tuesday's announcement! A full page of Fresh New Items, composing an aggregation of extra special values from every department each day. It will require three days to tell the serial story of Opening Bargains—three full newspaper pages, one each day—and even then the half cannot be told. You must come and witness the slaughter!

Absolutely Everything Reduced

Contract Goods on which price is controlled by the manufacturer, alone excepted!

A Monster Clearance Sale of Rich Silks and Superior Dress Fabrics That Demands Instant Attention and Defies Attempts at Competition!

A Sensational Sale that must command widespread response because of the high character of the stock. Quality and style are combined in every yard of fabrics in this enormous Clearance Sale. Such silks and dress goods as make up the awful carnage of values in this record breaking sale cannot be bought today at the mills at the prices we sell them at. It will pay you to invest liberally this week and secure fabrics you will need for wear all thro' the coming exposition year. If you put off buying now you'll pay the penalty of procrastination in the shape of advanced prices, for ordinarily no house can possibly sell silks and dress goods at these absurdly low prices, and they're just the fabrics that will be in demand for a twelvemonth hence. Limited space precludes mention of other than these few extra specials for this week.

RADICALLY RECKLESS SLAUGHTER OF THE SEASONABLE, FASHIONABLE, WANTED DRESS GOODS

The "don't care" spirit seized upon the man with the knife as he sallied forth to murder prices for the Clearance Sales in the dress goods sections. And he's left a trail of carnage behind that bargain lovers will gloat over.

Colored Dress Goods

LOT 1—Our regular 50c quality of Serges, Tweeds, Voiles, Etamines and Heather Mixtures, a tremendous assortment of styles to select from: Annual Clearance Sale price, per yard.....**34¢**

LOT 2—Our regular \$1.00 and 75c French Voiles, Mixed Etamines, Heather Tweeds and Voiles, Illuminated Scotch Suitings, over 40 pieces to select from: Annual Clearance Sale price, per yard.....**42¢**

LOT 3—Our regular \$1.25 quality of French Zibelines, Camelshair, Lace Etamines, Hard-Twisted Mannish Worsteds Suitings, all wanted colors in the lot: Annual Clearance Sale price.....**65¢**

LOT 4—Our regular \$1.50 54-inch All-Wool Suitings, in neat mannish effects, just the thing for shirtwaists and walking suits; Mouchette Zibelines, etc., etc., a grand money-saver: Annual Clearance Sale price.....**74¢**

LOT 5—Our regular \$1.75 Nubbed and Plain Mannish Hard-Twisted Suitings, the very best values ever shown at the regular price: Annual Clearance Sale price.....**98¢**

LOT 6—Our regular \$2.00 and \$1.75 English Chevron Suitings, in plain and plaids; also a choice assortment of Illuminated Suitings: Annual Clearance Sale price.....**\$1.10**

LOT 7—Our regular \$2.50 and \$2.25 Novelty Plaid Suitings and a beautiful line of Matinee Crepe Effects: Annual Clearance Sale price.....**\$1.30**

In addition to these great specials every piece of our entire stock will be radically reduced, including Rainproof Suitings, Cravettes, Venetians, Broadcloths, Covert Cloths, Dress Kerseys, Frunelias, Voiles, Etamines, Mistral Etamine, Silk and Wool Crepe de Paris, Popin de Chene, Crepe de Francaise, Crepe de Chene, Panamas, Canvas Cloths, Serges, Cheviots, Brilliantines, Sicilians, Alpaca, Challies, Batistes, and Albatross—in fact everything that is new and good, the choicest selection from the best makers in the world—ALL RADICALLY REDUCED.

ANNUAL CLEARANCE SALE OF Black Dress Goods

Every piece in our stock reduced in price, and in addition to every piece being cut in price we have selected

Four Monster Bargain Specials

LOT 1—French Voile Etamines, Neat Figured Mohairs and Brilliantines, 52-Inch All-Wool Canvas and Panama Cloths, and Neat Figured Albatross, regular values up to \$1.50; Special Clearance Sale price.....**35¢**

LOT 2—Nubbed Zibeline, Canvas, Panama, Sanglier and Panama Cloths, all pure wool, fast dyes and good wearing fabrics, regular values up to \$1.75 per yard; Special Clearance Sale price, per yard.....**79¢**

LOT 3—Neat Figured Italian and Turkish Mohairs, Crepons, Zibeline and Lace Voile Etamines, all new weaves, regular values up to \$2.00 per yard; Special Clearance Sale price, per yard.....**\$1.40**

LOT 4—Silk and Mohair, Silk and Wool Crepons, Neat Figured Turkish Mohairs, a grand assortment to select from of the newest black dress goods shown, regular values up to \$2.75 per yard; Special Clearance Sale price, per yard.....**\$1.75**

GRAND ANNUAL CLEARANCE SALE OF Black and Colored Silks

Every piece of Plain and Fancy Silk reduced—Colored Taffetas, Peau de Cygne, Chiffon Taffetas, Messaline Taffetas, Peau de Soles, Falles, Bengalines, Mummy Silks, Imperial Taffetas, Satin Liberty Satins, Black Silks, in all the staple and newest weaves, including the World-Renowned Bonnet Silks, which stand far ahead of all other makes of black silks for durability, fastness and perfectness of color. In addition to the great reductions on every piece of silk in our department (except Rajah Pongee), we have made four great specials where profit and cost has been absolutely lost sight of.

LOT 1—A large assortment of Novelty Suit Silks, Plain Peau de Cygne, Black Taffetas and 27-inch White India at, per yard.....**65¢**

LOT 2—Suit Silks in full color assortment, Black Taffetas and 27-inch White India Silk at, per yard.....**65¢**

LOT 3—Suiting Silks in the newest colors and styles, Black Taffetas and White India at, per yard.....**75¢**

LOT 4—Suiting Silks in all colors and styles, Evening Silks, Cheney Pongee, 27-inch Colored Taffetas, Black Taffetas, Peau de Soles, etc., at, per yard.....**75¢**

These special lots are the greatest bargains we have ever shown and no other Portland store owns them. They are marked here in our advertisement.

A Great Sweeping Clearance on All

Millinery



Tuesday morning, at 8 o'clock, in the Millinery Salons, on Second Floor of Sixth Street Annex, we will launch one of the greatest Clearance Sales of Millinery ever attempted in the west. We say "greatest" because every article in the entire section will be radically reduced in price, which insures for you your choice of the finest selected stock of Millinery on the coast, at prices ridiculously low. Note the following:

200 Trimmed Hats, \$3, \$4, \$5 and \$6 values; in one grand Clearance Price.....**\$1.00**

500 best styles of the season's Ready-to-Wear Hats, all colors and shapes; value up to \$3.49c Clearance Price.....**49c**

200 Children's Untrimmed Scratch Felt Shapes; 50c and 75c values.....**10c**

All Other Hats Proportionately Reduced.