

THE "DIFFERENT STORE"

FIFTH AND WASHINGTON STREETS

OLDS, WORTMAN & KING

HOME OF QUALITY AND WORTH

Largest "Daylight Store" . . . in the Northwest . . .

FIFTH AND WASHINGTON STREETS

SWEEPING FORWARD, PROPELLED by TREMENDOUS CURRENT of PUBLIC POPULARITY

Welcome Again! Thrice Welcome Conventions! We Want Every Stranger in Portland to Visit This, the Homefolks' Store

Want all to learn our method of doing business, our low prices on the world's best, standard makes of merchandise; our RELIABLE qualities, our almost endless assortments. Our special offerings this week will certainly keep interest unflagging for every one within the city gates. As one function follows another this convention week so does one bargain day follow another during this great, ANNUAL JANUARY CLEARANCE SALE AT PORTLAND'S BEST STORE. While the conventioners are talking "Stock" we're disposing of ours at prices that create a new record in Portland merchandising. VISITORS TO PORTLAND, WHY NOT COMBINE BUSINESS WITH PLEASURE WHILE IN THE CITY? YOU'RE IN THE RIGHT TOWN; COME TO THE RIGHT STORE. NOW IS THE RIGHT TIME TO BUY THE THINGS YOU NEED FOR USE AND WEAR, FOR A YEAR TO COME, AT PRICES THAT NEVER PREVAIL AT HOME. THE AMOUNT YOU SAVE IS ONLY REGULATED BY THE AMOUNT YOU BUY—HERE—NOW. WHAT YOU SAVE HERE WILL GO FAR TOWARD PAYING YOUR CONVENTION TRIP EXPENSES. This is a RELIABLE, comfortable, honest and home-like store where shopping is a delight; you'll not be troubled here by tales of neighborhood broils, this store sells merchandise but does not deal in calumny or invective. Its store news is self-respecting and dependable and never grovels in the slime of vituperation. The grand Christmas lesson has not been forgotten yet. You're best served at the "Different Store."



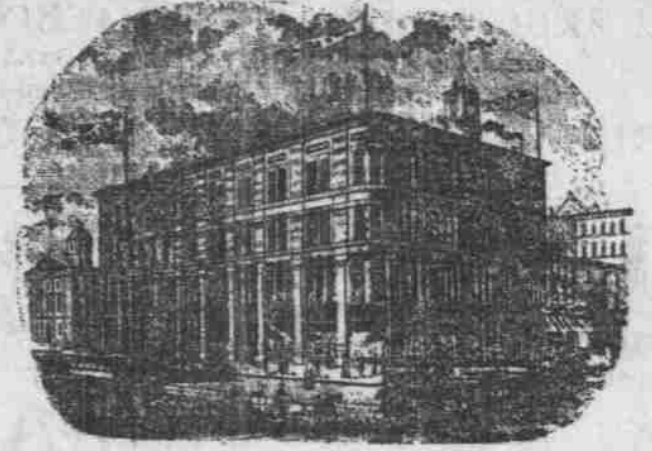
PORTLAND'S SOCIETY EVENT OF 1904

Above half tone is from an authorized photo of Madame Patti, kindly loaned Portland's recognized salon of women's fashion by the management of the World's Queen of Song.

An Important Sale of Superb OPERA WRAPS AND EVENING COSTUMES

Opens Here This Morning

An opportune and timely event, happening, as it does, on the eve of the farewell appearance of the world's famous Diva in our city and positively last visit to America. This is the recognized society event of the young year, and, naturally, society turns to the recognized "Style Store" of the Pacific Slope for her fashion apparel. Fortunate it is for our public this important musical event occurs during the progress of this—



PORTLAND'S SEAT OF FASHION AND HOME OF AUTHORIZED STYLES FOR SOCIETY'S IMPORTANT FUNCTIONS.

Portland's Greatest and Best JANUARY CLEARANCE SALE

Which affords opportunity for exercising extreme economy in selection of evening Gown and Opera Wrap. Magnificent garments are here for your choosing—the largest and most carefully selected stock west of Chicago—this on the authority of traveling men who visit every Salon of Women's Wear in every large city between New York and San Francisco. EVENING COSTUMES in superb styles, Parisian and American models of hand-made lace and imported broadcloths in delicate champagne, peach and cream, and white, with dainty, beautiful trimmings of chiffon and velvets. The price range in December was from \$75 to \$500. EVERY ONE NOW RADICALLY REDUCED TO PRICES LOWER THAN QUOTED ELSEWHERE FOR INTERIOR COSTUMES of unknown reputation. MAGNIFICENT OPERA WRAPS—The choicest among these charming overgarments for opera or theater wear are of imported broadcloth, in white or colors of champagne, castor and black, and the handsome Wallva cloths (resembling beautiful Angora) in white and delicate tints. Trimmings are of rich, superb laces, handsome fringes and cords. A range of prices to accommodate every purse—regularly \$35.00 to \$250.00—now smartly reduced to prices lower than quoted anywhere in all the Northwest. This store has a choosing of splendid OPERA, THEATER and CALLING WRAPS and COSTUMES that rivals those famous ones worn by Patti herself—at prices that save you many dollars at this Clearance Time. A MID-WINTER OPENING SHOW OF PATTI GOWNS AND WRAPS in Woman's Salon—Second Floor—today. See exhibit in Fifth-Street Windows. Everything in this—

Portland's Greatest and Best Cloak Store at Radical Clearance Prices GLOVES AND OPERA FANS—First Floor

THIS STORE'S BIG "WHITE FAIR"

SECOND FLOOR—ANNEX

Sale of Women's Undermuslins

STAND OUT LIKE JUPITER IN MID-WINTER. With the immensely increased sales this year over last, and all preceding years in this same cramped building, we have added quite a third to the best year this Undermuslin Shop ever knew. This is proven by the actual figures, shown by the chief and at the head-fount of finance of this popular, expanding store.

Any store may hold a white sale, but ours is different—far away and ahead of any other in all the Northwest—patterns after the leading ones, skimming the cream from each, of the Eastern style and quality centers. While no copyright exists for "White Fair Sales" or any other "Sales" of white, we are content to rest our claim for leadership in quantity and quality against the arrogant, blatant, self-constituted claims of our imitators on THE COMPARISON OF A CRITICAL, PARTICULAR PUBLIC composed of intelligent, fastidious American women who demand excellence of make and material. Below we print a few items, in the store are stocks that this great newspaper could not contain mention of in its present size.

Save on Undermuslins and Save Today

When the sun sets upon this great "White Fair Sale" the prices will rise from the opposite horizon. SELECT THE Dainty Undermuslins AT SAVING PRICES HINTED AT BELOW:

- LADIES' \$1.50 GOWNS AT \$1.13—Of fine nainsook, cambric or muslin, nicely made and trimmed—second floor annex, for \$1.13
- All our French hand-embroidered and made Lingerie are included in this Annual Clearance Sale. Made of dainty, fine nainsook and lawn, embroidered in handsome designs, embracing French knots, bows, forget-me-knots and fine lace edging. In addition to every piece of this beautiful lingerie being smartly reduced by the Clearance prices we offer following specials:
- Ladies' Gowns of heavy muslin, embroidery trimmed, regular \$1.00 values—special at 69¢
- Ladies' fine Muslin Petticoats, deep flounce, with cluster of tucks, regular 65¢ values—special at 47¢
- Ladies' fine Cambric Drawers, cluster of fine tucks, Val. lace edging, regular 65¢, at 47¢
- Children's Skirts of fine muslin, deep flounce, with lace insertion and edging, regular \$1.10—special at 73¢
- Ladies' full length Underskirt, made of fine cambric, 16-inch lawn flounce, trimmed with four clusters of tucks, two rows of two-inch wide Point de Paris lace insertion, finished with same four-inch wide Point de Paris lace edging, French under-ruffle finished, five-inch dust ruffle, regular price \$3.50—Clearance special \$2.49



Ladies' knee Skirts, made of fine nainsook and cambric, trimmed with cluster of tucks and six-inch torchon lace edging, regular price \$1.25—Clearance special 87¢

IN THE ART SHOP

- Odd pieces of stamped linen doilies, centerpieces, different kinds of cases, tray cloths, picture frames and stamped whiskbroom-holders in different colored linen, values to 85¢—Clearance special at 5¢
- Lot 2. Odd pieces of stamped linens with drawn borders or centers, some partly worked sewing-boxes and Holland-linen bags, values to \$1.25—Clearance special at 19¢
- All seed beads this week at one-half off regular price, all colors, in any quantity.

CHILDREN'S CLOAKS AND DRESSES AT HALF

- All our children's colored wool dresses and cloaks at one-half of regular prices.
- Children's dresses from 2 to 14 years, one or two-piece garments, in plain and fancy materials, in attractive yoke, revers, sailor, Gibson and Russian blouse styles. Colors—red, green, brown, navy, cadet and cardinal, regular prices from \$2.25 to \$17.50, now from \$1.13 to \$8.75
- Children's cloaks from 2 to 6 years, of serviceable, warm, materials, such as serges, meltons, Angoras and others. Colors as above. Regular prices from \$2.50 to \$27.50, now from \$1.25 to \$13.75

- Men's all pure linen 20c Handkerchiefs 12¢
- Men's plain or twill Muslin Night Robes, usual \$1.00 values, at Clearance 85¢
- All best, leading makes of soft or stiff front shirts reduced, \$1.50 values at \$1.25
- \$1.00 values at 85¢
- In either white or prettily trimmed colorings.
- Staley and Stuttgarter Undergarments are included in the sale—all reduced.
- Men's splendid 50c values in new and stylish Suspenders—the pair 27¢

Every Article in Our Store

(A few contract or agency goods alone excepted.)

Subjected to Merciless Reduction

Made compulsory by our tearing down of walls incident to alterations in breaking through into the new annex this spring.

Hundreds of Pairs of HANDSOME LACE CURTAINS

Changed Owners Yesterday Fourth Floor—Take Either Elevator

Mercy me! but how they did swarm in and take away those Lace Curtains yesterday. They fairly took the Fourth Floor force by storm and they were obliged to call for reinforcements, who could ill be spared from other shops among our village of stores. WHY? if we put bare across our doors, the public would jump 'em to get in—and no wonder. Well—all right—we'll never disappoint you—worked a little overtime last night marking down others; so when your neighbor tells you of the bargain she got yesterday, be sure you come down today and duplicate the value. HUNDREDS MORE PAIRS IN THE SALE TODAY.

SAMPLE LACE CURTAINS.

- We've rounded up and driven into the Clearance Sale stockade all the odd pairs, some samples slightly mussed from handling or from using in the holiday displays. The lot is large and embraces every wanted sort of lace curtains—but only one or two pairs of a kind. The assortment includes Nottinghams, Cable Net, Irish Point, Brussels, Arabian, Hattenberg, etc., all reduced as indicated:
- | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| 9c values at | 15c values at | 25c values at | 35c values at |
| 10c values at | 16c values at | 26c values at | 36c values at |
| 11c values at | 17c values at | 27c values at | 37c values at |
| 12c values at | 18c values at | 28c values at | 38c values at |
| 13c values at | 19c values at | 29c values at | 39c values at |
| 14c values at | 20c values at | 30c values at | 40c values at |
| 15c values at | 21c values at | 31c values at | 41c values at |
| 16c values at | 22c values at | 32c values at | 42c values at |
| 17c values at | 23c values at | 33c values at | 43c values at |
| 18c values at | 24c values at | 34c values at | 44c values at |
| 19c values at | 25c values at | 35c values at | 45c values at |
| 20c values at | 26c values at | 36c values at | 46c values at |
| 21c values at | 27c values at | 37c values at | 47c values at |
| 22c values at | 28c values at | 38c values at | 48c values at |
| 23c values at | 29c values at | 39c values at | 49c values at |
| 24c values at | 30c values at | 40c values at | 50c values at |

ALL ORDERS RECEIVED THROUGH OUR MAIL ORDER DEPARTMENT—THE LARGEST ON THE PACIFIC COAST—WILL BE PROMPTLY FILLED AT CLEARANCE SALE PRICES



Portieres at Heretofore Unheard Of BARGAIN PRICES BUY TODAY All Odd Portieres Price Massacred Mercilessly

Pair	Pair
\$3.50 values, now . . . \$2.00	\$ 8.00 values, now . . . \$5.00
\$4.00 values, now . . . \$2.50	\$ 9.00 values, now . . . \$5.50
\$5.00 values, now . . . \$3.25	\$10.00 values, now . . . \$6.25
\$6.00 values, now . . . \$3.85	\$11.00 values, now . . . \$7.00
\$7.00 values, now . . . \$4.75	\$12.00 values, now . . . \$7.75



MONSTER SALE OF GOOD SHOES

Here is the frontier of clearance. The new annex is towering skywards day by day. Where today you may buy good shoes comfortably—at your own price, if reasonable. Ere long the walls must come down—all will become dust, mortar and brick—a babel of noise and unavoidable confusion. The walls that separate the "Old Homestead" Store and its new protegee—our five-story annex, from which we will greet thousands of our great public at a new Sixth-street entrance, must come down to make way for connecting archways and the two largest, swiftest elevators that ever came to the Pacific Slope. In order to protect our big stock of

FOOTWEAR FOR ALL THE FAMILY

MEN, WOMEN, MISSES, YOUTHS, BOYS and CHILDREN—we prefer to lower our stock to the veriest minimum rather than subject it to damage later. A loss now means a lesser loss later, so there's where you profit. Hints of savings only appear here—thousands more are cumbering the shelves that must come down later.

Women's Shoe Bargains

Ten of the newest, best styles in the choosing—PATTERN SHOES, \$5.00 and \$6 VALUES FOR \$3.95.

The variety includes all the wanted leathers—patent, French or enamel kid, stock or patent tips, military or full Louis heels, in a range from 1 1/4 to 2 1/4 inch heights, strictly hand made, ultra fashionable footwear for particular women wearers—Clearance price \$3.85

\$3.50 Empress Shoes \$2.68—Women's \$3.50 values in the celebrated Empress make, box calf or vici kid stock, extra heavy soles for Winter street wear, all new styles—no old by-gone lasts or fashions—choice of these splendid shoes, one of the best \$3.50 values in America at this great got-to-go sale for \$2.68

WOMEN'S HOUSE SHOES AND SLIPPERS

Women's fancy house slippers, beaded or plain, cross or full strap pattern, medium or high heels, \$2.50 quality—this sale at \$1.98

\$1.75 HOUSE SLIPPERS \$1.18—One strap style, flexible soles, full, round toes, easy and "comfy"—as above—\$1.75 values at \$1.18

WOMEN'S HOUSE SHOES—\$1.50 KINDS FOR 98¢—Shoe or slipper style for house wear, of felt or leather stock, with wide, comfortable toes, soft, flexible soles and flat heels—usual \$1.50 values, now 98¢

MISSES' \$2.75 DRESS SHOES \$1.69

Of extra fine kid stock, heavy or light soles, medium round toes, the values included in this lot embrace \$2.50 and \$2.75 val.—both go at 1 price. \$1.69

INFANTS' AND CHILDREN'S SHOES—In red or black kid stock, button or lace style and easy foot shapes, \$1.00 and \$1.25 values go at 73¢

WET WEATHER SHOES FOR MEN—Men's \$3.50 Regents, one of America's leading makes, in heavy Winter weights, box calf or velour stock, full double water-proof soles and Goodyear welts—this sale \$2.68

BOYS' AND YOUTHS' SHOES AT WONDERFUL BARGAIN PRICES—Heavy Winter stock, full, soft, splendid wearing stock, unlined, full round toes, double water-proof soles, will stand the hardest wear of harum-scarum boys in a range of prices by sizes, as follows: Sizes 11 to 13, \$1.75 values for . . . \$1.38

YOU, MR. MAN May Save, Too!



- #### A FEW HINTS
- Men's 50c Half Hose, cashmere, solid colors, including seal brown and olive—pair 35¢
 - Men's Oxford gray, wool Half-Hose, regular 25c value—Clearance 18¢
 - Men's \$1.25 and \$1.50 Negligee or Golfing Shirts, sizes slightly broken 69¢
 - Men's Outing Flannel Night Robes, new this season, best 65c value in Portland for 39¢
 - The best \$1.00 Flannelette Night Robes, sold under normal conditions, anywhere in America, at Clearance for 73¢