

The Leading MAIL ORDER House On the Coast FIFTH, SIXTH AND WASHINGTON STREETS



WHEN NOT CONVENIENT TO COME TO THE STORE, PHONE YOUR WANTS EXPERIENCED SHOPPERS WILL FILL THEM THE SATISFACTORY WAY—PROMPTLY, TOO

DOING BUSINESS ON THREE FLOORS OF NEW SIXTH-STREET ANNEX. KITCHEN FURNISHINGS AND STOVES IN WEST ANNEX STORE, THIRD FLOOR. BEDS, BEDDING, CURTAINS AND DRAPERIES, WEST ANNEX, FOURTH FLOOR. LEADING MAIL ORDER DEPARTMENT AND CARPET WORKROOMS, WEST ANNEX, FIFTH FLOOR. SECOND FLOOR WEST ANNEX OPEN NEXT WEEK. THE MONSTER NEW ELEVATORS—LARGEST ON THE COAST—START TO RUN MONDAY NEXT. FIRST FLOOR WEST ANNEX OPEN SOON, THEN FORMAL "OPENINGS."



79th GRAND FRIDAY ECONOMY SALE TODAY THE CROWNING FEATURE OF "AMERICAN WEEK"

AN OLD MERCHANT In a large Eastern city said the other day: "This big store business will come to an end after awhile. The rivalry among stores—for big buildings, big crowds and large attention—will reach its limit. Big stores row sell without adequate profit. 'Know what I'm talking about?' Bet I do! Take this, for instance (pointing to a dollar purchase); never made for a dollar in the world. I know that vast quantities of goods are sold every day at a loss. Advertisements, as a rule today, exaggerate—some a little, some a lot. Of course, some few don't—a few. There's a lot of truth in these latter sort." Now, then, let's dissect this. We're guilty of selling at a loss, sometimes; not always OUR loss, though lots of merchandise gets into wrong hands. Holder must get rid of it in a hurry—needs money. Big stores have it—they're sought quickly; goods change hands, and you profit, but big stores don't lose. The great purchasing community never had such service as the modern store gives. Money never went so far as now. Long study and experience afford comfort and safety in shopping never before known as now. The modern big store is not a mere matter of walls and counters, floors and windows. There's the light, ventilation, safety from fire, service and—but we couldn't tell it on this page. Suffice is this: The new Olds, Wortman & King store—the larger store, ready in two weeks—complete—will afford physical comfort and pocketbook safety as never before known. Fair prices—that pay you and pay us—will always rule. Bargains often—lots of 'em—at somebody's loss; but these losses are scattered. Extra specials today mentioned below will add a Friday Economy Sale zest to the interest in "AMERICAN WEEK."

A Monster Triple-Bargain Attraction IN THE APPAREL SALONS. Second Floor. 150 Sample Silk Petticoats—\$15 to \$28.50 Values— At \$8.95 Every Dress Skirt in the House on Sale At Half Price! \$10 Fur Neck-Scarfs and Boas At \$6.48

A MANUFACTURER'S SAMPLE LINE OF HANDSOME NEW SILK PETTICOATS. A REALLY REMARKABLE BARGAIN—ROUSING VALUES! Our Miss Bernard, house buyer for the apparel sections, arrived home on Wednesday last from her second trip of the season to New York and other leading Eastern style mart. Her visit was timely, and enabled her to secure many remarkable values from manufacturers, whose season has closed, and who were ready to sell sample lines and ends of lots that have proven the season's best sellers—for favorites run first. We place on sale today as an opening wedge to a lively Winter campaign in this section, one of the juiciest bargain plums she picked while away.

150 handsome new Silk Petticoats, no two alike; the sample line of one of New York's best-known standard skirtmakers. A galaxy of the newest styles of the later season. The bargain is super-wonderful. Not a petticoat under \$15 in value—more of them at \$16.50, \$18.50, \$20, \$22.50, \$25 and \$28.50. The material is best taffeta silk, in black and every wanted coloring—royals, helios, champagnes, drabs, silvers, greens, pinks, blues, etc. In plain and changeable effects. Super-workmanship characterizes the skirts; the variety embraces flounces and accented plaits, circular flounces, tucked circular flounces with ruchings, section ruffles, etc. The greatest bargain we've ever known offered in Portland in petticoats, today only, all day, or while they last, values to \$28.50; for \$8.95

Dress Skirts One-Half YOUR ABSOLUTE CHOICE TODAY, AN UNPRECEDENTED OFFER! TAKE ANY DRESS SKIRT IN THE HOUSE AT EXACTLY HALF PRICE! Imminently and variety preclude extended description; as well try to tell of the glories of every flower in a vast hothouse as to word-paint these very new dress skirts. Every woman patron knows the Olds, Wortman & King stocks—all that's newest and best. Broadcloths, Etamines, Cheviots, Canvas Cloths, Volles, etc., in all wanted colors, including browns, blues and grays; also, of course, plain blacks. In fitted effects, tucks and silk trimmed. Regular values start at \$5, running easily to \$100.00. Choose as you will today—all are 1/2 PRICE!

Fine Fur Scarfs \$6.48

Instead of \$10.00; today only; Boas and Fur Neck-pieces, Electric Seal and Martens; handsome shadings, select skins; best \$10 values; long boas or shorter neckpieces; extra special, \$6.48 today only, yard

For the Man Shopper Toggery Shop—First Floor. Add to the quartet of bargains that feature "American Week," the two last extra special values in this printed list, and you find mighty good excuse for a call here today. MEN'S \$1.00 UNDERWEAR FOR 70c —A line of Men's extra fine quality Merino Shirts and Drawers, camelhair color, made in America and sold by almost all retailers at \$1.25 a garment; our regular price is \$1.00; special American Sale Price is, a garment, 70c

A Boon to Bonnetless Women Is What the Great Clearing Sale of Millinery Amounts to Second-Floor Salons— We move next week. Anything you may wish in our peerless millinery stocks this week—

One-fourth, One-third or One-half Off! The regular fair prices for which this store is famous. We pricked the excessive price bubble long ago in the millinery store. Time was when the wife's millinery bill caused hubby to make wry faces, but all that is changed now—thanks to us. Paterfamilias comes in and pays the bill, with a face that beams with pride and contentment. And now we've lopped off a part of the price of every hat in the store—from one-fourth to one-half. Not a hat reserved, none laid aside. So the pleasure of paying millinery bills will increase as the prices decrease. Buy two or three hats; 'twill pay you at such reductions.

Extra Special Today 100 new and stylish women's ready-to-wear Hats, in Turban, Sailor and Dress shapes, and all the popular, wanted colors. Values in the \$39c lot to \$2.00—choice today only for \$39c

50 New Connelly Turbans Just Arrived And sold you right from the boxes they came in at one-fourth off regular prices. Department in an uproar, moving at hand; we won't unpack them for usual display, but hand them to you, profitless. Blacks, browns, navys and green in the assortment. All at

One-fourth Off Regular Prices ROOSEVELT Hat Bands, with President's name in gold; for children's hats and caps. 50c

A Friday Bargain Trio That lend strength to the week's chorus of values in the Dress Goods Annex and Silk Store. First Floor—Fifth Street. \$5c Messaline finished Peau de Cygne; very soft pretty silk for waists and suits; all colors to choose from; special for today, yard 49c

NECKWEAR The "Fussy" Finery for American Matrons and Maids at Economy Prices—Today TWO SPECIALS FOR TODAY AT THE NECKWEAR COUNTER—First Floor. A lot of Sewell Jabots, Stole Ends, Persian Stocks, embroidered Linen Stocks, Golded Satin Stocks, Stocks with bows, Crepe Stocks; a big variety; regular \$1.00, \$1.25, \$1.50 and \$2.00 values; special Economy Sale Price, each, 98c

Pretty Ribbons RIBBONS WORTH 50c AND 35c FOR 30c. All-silk Taffeta Ribbons, 4 1/2 and 5 inches wide; fine quality; all colors; will make pretty ties; regular 50c and 35c values; special Economy 30c

Embroideries Beautiful Swiss Cambric or Nainsook Embroideries, some medium width, others as wide as 12 inches; when you don't need them now, you should apply yourself to this opportunity and put in a supply for future use. These embroideries are worth from 50c to 60c a yard; special for Friday Economy Sale only, 25c

At the Lace Counter Handsome Medallions, Persian bands, Venise bands, Oriental net top edges; many beautiful patterns, and well worth the regular prices, 50c, 60c and 75c; but there are too many of them, and we give you the benefit; special Economy Sale 33c

Special for Friday Economy Sale Handkerchiefs A lot of Cotton Nottingham Edges and Insertions at the yard 5c Ladies' pure sheer Linen Handkerchiefs, semi-laundered, 4-inch borders; worth 15c; special Economy Sale Price, 6 handkerchiefs in box, for 63c

Women's Knit Underwear and Hosiery Aisles for Friday Economy Sale \$1.75 FOR WOMEN'S UNION SUITS WORTH \$2.75. Women's Union Suits, fine ribbed, all wool, medium weight, nonshrinkable, One-size style; splendid \$2.75 value; very special price for Friday Economy Sale only, suit \$1.75

WOMEN'S \$1.00 UNDERWEAR FOR 65c. Women's Swiss Ribbed Vests and Pants, 1/2 wool, Winter weight, in white; vests with long sleeves; pants ankle length, double band; regular \$1.00 value; special Economy Sale 65c

Today on Fourth Floor Main Floor — Carpets, Rugs, Linoleum. New 6th-St. (West) Annex—Beds, Bedding, Curtains and Draperies. Special Values all "American Week." Annual Thanksgiving Sale of Sewing Machines, Blankets and Comforters. Extra Special Today. 95c FOR COTTON BLANKETS WORTH \$1.25. Light gray Cotton Blankets, large size, with pretty pink or blue borders; just the thing for warm beds; double solid, special price \$1.25; special for Economy Sale, pair 95c

School Vote for Award of Panama Canal Model An eminently American educational feature. Have you—Master and Miss—sent in your composition yet? There's Xmas money in it.

Table with 2 columns: School Name and Total votes. Includes High School, St. Mary's Academy, Harrison School, etc.

Stationery, Notions and Toilet Articles At Lilliput Prices for Friday Economy Sale First-Floor Aisles. WRITING TABLETS WORTH 15c FOR 9c. Extra large-size ruled Writing Tablets, packet size, white; value 15c; special Economy Sale Price, each 9c

Handbags WORTH \$1.50 FOR 95c. Handbags, with braided or strap handles, in black, brown or tan leather, inside filling; value \$1.50; special Economy Price, each 95c

BEAUTY PINS WORTH 35c FOR 21c. Fancy Blue Enamel Beauty Pins, 6 pins in set; value 35c; special Economy Price, set 21c

15c OIL CAN FOR 9c. 4-ounce best quality Sewing Machine Oil in combination oil can; value 15c; special Economy Price, can 9c

2 FOR 5c FOR TOILET SOAP WORTH 9c. Fancy Toilet Soap, hard-milled, 2 packages for home, boarding-house or hotel; value 9c; special for Economy Sale, 2 for 5c

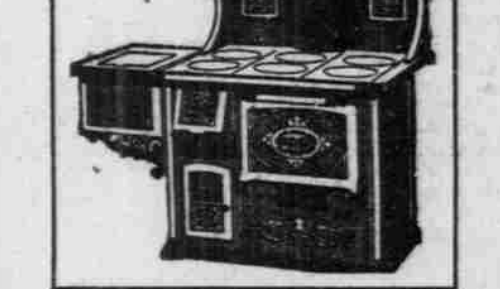
10c FOR VIOLET PERFUMED TOILET SOAP. Violet Perfumed Toilet Soap, 3 cakes in box, fancy hard-milled soap; special Economy Price, box 10c

9c FOR TALCUM POWDER WORTH 15c. Violet Perfumed Talcum Powder, for the toilet or use after shaving; value 15c; special Economy Price, can 9c

\$1.97 Buys the \$2.75 Petticoats— If the "buy" comes Today Under-Apparel Section—Annex—Second Floor. (Fifth Street.) Ladies' black 7-gored Petticoat of extra fine Italian cloth, deep flaring flounce, 3 clusters of 3 narrow strapping and 2 three-inch ruffles, with under-ruffle; regular \$2.75; special at \$1.97

Cushion Covers Cheap Art Aisle Better Buy Today—Cushion Covers, with plain backs, stamped in conventional designs, to be worked with coronation cord and Bratford and Armstrong Roman floor; regular 40c; special at 19c

BEST Stoves and Heaters Made in America—Want One? QUICK MEAL! New Sixth-Street Annex Stove Store—4th Floor. "How do we know they're best? Every seller of stoves claims that." Right. Look back through life; you've met all sorts of people—you think of one—somewhere—sometimes—whom you always believed implicitly—and he (or she) never betrayed that trust. Think of this store, with you for the best part of your whole lifetime; have we ever lied to you? Not knowingly—we swear. We prove by test. Hire or buy the most expert service in America to explore into all the hidden mysteries of stoves; they pronounce one "BEST"—we secure it—to go with other best sort o' stocks carried by this quality store. 'Tis known as the "QUICK MEAL" RANGE. Constructed on modern lines, embraces all features that are best in other ranges and some identical with itself. Its work is quicker done and over than that of other ranges—by reason of construction. This best of Kitchen Ranges on Special Sale this "American Week." House Heaters, too.



Third Floor—Housefitting Shops. GREAT SPECIAL SALE OF RANGES AND WOOD HEATERS, FOR TODAY AND TOMORROW ONLY. Third Floor. "Quick Meal" Steel Range, with high closet; value \$38.70—special for today and tomorrow... \$30.96

\$17.50 FOR COOK STOVES WORTH \$24.00. Quick Baker Steel Cook Stoves, with 18-inch oven. Regular \$24.00 value—special, each... \$17.50

WOOD HEATERS—\$5.90 FOR HEATERS WORTH \$8.50. Good-size Wood Heaters, castiron top and front door, heavy steel lining. Value \$8.50—special for Friday and Saturday only, each... \$5.90

A Valuable Recipe for House-keepers, Hotel and Restaurant Men To the list of values enumerated in the great Annual Thanksgiving Sale of Table Linens, printed from time to time during this "AMERICAN WEEK," add three parts economy as listed below and shake well. The more you take the more (money) you make—at these Friday prices. Domestic and Linen Aisles. HUCK AND DAMASK TOWELS WORTH 30c FOR 20c. 100 dozen Hemstitched Huck and Damask Towels; sold regularly at 30c each; special for Friday Economy Sale, each 20c