

The Olds, Woriman & King Store announces its Grand Formal Season Openings for Tuesday and Wednesday, March 28th and 29th. It is Fashion's "AT HOME." You and yours are cordially invited

Your Attention is Specially Invited To Our Greatly Enlarged . . .

Grand Formal Openings Tuesday and Wednesday, March 28 and 29

Suit, Wrap and Costume Salons

On the Grand Promenade—Second Floor

In woman's correct apparel showings we lead all Western houses. Our policy of showing our clientele superior styles and best values has resulted in such rapid increase of trade that we have been obliged to double the selling space of this department since the close of last season, and it now occupies the entire spacious 2nd floor of the main store building, forming by far the largest apparel store for Women and Misses west of Chicago.

Here is a complete showing of Fashion's latest fancies in Tailor-made Suits, Coats and Skirts, afternoon gowns, evening costumes and wraps. Wearing apparel in correct modes from both foreign and domestic makers. Among the most magnificent of the afternoon and evening gowns are the famous creations of Mlle. Schroeder, the acceded dictator of styles for the fashionable "Smart Set" of New York. Mlle. Schroeder's creations are to be seen here exclusively. They are confined to this great "Style House" in the West.

An Innovation

For the first time in Portland, at any store function, we shall display our imported gowns and costumes during the Openings, on living models. The expose taking place from 10 A. M. to 12 M. and 2 to 4 P. M. only.

Imported models will be shown only in the salons—none in windows.

Formal Openings of Magnificent Millinery for Spring

TUESDAY AND WEDNESDAY

First showings of exclusive models from foremost French artistes, such as Charlotte, Virot, Caroline Reboux, Mon. Carlier, Mme. Georgette, Camille Rogers, Suzanne Blum, and other foreign masters, in connection with many practical models from our own expert designers. We extend a cordial invitation to view this exhibit in order that women might get acquainted with the Spring and Summer models in millinery for the coming season.

Our formal Spring Openings on the above days include a handsome showing of Costumes, Neckwear, Waists and Ribbons, embracing the finest imported and domestic styles



The music of song birds mingled with the strains of orchestral music, and beautiful decorations will enhance the occasion, and add interest to the splendid merchandise displays. You are cordially invited. Orchestra 2 to 5 each afternoon.

A Grand and Surpassing Spring Exposition showing the OLDS, WORTMAN & KING STORE'S command of Foreign and Domestic markets and its Power in the Creative Centers of Fashion.