

THE "DIFFERENT STORE"

OLDS--WORTMAN--KING

LEADING DEPARTMENT HOUSE ON PACIFIC SLOPE

Washington, Fifth and Sixth Streets

M. D.'s and P. D.'s, Doctors and "Ad Men," Welcome and An Bavoir. The City is Better for Your Visit. Bon Voyage—if you Must Go—Come Again! You're Always Welcome to the "Rose City" and Its Greatest Store.

15th Grand Friday "Economy Sale" Today!

Your Watch Cleaned for 75c
New mainsprings, 75c. All other Jewelry Repairing at proportionately little prices. First Floor, near big elevators.

Welcome to our Free Phones
Drinking Fountains, Cooking School, Lavatories, Information Bureau, Rest Rooms and Writing Desks, fully supplied with stationery, etc. Check your parcels free. Best free delivery services in the city. The coolest shopping mart in Portland.

SOUVENIR HUNTERS

Will Buy Chosen Game in These Preserves. It's the Open Season, too. Generous Choosing.
The largest assortment and best-by-far varieties of pretty and unique Souvenirs in the city. All the latest novelties, embracing spoons, fobs and pocket pieces, post cards, pictures, leather and paper articles, china and glass pieces, Indian blankets, etc. All at our famous fractional prices.

Visit the Free Cooking School
Third Floor. Lessons in expert cake baking given daily from 10 to 12 A. M., and 1 to 4 P. M.

Free Embroidery Lessons.
In the Art Rooms—Second Floor Annex.

It's Easy to Get Acquainted
The Official Exposition Guide
Only Five Cents

You don't need to be a stranger. Get an Official Guide. It makes you familiar with the Fair and locates exhibits a mile away. It is a thing to be had. It sells everywhere for 25 cents, but we furnish it for 5 cents. This way—With every purchase of \$1.00, or over, we give a ticket, which is presented at the Guide Headquarters, is good for 20 cents on the purchase of the Official Exposition Guide.

Friday Economy Sale Specials in Women's Knit Underwear and Hosiery Shops

Women's \$1.25 Union Suits for 89c

Women's extra fine White Lisle "Merode" Union Suits, with high neck, long sleeves, knee-length, half open front; extra silk-trimmed—Our \$1.25 value; Special Economy Sale price, the suit, 89c.

Women's \$2.25 Union Suits for \$1.49

Women's White Silk and Lisle "Merode" Union Suits, with half open front and silk crocheted trimming; long sleeves, ankle-length; short sleeves or sleeveless and knee-length; a fine garment—Our \$2.25 value; Special Economy Sale price, the suit, 1.49.

Women's 85c Hose for 49c

Women's Extra Fine Gauge Hose, black with white sole; also all black; these hose are imported and are full finished, light and fine—Our 75c and 85c values; Special Economy Sale price, the pair, 49c.

Women's 25c Hose for 18c

Women's Fine Black Gauge Hose, with finished foot; splendid value at 25c; Special Economy Sale price, the pair, 18c.

Boys' Underwear

Boys' 50c Underwear, 35c

Boys' Balbriggan Shirts and Drawers, Shirts with French neck, and Drawers with ribbed seat—An extra value at 50c; Special Economy Sale price, the garment, 35c.

Exceptional Bargains in the Women's Fancy Goods Store

\$3.50 Lace Berthas \$1.75
A lot of Lace Berthas in white—Regular values \$1.50 to \$3.50; special, each, from 75c to \$1.75

35c Venise Bands 10c
An assorted lot of Venise Bands in cream and white—Regular values to 35c; special, yard, 10c

One-Half Dozen Women's Linen Handkerchiefs 54c
A line of Women's Pure Richardson's Linen Handkerchiefs, in heavy or sheer linen, with 3/4-inch hem—Regular value, 15c; special, one-half dozen for, 54c

Women's 50c and 75c Embroidered Collars 27c
A lot of Women's Pretty Embroidered Collars with tabs—Regular values 50c and 75c; special, at, each, 27c

Friday Specials in the Jewelry and Leather Goods Aisle

BELT BUCKLES AT HALF PRICE.
A line of Handsome Belt Buckles in pretty, artistic designs, richly jeweled and enameled; special today only—HALF PRICE

SOUVENIR HAT PINS.
A lot of Souvenir Hat Pins in sterling silver, with designs of Mt. Hood, Oregon Webfoot and the different Fair buildings; special at, each, 30c

5c SCARF PINS 1c.
A large assortment of Pretty Pearl Ball Scarf Pins, Water Pins, Cuff Pins, Belt Pins and Brooches—Regular values to 5c; special, at, each, 1c

WOMEN'S \$1.75 LEATHER BELTS \$1.29.
A lot of Leather Belts made of nice, soft leather, soaked to give perfect fit, in tan, brown and black—Regular value \$1.75; special, each, \$1.29

LEATHER PHOTO FRAMES.
A lot of Pretty Leather Photo Frames in pressed designs, small size—Regular value 25c; special, each, 15c

Large size—Regular value 50c; special, each, 30c

Only 8 1/2 Hours of Storekeeping Today

Important Announcement Extraordinary!
This Store Will Close Today--
Friday at 4:30 P. M.

But 8 1/2 Hours in which to do Buying at This Store Today

THE CAUSE: Another Forward Step in Modern Merchandising by This Pushing, Progressive STORE OF THE PEOPLE

We shall close this afternoon at 4:30 o'clock; in order to allow our 600 employees to attend a talk on "Scientific Salesmanship," to be delivered by

A. F. SHELDON, OF CHICAGO

PRESIDENT OF THE SHELDON SCHOOL OF SALESMANSHIP

The closing of doors by a mercantile establishment of the magnitude represented by the Olds, Wortman & King Store, for even one hour of the business session, is of tremendous importance—both to a house of this size and character, and its great clientele. This house, we realize, is an integral part of the mechanism of our busy city—a most important part. It is one of the great pinions around which rapid and important business wheels revolve. When this business suspends it affects the city's very life—as the stoppage of an artery in the human body. It is an event of extreme importance, then, that could induce this house to suspend traffic, at a financial loss of thousands of dollars, perhaps, in sales. That event is at hand. It has always been the aim of this "DIFFERENT STORE" to surround itself and furnish to its patronage the very best in salesmanship possible to get with good wages. We believe the best salespeople are none too good for our customers to be waited on by. We believe we have the best in all this Western country. In fact, it is the experience of the writer that **THE OLDS, WORTMAN & KING EMPLOYEES AS A BODY ARE NOT TO BE EXCELLED IN AMERICA TODAY.**

But that, even, is not enough. We believe we are in a position to aid our helpers to become more useful, to you, to themselves and to us. We trust you will look upon the recess we shall take this afternoon at 4:30 o'clock as a means to this end; as a move on our part to furnish you—our public—with better than ever service. There's a science to salesmanship today unknown to our fathers. It has been developed with the years, as has the science and use of electricity and the art of modern advertising. Salesmanship is today among the professions, and it only lies with the salesman and woman, himself and herself, to develop the talent that in them lies to become proficient in it and stand at the head of their chosen profession, as the leading lawyers, doctors and advertising attorneys stand at the head of theirs.

We are going to put the means of accomplishing this end in the hands of our people. We are going to aid them to aid you, to aid themselves, and become even more useful to us. We have secured the services of that eminent scholar, teacher, salesman, lawyer and orator, **MR. A. F. SHELDON**, of Chicago, President of the great **SHELDON SCHOOL**, to address our firm and its army of nearly 600 employees at 5 P. M. today. We have selected this hour that it might not interfere with any other plans or engagements our people may have made for their evenings. We have taken from our time and from yours for the benefit of our helpers and for ourselves individually. We know you will share the inconvenience with us cheerfully, knowing the object of it to be of vast mutual benefit. Will you kindly shop before 4:30 today and share in the splendid bargains of the day?

Three Sensational Special Sales in the Suit Salons

Portland's Largest and Foremost Apparel Stores for Women



Actual Values in Stylish, New Summer Suits up to \$28.50, at a Choice for \$9.98

You know this store's statements are never exaggerated or over-told. The above is an astonishing statement to make and hard to believe, did it not have this store behind it. It's true as gospel. Our Suit buyer, now in New York, secured this lot of handsome, smart and seasonable tailored Suits for street wear at an astonishing reduction from a maker who was closing his season and ready to start on winter garments. As is our usual custom, we shall share the good fortune of a "good buy" with our patrons. So today you may choose from about 200 Suits, all splendidly tailored, every one the production of this season; materials of estamine, serge, chevot and homespun; a full color line, embracing black, blues, grays, tans and the extremely popular and stylish black and white shepherd checks. Eton and blouse styles, of very latest authoritative design. This is absolutely the greatest Suit value we have offered this season, and we advise every woman within shopping distance of the store to profit from it.

THE SALE WILL LAST TWO DAYS—FRIDAY AND SATURDAY. Mail Orders will be filled by expert shoppers during the sale.

Another Great Sale of Women's House Wrappers Today and Tomorrow

Women's \$2.00 Percale House Wrappers 98c

A monster purchase from a leading Eastern manufacturer. Pretty Percale materials, in grays, reds, black and white, blue and white, red and white, etc. Fetching floral and conventional designs, narrow and wide collars, bishop sleeves, flounce styles, and prettily trimmed in braids and embroideries; values to \$2. Friday and Saturday only for, 98c

Another Wonderful Sale of Women's Pretty Shirtwaists—Values to \$3.75 Choose for 79c

Another of those extraordinary distributions of beautiful Summer Shirtwaists at a ridiculously low price. An opportunity for women to provide a liberal supply of the always-in-demand Shirtwaists at a price that does not represent the first actual cost of material. Dainty, pretty Waists, of splendid wearing, handsome percales, lawns and richly mercerized fabrics, in plain white, blues, pinks, grays, tans and charming mixed stuffs; values up to \$3.75. Special Friday and Saturday only at, 79c

A Record-Smashing Millinery Event!

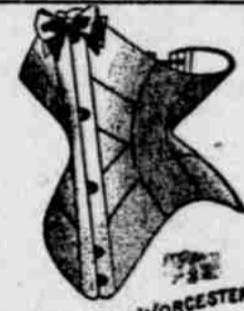
TODAY'S GREAT SALE OF **Five Hundred Hats, \$1.69**
Worth Up to \$5.00

See Window Showing "Bijou" Salons—Second Floor Annex.

Inspiration born from enthusiasm and ambition to succeed begets success. In our case success begets inspiration. The extraordinary success we have met with the past season—the greatest in all our history—inspires us to dare and do still greater things. Today's sale will eclipse any similar event held here this season. It is really difficult to write of this occasion without appearing exaggerative; but it is no overstatement for us to say that today's values will turn all millinery traditions topsy-turvy so far as local conditions exist. Think of buying a handsome, dressy black hat worth \$5 in good American coin for a little stipend like \$1.69, and yet that is precisely what you may do today. Now, every woman wants at least one black hat in her wardrobe—have you one in yours? In what condition is it? Couldn't you well afford to buy another at the price it costs today, when you know you're getting it for a third to a half of its worth? Here's your chance—500 handsomely trimmed black hats, in a great variety of very newest and latest shapes, embracing the popular and stylish turbans, in strictly hand-made shapes of jetted horsehair braids, trimmed with pretty flowers and foliage, chiffon, ribbons, silks, ornaments, etc. (no two alike). Splendid regular values at \$3, \$4, \$5. But on special sale for one day **\$1.69** only—today—at a choice for.



A "Royal" Corset Bargain



Corset Salons—Annex, Second Floor.
Royal Worcester Bon Ton Corsets at ridiculous reductions, several discontinued lines in short lengths, medium and long, made of black Italian cloth, white and drab English coutille, and pink, blue or white figured broche; sizes from 18 to 36; but few of a kind, so you'd better hurry for your pick. Be early.
Regular prices \$1.75 to \$4.00; at the pair, \$3.50
Regular prices \$3.50 to \$9.00; at the pair, \$6.50

Women's Fine Corset Covers and Children's Hats and Bonnets at Economy Prices

Second Floor.
WOMEN'S \$1.00 CORSET COVERS 57c.
Women's Fine Cambric Corset Covers, trimmed with two rows of wide torcose lace insertion; two rows of beading and draw ribbon at yoke; also lace edging at yoke and arm holes; full length of sizes—Our regular \$1.00 value; Special Economy Sale price, each, 57c



Children's Hats and Bonnets for Half
Children's Hats and Full-Front Bonnets of mill-cloth, lace or white torcose; daintily trimmed. All are this season's best styles; for Friday Economy Sale we offer them at HALF PRICE.

Timely Specials in the Man's Toggery Shop

First Floor—West Annex.
MEN'S 50c UNDERWEAR 29c.
A line of Men's Summer-Weight, Jersey-Ribbed Balbriggan Underwear in ecru—Regular value 50c; special, the garment, 29c

BOYS' 50c GOLF SHIRTS 29c.
A line of Boys' Golf Shirts, light and dark effects; one pair cuffs—Regular value 50c; special, at, each, 29c

MEN'S 35c LINEN HANKERCHIEFS 19c.
A small lot of Men's Pure White Linen Hemstitched Handkerchiefs—Regular value 35c; special, each, 19c

MEN'S 25c SOX 15c.
A line of Men's Light-Weight Summer Sox, in tan, overcast, with white Hele—Regular value 25c; special, the pair, 15c

Summer Necessities in House-keeping Realm at Lessened Prices for Friday

Third Floor.
FRUIT SEASON BARGAINS.
Covered Jelly Glasses; special at, the dozen, 30c
Package Paraffin; special at, each, 10c
Fruit Economy Jars; special at, the dozen, 85c
Quart Economy Jars; special at, the dozen, \$1.05
Half Gallon Economy Jars; special, dozen, \$1.25

MASON JARS—PORCELAIN-LINED CAPS.
Pints; special at, the dozen, 45c
Quarts; special at, the dozen, 75c
Half Gallons; special at, the dozen, \$1.00
Rubbers; special at, the dozen, 50c
Rubbers; extra quality; special at, dozen, 50c

AUTOMATIC REFRIGERATORS.
Economical ice users and food savers; perfect circulation, hardwood, eight walls; special, each, from \$6.50 to \$9.00

COAL OIL LAMP STOVES.
1-burner; special at, each, 27c
2-burner; special at, each, 44c

CHILDREN'S SEASIDE SETS 10c.
Consisting of three pieces—nose, rake and shovel—special at, the set, 10c

SPECIAL TODAY TERRIFIC PRICE SLAUGHTER Novelty Suit Silks

South Annex—First Floor

ANNUAL JULY STOCK-REDUCING SALE.

11,000 yards of new 1905 Novelty Suit Silks, the newest weaves and colors to be found in the world's best markets. These Silks are sold everywhere regularly at \$1.00, \$1.25, \$1.50 and \$1.75 per yard. You will find them on our special bargain tables in silk store annex, divided in four monster lots, reduced as follows:

- LOT 1—Special July stock reducing sale, only, yard, 43c
- LOT 2—Special July stock reducing sale, only, yard, 67c
- LOT 3—Special July stock reducing sale, only, yard, 78c
- LOT 4—Special July stock reducing sale, only, yard, 93c

SPECIAL TODAY Sweeping Reductions, Ranging From a Half to a Third, on Colored Dress Goods

South Annex—First Floor.

Slaughtered for the July Stock-Reducing Sale. Imported English Novelty Mohair, in checks, stripes and changeable effects; imported Shepherd check; French voiles, in grays, tans, navys and brown; imported silk and wool novelty fabrics; also our entire line of odd pieces, in tweeds and mannish suitings; all in the stock reducing sale at exactly half price; \$1.00 grade for 50c yard, \$1.50 grade for 75c yard, \$2.00 grade for \$1.00 yard, etc.

Regular 50c values, in neat, mannish mixed suitings, just the thing for children's wear, and beach and mountain wear; all colors to choose from. Special, only, per yard, 35c

A Half-Price Sale of Wash Goods

REMNANTS FOR THE FRIDAY ECONOMY SALE. First Floor.

WASH GOODS REMNANTS—HALF PRICE.
We will place on sale today a lot of foreign and domestic Wash Goods Remnants, such as organdy, ginghams, embroidered chambrays, checked and plaid voiles, mercerized clau ginghams, collars, silk muslin, organdies, batistes, etc.; special sale price for one day only at HALF PRICE.

Today's Interesting Fourth Floor Specials

Second Floor Annex.

\$6 Shawls \$3.75
A large assortment of the celebrated Pendleton Shawls—Regular value \$6.00; special, ea. \$3.75

\$4.50 Shawls \$1.75
A line of beautiful All-Wool Plaid Shawls—Regular value \$4.50; special, each, \$1.75

\$2.75 Axminster Rugs \$1.95
A lot of Heavy Axminster Rugs in beautiful Oriental designs; size 27x54 inches—Regular value \$2.75; special at, each, \$1.95

Friday Art Shop Specials

Second Floor Annex.

60c CUSHION SLIPS 43c.
Cushion Slips all ready for the filling, made of Berlin linen, five different tinted designs in the showing; border to harmonize with design—Our regular 60c value; Special Economy Sale price, each, 43c

ICE WOOL SHAWLS.
80c FOR \$1.00 AND \$1.25 WOOL SHAWLS.
Shoulder or Head Shawls, made of fine Ice Wool, in cream, white or black, with deep, fancy borders—Our \$1.00 and \$1.25 values; Special Economy Sale price, each, 60c

SEWING MACHINE OIL 3c.
Bottle Best Quality Sewing Machine Oil; special, the bottle, 3c

SHOE LACES 6c.
Extra quality, wide, heavy Black and Tan Shoe Laces; 26 inches long; special at, pair, 6c

TOILET SOAP.
Palm Toilet Soap; specially adapted for hotels, rooming-houses, boarding-houses, etc.; one dozen cakes in box—Regular value 50c; special at, 40c

15c BOX BUTTERMILK TOILET SOAP 9c.
Jersey Creamery Buttermilk Toilet Soap; three cakes in box—Regular value 15c; special at, the box, 9c

BOX WITCH HAZEL TOILET SOAP 9c.
Fine High-Grade Witch Hazel Toilet Soap, for bath, face and shampoo; three cakes in box—Regular value 15c; special at, the box, 9c

5c TOILET PAPER 3c.
Fine, Soft Tissue Toilet Paper in flat packages—Regular value 5c; special, 3c packages or 35c doz.

20c WRITING TABLET 12c.
Large Size Writing Tablet, linen finish; ruled—Regular value 20c; special, each, 12c

BOTTLE 5c WRITING INK 3c.
Bottle Best Quality Black Letter Writing Ink—Regular value 5c; special, bottle, 3c

15c PAPER NAPKINS 9c.
Plain White Crepe Paper Napkins; 100 in package—Regular value 15c; special, package, 9c

\$2.00 POSTAL CARD ALBUM \$1.19.
Cloth-Bound Postal Card Album—Regular value \$2.00; special, each, \$1.19