

WELCOME, MERRY MONARCHS OF THE FOREST COME THRO' THIS IMMENSE CLEARING TODAY. THERE ARE SIGHTS AND SATISFACTIONS HERE UNKNOWN ELSEWHERE ON THE RANGE

WOODMEN'S PROGRAMME FOR TODAY.

All are invited to gather at the Olds, Wortman & King store and proceed in a body or individually to the Exposition grounds, where a reception will be tendered Head Consul I. I. Boak. Also drills by Uniform Rank. Those returning before 6 P. M. are cordially urged to make their headquarters at the store.

THE OLDS-WORTMAN-KING STORE

"Different Store" • LEADING DEPARTMENT HOUSE ON PACIFIC SLOPE • "Daylight Shop"

Washington, Fifth and Sixth Streets

WELCOME, VISITORS

This Store Closes at 6 P. M.

Schedule of Bargain Events Incident to Today's 118th Grand Friday "Economy Sale" *** NOTE PARTICULARLY ALL THE ITEMS MARKED WITH A STAR ***

EVER GO TROUT FISHING?

If you have, you've learned that trout are very wise and wary fish. You carefully and noiselessly scout your way to the edge of a brook, hook baited temptingly with fly or luscious worm; you cast your line over into the miniature rapids, taking strenuous care to keep concealed all the while from the finny denizens at the farther end of your line, lest Mr. Trout should take alarm and dash away. You feel the nibble, then the jerk—and you—ALMOST—land the pretty dotted rogue, only to see him dart like a flash a score of yards away. Don't it make you mad? But you don't expect to land that trout after that—do you? Not much! He's felt the hook. Just so with men, and women, and stores. Very few folk will jump at fictitious bargain snaps the second time. If a store fools them once, rest assured they will take their turn and fool the store by letting a second attempt pass unnoticed. On the other hand, if they have received fair treatment, they will trust that store which accords it for another turn, and another and another, and on thro' life. It's because we've always dealt with the people honestly that our offerings are well treated. Our class of merchandise goes to our public as the best they can get, and when they prove to the contrary we are always glad to make good. When we announce reductions in prices, people know prices ARE reduced, for former ones always remain on the ticket with the new ones added. We always give comparison of the regular prices with those of other stores. You won't lose by following us in any offerings we may chance to make you. The reputation of the house backs every statement we make. A marvelous list of rare values awaits Friday shoppers today.

End of Week—Two-Day Sale of Fashionable Dress Stuffs

Imported Cream English Sicilians, Brilliantines and Alpaca's, in plain and novelty weaves. These serviceable, cool fabrics are of our own importation and are unequaled in value at our regular prices.
35-inch Imported Cream Mohair—Regular \$6 value; special at, the yard \$4.16
38-inch Imported Cream Mohair—Regular \$7.50 value; special at, the yard \$5.36
44-inch Imported Cream Mohair—Regular \$11 value; special at, the yard \$8.06
44-inch Imported Cream Mohair—Regular \$12.25 value; special at, the yard \$9.09
44-inch Imported Cream Mohair—Regular \$13.50 value; special at, the yard \$10.12
45-inch Imported Cream Mohair—Regular \$14.50 value; special at, the yard \$10.75
45-inch Imported Cream Mohair—Regular \$15.50 value; special at, the yard \$11.42
45-inch Imported Cream Mohair—Regular \$17.50 value; special at, the yard \$12.87
Today and Friday only.

The Silk Man is Setting Terrific Pace in Selling

Such values are great pace-makers and are sure to bring throngs of buyers to the store today and Saturday. The more you buy the more you'll save—and silks are staple. Buy 'em to make up now for present wear or to lay by for a future season. Either way, it's mighty good investment.
24-inch all-pure Silk Crepe de Chine, in white, ivory, cream, pink, rose, light blue, turquoise, Nile, tans, champagne, Alice blue, royal, navies, browns, reids, Reseda, myrtle and black. This beautiful, rich silk bought at quite a reduction and equal to any \$1.00 value sold elsewhere. Special, for two days—4 if they last!—only, per yard, 69c
Today and Saturday only.

WHITE PONGEE AND JAPANESE SILKS. 27 and 36 inches wide.
Our \$1.00 value; special at, the yard \$0.74
Our \$1.25 value; special at, the yard \$0.96
Our \$1.50 value; special at, the yard \$1.12
Our \$1.75 value; special at, the yard \$1.42
NOVELTY SUIT SILKS. In imported and domestic makes. Many new styles and colorings to choose from—
Our \$1.00 value; special at, the yard \$0.50
Our \$1.25 value; special at, the yard \$0.62
Our \$1.50 value; special at, the yard \$0.75
BLACK TAFFETAS. Warranted, and positively unequalled values even at the regular price—
21 inches wide—Our \$1.00 value; special at, the yard \$0.70
23 inches wide—Our \$1.10 value; special at, the yard \$0.82
27 inches wide—Our \$1.25 value; special at, the yard \$0.93
29 inches wide—Our \$1.50 value; special at, the yard \$1.10
36 inches wide—Our \$1.60 value; special at, the yard \$1.20
36 inches wide—Our \$1.75 value; special at, the yard \$1.44

It's Store-Cleaning Season In the Knitwear Shops

Here's a quartet that have struck a chord of economy, and will hold the note thro' today. EXCEPTIONAL BARGAINS IN WOMEN'S UNDERWEAR.
★ Women's 20c Vests for 12c
Women's White Cotton Vests, Richelle-ribbed, low neck and sleeveless; crocheted shoulder pieces; neatly trimmed—Our \$20 value; Special Economy Sale price, each \$12.4c
★ 50c Union Suits 35c
Women's White Lisle Thread Union Suits; low neck, sleeveless, knee-length—Our \$50 value; Special Economy Sale price, the suit \$35.00
★ Women's \$1.50 Union Suits 99c
Women's White "Merode" Union Suits, sleeveless, lace-trimmed knee—Our \$1.50 value; Special Economy Sale price, the suit \$0.99
★ 35c Hose for 19c
Women's fine-ribbed, Black Lisle Finished Hose; seamless, double toe—Splendid 2 1/2 quality; Special Economy Sale price, the pair \$0.19c

ART SHOP "Economy Specials"

★ 65c Silk Floss Pillows 47c
SILK Floss-Filled Cushions, with white cambric covering; 24 inches square in size—Our \$65 value; Special Economy Sale price, each \$47c
★ Hungarian and Slovak Embroidery Work at Half-Price
Round or Square Doilies and Centerpieces, of ceru or blue linen; heavily embroidered in Hungarian and Slovak hand-embroidery, in white or colored floss. They are priced according to size, from 25c up to \$7.50 each; for Friday Economy Sale you may take your choice of any of them at JUST HALF PRICE.

Muslin Gowns and Tea Aprons at Sweeping Reductions

Second Floor Annex. ★ FOR TODAY ONLY
Our Entire Stock of Ladies' and Children's Muslin Gowns at One-Fourth Off.
Ladies' and Children's Gowns of muslin, cambric, ualmsok, English lawn cloth and fine linen; plain or elaborately trimmed with lace, embroideries, insertions and ribbons; both domestic and French hand-made; special for Friday Economy Sale only. 25 PER CENT OFF.
★ Ladies' 50c Tea Aprons 29c
Ladies' Fine White Lawn and Swiss Tea Aprons, round or square; lace or embroidered-trimmed; all have pockets—Our \$50 value; Special Economy Sale price, each \$29c

Pretty Summer "Fixins" Dainty Femininity's Attractive Gownings—All at Special Bargain Prices for Today

First Floor Shops. ★ Women's 25c and 35c Turn-over Collars 7c
Pretty Turnover Collars, in blue, white, green, red, brown, pink and black; heavy embroidered—Regular values 25c and 35c; special, each 7c
★ 60c Ribbons 38c
All-Silk 3/4-Inch Dresden Ribbons—Regular value \$60; special at, the yard \$38c
★ Women's 12c Linen Handkerchiefs 8 1/2c
Richardson's Pure Linen Handkerchiefs, in sheer and cambric—Regular value 12 1/2c; special, SIX FOR 50c.
★ 75c Embroidery 29c
Corset Cover Embroidery—Regular value 75c; special, the yard \$29c
★ 35c Venise Bands 10c
Venise Bands; cream, white and ecru—Regular value to 35c; special, the yard \$10c
★ 50c Valenciennes Laces 25c
Valenciennes Laces—Values to 50c; special, doz. \$25c

A Stirring August Sale of FETCHING PARASOLS

First Floor—Near Big Elevators. They've served their purpose with us, and now you may have them at matchless bargain prices. You may select the—
\$2.50 values for \$1.85
\$3.50 values for \$2.50
\$5.00 values for \$3.50
\$7.00 values for \$4.97

Is It a Pair of Shoes?

Then here's a pair of bargains to interest the Friday shopper in "Ye 'Fair-Way' Bootie Shoppe"—Sixth-Street Annex—First Floor:
★ Men's \$3.50 Shoes for \$1.93
Men's Goodyear Welt Shoes; five different styles; here in fine patent cloth and tan willow calf, lace Bals and Blucuer cuts; also patent cloth and tan willow calf Half Shoes. All are our regular \$3.50 values; special for two days only, pair, \$1.93
★ Women's \$2.50 Shoes \$1.69
Women's Black Vici Kid Lace Shoes, with patent tip, square foxed, medium round toe; a good arch to the last only; Military heel—Our regular \$2.50 value and have never sold for less; in all sizes and widths; special for two days only at, pair, \$1.69

SEE THAT MAN?

What was it attracted your attention to him? "Prosperous look," "Mighty dressy fellow," eh? He's a regular patron of our "Men's Shop"—has been for some time. He sat down one day and figured out how much his wife had saved in a season by trading here, thought it over, and has been coming here regularly ever since. And say, you really ought to hear him "boast" for this shop. He's one of the best walking ads we've got in town. Make a start today. Here are special values of special interest to men.
First Floor—West Annex.

★ Women's Mannish Golf Shirts at Half-Price

A line of Women's Mannish Golf Shirts, in pongee silk—Regular values from \$1.75 to \$3.50; special for one day only, to close, each \$0.88 to \$1.75
★ Men's \$1.00 Underwear 69c
Men's White Mesh Underwear—Shirts silk-faced; Drawers satin-faced, with strap backs—Regular value \$1.00; special, each \$0.69
★ Men's \$1.00 Golf Shirts 59c
A line of Men's Golf Shirts with plaited fronts; just the thing for the warm weather—Regular value \$1.00; special, each \$0.59
★ Men's 25c Sox 15c
A line of Men's Plain Black "Mac" Turn Sox, in black lace-lisle, Oxford gray, fancy stripes and light fancy tan—Regular value 25c; special, the pair \$0.15c

SCHOOL OF DOMESTIC SCIENCE. TEA ROOM. Second Floor. Sponsors Portland Y. W. C. A. MENU FOR TODAY, AUGUST 4, 1935. Tea, Coffee, Chocolate, Milk in Bottles, Chicken Soup, Creamed Chinook Salmon, Fruit Salad, Ham Sandwiches, Bananas, Cantaloupes on Ice, Iced Tea, Ice Cream, Cake.

Visitors Cordially Welcome to share with our patrons every privilege of this great store. Its FREE phones, rest room, writing tables fully supplied with stationery, etc., drinking fountains with the best cold running water to be found in America, lavatories and toilet rooms, lunca room for those who bring their "smack and nip" with them, postal facilities, free cooking school, information bureau and directories. Parcels checked free—and, if you wish to shop, the coolest store in town to roam thro'.

★ Important ★ Announcement. All items in this announcement marked with a star—thus *—are for today only, and will not be on sale after, except at regular prices.

Stylish Suits for Late Summer and Early Fall Wear at Extraordinary Sale Prices

Grand Salons—Second Floor. \$35 Tailored Street Suits for \$8.95

A swell lot of commanding styles in this season's most popular tailored Suits for wear of the dressy American woman. About a hundred Suits in the lot, the season's most brilliant showing of splendid values in Suits for street wear. In value-giving we are outdoing all previous efforts, and never before in the history of the store have we ever been able to give as handsome and stylish garments for so little cost. A walk thro' the big Salons of Dress today will convince the most skeptical that nowhere else have such bargains ever been offered at any time by any Portland store. Every new and correct style is included in this offering—Jacket, Eton and Blouse models in every seasonable and wanted material. The Suits include weights for present wear and those you'll need for the coming Fall and Winter. Plenty heavy enough to wear right thro', and the sort of styles that are staple and always good; models we are positive will be worn by hosts of good dressers for a season to come, as indications are that prevailing styles will not be much varied next season. Plain blacks, browns, blues, greens, grays and the extremely popular black and white "Shepherd" checks, so much liked and worn by dressy femininity. Values range up to \$35, but for the two closing days of the week—Today and Saturday—we shall sell them at the absurdly low price of \$8.95



\$2 House Wrappers for 69c. In all the newest style effects, all wanted colorings and splendidly attractive patterns. A most serviceable lot of these indispensable house Dresses at a price which barely covers the cost of materials. Values run up to \$2 each, but for two days only—Today and Saturday—we shall offer full and free choice at, each, 69c

WIND-UP SALE OF THE SEASON'S MILLINERY

"Bijou Salons"—Second Floor Annex. WE'VE SET OURSELVES A STRENUOUS STUNT—DECIDED TO CLEAN UP THE MILLINERY STOCKS IN TWO DAYS—STARTING TODAY. Choice of All Remaining Ready-to-Wear Hats 44 Cents Each



Yesterday's sale was a remarkable one, even from the standpoint of this store, that is used to record-breaking performances. The Millinery Salons were thronged all day, and the sale sheet would have done credit to a wholesale house with a country-wide business. Hats have gone out by the hundreds, but such an immense stock as ours takes more than one day to say good-bye to, so we've decided that the final adieu shall be said today and Saturday. The grand slaughter starts this morning at eight o'clock. First to be led to the block are the ready-to-wear Hats. Take any of these—your full, free and absolute choice—at, each, 44c
CHILDREN'S SAILORS SPECIAL AT 25c
The appreciation shown in the response accorded last week's special offer to the children has induced us to put forward another and even better inducement for today and Saturday. It is this: A special lot of extremely pretty and attractive styles in children's ready-to-wear broad-brimmed Sailors, trimmed with silk ribbons and streamers; great bargains—for the two days only—at a choice for \$25c
These must be seen to be appreciated.
ANOTHER GRAND SPECIAL FOR LITTLE MISSES
A lot of children's Trimmed Hats, made up in soft straw braids, plain white and neat, attractive plaids, handsomely trimmed with flowers and rich, wide ribbons, bows and chiffon rosettes; regular \$3 and \$5 values. Special for the next two days—Today and Saturday only—at, 98c

Special August Reductions in Women's Bathing Suits

First Floor. Regular \$2.00 value; special at, the suit \$1.59
Regular \$2.20 value; special at, the suit \$1.79
Regular \$2.50 value; special at, the suit \$1.89
Regular \$3.00 value; special at, the suit \$2.39
Regular \$3.50 value; special at, the suit \$2.79
Regular \$4.00 value; special at, the suit \$3.29
Regular \$4.50 value; special at, the suit \$3.79
Regular \$5.00 value; special at, the suit \$4.19
Regular \$6.00 value; special at, the suit \$4.89
Regular \$6.50 value; special at, the suit \$5.39
Regular \$7.00 value; special at, the suit \$5.79
Regular \$7.50 value; special at, the suit \$6.49
Regular \$8.50 value; special at, the suit \$7.69
Regular \$9.00 value; special at, the suit \$8.29
Regular \$10.00 value; special at, the suit \$8.89
Regular \$11.25 value; special at, the suit \$9.19
Regular \$12.50 value; special at, the suit \$9.89
Caps and Shoes at Special Prices.



Random Jottings of What We Show in Souvenirs

At the Jewelry Shop Counters—Sixth-Street Annex—First Floor. SOUVENIR SPOONS, BROOCHES, STICK PINS, FOLDS, HAT PINS, RINGS, BOOK MARKS, GRIP TAGS, MEDALS, PIN TRAYS, CARD CASES, MATCH BOXES, CIGAR CASES AND HAND BAGS—We have them in great variety. Souvenirs of the Fair of Portland and of Oregon, with antinglity little prices attached to each. SPECIAL TODAY.
★ 65c Brooches for 19c
200 pretty Brooches; some richly jeweled, some plain, others enameled—Values up to 65c; Special Economy Sale price, each \$0.19c
★ Ladies' \$1.25 Silk Fobs 89c
Ladies' pretty Silk Fobs, made from best quality black, narrow ribbon, with turquoise matrix stone set in rose gold-finish mounting, with swivel in same color—Our \$1.25 value; Special Economy Sale price, each \$0.89c

Hosiery Specials Today

In the Sale First Floor. ★ Women's 50c Hose for 33c
Women's Black Fine Gauge Gause Lisle Hose; imported—Our best 50c Hose; Special Economy Sale price, the pair \$0.33c
★ Children's 25c Hose for 17c
Children's Fine-Ribbed, Black Cotton Hose; finished foot; sizes 4 to 5—Our 25c value; Special Economy Sale price, the pair \$0.17c

REMARKABLE FRIDAY ECONOMY SPECIALS

In Wash Goods Section First Floor. ★ 50c and 60c Wash Goods 25c
White Silk Muls, Figured Etonines, Embroidered Etonines and imported Batistes—Regular values 50c and 60c; special, the yard \$0.25c
★ \$1.25 Napkins 95c
100 Josen Hamed Napkins for restaurant use—Regular value \$1.25; special, the dozen \$0.95c

Special Sales Today of Ladies' LEATHER BELTS

Sixth-Street Annex—First Floor. ★ \$1.50 Carved Leather Belts 69c
Pretty Mexican Carved Leather Belts in a variety of designs of carvings and styles of Belts—Values up to \$1.50; Special Economy Sale price, each \$0.69c
SPECIAL NOTICE
For a few more days we will continue to place pretty silver or gilt metal initials on all bags and purses purchased of us FREE OF CHARGE.

Friday's Economy Specials in Housefurnishing Stores

Third Floor—Take Elevator. ★ Refrigerators
Special Economy Sale on Refrigerators to close out:
Regular \$22.50 value; special, each \$18.00
Regular \$27.10 value; special, each \$21.88
Regular \$33.90 value; special, each \$27.12
Regular \$38.10 value; special, each \$30.48
Regular \$42.90 value; special, each \$34.30
Regular \$48.00 value; special, each \$39.00
Regular \$53.00 value; special, each \$43.70
Regular \$59.00 value; special, each \$49.00
★ Ice Cream Freezers
3-quart size; special at, each \$2.05
4-quart size; special at, each \$2.48
6-quart size; special at, each \$3.15
8-quart size; special at, each \$4.05
★ \$6.75 Lawn Mowers \$4.50
Lawn Mowers; four 18-inch blades—Regular value \$6.75; special, each \$4.50
★ \$35.00 Steel Ranges \$28.50
No. 8 Steel Ranges, high closet, 18-inch oven—Regular value \$35.00; special, each \$28.50
★ 12-inch Wire Dish Cover; special at, each \$2.30
★ 13-inch Wire Dish Cover; special at, each \$1.80
★ Wood Salt Boxes; special at, each \$0.21c
★ 14-quart Granite Iron Dish Pan; special ea. \$4c
★ 3-quart Granite Iron Dish Pan; special ea. \$3.10
★ Special line of Lewis and Clark Souvenir China and Novelties.

Here's a Bunch of BARGAIN "CHERRIES"

Ripe and Ready to Drop Into the Friday Shopper's Basket from the heavy-laden vines along the SMALL WARES AISLES—First Floor.
★ 9c Shirt Buttons 5c
Fine White Pearl Shirt Buttons, 2 or 4 holes, 1 dozen on card—Regular value 9c; special, card \$5c
★ 15c Machine Oil 9c
Household Sewing Machine Oil; 4-ounces, in combination oiler—Regular value 15c; special at, each \$9c
★ 25c Side Combs 19c
Pair Plain Shell Side Combs; extra quality; smooth finish—Regular value 25c; special \$19c
★ 50c Back Combs 35c
The latest stylish Shell and Amber Gold-Mounted Back Combs—Regular value 50c; special, each \$35c
★ 10c Thread 7c
Spool Silk-Finish Thread; superior substitute for silk; in black only; 500 yards on spool—Regular value 10c; special \$7c
★ Scouring Soap 4c Cake
Monkey Brand Scouring and Cleaning Soap; polishes and cleans everything; special at, the cake \$4c
★ Hard Water Castile Soap 4c
Hard Water Castile Soap, in large bars; special at, the bar \$4c
★ 5c Toilet Soap 2 1/2c
Cake Pure Palm Toilet Soap—Regular value 5c; special at, \$2 1/2c
★ 15c Nail Brushes 9c
All-Bristle Nail Brushes; extra quality; solid wood backs; hand-drawn—Regular value 15c; special, each \$9c
★ 50c Bath Sponges 35c
Rubber Bath Sponges; velvet quality; cleanses the pores and beautifies the skin—Regular value 50c; special, each \$35c
★ 5c Envelopes 2 1/2c
Package of 25 Plain White Business Envelopes—Regular value 5c; special \$2 1/2c
★ 18c Writing Paper 10c
Box Writing Paper, in pink, blue and gray tints—Regular value 18c; special \$10c
★ 25c Writing Paper 14c
1-Pound Tablet or 120 Sheets White Ruled Writing Paper—Regular value 25c; special, package \$14c
★ 5c Shelf Paper 3c
Fancy Lace Edge Shelf Paper; 10 yards in piece; all colors—Regular value 5c; special, piece \$3c
★ 49c Kodak Albums 29c
Deckle Edge Kodak Albums for preserving unmounted Kodak Pictures—Regular value 49c; special, each \$29c