

FALL

Special Notice

Every advertised special of the week will be in force during the informal show days and fashion presentations. A grand bargain jubilee of newest merchandise at a most timely period.

Matchless
Extra Special
Values
Today
and...
Tomorrow

NO FORMAL OPENINGS
HERE THIS YEAR
**JUST INFORMAL
SHOW DAYS**
AND
**AUTUMN FASHION
PRESENTATIONS**

TODAY AND TOMORROW
SEPTEMBER 20 AND 21

WE MUST forego the pleasure, shared mutually between our public and ourselves, that the bi-annual great style shows—known as the store's "Grand Openings"—bring to Portland women. The regret is mutual. Perhaps no other function in all the year's cycle serves to emphasize our masterful position as style arbiters and absolute dictators of authoritative fashion as do the matchless formal style exhibitions, familiarly known as "GRAND OPENINGS." The demands of our trade this season, increased by the influx of thousands of Exposition visitors daily, who come pouring into the store to share the great and matchless values constantly being offered, forbid us the time and attention needed for such an opening as this store is famous for conducting. We shall therefore content ourselves with holding special show days only, in conjunction with a **CARNIVAL OF SPECIAL VALUES ARRANGED IN EVERY SECTION OF THE STORE FOR TODAY AND TOMORROW.** We shall not establish a precedent in pursuing this course this season, as our patrons well understand the demands of this Exposition year to be unprecedented. New merchandise comes and goes in a steady stream; does not stay long enough to go on show in the display windows and cases for a full opening week expose. Salesfolk are busy as the proverbial bees waiting on the throngs that fill the store to share its matchless bargains. We shall, however, make special display of merchandise today and tomorrow in every department of the great store, supplementing the same with an aggregation of unmatchable values in new and seasonable goods.

Olds, Wortman & King



Matchless
Displays
of
Richardson's
Fine, Sturdy
Beautiful
Linen and
Table
Napery
In the
"Linen Store"
First Floor
Today
AND
Tomorrow
A Special Sale
Composed of Rare
Bargains

SPECIAL
Expose
..OF..
Women's
Fashionable
Autumn
Gowns
AND
Wraps
Waists
Skirts
AND
Furs
Grand Salons
Second Floor

IF STYLES WERE STEEDS BLUE RIBBONS WOULD COME TO THIS STORE

If New York's great Horse Show were to be held in Portland, instead of at the Madison Square Garden, here is the display and this the store where Portland's leaders of the modes could be as faultlessly costumed as LA PARIS-IEENNE of fashion for the CONCOURS HIPPIQUE in Paris.

Enter the millinery store and imagine yourself in Paris or with Mme. Louise on Fifth Avenue in New York. The styles of the Horse Show, of the Grand Prix, of the carriages that flash along the avenues, of the fashionable tearooms and cafes, of the Riviera or Riverside drive. Here are PARIS and NEW YORK styles transplanted, or translated, by our own unrivaled designers. Here, too, Gowns and Wraps, Beautiful silks and smartest dress fabrics; every accessory of fashionable attire.

Laces and spangled gowns, dainty embroideries, Boas and sheries that are unrivaled along the Rue de la Paix! Gloves—France's finest, which means the world's best. Footwear—American shoes for women, men and the younger members of the family; none so good made anywhere else in the wide world. Paris and American Lingerie, Lingerie Blouses—almost as dainty as an infant's robe. Royal Worcester Corsets—the best in the world. Paris and New York neck Dress and belts. Bags from Paris. A special display of novelties in Autumn Jewelry. In short, EVERYTHING THAT IS STYLISH AND IN UN-CHALLENGABLE TASTE. And the prices are moderately placed—in every instance. A GREAT AUTUMN SALE COMPOSED OF VALUES THAT DENOTE POSITIVE SUPREMACY AS BARGAIN-GIVERS COMBINES WITH THE SPECIAL MER-CHANDISE STYLE DISPLAYS IN MAKING TODAY AND TOMORROW RED LETTER DAYS IN PORTLAND'S STORE-KEEPING ANNALS.

Full Season Displays

of the Newest and
Smartest in

Footwear for Men and Women

In the "Fair-Way"
Boote Shoppe—
Sixth Street Annex
First Floor

1905

CRIMES