

Agents for Nemo Corsets, Royal Worcester and Bon Ton Corsets—Howd, La Beau Front Lace, Marquise, the New Marietta Warner Rust Proof Corsets—Redfern, Mme. Helene, Rengö Belt Corsets, Sahlin Waists—Corset Accessories on 2d Floor

The Greater Olds, Wortman & King Store

Our Informal Opening Today Friday Surprise Sales Tomorrow

Today we invite the people of Portland and vicinity to come and study the authoritative styles for the season 1910-11. This opening will be informal on account of the incomplete condition of our underprice basement and a few minor details such as fixtures and furniture which have not yet arrived for some of the departments. Soon as everything is complete we will have a grand formal opening which will compare favorably with the large stores of New York and the East. For the present, we can only invite you to spend a day quietly looking through our immense stocks of new goods in every department of our store.

Women's Gowns, Furs, Millinery, Suits Cloaks, Waists, Dresses, Dress Goods Silks, Misses' and Children's Apparel

In our Imported Gown room, second floor, will be shown the fine garments from such popular designers as Maison Perdoux & Co., Gallot Sams, Constan Lindes, Paquin, Redfern and other modistes.

In the French room will be shown the rarest imported pattern hats, carefully thought out by the world's greatest Parisian modistes, namely: Georgette, Paul Viot and Berthe, G. Suzanne Talbot, Marie Louise, Mme. Pouyanne, Reboux, Carlier, Rogers, Suzanne Blumm, Heizboyer and others of the great French artists whose goods we handle.

The American designers will also prove their popularity in a display which vies with the foreign productions in points of originality and workmanship. Pattern hats made by Lischenstein, Joseph, Bendel, Kurzman, Rose and Maier. An extensive display of street and dress hats made by Knox, Phipps, Gage, Gearhardt and others of the best and most widely-known of the American artists.

Exclusive ideas and reproductions of photographs made in our own work rooms, styles executed by the best milliners we can possibly employ. Special attention given to order work, for which we have the best equipment in the West.

Lecture on Style by Linda Ross Wade—Tomorrow, 3 to 4:30—Auditorium, 4th Flr.

On account of the limited seating capacity of the auditorium the doors will be closed ten minutes past 3. Extra chairs will be provided. All women are urged to be here prompt, in order to secure a good seat. Admission free. Do not fail to hear this interesting lecture.



\$3.50 Neckwear \$1.78
25c Neckwear for 10c

Tomorrow the neckwear store will place on sale a large collection of imported Venise collars and yokes in the newest styles. Both white and cream. They are all **\$1.78** worth up to \$3.50. Special **\$1.78** NECKWEAR—in all the newest effects, jabots, stocks, collars, etc.; 100 dozen in the assortment. Regular values to **10c** 25c each. Special for tomorrow, at **10c**

85c Belts for 37c Each
25c Ruching at Only 19c

Tomorrow a sensational sale of women's belts; all the newest styles in fancy and plain patent leather, with gilt and black buckles. Several styles to select from. Worth to **85c**. Special, at **37c** RUCHING—Tourist's ruchings in white, pink, blue and lilac; 6 yards to the box, good sellers at 25c. Bargainized for this Friday Surprise sale at, box **19c**

40c Ribbon 24c a Yard
\$1.25 Venise Bands 47c

Tomorrow the Ribbon Store will offer 10,000 yards of all pure silk taffeta ribbon in an extra heavy grade, 3 1/2 inches wide. Every imaginable shade in the lot. Worth up to 40c a yard. Special price **24c**

WASH RIBBON—Thousands of pieces of new wash ribbons; all pure silk, in white, pink, and blue; in 5-yard bolts. Regular 10c values, 7c a bolt, 15c values, 10c a bolt and our regular 25c values at **17c**

VENISE BANDS—5,000 manufacturer's strips of new, seasonable patterns, in Venise bands and Galloons; 2 to 4 inches wide, in white or cream. Worth to \$1.25 a yard; special for tomorrow's sale **47c**

25c Laces at 5c a Yard
Tomorrow the lace store offers a sale of cotton Cluny and Linen Torchon laces in widths from 2 to 5 inches. Regular 5c values to 25c. Special, at the yard **5c**

COOKING SCHOOL TODAY IN THE AUDITORIUM—BEGINNING AT 3 P. M.—YOU'RE INVITED

Today's lecture and demonstration by Miss Tracy will be especially interesting. All women are invited to attend. MENU—Mock Terrapin, Apple Jelly, Tea Cakes.

\$6.50 Fancy Waists \$3.49

40 Doz. to Choose From

For tomorrow's surprise sale we will offer 480 fine Waists in a splendid assortment of styles. New arrivals and the best pick-up made by our buyer this season. A very special purchase at much less than regular factory price. In fact, we got them for about the cost of the material. They come in fine messaline silks with lace yokes and collars, with front and sleeves trimmed in lace. Beautiful all-over nets trimmed in lace or embroidered designs. Lace waists in patterns that look twice the price, the patterns are so effective. There's every wanted color in the big collection. A full line of sizes, and the best of values at \$5.00 to \$6.50. Bargainized for tomorrow's surprise sale at low price **\$3.49**



\$12.50 Petticoats at \$4.95 Rich Taffetas in all Colors

Tomorrow—Lucky Friday—In the beautiful Garment Section, second floor, Women's Taffeta Silk Petticoats in all wanted colors, including black and white. A well-made line; cut full and with deep flounce and dust ruffle. Trimmed in tailored bands, tucks and plaits. The silks will not crack. Regular \$12.50 values; special for tomorrow, each **\$4.95**

Boys' \$5 Suits \$1.98

Tomorrow—In the Juvenile Store, first floor, a sale of interest to all parents. A sale which deserves your early response. Only 100 can enjoy the full benefit of the offering, as only that number will be sold. Boys' reasonable weight Knickerbocker Suits, in good patterns and splendid fabrics. Regular \$4.00 and \$5.00 values, special tomorrow at this exceptionally low figure, the suit—be on hand early if you want one **\$1.98**

Youth's Suits \$10 to \$35

Your special attention is directed to our youths' and young men's clothing department. We are prepared to properly clothe the young men in better shape than any other store, as every garment is new and up-to-the-minute in style. No old ones carried over. Our young men's clothing comes from the best makers in the country, Sam Peck, Daube, Cohn & Co., etc. Prices \$10.00 to **\$35.00**

Sale Youth's Suits \$12.50 Values \$8.35

Tomorrow's—Lucky Friday surprise. Your special attention is directed to this sale of Youth's Suits. We want you to call and inspect them. As a special inducement to get you to come and look through the department, we offer a sale of Fall-weight Suits, well tailored, all-wool materials; sizes 32 to 38. The best line and most carefully selected lot of young men's suits we have yet offered; actual values to \$12.50; very special for this sale at this price, the suit **\$8.35**



Grocery Specials

From 4th Floor Dept.

For Tomorrow's Buyers

Trade in the model grocery store. Despite the fact that coffee is advancing in the market we will offer a very unusual quality for tomorrow. Our Staple Blend, **23c** 30c quality, Special price, the lb. Radiosa Sardines, the large size tins **25c** boneless, \$2.78 doz. or the tin, only **25c** Crab meat, large tins. W. B. brand, **25c** Clipped Beef, in jars. Special, 14c and **24c** New sage honey, Special, 15c, 25c and **35c** Beardsley's boneless herring, per jar, **11c** Percival's Elite Camembert cheese **31c** Soda crackers, 1-8 wooden boxes, at **59c**

\$3.00 Flouncings \$1.39

35c Embroideries at 15c

Tomorrow we offer the best embroidery values in all Portland. Thousands of yards to choose from. 18 and 27 inch flouncings in many pretty and desirable **\$1.39** patterns. \$3.00 values. Special, **15c** EMBROIDERIES—Fully 15,000 yards of good quality embroideries in a vast assortment of new designs; edges and insertions, 2 to 15 inches wide. 35c values. Bargainized for tomorrow, at **15c**

12 1/2c Handkerchiefs 8c

15c Handkerchiefs 10c

Ladies' pure Irish linen hemstitched 'kerchiefs, 1-8 and 1-4 inch hem. Very good sellers at the regular price of 12 1/2c each. Special for tomorrow, only **8c** 'KERCHIEFS—Of pure linen, with embroidered initials and hemstitched. **10c** 15c values. Special price, each only **10c**

\$1.25 Underwear at 79c

Ladies' medium weight vests and tights in mercerized cotton, high or low neck vests. Knee or ankle-length pants. Regular \$1.25 values. Special tomorrow, ea **79c**



5000 Men's Shirts \$1.50 Vals. 89c

Tomorrow the Men's Store will bring a crowd of young fellows who want the fashionable things, old men who want neat, good-wearing materials; business men who want the modest, subdued patterns in comfortable, well-made shirts. The lot comprises plaited and plain bosoms, in coat styles, with cuffs attached or detached, made of good imported madras, Russian cords, percales, imported gingham, etc.; very select patterns and very unusual values to \$1.50; special, ea. **89c**

Women's 20c Hose for 12 1/2 the Pair

Tomorrow the Hosiery Store offers Fast Black Cotton Stockings with seamless foot, garter welt tops; guaranteed fast dye; they are unusually good values, and are splendid wearers at 20c a pair. Bargainized for tomorrow at only **12 1/2c**

Kid Gloves \$1.75 Vals. 87c

Tomorrow the Glove Store offers this sensational sale to thrifty women. Not often do you have an opportunity for such saving. Excellent quality of Kid Gloves in the 2-clasp overseas styles in black and all wanted colors; our regular values to \$1.75, bargainized for tomorrow's selling at, the pair **87c**



1st-Floor Demonstrations

BROWN'S CELERY PHOSPHATE—A most wonderful nerve, blood and stomach tonic, as well as a delicious and healthful beverage being served on the main floor **Free** For sale in pints **35c** in Quarts, only **65c**

MALTED MILK—Gail Borden's; the one that leads all others. Call and get a free sample and have the young lady explain the virtues to you. Demonstration first floor all day.

NAID DRESS SHIELDS—The only arm shield that can be washed and ironed. Transparent and hygienic. Every pair warranted to give absolute satisfaction. Odorless. **50c** Regular price, the pair, **18c** to **50c**

50c Hat Pins for 10c Ea.

15c Skirt Markers 6c Ea.

Tomorrow the notion store offers 1000 hat pins. 12-inch needle-point stems, fancy heads in jeweled, jet and metal. All extra well made. A fine selection for you to choose from. Regular values to 50c. Special price, **10c**

SKIRT MARKERS—The setwell make; nickel plated or copper, with chalk, adjustable with inches marked on the standard. Indispensable for the shop or for household use. They are regular 15c values. Special price **6c**

20c Towel Racks 10c Ea.

20c Pin Cushions for 10c
The never-rust towel rack. The handiest rack made, just the kind for the bath room; made of heavy glass. Our regular 20c values. Special price for this sale only **10c**

Men's Reg. \$5.00 Underwear at \$3.89

Men's \$1.00 Four-in-Hand Ties at 23c

25c Wool Socks 3 Pair 50c

UNDERWEAR—Extra fine silk and wool, shirts and drawers or union suits in blue or pink mixtures, heavy-weight, very fine, high-grade garments. This is not a lot of odds and ends, but is a complete line of all sizes, in the very garments that are in demand right now. **\$3.89** Big values at \$5.00 a suit. Bargainized for this sale, at **\$3.89**

MENS HOSE—A sale of 500 dozen men's half hose, medium weight, all sizes. Gray wool, reasonable values in every sense of the word. **17c** Nice soft socks. Guaranteed to wear. 3 pair for 50c or, each **17c**

NECKWEAR—Fully 5000 men's ties in this assortment for tomorrow's sale. Every kind for every taste. Fashionable fellows who like a variety of patterns will choose lively. All pure silk four-in-hands. **23c** Values to \$1.00, very special surprise sale price, each **23c**

Toweling for 5c the Yard

3000 yards of Heavy Cotton Twilled Toweling for general household use. Priced very sp'l tomorrow, yard **5c**

BATH TOWELS—500 extra weight and extra large size full bleached Bath Towels. The best values it has been our pleasure to offer for a long time. Special for this surprise sale tomorrow, only **18c**



Childr'n's 25c Hose 12c

For tomorrow's special surprise sale; let every parent take notice. 2000 pairs of Black Cotton Stockings, with reinforced heel and toe and double-knee, seamless foot. The regular stock value is 25c, special price for this sale **12c**