

The "Different Store"

OLDS, WORTMAN & KING'S SUNDAY PAGE OF MONDAY'S STORE NEWS

Fifth and Washington Streets



Uncle Josh Says

"Throw a stone among a pack of hounds and the one hit hardest will howl loud-est."

"Say, Unc' Josh, I bought sum vines an' apple trees today," said Long Jake Whiffier, as they were waiting for the mail to be opened at the store.

"Yass, it's a purty good thing to hev fruit about th' place, an' a man order plant some now an' then. Who'd ye buy frum?"

"O, I dunno. He wuz a stranger frum over by Grape Vine Crick."

"Didn't ye see his grapevines an' apple saplins?"

"Nop; but he hed beautiful cat-logs an' pikturs an' a lot o' read-in' about 'em."

"Wall, who raised the stuff?"

"I dunno that. Thar wuz a name on the printin', but I wuz lookin' at the pikturs—grapes big uz walnuts, purpl' an' white; apples that a haf dozen would fill a haf pek; an' other fruit akkord-in'."

"Huhl!" grunted the old man.

"Why, Unc' Josh, doan't ye think it's all rite?" asked Jake.

"Mebbe 'tis, mebbe 'tisn't. It seems ter me ye'r takin' a big risk. Th' name on that catalog is th' most important thing. Ef th' name stan's fer nuthin', th' rest is no good. How d'ye know what ye'r gittin'?"

"Thet's so," and Long Jake sorrowfully walked out to his horse.

The most important thing in an advertisement is the name attached to it. See that the name of Olds, Wortman & King is on the label and YOUR worries are over.

Overheard at a hotel dinner table

The scene as above at a local hotel. The dramatic personae were—a sales-lady in "another store," the wife of a prominent local business man and the "Hambler." The time—the past week; the dialogue: First lady (wife of business man)—"Yes, your store certainly does look very nice—from the outside—the goods look lovely—through the window; but do you know, they never look so well on the inside. I like you girls, but somehow I never could buy anything at your store. Maybe I'm too particular, but the goods at Olds, Wortman & King's somehow look and feel better upon examination, and I know they'll wear, so as long as they cost no more I go there, where I can feel sure." Exit the modest, blushing but unrecognized "Hambler."

"Yes, our merchandise will stand the microscope."

Our Young Lady Demonstrator

Appears in a new specialty this week. We are introducing to public favor, among the ladies, a combination vest and corset cover. It can be instantly changed, while being worn, from one to the other, and without removing. It is of Swiss ribbed white lisle, with fine lace trimmings. It is made in both the mercerized and dull finish lisle. Although our clever demonstrator cannot change the two latter qualities about—not being a magician—she will show you how to make a quick change without wait from the vest to the corset cover, and vice versa. These useful combination garments sell at 50c and \$1.00 each.

New Dress Stuffs Prices Reduced

A superb collection of Mohairs, Silks and Brilliantines, plain and figured, 28 to 56 inches wide, in white and cream—reduced for this week as follows:

Usual 50c price marks changed, 49c to, per yard

Usual 75c price marks changed, 58c to, per yard

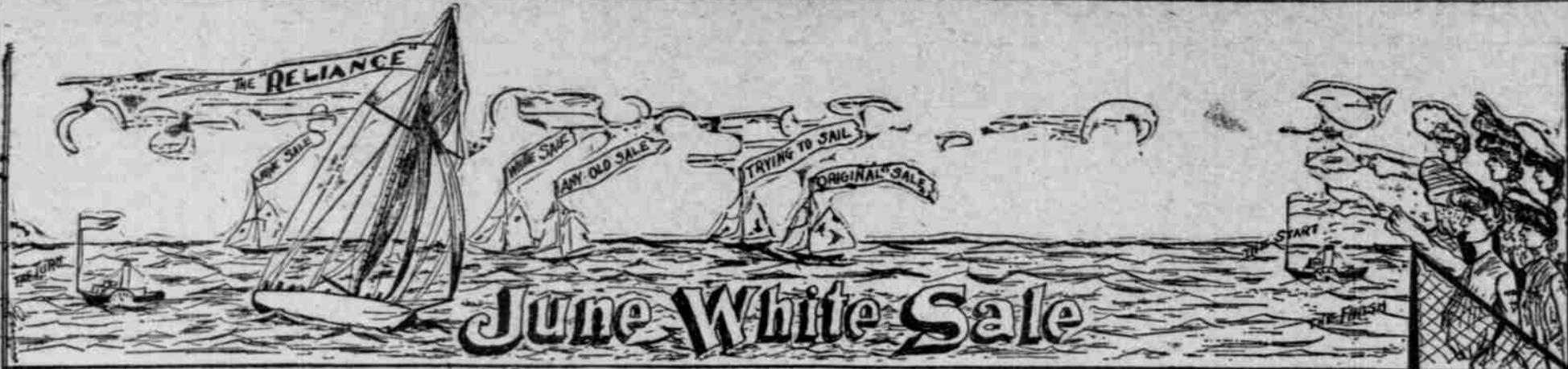
Usual \$1.00 price marks changed, 83c to, per yard

Usual \$1.25 price marks changed, \$1.05 to, per yard

Usual \$1.50 price marks changed, \$1.25 to, per yard

Usual \$1.75 price marks changed, \$1.46 to, per yard

WATCH FOR A SPECIAL ANNOUNCEMENT IN MONDAY'S OREGONIAN OF A GREAT REDUCTION SALE OF SILKS—A SPECIAL SALE OF MEN'S FURNISHINGS AND LADIES' HANDKERCHIEFS—in course of preparation when we go to press with our Sunday announcement. Don't miss it. Read tomorrow's ad. for more special features this week at this live store.



June White Sale

Coming Down the Stretch! The "Reliance," of Course

A Winner Among the White Sales

We've been up the course, rounded the stake-boat and are coming home this week with the laurel wreath of victory at the masthead of the staunch and speedy defender of the public's shopping interests—the SALE OF ALL JUNE WHITE SALES—THE "RELIANCE SALE OF WHITE." We've steered a straight course—straight into the people's hearts—we've more than ever increased our prestige as leaders, our right to the name "RELIANCE," which is that quality accorded us and our merchandise, universally thro'out the homes and hamlets of all the Northwest.

THE SUCCESS OF A WHITE SALE—or of anything else, for that matter—isn't a windfall. It grows from long years of experience and months of faithful preparation, letting only best merchandise into its ranks, and thinking so far ahead, that, in the last week of its existence there are even more good things than at the beginning. As you scan this page today you'll note money-saving opportunities that will cause every aisle of this "Different Store" to throb with enthusiastic selling. Now—all aboard for the second and last week of the JUNE RELIANCE WHITE SALE! We shall throw out ballast rapidly this week at such light prices as we quote below

AMONG THE UNDER-MUSLINS (Second floor annex)

The grand "Reliance" sale of undermuslins was such a splendid success last week that we determined to make this week's celebration of the white event doubly attractive—and we've planned ardently. In consequence the whole organization of this superior department swings into the second week of the white jubilee tomorrow with all the ease, exuberance and energy so characteristic of the whole store. Passing thro' we note:

The imported French hand-embroidered lingerie of fine Persian lawn, linen and nainsook, embroidered in neat or elaborate designs, or trimmed in fine Valenciennes and Point de Paris laces, are all included in the White June Sale. Gowns that were \$7.50 to \$20.00 are now reduced from \$15.00

Skirts that were \$9.00 to \$65.00 are now \$6.75 to \$45.00

Ladies' gowns of fine nainsook and cambric, deep lace trimmed at yoke and sleeves, slipover or square neck, long and elbow sleeves. Reg. \$2.25 values, special at \$1.69

A number of styles of drawers in muslin or cambric, tucked lace or embroidery trimmed. Regular to 90c value, 57c at

Fine muslin or cambric skirts, 15-inch flounce, with lace insertion and edging, or 18-inch flounce with hemstitching. Regular \$1.00 values, at 67c

White Ducks Conspicuous among the beautiful white wings of the "Reliance Sale" are the

WHITE DUCK HATS

Now in season and being shown in infinite variety in the Summer Millinery Salon on second floor. Trimmed and Untrimmed—they fly out this week on the heads of nattily dressed "Summer girls." The prices are in keeping with our grand sale of white—specially undervalued in the marking.

New lines tomorrow of White Straw and Chiffon Hats trimmed prettily and tastefully with flowers and foliage—the styles are the original ideas of our own high-art conceptions—results of the deft fingers of the leading trimmers in all the Northwest—our own artists. We show styles no two alike. That's why we're "different."

Connolly Hats price reduced.

A SENSATIONAL SALE—\$35 GOWNS \$8.67 (Second Floor) LADIES' ELEGANT Tailored Suits

Here's certainly OPPORTUNITY IN WOMEN'S SUITS; the mid-summer dresses, the linens, pongees and muslins, are clamoring for more room. Their weather is coming. But before they get out of their cases, the rest of the suits must go.

About 250 are marked with new prices for tomorrow—Among them a great many staple things and a great many of the best styles of the season. All sizes at every price, but not in every style.

The variety beggars description; suffice to say they're mostly new Spring Suits of late and very fashionable design. Materials are chevilles, broadcloth, Venetians, homespun, tweeds, hopsacking, etamines, basket weaves and fancy mixtures in blue, tan, gray and brown mixed; Oxford, blue, black, gray and brown; also black and white colorings. The jackets are in blouse effects, stons, double and single-breasted revers, all tastefully trimmed with tailor stitching, braid, or bands of same material. Only a few of last season's suits in the lot.

These suits have sold up to now for from \$15 up to \$55. They go now at one price—your choice for \$8.67

Come early—they go on sale promptly at 8 o'clock, and early comers get first choice—none reserved, none laid aside; all together they'll all go out tomorrow and until sold, but first comers get first choice.

A few Walking Suits are included in the lot.

WHITE ENAMELED, BRASS BEDS TRIMMED IN THE WHITE SALE 4TH-FLOOR SPECIAL REDUCTIONS:

\$ 4.50 values now \$ 3.75 \$ 6.50 values now \$ 5.25 \$ 7.50 values now \$ 6.00 \$ 9.00 values now \$ 7.50 \$10.50 values now \$ 9.00 \$12.00 values now \$10.00 \$15.00 values now \$12.50 \$18.00 values now \$15.00 \$22.00 values now \$18.00 \$28.00 values now \$23.00

And some between-values reduced in proportion.

Ruffled Net CURTAINS REDUCED \$1.50 values, \$1.35 \$2.00 values, \$1.75 \$2.50 values, \$2.25 \$3.00 values, \$2.75

Boys' Baseball Mitts Special for this week, the best 15c mitt sold in the city, for 10c. A big line of baseballs, 5c, 10c, 20c, 30c, and up to \$1.25. Baseball bats, 5c, 10c, 15c, all under-price.

Leather Goods Toilet Requisites and Jewelry at Sale Prices (First floor.)

LEATHER GOODS SPECIALS—Extra special Ladies' Wrist Bags in real walrus and real seal leathers in black, brown, tan and slates; inside pockets and others with card case and purse fitting; values to \$2.50, special, \$1.25

Some finer quality of seal and walrus, values to \$4.00, special, each \$2.50

Tapstry Wrist Bags, values 50c to 75c, special, \$1.50

Druggist Sundries Dept. French perfumes, triple extract, all odors, value 25c, special, 10c

Special sale Pearl Belt Pins, Waist Sets, Lace Pin and Cut Pin Sets, values to 40c, special, 25c

Ladies' Belt Buckles, 100 assorted patterns in French, Gray, Oxide, Rose Gold, Green Gold and black; values to 50c, special, 29c

WHITE STUFFS (First floor, domestic section.) Reduced for the Second White Week

SILK PERSIAN LAWNS, beautiful fabrics for the making of the graduating and evening gowns, are undermarked for this home-run week of the good yacht "Reliance."

White Dimities in Checks and Stripes Usual 30c qualities this week, 24c-30c Usual 40c qualities this week, 30c-35c Usual 50c qualities this week, 35c-40c

Fine English longcloth, wears and washes splendidly, 12 yards to a piece, regular \$2 values, this week (No pieces cut) \$1.50

2000 yards lace lawns, corded batistes, apron lawns, and fancy madras cloth, 12c values at, yard 9c 20c values at, yard 14c

Light-Weight Bed Covers (First floor, domestic section.)

The sudden weather changes in our climate make warm bed covers as needful a part of the house equipment as woolen clothes for the individual; light weight is as necessary as the warmth.

Marcellies spreads, full size, handsome raised effects: \$4.00 values sell at \$3.25 \$2.75 values sell at \$2.19

Fringed bedspreads, extra large, and out corners for the brass bed—\$1.30

Best quality bed sheets, the 60c 50c grade, this week \$1.50

Pillow cases, splendid quality, 12c 36x48-inch size

A Big "Reliance" Sale of UNDERWEAR (First floor.)

SOME WONDERFUL BARGAINS FOR THIS WEEK

Ladies' white cotton knee length pants, French bands, lace trimming at knee; regular price 25c; special, pair, 18c

Ladies' white Swiss ribbed lisle vests, low neck sleeves, a snap at 25c each, but special at 23c

We also continue this week the balance of the last week specials, viz: Ladies' white lisle low-neck sleeveless knee length union suits, 30c values, for, suit, 38c

Ladies' white lisle long or short-sleeve vests (the Merode brand), with ankle or knee length ties to match, all extra silk, 73c

Ladies' long-sleeve, ankle-length white lisle union suits, the 49c 2c quality, for, suit, 49c

Ladies' fine white mercerized, low-neck, sleeveless, ankle-length union suits, fine and soft, \$1.00 regular, special, suit, 69c

RIBBONS

5/8 and 3/4-inch all silk taffetas, beautiful finish and very bright sheen and a good full hand, will wash, worth 25 and 30c per yard, special for this sale, 19c

Also a line of fancy ribbons, consisting of stripes, dotted, plaids and Persian effects, all silk; the widths are from 1 to 4 1/2 inches; the regular prices are \$1.00 20c and 30c per yard; special, 49c

New Parasols Ladies' fancy white parasols, in the White Sale.

\$ 3.25 white parasols at \$2.19 7.50 white parasols at 4.00 15.00 white parasols at 10.00 4.00 white parasols at 2.75 2.50 white parasols at 1.45 6.00 white parasols at 3.75 4.75 white parasols at 3.00 15.00 white parasols at 9.00

THE PINGREE GLORIA \$3.50 SHOE FOR WOMEN

For the Summer Homes At seashore or mountain, we're specially underpriced in our cozy Art Department on second floor. German spachtel 32-in. squares or 18x54-in. scarfs in many pretty designs, regular \$1.00 values for this week. 73c

Royal Worcester Corset Sale (Second floor annex) THIS WEEK \$3.39 For a \$5.00 corset—straight front, medium long under arm, long over hip and abdomen; colors white, drab and black, sizes 18 to 30. \$2.50 for a \$3.25 quality, straight front, medium low bust and short over hip, four-hook front steel, colors as above, sizes 18 to 30.

The Children's Summer Needs Find Their Happiest Solution Here (Second floor—annex.) It is a thorough understanding of the needs of the young folks that makes this such an unmatched section.

Children's white lawn bonnets, some in French effect, in neat hemstitching and tucks, others with full ruche lace or embroidery. Regular 65c and 75c values, this week. 43c Children's white mull hats, elaborately trimmed with embroidery, lace and insertion. Regular \$2.75 values, this week. \$1.97

Reliance June White Sale Crockery, Glassware Third floor. Glass salts and peppers, plated tops, each. 5c 8-inch glass berry bowls, each. 15c Glass berry sets—1 8-inch berry bowl, 6 4-in. individual dishes, set 7 pieces. 39c Sugar bowl, butter dish, creamer and spoon-holder, glass set. 25c Half-gallon glass pitcher. 19c Sugar sifter. 19c Table or jelly tumblers, each. 2c

Fit up your summer cottage or camp with white enameled steel ware. No breakage, no rust. Soup bowls, each. 2c Mugs, each. 2c Cups, each. 2c Saucers, each. 2c Dinner plates, each. 10c Dessert plates, each. 8c Wash basin. 15c Pitcher. 15c All cut-glass at reduced prices. June is the wedding month, and cut-glass makes the most acceptable present. The name Libbey, etched on every piece, is the best guarantee for the best the world produces, and every one wants their remembrance to be known as the best attainable.

Special Sale BLACK DRESS GOODS This week we offer a grand opportunity to those in need of BLACK DRESS STUFFS, all the very latest weaves of London twines and sackings, 50 in. wide. Our all the time \$1.50 lines for this week only, per yard, \$1.09

Ladies' Neckwear White lawn twice around auto-mobiles, with fancy dotted turnover. Regular price 25c—special, 15c each

White Sale of Gloves Two-clasp white suede "Mentone," real kid, full pique, very dressy, perfect fitting, elegantly finished, with Paris point on back, reinforced in palm and gussets between the fingers; worth \$1.50; June White Sale price. \$1.19