

THE "DIFFERENT STORE"

THE OLDS, WORTMAN & KING STORE

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FIFTH AND WASHINGTON STS.



75c VALUE
NEW
FALL RIBBONS

25c YARD
(First Floor)

New Autumn colorings in beautiful Ribbons. The women of Portland have gotten to look upon this as the "Ribbon Store," and rightly, too, for at no time has our line been surpassed, and this season it is greater and better than ever, more complete, more varied and more beautiful. We've arranged a ribbon special for this week. Starting Tuesday, we offer a lot of fresh, new, bright ribbons, made for this season's high-class trade, but getting into our possession by one of those trade chances that happen only occasionally, at underprice. We turn them over to you thusly: All Silk, in polka dot and Roman stripe, also changeable Satin Taffetas—the values are 40c, 45c and 50c a yard. One lot of extremely swell Ottoman stripes is included, very wide and a 75c value. Your choice while they last at, per yard,

25c



What the fastidious man of fashion on the other side is wearing and how he wears it—How embroidery has invaded haberdashery to the extent of monograms and initials worked to match on half hose and handkerchiefs—Smart color effects in necktie and handkerchief of the same shade—and more—most charmingly told in

The Designer 10
for September cents

The fastidious man's wife, daughter or sweetheart who investigates the new idea in marking will find that it helps solve the vexing problem of making attractive the useful gift for a man.

A Word To
Our Out-of-Town
Patrons

Our new and beautifully illustrated Catalogue for Fall, containing 164 pages of general information concerning merchandise obtainable from this house, with a full list of prices attached thereto, is issued, ready for distribution. Handsome illustrations, clear print, and, in all, a valuable, almost indispensable aid to out-of-town shoppers. This Catalogue will be mailed FREE to all who write or send for it. With it you may buy as easily as by calling at the store. On everything needed for home or personal use there is a saving to be made. All orders will be shipped upon day same are received. A competent corps of trained shoppers is employed to do your shopping for you. Send us your name and address, and receive one of these valuable Catalogues FREE.

Glorious Autumn Reception Days—These:

ATTEND OUR "AT HOME" THIS WEEK

Throughout this page are scattered invitation cards, each one is meant for you—the latchstring hangs on the outside of this good "Old Homestead" Store this week, we're gaily, gladly decorated in handsomest, most brilliant array of Fall fashions and colorings for A GLORIOUS RECEPTION OF DOUBLE PURPOSE AND MEANING. First—A reception to you—our friends and patrons of long and short duration. Secondly—a reception to our little army of buyers who have returned home from New York—America's fashion Mecca—bringing along the sheaves of their rich buying harvest. For days and weeks heavy drays have stopped at our receiving warehouse entrances, laden down with cases and huge bundles that, spread out, would cover many city blocks. These were the results of long and careful research among New York's leading importers and manufacturers, and the mills and factories stretching from Chicago along to every point of the Atlantic Coast which furnishes a product worthy and suitable to be entered here as an Olds, Wortman & King offering to their public. Our buyers have discarded the DRIFTWOOD that goes tumbling about on the merchandise ocean in dismal disorder, called into being by the blundering mistakes of near-sighted makers who, struggling to save themselves, unload on less experienced buyers than ours, those superabundant cargoes they themselves cannot carry. Such DRIFTWOOD hampers progress. Like the Sargossa Sea, it clogs the way and defiles the path. There are some ocean grayhounds plying the mercantile deep that always reach in safety their destined port—and on time. Why? The man at the wheel knows his course. He is alert as well as skillful, and avoids the DRIFTWOOD which others encounter. He keeps his lines (as we do ours) taut, and carries only merchandise right in quality and right in Fashion's guide-book bearing a down-to-the-minute date. Follow such lead—pay no tariff on incompetency! Know your port and steer for it. Keep your compass true and your hand and eye steady—steer for this store that has looked so well to your interests, come this week and join in the WELCOME HOME tendered to the men and women who have labored so faithfully and so well for our interests and for YOURS and who have sailed into the home port with cargoes rich in merit—in worthiness—in glint of newness—who have avoided the DRIFTWOOD picked up by less careful mercantile mariners. Come and inspect the cargoes. We're decked for the occasion with appropriate fittings and ballasted with worthy values. Be our welcome guests.

WOMEN'S "DIFFERENT" SUITS AND READY-TO-DON GARMENTS

(Second Floor)

"How Different are the styles at Olds, Wortman & King's to those shown elsewhere!"

What a wealth of meaning there is in the above and how often we hear this or similar expressions from the women of Portland who appreciate exclusive ideas in dress. A greater compliment could not be paid this great style store, as it is the best recognition of our leadership we could ask for, and how well we are entitled to this praise. This week comes first FULL Autumn showings of the new fashions. Do you go to a tailor? Then you are especially interested in this showing of new styles. They represent what no individual tailor can show: Authoritative styles, in a considerable variety of finished suits, the style-thoughts worked out to the last complete detail. One takes a panoramic glance at the fashions. More and more women are realizing that the stylish ready-to-wear costume saves them not only in purse, but in time lost in successive tryings-on. "And what if, when ordering a suit, the tailor does not transfer his mental view of the suit—that-is-to-be to your mind, and the finished suit isn't what you anticipated? Here, one chooses with definite knowledge of just how the suit looks. We have been selling Fall suits for some time past—they have been going out as promptly as they came in. But complete showings come this week. The long-skirted coat distinguishes Fall styles, in fact, is the chief feature of the new suits. It is long in the skirt, and may be a blouse, tight-fitting at back and with a modified fullness; or the coat may be made in long lines and no seam on the hip. There's newness, also, in the sleeves. Materials for Fall and Winter are fancy mixtures with fancy overlaid; some broad "Scotch" effects included; and Zibelines—hairy goods. But Cheviots, Broadcloths and Venetians are too firmly fixed in favor to be easily displaced, and they are as fashionable as ever this Fall. The mixtures show black-and-white, brown-and-white, brown-and-green, and blue-and-red combinations. The plain fabrics are in black, blue and some browns. This store leads in this city in the furnishing of women's ready-to-wear garments. A woman chooses here with a certainty of choosing correctly, whether it be tailored gown or reception or evening gown. The prices are fixed to suit all purses—\$1.75, along down by easy stages to \$17

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NEW WAISTS FOR FALL WEAR
In white or colors, fancy materials and basket weaves—an immense and bewildering variety, the grandest, richest showing ever made, even by this waist house. Prices, starting at \$6.50, run easily down grade to... **\$1.75**

THE NEW COATS
Are cut to drape the form loosely or in tight or half-fitting contour, materials either plain or novelty, as best pleases the choosers, lengths ranging from the natty 22-inch jacket to the stately Napoleon lengths and prices are rightly put on garments, ranging along down from \$125.00 to... **\$6.50**

OUR CHILDREN'S SALON
Presents such infinite variety as to baffle description in limited space. "Complete," is what our woman's wear chief said by way of description, and a glance shows it right. Everything for every age included in childhood and on thro' the "misses" stage. A splendid line of coats in all popular materials, including zibelines and beavers. The price field is dotted thickly with figures for all purses—for a big value—\$35, down to as little as... **\$6.50**

NEW WAISTINGS and FALL FLANNELS

(Domestic Aisle—First Floor.)

Pretty and durable Flannels for making up into needs for wear the coming cool days. Dainty stripes and novelty figured, plain colorings for those who prefer them, and the best value possible for us **30c** to obtain and hand to you at prices per yard ranging from 75c along down to...

NEW VESTINGS—Correct material for making into the new Fall Waists; of heavy mercerized yarns, will stand many and frequent trips to the washtub without coming home to tell the tale. Prices per yard are many, starting at \$1.50, dropping down by gradual stopover trips to... **50c**

Hundreds of pieces of splendid Outing Flannels call for your notice this week. The new Fall weights and all the pretty patterns conjured for Autumn wear. Plain and mottled effects, stripes, checks or plaids, at from 12½c down to 10c, 8c and 6c per yard.

NEW CASHMERETTES—A splendid material for Fall wear; has a fine twilled crepe surface with choice of many handsome colorings, light or dark, with pretty striped, Persian or floral effect designs. Choose from these at 10c, 12½c, 15c or 17c yard.

More Elegant Than Ever Are the New Fall Dress Goods

(First Floor Annex.)

The more we urge you to come and see the new creations in Dress Fabrics the more enthusiastic we become. The styles are so varied, and there are so many new materials and effects that the finding of a style particularly suited for every individual style figure is a very simple matter. It is no wonder that the fashionable dressers of Portland and vicinity are depending more and more upon this Dress Goods Store for their selections; it stands to reason that the opportunity of choosing materials from our immense and well-selected stock has given us the well-deserved title of leaders among the buyers of this section—and the fairest prices always prevail. We're showing a full line of the new Zibelines—Portland's ONLY choice collection of these popular Dress Fabrics—bright, lustrous materials in dress and coat weight in the newest Fall colorings. The Broadtail, Mirror Panne, Boutonne, Silver Haired, Knob and Plaid styles are causing a great furor, and are selling even more rapidly than we dared to hope. Zibelines in every good make and finish, ranging in price from 50c to \$5.00 a yard.

Autumn Millinery Splendor Opens This Week

(Second Floor.)

The new Hats have been coming for days past. Our millinery chief (whose superior knowledge of what is right for fashionable women's headwear, and taste in selecting it, does not live on this American continent) is home again. We've welcomed him, and he's been working hard since his arrival arranging to welcome you this week. The millinery salon has taken on the aspect of fairyland, while the dainty creations for wear this Fall by women who appreciate exclusiveness and style in millinery which it contains were never paralleled in richness or beauty. The hats will match the new Fall costumes in Napoleonic effect, and take us back in thought to the rule of the beautiful Josephine at the Court of France. In colorings, also the hats, blend beautifully with the gowns. Among the many lines are the famous Connolly tailored hats and turbans—just in—also the latest Fall creations in the famous Bendel (French) hats, for which we are Portland's sole agents. As usual, we lead in showings, not only in our city but our supremacy as authority for right millinery is acknowledged, and our leadership west of Chicago is allowed wherever intelligence exists, and it costs no more to wear an Olds, Wortman & King hat than one with neither a character, a name or an authority for its being.

Warmer Underwear for Cooler Days

FIRST FLOOR—Our storeroom, salesrooms, counters and shelves in the Underwear and Hosiery Shop are packed full of the best makes of the best mills in the world of new Fall Knit Underwear for Ladies and Children.

- Ladies' fine Swiss ribbed Vegasilk Vests, high neck and long sleeves, in cream, pink and blue, each... **\$1.25**
- Ladies' cream, pink and blue imported Swiss make, high neck, long sleeve merino Vests—a fine, soft medium-weight garment, each... **\$1.75**
- Ladies' silk and wool Combination Suits, Swiss make, ribbed, long sleeves, ankle length, cream and pink, beauties, **\$3.50**
- Ladies' Fall weight cream sea-island cotton Pants, Vests or Tights—Vests long sleeves, Pants and Tights ankle length, each... **65c**
- Ladies' Fall weight cream or gray cotton Vests and Pants, splendid values at, each... **25c and 50c**
- Our Children's line of Swiss ribbed merino Vests, in gray or white, is now on our shelves. This is the non-shrinkable kind so well and favorably known, sizes 18 to 34. Prices 45c to 85c, according to size.

Our new Fall Hosiery is almost all now ready for your inspection, better than ever, if that is possible—Misses' and Children's and Boys', at prices not matched elsewhere for values, in cashmere, cotton, or the heavier wools. Prices range from 10c to 75c pair.

Luster of these Autumn Silks and Velvets will bring sparkle to your eyes

(First Floor Annex.)

There are three prime reasons why this "Different Store" is the best place to buy silks: First—The great variety from which to make selection. Every idea in silk is liberally represented. Second—The low prices. We buy in large quantities and are satisfied with moderate profit. Autumn arrivals of silks here are vast and varied. There's much to be seen and much to be saved by early purchasers. New printed costume velvets in various sized dots and small, neat designs. New plaid taffetas, handsome imported barred pointelle plaid taffetas, the season's late and smart silk fabric in a variety of Tartan combinations; new pointelle Bengaline silks in colors and effects suitable for shirtwaist suits; new crash weaves of silks in all wanted colors. New arrivals in Francaise silks in a large assortment of colors.

19-inch Lining Silks, in black and all wanted colors, pr. yd. **54c** (Warranted Not to Crock.)

Black silks in all good weaves, gathered direct from the makers at home and abroad—silks that for finish and wearing qualities cannot be duplicated at the prices; furthermore, we will stand behind every yard of silk sold over our counters, guaranteeing them to be the best obtainable anywhere for the price we ask. Call and see our line and be convinced.

New Fall Fixin's For Women's Wear

First Floor.
New lace Collars, white or ecru, stole ends, a splendid assortment just arrived with our lace buyer, who has been hobnobbing with the importers in New York for the past two months. Stole or round effects, all the newest collars, 60c along in easy price jumps up to... **\$36.00**

New Kid Gloves

New importations just received for our "Reception week"—must have new gloves for receptions, you know—we have the best the world affords at the prices named:
Monarch: (the best glove for the money on earth)... **\$2.00**
Derby: (ditto)... **\$1.50**
If you'd pay a dollar get a hundred-cent glove for the money... **\$1.00**
The Mascot... **\$1.50**
Our fine, dressy, elegant fitting, 3-clasp glove, the Ekay, we recommend for... **\$1.50**
The best black suede Glove... **\$1.75**
at... **\$1.75**
NEW FEATHER BOAS—An immense line of beauties—the finest line ever brought to Portland—open this week—\$25.00 up to \$50 in price range.

New Fall Veilings

First Floor
Veilings will be more than ever in favor this season, write all the fashion correspondents. They are the proper thing to wear with the hat drape—either the nose or face veil. Our unsurpassed showing includes the new Tuxedo in both black and white, fancy dotted silk net, fine Moline, black or gray fancy meshes with clusters of chenille dots, square meshes in black with large chenille dots, fancy meshes in gray with blue or brown chenille dots—a hit with many of the smartest dressers—and plain net veilings in both white and black.
At this counter we shall show this week the new Japanese rattan, hand-painted bolting-cloth Fans—a dainty article of bric-a-brac, up from 10c and 15c.

SPECIAL NOTE—For lack of space we omit some very interesting news from the Shoe, Men's Wear, Undermillin and Leather Goods Sections today—that will appear in tomorrow's—Monday's—Oregonian. Special Housefurnishing news, including Glass, Crockery and Ornamental Wear, Curtains, Draperies, Portieres, Couch Covers, etc., will appear Tuesday A. M.—our opening Reception day. A general digest will be printed in Monday's Evening Telegram.

Our Grand Reception Opens Tuesday at 8 A. M. Tomorrow, Labor Day, we Remain Closed—All Day