



THE "DIFFERENT STORE"—
FIFTH AND WASHINGTON
STREETS

OLDS, WORTMAN & KING

PORTLAND'S NEW KIND OF A STORE

HOME OF STYLE AND QUALITY—FIFTH AND WASHINGTON STREETS

40c Swiss Shopping Baskets, 29c

Thoroughfare Aisle, Second Floor.

Great Sale of Embroideries, Half Price

An immense purchase of the very newest and daintiest Spring of 1904 Embroideries, consummated by our buyer, now in New York. An advantageous deal that redounds to our benefit—and to yours. For we carry out the policy of this great house and share good fortune with our patrons. Embroideries will play an all-important part this Spring in the trimming of women's apparel. Choice Cambrics and Nainsooks:

50c quality for.....	25c	\$1.00 quality for.....	50c
75c quality for.....	37½c	\$1.25 quality for.....	62½c



Women's \$1.50 Muslin Gowns, 98c

Square or round neck, handsomely trimmed with embroidery, beading and drawn ribbons—Annex, Second Floor.

A 4-Pc. \$6.50 Silver Tea Set for \$4.39

Monday Only. Third Floor Home-fitting Shop.

When this RELIABLE store creates a bargain value, it makes a good one—and Portland folk know it. Things must be good or they can't come in—here. We'll keep trash out of your house if you'll do all buying here. Here's a sample of our special underpricing:

A 4-piece quadruple plate silver tea set in satin finish, handsomely engraved in bright cutting. Set consists of teapot, sugar bowl, creamer and spoon holder. Two latter pieces are gold lined; \$6.50 value, Monday only, at **\$4.39**

BEAR IN MIND

Our grand buying organization—12 home buyers, who visit New York City and all Eastern style centers semi-annually in your interests and ours; two resident New York City buyers with a permanent home office of our own at 438 Broadway. We maintain millinery workrooms between seasons in New York City. We keep the avenues of trade constantly patrolled by our system and no buying chance escapes us. No other Portland house has this advantage.



WAR On the JAPS!

The Contraband of War seized by our buyer and sent to this Portland store! \$6000 worth of splendid new 1904 Japanese Silks for \$4000.

ANNEX—FIRST FLOOR. THE RESULT OF A MONSTER JANUARY PURCHASE AT OLD PRICES, OF THIS NOW ALMOST PRICELESS HAND-MADE SILK by our long-headed, ever-alert New York buyer, who had his ear to the ground and heard grim war rumbling in the Orient two months ago. Here's silk that Russia can never get, no matter what the outcome of the present unpleasantness in the East. Our astute buyer has saved thousands of dollars to Portland folk, for he bought these silks in January, long before little Japan pulled the bear's ear hard enough to make him howl and at a bargain price, even for those peaceful days, for the quantity was large. Six thousand big American dollars go a long way in Japan. So, out from Fukin-Ken came the silks, direct to this store, making it headquarters for these beautiful, durable, washable, hand-made silks, so much demanded by fashion for making up into Spring apparel for beautiful American women—for all the Northwest. In fact, we've heard of no other store in America with foresight enough to buy sufficient quantities of this charming fabric to supply the demand; and we've already offered for our purchase from a large Eastern house that would yield us a handsome profit. But our acumen is not for them. 'Tis for our own public's benefit, and benefit they will here now at this

Monster Silk Sale

The Japs produce perfect work by slow methods—we produce the best results with rapid transit facilities. Every operation moves like clockwork—system here is developed to the highest point, and it's all to your benefit, reader. THIS SALE PROVES IT. See the window display—then do yourselves the treat to feast your eyes on the marvelous beauty of the silks and the slaughter prices put upon them. We append a partial list. Sale opens Monday for all week.

27 inches wide, regular	60c grade—Special at.....	45c
27 inches wide, regular	65c grade—Special at.....	49c
27 inches wide, regular	85c grade—Special at.....	59c
27 inches wide, regular	\$1.00 grade—Special at.....	75c
36 inches wide, regular	\$1.25 grade—Special at.....	82c
27 inches wide, regular	\$1.50 grade—Special at.....	97c
36 inches wide, regular	85c grade—Special at.....	59c
36 inches wide, regular	\$1.25 grade—Special at.....	82c
36 inches wide, regular	\$1.50 grade—Special at.....	97c
36 inches wide, regular	\$1.75 grade—Special at.....	\$1.23

"Never Saw Such Dress Goods for the Money"

So said an enthusiastic salesman yesterday in our Dress Goods Store—Annex—First Floor—upon being shown a beautiful \$1.25 CREPE DE PARIS, and told by the chief of the department that 'twas to be sold FOR 3 DAYS THIS WEEK AT 92c the yard, and we'll hear it from all sides when Portland women see the value tomorrow. A new and hard-sought-for Spring dress fabric of silk and wool with beautiful silk finish and "clingy" lines that set off feminine figures to splendid advantage. Adaptable for full dress or street wear, in grand variety of colors and shades, including rich champagnes, oyster and pearl gray, royal, navy and light blues, tans, pinks, lavenders, resedas, turquoise, rose and brown. These fabrics are priced at \$1.50 in all exclusive "Dry Goods Stores"—sold here at \$1.25 regular, but for Monday, Tuesday and Wednesday only, you may purchase for, yard **92c**

The Woman Beautiful

And the Store That's Showing All New Styles

What Queen Fashion will wear and how she will wear it is best told here. A score of vendors cry their wares—and each finds customers—for awhile. Then some of the sellers are seen to hold the larger throng. Their selling space grows and the growing success makes them strong in many ways, justifying larger stocks, bigger variety and prices closer to bedrock. The public soon learns its best store. This great RELIABLE store has found its public—has centered attention—has become the cynosure of all eyes, and is growing as businesses seldom have grown. And, best of all, the growth is steady, healthy and continuous. The new Sixth-Street Annex is nearing completion. New stocks are ready for its filling, and today we announce the opening of another store, added to our already long, strong chain of stores all under this great roof and all prosperous. Our new Carpet Store—grand opening tomorrow—follows close upon the heels of the new Stove Store opened a few weeks ago and already leading all of its city confreres. Last season's customers are all coming back, reinforced by mighty hosts of new ones. The best goods and newest styles are here—that's as certain as daylight follows dark. We haven't won such business by chance. The immense business is built on promises made good. We've set our standard high and hold aloft the pennon of style, quality and reliability with firm hand, ever in the van of all competition, blazing the way to fashionland thro' the forests of Fair prices. Formal openings occur soon—Portland women will await them for authoritative styles. Here's a Page of mentions of the new, splendid bargains.

AT THE SOUND OF THE MAGIC PASSWORDS

"Old, Wortman & King," the secret portals of Fashionland swing open wide to our army of buyers; we worm from Queen Fashion her inmost secrets and invade her most private stores. No new idea of hers escapes us—none exist that are not represented here in "YOUR STORE." Portland women who care for what's correct hardly dare to purchase before the full showings and authoritative styles are announced by this—Portland's Best Store.

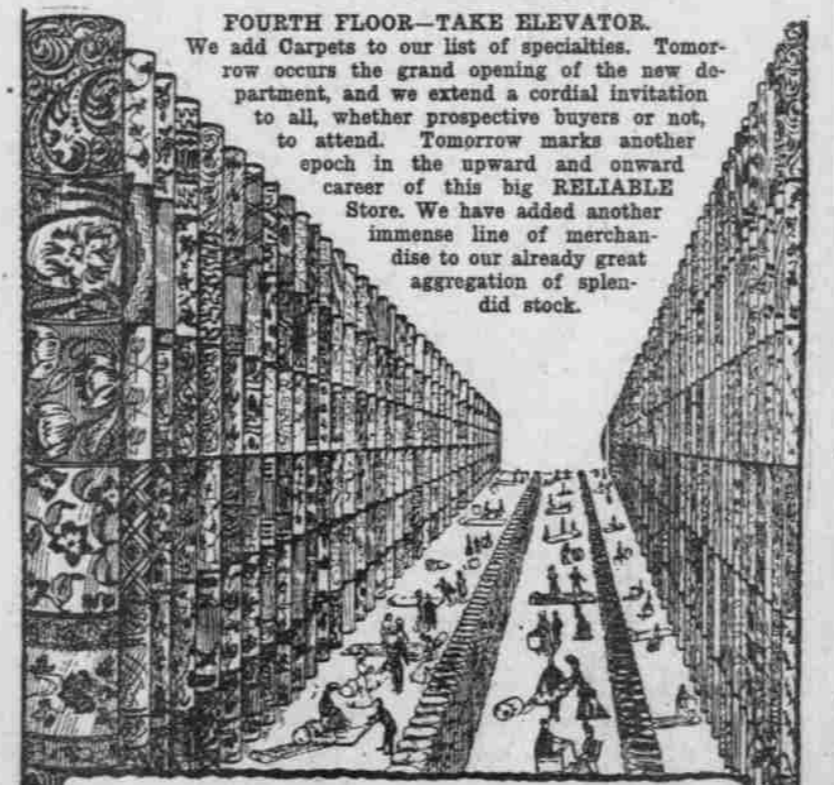
Formal Openings One Week Hence of Authoritative Fashions in WOMEN'S APPAREL and Millinery

The formal presentation of the Spring Suits and Costum's, Coats, Waists, Skirts



In authoritative models, will be given by this style store next week. We have won a leadership in these lines too strong to jeopardize by trifling with our public in events of such importance to every feminine mind. Stores of little consequence in the Fashion world will hold their openings this week, but this is of no importance and will not even cause a ripple upon the placid surface of the pent-up Spring trade, soon to be loosed at our say so, when PORTLAND'S ONLY AUTHORITY STYLE OPENING OCCURS—A WEEK HENCE. The Eastern style makers say "Wait!"—new surprises are in store—in a week certain styles now wavering will be fixed, so we have waited. And careful dressers will wait, too, until the vogue setters of the Pacific Slope—Olds, Wortman & King, say "Ready!" First as style arbiters, first in volume of business done, we've won a leadership in the garment and millinery worlds that even honest competition allows. And a particular woman would hardly venture buying a gown or hat before knowing what is to be shown by this house. To be sure, initial showings are here, more than embraced by the premature "openings" announced today by other stores. Beautiful and magnificent evening costumes just received. New tailored suits, superb shirt-waists and evening waists, skirts, coats and Spring wraps.

CARPETS Grand Opening Monday of Portland's Newest and Best Carpet Store



New Carpets From the Factories in Carload Lots

FOURTH FLOOR—TAKE ELEVATOR. We add Carpets to our list of specialties. Tomorrow occurs the grand opening of the new department, and we extend a cordial invitation to all, whether prospective buyers or not, to attend. Tomorrow marks another epoch in the upward and onward career of this big RELIABLE Store. We have added another immense line of merchandise to our already great aggregation of splendid stock.

We have long bought and shall continue to buy our Carpets all from first hands in carload lots, thus insuring absolutely lowest prices quoted any house in America. Qualities will be watched, and none but the best of every grade admitted here. No better stock can be shown by any house west of Chicago than is spread out here in our carpet hall on the fourth floor. Our prices are placed so fairly as to be beyond competition's reach. No house on the Pacific Slope will be better equipped to care for your carpet needs. Our stock embraces every known kind of carpet used in American homes, including complete lines of Royal Wilton, Axminsters, Body Brussels, Tapestry Brussels, Velvets, Ingrains, Linoleums and Oilcloths. The price range is comprehensive and allows of wide choosing, from the rich and beautiful Royal Wiltons at \$3.50 down to the more plebeian Granite Ingrains at, the yard..... **42³/₄c**

Portland's Formal Spring 1904 Openings

Of Authoritative Fashions for Spring and Summer will be held at this style store one week hence. No woman can view the absolutely correct styles and authoritative models, or feel sure of right fashions until after this event. Olds, Wortman & King, Portland's arbiters of style.

The largest, newest and best stock in all the Northwest—THE NEW SPRING MILLINERY—all the brightness and beauty continues—it's fine. Our staff of designers is ample and keyed to the very best work. This week we've arranged a grand

PRELIMINARY SHOWING OF NEW SPRING MILLINERY

500 new Hats for next week's selling. Every style is among them. No two exactly alike and nearly, if not all, exclusive with us. For early wear, the jaunty, saucy, smart and dashing designs in tailored hats have first call. We show them in abundance as low as \$1.25, and along by easy stages up to \$25.00. See our galaxy of new, popular-priced Street Hats, pictured in foyer of Fifth-street entrance. Real beauties at prices up from \$1.25 to \$4.98.

Choosing of Spring Laces Is Not All a Matter of Price

Pick your laces from a store that employs an expert to pick them for you. Our picker picks many bargains—but those are only incidents of fortune. We send him to the lace makers of the world with orders to skim the cream of the lace pan—and he does. Every lace-making country contributes and the results are here now—and you'll need laces as never before, for 'tis to be a lace season. Miles upon miles of lace beauty will spread out here upon our counters this week—such choosing was never before accorded to Portland women. Venice edges, with some net tops, Venice all-overs in white, cream or black, up from \$1.25 a yard. Handsome Persian effects in straight bands and galloons, 35c up. Venice lace galloons, 15c up. New lace sets in lace applique bands, edgings and galloons to match. New Valenciennes lace, up from 2c a yard to the most superb at \$16.00 a yard. New Lace Collars in long circular cape effects, up from \$1.75 to \$75.00. Complete Spring lines are now in and on expose.



MAIL YOUR ORDERS

New Spring 1904 Catalogues Ready

The reliable guide to right prices on dependable, standard, down-to-date merchandise for all the Northwest country is now ready. The new catalogue is very handsome and attractive, contains 160 pages, with over 2500 illustrations showing the very latest and newest styles in women's wearing apparel and millinery. Mailed free upon application to Olds, Wortman & King, Leading Mail Order House on the Pacific Coast.