

Olds, Norton & King

HOME OF STYLE AND QUALITY.

**GRAND ANNUAL
SPRING OPENING****EXPOSITIONS FOR
1904****ANNOUNCING FOR MONDAY AND TUESDAY
MARCH 21 AND 22****Our Formal Spring Season
Showings of Costumes,
Wraps, Suits, Waists, Skirts**

Presenting the new season's debutantes—latest and newest creations from Fashionland and Fixed Styles in Women's Wear for the Easter and Spring Season of Nineteen Hundred and Four. In the stupendous and magnificent displays embraced in this masterly expose, every section of this grand Reliable-Style Store emphasizes its unquestioned authoritative dictatorship by contributing the most charming, elegant, exclusive and extensive variety of rare novelties ever exploited by any house west of Chicago.

The entire Second Floor, with its magnificent settings and bewildering, artistic decorations, will present a marvelously beautiful, fascinating, bewitching and intensely interesting kaleidoscopic panorama set to the music of Springtime songbirds scattered among boughs bearing apple blossoms in profusion, rivaling Nature herself; and sweet strains of melody from a concealed orchestra, composed of Portland's leading instrumentalists. Songbirds from Southern climes will hold battle-royale for superiority with their human rivals.

The honor of your presence is requested Tomorrow and Tuesday. New Gowns and Wraps will vie with the newest conceptions of Millinery art and skill—a veritable battle of fashions. The entire store joins in perfect accord. For details, see opposite page.

**Olds, Norton & King**

"PORTLAND'S NEW KIND OF A STORE"

**GRAND FORMAL OPENING EXPOSE
OF CHARMING, ELEGANT, EXQUISITE****DRESS HATS****TOMORROW (MONDAY) AND TUESDAY
MARCH 21-22, 1904**

Is the immensity of number, the bewildering variety, the striking exclusiveness and artistic elegance of the magnificent assemblage of the newest hats shown here, gathered from the fashion centers of Europe and America for this all-important event, every previous display passes into total eclipse, outclassed absolutely. HATS FROM PARIS and her most eminent artists are ably represented in types and models of the highest order of excellence. HATS FROM OUR OWN DESIGNERS vie with their French sisters in beauty and exclusiveness. For weeks our artists have had in view the requirements of this event—and their splendid contributions are equally praiseworthy. The prestige of our Millinery Salon as a style source of unequalled importance will be immeasurably increased by this season's opening exhibit. So elaborate a presentation of fascinating modes has never before been consummated by any Western house—in fact, no house in America can outrival this Spring Exposition. Rich and elegant creations in flower effects and new conceptions in chic and charming straw and peroxiline braids. Dainty lace hats assume a pedestal above their confreres in the showings, for 'tis a lace year. Styles are fully fixed. All other similar occasions will be surpassed in magnificence, grandeur and scope. Hundreds of French and American models pop from their boxes for the first time since nested there by the deft fingers of their makers.

**NO SUCH A FASHION FETE WAS EVER BEFORE PLANNED AND
EXECUTED BY ANY HOUSE ON THE PACIFIC SLOPE**