



It's Springtime in the Men's Toggery Shop

Hosts of new things in men's haberdashery. A carload of handsome new shirts in the latest styles, colorings and patterns. Every wanted Summer material from Madras, flannel and percale to the beautiful soft pongee silks. Shirts at price low as 50c and as good as \$5.00

THE WISE MEN OF THE WEST

Who are within shopping distance of Portland will surely come in this week. A few special reasons why:

MEN'S 75c UNDERWEAR 49c.

Men's cotton derby ribbed shirts and drawers—Spring weight—shirt silk faced with French neck—each in color; our best 75c balbriggan garment; special, each... 49c

BOYS' 75c SHIRTS 49c.

Boys' shirts of striped madras, soft collar and cuffs—sizes 12 1/2 to 14—good 75c value; special at, each... 49c

MEN'S 45c ROSE FOR 19c.

A new line of men's half hose, full fashioned, seamless—cotton and lisle shot—in brown and white—of the new Spring hose; regular 25c value; special at, the pair... 19c

MEN'S \$1.00 GOLF SHIRTS 57c.

Men's golf shirts made of good strong Oxford cloth, made with pocket and cuffs; made to sell at \$1.00; our special price, each... 57c

MEN'S 75c TIES FOR 39c.

An entirely new line of men's Four-in-Hand Ties, in French fold and reversible styles—good patterns; our regular 75c value, special each 39c

Initial Showings Artistic Millinery



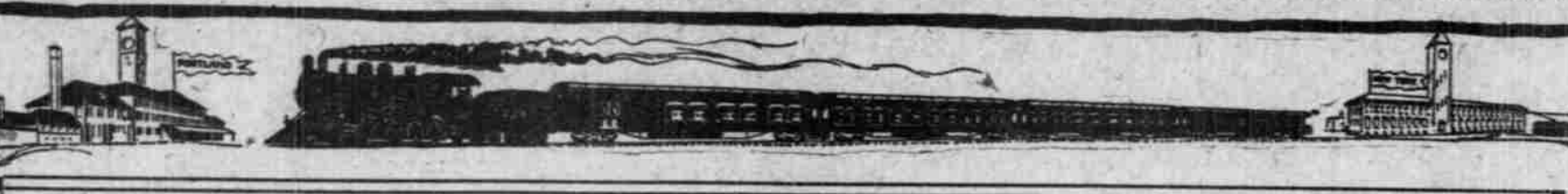
Second Floor Annex Salons.

Millinery in its highest state of artistic embellishment—millinery that meets the requirements of fashion's most critical and exacting demands is always associated with the Olds, Wortman & King store.

New Years for the purpose of getting all the newest millinery ideas. They've hobnobbed with creators from Paris and makers from London. They've adapted the best ideas from them all, and worked 'em out in our own New York City workrooms, where a force of skilled milliners have been conjuring and creating for us and for you for the past two months—dainty conceptions portraying the most artistic foreign conceits of true millinery merit and the leading and authoritative American ideas in fetching head-dress, and now they're home—ready to welcome you this week with the results of their long labors among the dictators of fashion, and the showings are more beautiful and charming than ever. Small shapes predominate. Turbans have gained in popularity and have a louder call than ever, but lines differ much from former ones. The "Polo Turban" leads—a small, perfectly round shape, very jaunty and a hot favorite among the smart dressers in New York. The tendency in trimming this season is toward the back. Fronts are very short, sides high and crowns low. We are sole distributors for Portland—as ever—of the famous English Bendel Hats and Connolly Turbans in walking styles. Great showings of the Gage and Phipps and Atchison Hats ready. An immense showing Monday of tailored hats in newest styles at

\$1.98, \$2.49

\$2.98 and \$3.49



The Different Store Olds, Wortman & King

LEADING MAIL ORDER HOUSE ON COAST New Spring Catalogues are out, ready for distribution on Monday. The Lewis and Clark Souvenir Edition. Out-of-town patrons will receive one free by mail upon application by letter or postal to Mail Order Department.

THE BUYERS ARE HOME FROM THE EASTERN MARKETS

This is "Homing Week." The store's coterie of buyers who have been roaming through the great fashion marts of the East have returned, and their familiar faces again greet the welcoming eye, after two months' absence at our New York office, 438 Broadway, and a search through the great style depots of that and other leading Eastern cities of authoritative style prominence. We are immensely proud of the new stocks. The merchandise in point of style and beauty, quality and consequent dependability transcends the best in town. You may prove this statement to yourself—go at it any way you please. This store has the largest and most expert buying force on the Coast, and maintains a permanent New York office the year round, under charge of two of the most competent buyers in America—Mr. U. G. Shipley and Mr. Frank Mennig. Twelve store buyers go regularly twice to four times a year, each in the interest of his or her own branch of this great combined business, to the New York headquarters and from there branch out, covering every style center of authoritative prominence on the American Continent, and meeting the representatives of every recognized manufacturer and producer of importance in Europe or Asia. Our alphabet of success in this business begins with ACTION. If others wonder at our extraordinary achievements, let it be known that here everything is done with method, backed by expert knowledge of the centers of production, and of market conditions in each place at all times. And we "go to them." Thus our mastery in storekeeping over all competitors—our exclusive control locally of every best grade of merchandise the world produces, and our ability to undersell—as we do—all other Portland stores, at all times. While minor stores send a solitary straggler or two to market, we send a picked squad of twelve. No wonder results are greater here than at other stores; little wonder that goods have a newer, brighter and superior style at this store. No wonder prices are lower on equal qualities. And the buyers are home with their magnificent stocks. The store stands at "Attention!" Have a look along the lines—Welcome.

Attractions in Wardrobe Salons, 2d Fl. Annex, Are Numerous

New lines of Royal Worcester Corsets are in. A big special sale of Aprons is a strong feature. Petticoats and Undergarments are underpriced. Misses' Dresses at rare bargains, and a wonderful offer in the Art Shop beckons the throng to share. Read the story:

MISSIS' DRESSES.

Misses 3-piece all wool dresses in plain and mixed materials; ages from 12 to 16 years; regular prices \$8.25 and \$8.75, special at... \$2.97 Regular prices \$14.50 and \$17.00; special at \$4.27 Only a limited quantity of these.



Night Gown

Ladies' fine nainsook gowns, low, round, slip-over neck; kimono style, elbow sleeves, fine embroidery with beading and draw ribbon at neck and embroidery edging at sleeves or gowns of same material in V-shaped yoke and embroidery trimmed; regular \$2.00 value, spec. \$1.29 Ladies' fine cambric corset covers, full front, low neck, fine, wide embroidery insertion, beading, draw ribbon and embroidery edging in front, back and around armholes; regular price \$1.25, special... \$7c Ladies' fine cambric drawers, two clusters of fine tucks and finished with 2 1/2-inch fine embroidery edging; regular price 75c, special at... 54c Ladies' fine cambric petticoats, deep Spanish lawn flounce, clusters of half-inch tucks and 6-inch

blind embroidery edging; a petticoat of heavy muslin, deep Spanish lawn flounce, two clusters of hemstitched tucks and 5-inch open embroidery; regular price \$2.00, special... \$1.27

Art Shop Patrons Cushion Top FREE

A Cushion Top with plain back and full-size diagram. Four designs in the choosing and Color Card given away absolutely FREE this week.



Read our offer—In order to introduce and quickly popularize the new fast-dyed Mercerized Embroidery Floss on sale in our Art Shop, we will sell an outfit, consisting of a tinted birchen crash cushion top with plain back and full-size diagram showing how colors are to be worked, a color card and enough of the floss for working the top, the price of which alone is 50c; the entire outfit actually worth \$1.11, at the price of the floss alone... 50c Thus you really get the cushion top, back, diagram and color card FREE.

The Wash Goods

We are Selling These Days Are Beautiful Beyond the Power of Type to Paint.

FIRST FLOOR.

Really, it's like strolling through an art gallery walking along the avenues that are bordered by the dainty wash stuffs this week; and artists evolved the designs that make the fabrics so bewitchingly fetching, an artist selected 'em, too—a man with an artist's eye and a merchant's judgment. And his judgment added the eye so that he's able to offer unusual values Monday—and week-like this:

BEAUTIFUL NEW WASH FABRICS IN ATTRACTIVE STYLES AND AT DECIDEDLY ATTRACTIVE PRICES.

15c MULLS, 10c. Dotted Swiss Mulls, dark and light grounds, and most exquisite patterns; regular 15c value, special price at, the yard... 10c 15c PERCALES, 10c.

Fine, soft-finish Percales, absolutely fast plain colors, figures and stripes; good 15c value and positively an unmatched one at the special price of, yard... 10c New Scotch and English Shirtings for both men and women, price, yd... 25c and 40c Beautiful new styles and patterns in floral Printed Organzies, Printed Nels, Ecolomes, Nub Voiles, Shantung Suitings, Mercerized Plaids and Embroidered Linens.

A BIG SPECIAL IN WHITE GOODS.

15c INDIA LINEN, 10c. White India Linen, 40 inches wide, of a nice, sheer quality, good 15c value, special sale price, yard... 10c

BUREAU SCARFS.

These Scarfs are made of heavy linen-finish cloth. In plain hemstitched, size 20x50 inches, regular 50c value, special at, each... 38c In fancy drawwork, size 29x50 inches, regular 55c value, special at, each... 50c

TABLE DAMASK.

65c DAMASK, 48c. Bleached Table Damask, 60 inches wide, good value at 65c, special at, the yard... 48c Heavy Table Damask, unbleached, 60 inches wide, special at, the yard... 38c

COTTON TOWELS AT 5c.

500 dozen soft cotton honeycomb Towels, a big special value at, each... 5c

ENGLISH CASHMERES FOR 25c.

Fine English Cashmeres, in all colors, our best 40c quality, special at, the yard... 25c Black Bateams, warranted to be absolutely fast color, with soft Henrietta finish, our Our 30c value, special at, the yard... 18c 15c value, special at, the yard... 12 1/2c

BLEACHED MUSLIN, 9c.

New York Mills Bleached Muslin, one yard wide, the best made, a great value at, the yard... 9c

Another shipment has just been received of fine Dress Gingham, Figured Batistes and Domestic Organzies, in large floral designs, all marked at wonderfully low prices.



IN THE BIG GARMENT SALONS

THE FASHION CENTER OF THE WESTERN GARMENT WORLD—LARGEST SUIT AND WRAP STORES WEST OF CHICAGO.

CORRECT SPRING STYLES FOR WOMEN AND GIRLS American garments with the spice of Paris styles! The best class tailors and dressmakers of America—with a highly developed talent for happily combining art, utility and common-sense price—have gone to Paris and on back to Louis XVI, and beyond, and the result is many novel though harmonious blendings of ideas. A cut, a sleeve, a trimming touch, or, possibly, even a man's coat of the Directoire period is remade almost entirely for the women of today. Handsome—all, see the whole collection, and practical—these especially so.

Miss L. Bernard, our expert buyer and manager, returned Thursday from a two months' trip to New York. The results of her labors are here for your inspection—more come by every express—among them:

New Street Suits

In jacket, Eton, blouse and tight-fitting effects, in materials of Homespun, Serges, Chevots, Panne Chevots, Broadcloths, Panama Cloths, Mohairs and hand-some exclusive patterns in mannish mixtures. A full color line embracing blues, grays, browns, greens, tans, blacks, mixtures and the ultra-fashionable Shepherd plaids and checks; the price range is wide. No matter whether it's the modest tailored suit at

\$12.50 Or the more elaborate grades ranging along by easy price steps to the aristocrat at \$125.00. Each suit is best at its price.

NEW SHIRTWAIST SUITS (Very Modish.) Handsome new Shirtwaist Suits, Silk, Wool and Alpaca. In green, blue, red, black and gray, values from \$12.50 to \$125.00

NEW SPRING COATS. New Spring Coats in tan, Cheviot, Cheviot and Broadcloth, with or without collars—plain and fancy stitched seams, trimmed with velvet, etc., values from, each... \$7.50 to \$32.50

TAN COVERT JACKETS. Plain and fancy trimmed jackets with collars or collarless, strapped seams; values from... \$12.50 to \$38.50

Women's Apparel Shop—Second Floor. New Spring Waists in all the late materials, white, polka dot, striped, checked, plaids and dark mixtures; negligee shirts included, in all the new shades—values from, each... \$1.00 to \$7.50

Noteworthy Values in the Women's Knitwear Aisles

First Floor. Here is one store that is ready with Spring stocks. Folks are tired of sweltering in heavy undergarments these balmy Spring days and are ready to turn toward a dependable store for their outfit of lighter-weight habiliments for underwear. Our knitwear business is based on thoroughness. To this we add parts of courtesy and straightforward dealing. We go into all the markets of the world and get their best, bringing it here for our clientele, charging but a trifling brokerage for our services. Is it to be wondered at we have built up the largest underwear and hosiery business done by any retail house on the Coast? And few wholesale houses do as well.



Women's lace trimmed white cotton knee-length pants, each... 25c Women's white cotton vests, long sleeves, each... 25c Women's white cotton, long-sleeve vests, neatly trimmed, each... 35c Women's white cotton vests, long, short and no sleeves, with knee and ankle-length tights to match, each... 55c Women's white cotton sleeveless knee-length lace-trimmed union suits, bargain, suit 50c Women's fine imported Swiss ribbed white lisle vests, neat, dainty trimming; big values at, each... 75c and \$1.00

Women's imported long sleeves, white lisle vests, beauty, each... 75c Women's white cotton sleeveless vests; assorted trimmings, each... 25c Women's white fine ribbed lisle union suits; all styles, suit... \$1.00

New Bargains on Women's and Children's Hosiery Bargain Counter

Women's black cotton hose; embroidered boots and fancy striped boots; 25c and 35c values, pair... 19c Women's black lace lisle hose, big assortment; 35c values for, pair... 19c A great line of children's fine ribbed black lisle hose; sizes from 6 to 10; big value, pair... 15c Children's tan hose, big line and very fine ribbed; values to 35c, pair... 25c Children's black lace hose, assorted styles; 25c values for, pair... 18c

Big Special Sale of Single Pair Lots of Curtains

Fourth Floor, House Furnishing Shop. Every single pair lot of Lace Curtains in the house is included in this sale. Sample pairs of Brussels, Irish Point, Renaissance, Arabian, Chandy, Cable Net, Ruffle Net, etc., somewhat mussed from handling, but not damaged in the slightest degree—all go at just half regular price, as follows: Our \$2.00 value, special sale price, pair... \$1.00 Our \$2.50 value, special sale price, pair... \$1.25 Our \$3.00 value, special sale price, pair... \$1.50 Our \$3.50 value, special sale price, pair... \$1.75 Our \$4.00 value, special sale price, pair... \$2.00 Our \$4.50 value, special sale price, pair... \$2.25 Our \$5.00 value, special sale price, pair... \$2.50 Up to \$25.00 value for, pair... \$12.50



SILKS THAT SELL IN A 'JIFFY' AND A CAPTIVATING CONGRESS OF DRESS STUFFS.

South Annex Salons—First Floor. The rare exposition of new silks and dress fabrics in the Annex expands and opens wider daily, like a rose unfolding its dainty petals. Every incoming express brings additions that increase the beauty show to such a point of captivating interest that one cannot resist them. They're indeed tempting—the Spring fabrics, and so many of the patterns are exclusive with this house. No wonder we are enthusiastic over the surpassing showings—no wonder so many women rave over them—no wonder we are selling so much—when the prices are so fair. Shoppers who compare will purchase silks and dress goods at the O. W. & K. store this Spring. Good reasons for it. New 1905 Novelty Suit Silks in a large assortment of colors and all new styles; our regular 85c values, special for three days only, per yd. 69c New Rajah Pongee and Burlington Sacking in all street and evening colors, at, per yard, \$1.25 and... \$2.00 New 1905 Parisienne Novelty Messaline, the dressiest silk shown, all exclusive styles and colorings at, per yard, \$1.25 and... \$1.50 New 1905 Chiffon and Messaline Taffetas, in plain, changeable and chameleon effects; all colors and combinations at, per yard... \$1.00 New 1905 Novelty Suit Silks, every new, down-to-date style and color, all the latest makes, the latest assortment shown on the Coast at, per yard, \$1.00, \$1.25, \$1.50 and... \$2.00 New Bonnet Black Silks, the best made in the world, Taffetas, Chiffon Taffetas, Messaline, Praguinas, Peau de Cygne, Peau de Soie, etc., at prices as low as quoted on inferior makes shown by the minor silk shops.

COLORED DRESS GOODS.

10,000 yards of new 1905 Tailor Suiting in every color and new down-to-date weave—not old goods, but new, spie and span fabrics and unequalled values at our regular prices \$1.00; special for the week only, per yard... 76c New 46-inch, all-wool Voiles—"French"—in all street and dressy shades; no better value shown at \$1.00 per yard, special for the week at, per yard... 74c New French Crepe de Paris, silk and wool, nothing prettier for dressy street and house costumes; every new, down-to-date color in the lot... \$2.19 Regular \$2.50 values; special for, yard... \$1.69 Regular \$1.50 values; special for, yard... \$1.18

NEW BLACK STUFFS.

In silk and wool, the largest and best assortment in the West in Poplin de Chine, Crepe de Paris and Turkish Mohairs, in a large assortment of novelty and plain weaves. This is an exceptional opportunity to buy the swiftest Black Goods at a big saving. Regular \$3.00 goods; special, per yard... \$2.64 Regular \$2.50 goods; special, per yard... \$2.19 Regular \$2.00 goods; special, per yard... \$1.69