

The "STYLE STORE'S" Fascinating Pre-Easter Week News-Letter

Tells an Interesting Tale Today of Easter Sales of Most Unusual Importance. The Whole Store Reflects the Attractiveness of the Season and Bids You Welcome!

A Unique Group of Style and Quality Expositions

OLDS, WORTMAN & KING

Store Opens 8 A. M. - "THE DIFFERENT STORE" - Store Closes 6 P. M.

A Mighty Congress of Surpassing Specialty Shops

SPECIAL EASTER SALE

CHILDREN'S 60c CAMBRIC WAISTS, 40c. Children's white Cambric Waists, with 3-inch heavy drill waistband and with neck and armholes embroidered trimmed. Our 60c value; special at, each (3d floor, near Annex Entrance) 49c

TOILET SOAPS.

Box containing 2 cakes of choice perfumed Toilet Soap; regular price 10c the cake; special, for box of three cakes 17c



TO THE MAID IN OREGON

May she be ever, as now, Queen Rose of the World

"Made In Oregon"

May it be a revelation to the world! A mighty demonstration of OREGON'S GREATNESS in creating Quality Products. Portland, May 19th to 26th inclusive.

Extra Saleswomen Wanted:

At once. Thoroughly experienced salesfolk for Millinery and Women's Suits, Wraps, etc., etc. Apply in morning to Mr. Bell, Supt. Office, First Floor.

There's Mastery of Markets Shown in This Wonderful Easter Sale of 40c and 50c Embroideries and Insertions for 15c

A fine assortment of cambric, nainsook and Swiss embroideries and insertions in wide, narrow and medium widths—every piece in the lot a big bargain. Embroideries are used for the trimming of waists, skirts and underwear more extensively this season than ever before. Values to 40c and 50c in the showing—cut into 4 1/2 and 6 1/2 yard lengths; special for Monday's and Tuesday's selling, the yard 15c

Women's Underwear and Hosiery Specials

Sure to Bring a Busy Monday to the Knitwear Shops First Floor Women's 85c Vests 59c—White silk finished fine gauze lisle Vests, low neck, no sleeves; regular value 85c, special, each 59c Women's 1.25 Vests or Tights 89c—White mercerized, long-sleeve Vests, with white ankle-length tights; regular value \$1.25, special, each 89c Women's 50c Vests 33c—White Swiss ribbed long-sleeve Vests; regular value 50c, special, each 33c Women's 20c Vests 12 1/2c—White Vests, low neck, no sleeves, neatly trimmed; regular value 20c, special, each 12 1/2c

Women's and Children's Hosiery

Women's 50c Hose 35c—Black all-lace lisle Hose, imported, full finished; regular value 50c, special, the pair 35c Women's 75c Hose 55c—Fine black lace lisle Hose; regular 75c value, special, the pair 55c Children's 35c Hose 19c—Children's black lace Hose, sizes 6 to 8 1/2; values to 35c, special, the pair 19c

Remarkable! The Values We Offer Monday in Petticoats

Annex—Second Floor. WOMEN'S \$1.50 MOREEN PETTICOATS 97c. Women's mercerized Moreen Petticoats, made with deep double flounce, three rows of strapping, deep ruffle and dust ruffle. In a color line embracing brown, tan, champagne, red and green, also black. Just the right weight for this season. Our \$1.50 value; special sale price, each 97c WOMEN'S \$1.75 CAMBRIC PETTICOATS \$1.23. Women's white Cambric Petticoats, with 20-inch heavy embroidery flounce, and rows of wide hem-stitched tucks and dust ruffles; our \$1.75 value, special at, each \$1.23 WOMEN'S \$2.75 CAMBRIC PETTICOATS \$1.98. Women's White Cambric Petticoats, in style similar to those described above, but with wider flounce and more expensive material; our \$2.75 value, special at, each \$1.98

Ready in Easter Salons of Dress

The Grand Easter Shows a Revelation of Magnificent Apparel for Women Unequaled and Without Parallel in the Annals of Portland Storekeeping:

An inspiring collection, indeed! This great Easter convention of fashion and of beauty in women's dress, ready-to-wear. Here's a gathering of women's stylish, handsome tailored suits, smart coats and "snappy" jackets, swell gowns and superb costumes, that offers a world of suggestions to Easter buyers. And the low prices make one enthusiastic. Never in the history of Portland merchandising has there been brought together such a splendid showing of smart Easter garments to sell at such low prices. And to further enhance their value and their attraction, they are all new, late arrivals, and confined to this house exclusively in this city. Every new and approved whim of fashion is here. In tailored suits the Eton, Bolero, Pony and half-fitted jacket effects have the "pole" in favor. A wide price range in the selection.



\$25.00 to \$75.00

Sensational Sale of Skirts!

With the bare exception of White Wool, Linen and Wash Skirts, we shall offer on Monday

Absolutely Every Walking Skirt in the House at 1/4 Off Regular Prices!

The immense variety almost precludes any description. Portland women know the immensity of our stocks too well to call for even a word of detail. Every wanted material is embraced—imported Panamas, serges, fine chevrons, mohairs, granite cloths, canvas cloths and smart tweedish mixtures. In plain colorings including blacks, blues, browns; tans, greens, grays, "Alice blues," etc. In the mixtures checks, plaids, stripes, "London smoke," diagonals and mannish mixed goods vie with each other in the assortments for your favor. Tailored with best workmanship, built in plain gored styles, plaited effects, circular and circular-gored models. Best regular values at from \$4.50 to \$45.00 in the city. Monday you may deduct one fourth from the price of any and pay us the balance—you become the new owner of the skirt you choose—ONE-FOURTH OFF.

A Splendid Easter Readiness Pervades the Millinery Salons:

Annex—Second Floor

The immense Easter millinery exposition is complete; every hat is at "Attention!" Unquestionably Portland's biggest and best display of beautiful Spring and Summer headwear for dressy women is here, in a variety of correct models unapproached by any other house in the Northwest. Not only is the wonderful assortment pleasing, but the price range is that wide it covers the field thoroughly, from the purse that picks the \$1 approach to the one that guards her "Serene Highness" that sits on the \$50 throne and smiles on her humbler but perhaps fully as beautiful sisters. Every approved model is here; charming dress hats, magnificent pattern hats, and smart suit and street hats in almost bewildering profusion. A hat to fit every purse and become every face. Original creations and adaptations, all reflecting Paris ideals. Beautiful, artistic, becoming, PRACTICAL hats; designed by artists and made by skilled milliners from high-class materials. Time was when the difference between expensive and inexpensive hats was in the style more than the material. Style was what you paid for. That is, of course, true still of some of the most exclusive creations, but as a rule you can get as good style now in the \$5 to \$10 hats, which we make special showings of here this week, as tho' you paid twice or three times as much. Of course, the materials cannot be so expensive, but every conceivable stuff in fashion being allowed, the maker has a wide latitude of choice. Special attention will be given the "made-to-order" hats, all work being under the immediate supervision of our chief designer, Miss Smith, of New York City. Extra salesfolk and every other help will be afforded the Millinery Salons this week to do the banner business of its long history. Be sure to see the special display of exquisitely beautiful Easter Hats, priced at from \$5.00 to \$10.00.

See display in Washington street Show Window.

SILKS Dress Goods A Record Smashing Easter Sale of Staple, Handsome Taffeta Silks and Fashionable Dress Stuffs:

27-Inch Black Taffeta—Pure dye; our \$1.25 value; special, at, the yard 86c 36-Inch Black Taffeta—Our \$1.25 value, special at, the yard 89c 36-Inch (Warranted) Black Taffeta—Our \$1.50 value, special at, the yard \$1.19 The last two numbers are very special values, and we invite you to examine them and compare with elsewhere showings.

Poplin De Chines Worth \$1.25 and \$1.50 for 98c

Monday, Tuesday and Wednesday we shall offer a line of Poplin de Chines in a magnificent color assortment. This is an opportunity you can't afford to miss as this fabric has no equal for beauty and pleasing effects for street gowns, as well as handsome evening and reception gowns. Our \$1.25 and \$1.50 values; special for three days' selling, price the yard 98c

SMART SHOES

"The Shoe Stores Along the Fair Way." Sixth St. Annex—1st Floor.

FOR THE Easter Parade:

It doesn't take people long to select new Spring footwear at this store—not a fractional part of the time—worth figuring—that it takes this store. We have been months preparing the great showings of handsome shoes you may view tomorrow—and we are splendidly READY. Every maker of note in the country is anxious to sell this store. Some are satisfied to confine their products exclusively, so far as Portland is concerned, to this house. Before buying, we see the samples at each price from all over the country where shoes are made; and we never purchase a single pair until we are positive it is the best that can be made for the money. A woman buying shoes here may pay anywhere from \$2 to \$5 in a regular way, and men from \$3.50 to \$6, and know for a certainty they are getting the very best at whatever price they pay. It's a mutual benefit association, these shoe relations of ours. The more you buy from us, the more value we are able to give to you. All the little necessities in shoes and oxfords for men and women are to be found here now. We show a large and complete line of new white canvas shoes for women, at \$1.50 to \$3. Buying early in the week means getting the shoes nicely "broken in" for the Easter parade.



Men's Furnishings at a Saving at This Easter Sale

The Haberdasherie—First Floor—6th St. Annex. And man must needs save, for man has so much to buy at this season, when family needs are most pressing and the new season demands new toggery, fitted for wear these warmer days, for himself, and those dependent on him. Men's 75c Underwear 49c—Men's ecrin ribbed balbriggan Underwear, medium Spring weight, extra well made and finished; best 75c value; special, the garment 49c Men's \$1.50 Golf Shirts 97c—Men's new Golf Shirts, plaited and plain bosoms, in gray, tan, blue and black and white effects; regular value \$1.50; special, each 97c Men's Neckwear 25c—A line of foulard silk Four-in-Hands, in blue and white, polka dots and figures, 2 1/2 inches wide; special at, each 25c Men's 25c Hosiery 19c—New fancy Hosiery for men, in plain brown, tan, black and wine, with silk clocking; regular value 25c; sp'l, pair 19c Men's \$1.25 Underwear 98c—Extra fine double-thread Worsted Underwear, cream color, good Spring weight; regular value \$1.25; special, the garment 98c

HOUSEHOLD AND ART LINENS

Easter Sale of Superb Linens and Pretty "Tub" Goods

For Dainty Summer Dresses and Frocks, A Bargain Event of Unusual Magnitude and Excellence: First Floor.

Luxury without extravagance. Rich, fine Table Linens—superb designs, unparalleled for artistic elegance in the history of damask weaving. A word to the wise is sufficient. Thrifty housekeepers will do well to take advantage of this great money-saving sale. Prompt service in waiting upon the Monday throngs who will seek these big values is assured by a full force of salesfolk. The new Wash Goods will also prove a great attraction to multitudes of shoppers tomorrow. We can mention but a few of the many unusual values:

TABLECLOTHS AND NAPKINS Fine satin damask Tablecloths, with one dozen large-size Dinner Napkins to match: Size 2x2 yards, special, set \$7.50 Size 2x2 1/2 yards, special, set \$8.25 Size 2x3 yards, special, set \$9.00 DOILIES Round hand-embroidered Doilies: Reg. \$.25 value, special, each .27c Reg. \$.50 value, special, each .38c Reg. \$.60 value, special, each .45c Reg. \$.75 value, special, each .54c Reg. \$.85 value, special, each .64c Reg. \$1.00 value, special, each .75c Jacquard Poplinette, for shirtwaist suits, very refined effects; at yard 25c, 30c and 35c



If President Roosevelt Should Send You a Letter

Introducing a friend, would you honor that letter? If "Bill Jones" had written the same letter introducing the same friend, would you honor it equally? Here then is a moral. The WORTH of a letter of introduction depends largely on the reputation and position of the introducer. An advertisement, or announcement, may be considered a letter of introduction, and the Store that sends it forth upon its mission the introducer. The responses this Store receives from its announcements show plainly we are in the Roosevelt class of stores from the attention paid them as, compared with the "Bill Jones" shops, (that are very good in their way) by an appreciative Public, who honor Initiative, Honesty and Quality, Dependability and authoritative Fashion in magnificent inspiring merchandise. We believe this Store has reached the highest pinnacle possible, when it comes to variety, assortment and character of style. Certainly you would not think of buying your Easter toggery without first looking here. A series of special sales of Wanted New Goods at MATCHLESS BARGAIN PRICES IS ARRANGED FOR THIS WEEK—STARTING TOMORROW!

Monday, Tuesday and Wednesday we shall offer a line of Poplin de Chines in a magnificent color assortment. This is an opportunity you can't afford to miss as this fabric has no equal for beauty and pleasing effects for street gowns, as well as handsome evening and reception gowns. Our \$1.25 and \$1.50 values; special for three days' selling, price the yard 98c

Every Woman Will Want to Share These Great Easter Glove Values:

First Floor. \$1.25 Kid Gloves 98c—The "Hector" Kid Glove, 2-clasp, full pique lace, in full line of colors, also black and white. Perfect fitting and splendid wearing gloves; our \$1.25 value, special at, the pair 98c SILK GLOVES—Ladies' Silk Gloves, the best in America; all sizes and lengths; in black, white and colors; prices, the pair 65c, \$1, \$1.25 and \$1.50 Ladies' Long Suede and Glace Kid Gloves—in all colors and white; prices, pair \$2.50 and \$3.50 Dent's Kid Gloves—Price, the pair \$2.00 The "Monarch" Kid Gloves—Price, pair \$2.00 The "Derby" Kid Gloves—Price, the pair \$1.50 The "Eekay" Kid Glove—Price, the pair \$1.50

A Most Important Easter Sale of Women's \$2.25 to \$3.50 Lace Collars and Yokes for \$1.50

First Floor. A splendid showing of Lace Collars and Yokes—some V-shaped, others in the popular wide front and back effects. They are shown in assorted patterns in white and cream; some in Point Venise lace, some in Baby Irish lace, combined with batiste; some in fine net combined with Point Venise lace. Our \$2.25, \$2.50, \$3.00 and \$3.50 values; special sale price, each \$1.50

Big Values in Stationery

Toilet Sundries, Trimmings, and Notions Special Monday in Small Ware Shops—1st Floor. 1000 BOXES FINE WRITING PAPER AT SPECIAL PRICES.