

PORTLAND, OREGON, SUNDAY MORNING, MARCH 27, 1904.



Portland's Brightest Fashion Display of Easter Apparel for Discriminating Women Awaits Critical Inspection

Easter Selections are Best Made at This Great Style Shop

Formal Spring Openings at this store have passed with the preceding week. Countless thousands have visited the store and—although we are the acknowledged style leaders in all the Pacific northwest country, the openings of the past week have been revelations to every visitor. Such elaborate arrays of magnificent, clever creations have never before been seen in this section. Throngs have declared, without a dissenting voice, that our showings of splendid, superb, high class merchandise are simply beyond the pale of comparison with any other of previous exposures. That our prices are fairly placed has been proven by the phenomenal selling of the past week. We cannot, therefore, be far wrong in forecasting a wonderfully busy week ahead as all thoughts now turn to Easter. And what woman will not buy something new for that glorious day that marks the awakening of not only all Christendom, but of nature herself. Make ready to lay aside the Lenten sackcloth for the donning of beauty's choosings for the glad Eastertide. A page of helpful hints lies open before you and thousands upon thousands of charming things await you at the store, undescribed here. Easter choosing is easiest done here because we've already done it for you thro' our corps of expert buyers and designers. Welcome to the Easter shop!

The
"Different"
Store

Olds, Wortman & King

Fifth and
Washington
Streets



A GREAT Silk Occasion

New Spring Silks Sacrificed to induce Pre-Easter Buying.

ANNEX—FIRST FLOOR

Several thousand yards of new, handsome, rich Novelty Silks, so advantageously secured that every woman with a silk want is concerned in the selling. It's an unexampled silk offering. Of many of these lots quantities are large; but some are limited, and Monday buying is advised.

It's a monster sale of Silks that lasts but 3 days—starting Monday, continuing Tuesday and Wednesday. The Silks embrace the best Cherry Foulards, Taffetas and Louisines.

In colorings of gun metals, purples, greens, browns, tans, oranges, garnets, porcelain blues, black and white, navy and white, all in the newest patterns, our regular \$1.25 value, sold by others at \$1.50; special for three days only 92¢ YARD SEE WASHINGTON-STREET WINDOW DISPLAY.

Printed Japanese Foulards

No better wearing silks made—all pure silk; colors are navy and white and black and white, in neat dots and figures; regular 75¢ value; special for three days 56¢ YARD

Two Special Drives in Imported French

Black Taffetas

21-inch, all pure silk and fast dye, regular \$1.50 value, for...\$1.19
23-inch, all pure silk and fast dye, regular \$2.00 value, for...\$1.59

Men's Shop FIRST FLOOR

Even a man must have "summat" new for Easter, if 'tis naught but a neckscarf or ribbon.

TWO BIG SPECIALS:

Men's Underwear

Spring weight, natural gray merino, nicely finished and attractively trimmed, splendid 75¢ value, this week.

A very handsome and attractive line of

Men's Half Hose

In fancy colors and designs, best 50¢ values of the season, this week.

Women's Easter Costumes AND Apparel SECOND FLOOR

You of course attended our openings the past week and witnessed the splendid array of apparel which has so delighted Portland femininity. You have seen the superb Costumes and Wraps for Evening and opera wear, the magnificent Afternoon Calling Gowns and Street Coats, the stunning waists and jaunty, Pedestrienne Suits and Skirts, and we might go on and enumerate until every article of apparel in the big Salons of Women's Wear on the spacious second floor had been enumerated. But to what use? You've been and seen. Where else in all this town—yes, where west of Chicago—could you expect to find such an elaborate showing? Hundreds of new models from the magnificent costumes at \$500 down to the less pretentious, modest and unassuming Street Suits, with all the accessories of ready-to-don apparel. Every price is included, as appended list will show:

SUPERB EVENING COSTUMES.....\$12.50 TO \$500.00
MAGNIFICENT EVENING WRAPS.....\$10.00 TO \$250.00

STUNNING FANCY WAISTS, in Lace, Crepes, Netting, Peau de Cygne, Jap Silks, Taffetas, etc., \$3.50 up to \$75.00.

CALLING GOWNS, magnificent creations exclusive with this house, which fact assures their wearers will not meet with their own suit while calling of an afternoon upon their friends or strolling among the city shops, \$50.00 up to \$350.00.

STREET COATS of handsome Black Broadcloth, Cheviots and Coverts in Tans, \$7.50 to \$35.00.

PEDESTRIENNE SUITS, for street wear or jaunts into the country or along the shore during the near-by summer days; in Etamines, Coverts, Cheviots, Venetians, Broadcloths and Novelty Mixtures, \$12.50 to \$125.00.

HANDSOME DRESS SKIRTS of Cheviot, Panama Cloth, Vellings, Etamines and Volles, Alpaca, Broadcloths, Venetians, Peau de Cygne and Crepes, up from \$4.50 to \$125.00.

WALKING SKIRTS, smart, chic styles in every worn and wanted material, \$3.50 to \$25.00.

CHARMING WASH WAISTS in dainty and elaborate trimmed effects and all effective materials, Linens, Madras, Wash Silks, Lawns, Cheviots, etc., \$1.00 to \$15.00.

A new line of SILK UNDERSKIRTS and DROP SKIRTS came in yesterday—beauties—\$7.50 to \$35.00 in the lot.

Easter Expose of Dainty Wash Stuffs

Domestic Aisle—1st Floor

Notable values are here among the Congress of Beauty that has excited the admiration of the store's callers the past week. New arrivals have added to the variety, and tomorrow the immense showings of New Wash Fabrics will be complete—unexcelled by any store in this section.

Dainty Flaked Etamines, that look as though left out o' doors over night and a flurry of snow had played hide-and-go-seek over its grounds of champagne, resada, blue, ivory and pink; the prices are fair as the store.....15¢, 20¢, 25¢

Scotch Bourette Suitings

In tans, browns, navy and gray mixed, in 27-inch widths.....17¢ YARD

36-inch widths.....28¢ YARD

Mercerized Stripe Scotch Grass Cloths

That have the luster of silk and longer wear, 32-inch widths.....35¢ YARD

Linen Madras Suitings

In handsome silk-finish corded effects; colorings of light blue, Nile and pink.....50¢ YARD

Mercerized Cheviots and Twine Cloths, for making up into attractive shirtwaists and suits, in all colors.....25¢ AND 35¢ YARD

Hundreds of Shirtwaist Lengths

In real Oxford Cloth, Linen Madras, Corded Madras, Mercerized Canvas, Corded Cheviots, and Madras; you may choose from the lot this week at the length 90¢

Easter Oddities

Third floor, where the special sale of Libbey Cut Glass is on. Many things absolutely new this season.

Fancy Colored Rabbits.....2¢ and 5¢
Colored Brownies.....8¢
Colored Ducks.....8¢
Rabbits on the Jump.....10¢
Chickens and Cart.....12¢
Mechanical Rabbits on Rollers.....15¢
Rabbits and Carts.....30¢

Rich Easter Laces First Floor

Never has Beauty so filled the lace aisles as now. Mme. Fashion issued the edict early that 1904 was to be a lace year, and our buyer should find favor in her eyes, so well has he executed her dictates. Dainty Lace Bands in cream or white, up from 15¢.

New and very fashionable Oriental Net-Top Laces, so much in demand for sleeve-trimmings, ruffles and Bertha effects.

25¢ to \$5.00 a yard

New All-Over in Net Effects or Point Venise, cream or white, a vast range of grades up from \$1.00 a yard quality to those at \$25.00 yard.

NEW PERSIAN BANDS—the handsomest we have ever been able to show our patrons—25¢ up to \$7.50 yard.

Radiant Easter Ribbons—First Floor

THOUSANDS OF MILES OF FANCY ALL-SILK RIBBONS, worth up to 35¢ a yard, Monday and until sold at the yard, 19¢.

Above are all new, pure-silk Fancy Ribbons, in neat stripes, others fancifully dotted and dainty rainbow effects, 30¢ and 35¢ qualities in regular selling; select your share early, 19¢ yard.

Really Wonderful Embroidery Bargains

\$1.00 Embroideries 25¢ per yard.

All the advertised values of last week remain on sale, and in addition we shall place on sale tomorrow a lot of 75¢ and \$1.00 values in Embroideries and Insertions for 25¢ yard.

35¢ and 40¢ Embroideries at 17¢ yard.

The greatest values ever offered at corresponding prices in Portland. Hundreds of new patterns this week.

Olds, Wortman & King

HOME OF STYLE AND QUALITY



Elegant, Exquisite Easter Millinery

More captivating styles were never modeled. All of these, highly artistic conceptions that set the styles for Portland's genteel dressers of the feminine persuasion have succeeded in evoking the admiration and enthusiasm of all the thousands before whom they have passed in glorious style review during opening days. The Millinery bears the distinct hallmark of Olds, Wortman & King exclusiveness and originality. Never before has this section of the great chain of stores embraced by this "Congress Store" of ours appeared at so great an advantage. The selection of Miss Gertha Young as designer, and Mr. Frank Hamberger as chief in charge, has proven a most happy and fortunate one. Mr. Hamberger and Miss Young both bring with them a wealth of experience and natural taste which has placed the Millinery Salons on a higher plane than ever before. Our styles this season excel in beauty and variety all previous showings. The past week has been a triumphal ovation and acknowledgment of our position as first among millinery houses west of Chicago. New elegance will be added tomorrow. All that's gone will be replaced by new, equally charming, exclusive and beautiful. In order to add still further interest to the Millinery Salons this week, we shall from day to day announce important special values, all selected from our newest, smartest, most artistic creations.

We place on sale a lot of very handsome new Trimmed Hats, in all the popular spring and Easter colors, all really wonderful values, at **\$3.49, \$4.98, \$6.98 and \$9.75**

These are positively unequalled on the coast in style and quality at the price named for each. EXCLUSIVE LINES shown here of the famous GAGE HATS and CONNELLY TURBANS, BENDEL and KEITH HATS, CODEL and ALLEY and ALLEN HATS, celebrated among fashion stores all over America. With one exception we hold sole selling agency for above-named hats, and ALWAYS FIRST CHOICE ON ALL. Exclusiveness is assured here as ever. NO TWO HATS ALIKE OVER \$10.00.

MONDAY

SPECIAL EASTER SALE OF THE

World Famous Libbey Cut Glass THIRD FLOOR

Rich cuttings, all new 1904 designs, at radical reduction for Easter buyers. Nothing more attractive or suitable exists than the magnificent, scintillating, world-celebrated Libbey Cut Glass for use as Easter remembrances to friends. A grand opportunity to fit the tables and sideboards with this superlative make of glassware. The "Libbey" name on each article insures the quality and beauty. Right now you may buy this best make at the prices of those inferior. Every article is reduced this pre-Easter week, and the largest assortment in all the Northwest is here for you to choose from. Underpriced like this:

\$ 3.35 Vases this week for.....\$2.68
\$ 4.25 Olives this week for.....\$3.40
\$ 5.50 Water Bottles this week for.....\$4.40
\$12.50 Water Bottles this week for.....\$10.00

\$11.00 Berry or Salad Bowls this week for.....\$8.50
\$ 4.50 8-inch Nappies this week for.....\$3.60



New Baby Go-Carts

Just received, all with the new 1904 automobile running gear, nutless anti-friction wheel fasteners, all complete with cushion and parasol at \$9.50 up to \$55.00.

New Folding Go-Carts \$3.50 up to \$6.00

Another carload of those White-Enamelled Iron Brass-Trimmed Beds, also all Brass Beds just received, and getting first showings this week on fourth floor. The price range is wide—\$3.50 to \$60.00.

In the New Carpet Store FOURTH FLOOR

The newest carpet store in town—nothing but new carpets—no old stock; and we absolutely guarantee our prices as low as any on the Pacific Slope. These prices are quoted for: Tapestry Brussels, sewed, lined and laid, yard.....85¢ TO \$1.15
Best Wool Velvets.....\$1.50
Extra Wiltons.....\$1.80
Best Wool Ingrain.....90¢
Union Ingrains.....50¢

Body Brussels.....\$1.65
Axminster.....\$1.60
C. C. Ingrains.....80¢
Granite Ingrains.....45¢

Matting.....20c to 65¢ yd.

Complete Lines of Linoleums and Oil

Cloths at Very Lowest Prices.

Dress Goods An Extra Easter Event

Unexampled Inducements
for Pre-Easter

Shoppers' Annex—First Floor.
'Twill be the season's best buying time—Monday—an extraordinary offering; right in need time for making up the Spring Suits and Gowns. This store has never before been able to offer such fortunate buying chance in March as this—the result of a fortunate trade happening that made opportunity for our buyer now in eastern markets.

Colored Dress Goods Specials

45-inch French Novelty Crepe Twine Voile Etamines—very hard twisted pure wool yarns, splendid wearing fabric; colors are pearl gray, tan and royal blue; regular value \$2.50 per yard.

Special \$1.78

56-inch All-wool Suitings

In neat stripes, checks and bouton-ne effects; colors light, medium and dark gray, tans, modes and illuminated mixtures; regular \$1.50 a yard.

Special 89¢

Splendid Spring Specials

In Underwear Aisle.
Women's Hand-Finished "Merode" Undergarments, attractively trimmed in silk effects, sleeves of vests long or short, some sleeveless; tights to match, ankle or knee lengths; a regular 75¢ value; for this week at.....58¢ EACH

Ladies' Vests in pink or blue shades, low neck and sleeveless; Mercerized stripe lace, blue vests, best 50¢ value in town, this week.....33¢

Women's White Lisle Union Suits, low neck and sleeveless, lace trimmed at knee, splendid 75¢ value, this week.....58¢ SUIT

Ladies' Hosiery Underpriced

Children's, Too.

Women's Fine Gauge Black Cotton Seamless Hosiery, with ribbed tops, very exceptional 30¢ values, this week at.....14¢ PAIR

Women's Fine Gauge Black Cotton Hose, with finished feet and white double soles, good 30¢ value, this week.....19¢ PAIR

Children's Fine Ribbed Black Cotton Hosiery, with double knees and finished foot, values in the lot to 35¢; and all sizes, this week.....12¢ PAIR