

PORTLAND, OREGON, SUNDAY MORNING, JULY 3, 1904.

The "Different Store." **Olds, Wortman & King** Portland's Quality Shop **Olds, Wortman & King**

FIFTH AND WASHINGTON STREETS WHERE THE WALLS ARE COMING DOWN FIFTH AND WASHINGTON STREETS

The Great Dislodgment Sales Continue During July--Every Stock Is Included for a Grand Sweeping Clearance and Everything in the House (A FEW CONTRACT GOODS ALONE EXCEPTED) IS REDUCED IN A MARKED DEGREE

1776



**"The Father" of the Mightiest
Country on God's Footstool**

WASHINGTON: "First in war, first in peace,
and first in the hearts of his countrymen."



1904



**"Columbia's Favorite Son," a
Worthy Heir of a Noble Sire**

ROOSEVELT: He that holds his life as a debt
to his country.

"DEFENDERS OF THE FLAG"

AMERICA: The land of our nativity, the abode of freedom, and the birthplace of heroes. A Venus born from ocean's bed. A secure asylum to the unfortunate and oppressed. May he who seeks to betray this country ever know the want of a country to shelter him; may those who would root up the tree of Liberty be crushed by its fall. May religious and civil liberty go always hand in hand!

"OUR COUNTRY" A TOAST FOR ALL AMERICANS TODAY

"Columbia" To her we drink, for her we pray,
Our voices silent never;
For her we'll fight, come what, come may—
The Stars and Stripes forever!

THIS STORE WILL CLOSE ALL DAY MONDAY---THE FOURTH

In memory of George Washington, the childless father of eighty millions of people—in celebration of the birth of a country bounded on the east by the rising sun, north by the north pole, west by all creation, and south by the day of judgment! Get out tomorrow, boys and girls, young boys and girls and old boys and girls, and celebrate our country's birthday! America forever! Neighbors—"The Land We Live In!"

WATCH for our mammoth page announcement of Remarkable Bargains for Tuesday, and Opening of July Clearance Sales in Monday's evening and Tuesday's morning papers. NEWS WORTH WATCHING AND WAITING FOR!
TUESDAY STARTS AT THIS STORE A RAPID FIRE FUSILADE OF MATCHLESS, UNPARALLELED VALUES!

The June Results of Balloting in the Teachers' Contest

TREMENDOUS VOTING MARKS THE CLOSING DAY!
EVERY RECORD SMASHED — OUR COUNTERS NEARLY LOST IN A BLIZZARD OF BALLOTS!
760,104 THE GRAND TOTAL AT END OF JUNE VOTING. MISS SUZA JONES POLLS A PHENOMENAL VOTE OF 24,257 VOTES IN ONE DAY, AND LEADS WITH A TOTAL VOTE OF 106,547.

ALL THE LEADERS MAKE REMARKABLE GAINS

June balloting in the Teachers' Educational Contest is over and the result known. The leaders, who have looked askance at each other for days and wondered how many votes their fellow-contestants in the long, hard race were holding back, now breathe easy again and start in to win one of the glorious trips to the St. Louis Exposition with renewed vigor. It's only five weeks to the end now, and the prizes are well worth striving for. Below we append

THE RESULT TO 6 P. M. OF FRIDAY, JULY 1.

Saturday's vote, with full result, will appear in the evening papers of Monday, and Tuesday Oregonian.

Number of votes cast	760,104
Number of votes cast alone on Friday, July 1	84,946
Number of teachers balloted for	261
MISS SUZA JONES leads with	106,547 VOTES
MISS WINIFRED MOSHER second with	91,357 VOTES
MISS KATE PADDEN third with	90,907 VOTES

THE TEN LEADERS IN ORDER OF STANDING:

Suza Jones, Highland School	106,547
Winifred Mosher, Harrison School	91,357
Kate Padden, Atkinson School	90,907
Mrs. Esther Kane, Williams-Avenue School	82,227
Mrs. Nellie Hiltabedel, Albina Central School	80,806
Matilda Weiss, Thompson School	66,884
Mrs. C. F. Allen, Failing School	55,457
Miss L. K. Strodt, Chapman School	28,360
Ella Lavenson, Atkinson School	25,426
Ruth Rounds, High School	21,423

GRAND MERCANTILE MONUMENT



To American Push, Pluck, Brains,
Energy, Capital and Enterprise
**GREAT STORE'S
STEADY RISE**

Evolution of a Portland Titan of Modern
Merchandising--Institution of Which All
the Country Round Is Proud.

"Big oaks from little acorns grow"—that is, if the acorns are planted in the good, fertile soil of old Oregon, watched and cared for, as has been the great business that stands today a giant monument to energy, honesty, push and enterprise—the Olds, Wortman & King "Congress Store," which now faces three streets, and whose aisles will soon form broad, convenient avenues that will be traversed not only by the thousands of their patrons, but by Portland folk and visitors in general in passing through from Fifth to Sixth or Washington streets. The store's writer of daily doings has very aptly termed it a "Thoroughfare Store," and the appellation will fit better than ever now that the new Sixth street annex is nearly ready for occupancy by the firm and its public. The Olds, Wortman & King store has grown to be—perhaps the most powerful mercantile factor in all the northwest, certainly a leader in more ways than one among her stores. This is purely an American, home institution, every member of the firm being Oregon born, sons of the native soil of this grand old state.

It was away back in 1857, nearly a half century ago, that John Wilson first started the business that has developed into such gigantic proportions since. This was on Front street, between Morrison and Yamhill. It was in a little store, 23x70 feet in size of floor space, a one-story frame building, the store being conducted on the usual pioneer plan of barter and trade-swapping goods for the farmers' products. Here it was that W. P. Olds some years later first entered upon his successful mercantile career as a bundle and errand boy. From that to a merchant prince, at the head of such a great business as the firm represents today, has been a hard and tedious journey, but indomitable pluck, sterling honesty and intelligent work along progressive lines has won out, as it's bound to win in most cases.

In 1878 Mr. Wilson retired, and the firm of Olds & King was formed. The store had meanwhile been moved to Third street, between Alder and Morrison, in the building now occupied by Burns, the grocer. In those days the firm employed three helpers.

In 1881 the firm again moved to First street, between Yamhill and Taylor, which was then in the center of the business district in retail lines. Here they occupied two floors and a basement for the display and sale of merchandise, several lines being added.

In 1885 they again moved to a larger store, at First and Taylor streets, to accommodate their rapidly growing business.

This store occupied a floor area of 50x100 feet, with basement, giving employment to 35 salespeople. This was regarded in those times as a wonderful achievement, and was the envy of the merchants of that day. In 1891 the firm incorporated and admitted H. C. Wortman as a partner, moving to their present main building at Fifth and Washington streets. Here they dug deep and laid the foundations solid for the support of what promises to become the greatest retail business done by any house west of Chicago. At first the firm occupied but two floors. In '93 came the panic, when great ventures went down like jackstraws before a cyclone, but this grand "Old Homestead" store was founded on a rock and withstood the awful financial shake-up which affected the whole country, from the Gulf to the Penobscot, and the Atlantic to the Pacific. It came out of the great crisis unscathed and its reputation made. Those were the days that tried men's mettle—it tried these men's and found it impervious as Gibraltar's rock, impregnable as has been Port Arthur. In '94 another floor was added to the selling space, and in '95 the firm took in the fourth and last floor. And yet—like Alexander—they yearned for more worlds to conquer, more conquest, more expansion. Their absolute need of more selling space was gratified in '98 by the addition of their present Fifth street annex, which was built for them by the late H. W. Corbett. The next important move made by the firm was the change of the style of the firm name to Olds, Wortman & King, starting in on the new century flying a pennant which has never been lowered, and which has led to a series of mercantile victories never surpassed in this western country. The addition of Mr. Wortman's name to the style of the firm at this time was a just recognition of the gentleman's services during a silent partnership extending over a period of 10 years. Mr. Wortman having been admitted a partner, as before stated, in 1891. Mr. Wortman has acted as the financial manager of the institution since that time up to the present day, and his wide financial experience and unlimited resource has proven of vast benefit to this great house, whose firm name today is a household word throughout every city and hamlet the length and breadth of the Pacific slope. From that time on to the present day the house has progressed by leaps and bounds, tearing down every obstacle and hurrying away every impediment that sought to block its path. Splendid judgment and iron will have cleared an open road to success in its most superlative form.

Honest, reliable methods, and the best merchandise obtainable in the known world have been powerful factors in getting hold of and holding onto the confidence of the people. To this, with the liberal use of printer's ink, the firm attributes

—and rightly—much of their phenomenal success. The latest move towards expansion has been the building and adding of the new Sixth street annex, which will be occupied by the house the coming season, with enlarged departments and added new ones. At present there are about 40 departments, including the leading mail-order section on the Pacific slope. Four hundred helpers are on the pay-rolls, and this number will be increased by an additional 100 upon the opening of the new Sixth street annex. This is the only firm in the city that maintains a permanent New York office, at 432 Broadway, where two competent resident New York buyers are constantly on the lookout for the world's best at the lowest prevailing market prices. This office is presided over by U. G. Shipley, who is well known in this city. Ten buyers are sent from here twice each year to the New York headquarters, where they spend weeks in collecting merchandise and ideas to help Portland people. These are inestimable helps to the right selection of goods at right prices, and this helps to the right selection of goods at right prices, and this helps to the right selection of goods at right prices, and this helps to the right selection of goods at right prices.

Another feature that has popularized the store has been the stand taken for shorter hours for employees. In closing every night, Saturday included, at 5 p. m. This has earned the store the sobriquet of the "Daylight Store." Another and perhaps its best, most familiar "nickname," is the "Different Store," a term first used by the present manager of advertising as m., and the last to leave at night. Eternal vigilance has been the price they've paid for the phenomenal success they represent, and this end is not yet, for already plans are drawn for continuing the present main building up Fifth street to Alder, and connecting with the new Sixth street annex, which will make the Olds, Wortman & King store the largest on the coast. The present area is over two and a half blocks or 150,000 square feet of floor space. Not a piece of ground hampers the progress of this grand old mercantile institution through the commercial sea, and its flag of "Dependability and Modern Prices" is sailed to the masthead. Success is the horizon, and the end is yet to be attained by Olds, Wortman & King.