

NEWEST NEWS OF NEWEST STYLES ON THIS PAGE TODAY

Oregon SUNDAY Journal

OWN WINGS

TIPS FROM AN AUTHORITATIVE STYLE SOURCE OF 1904-5 FALL AND WINTER FASHIONS ON THIS PAGE

PORTLAND, OREGON, SUNDAY MORNING, SEPTEMBER 4, 1904

Olds, Wortman & King's Page of Portland Popularities



ACCORDING TO HOLIDAY USAGE THE STORE WILL BE CLOSED ALL DAY TOMORROW—LABOR DAY



MISS CATHERINE COUNTISS, the Idol of Two Coasts. "One Touch of Nature Makes the Whole World Kin." The Olds, Wortman & King Company, the Ideal Merchandising Organisation of the Pacific Coast.

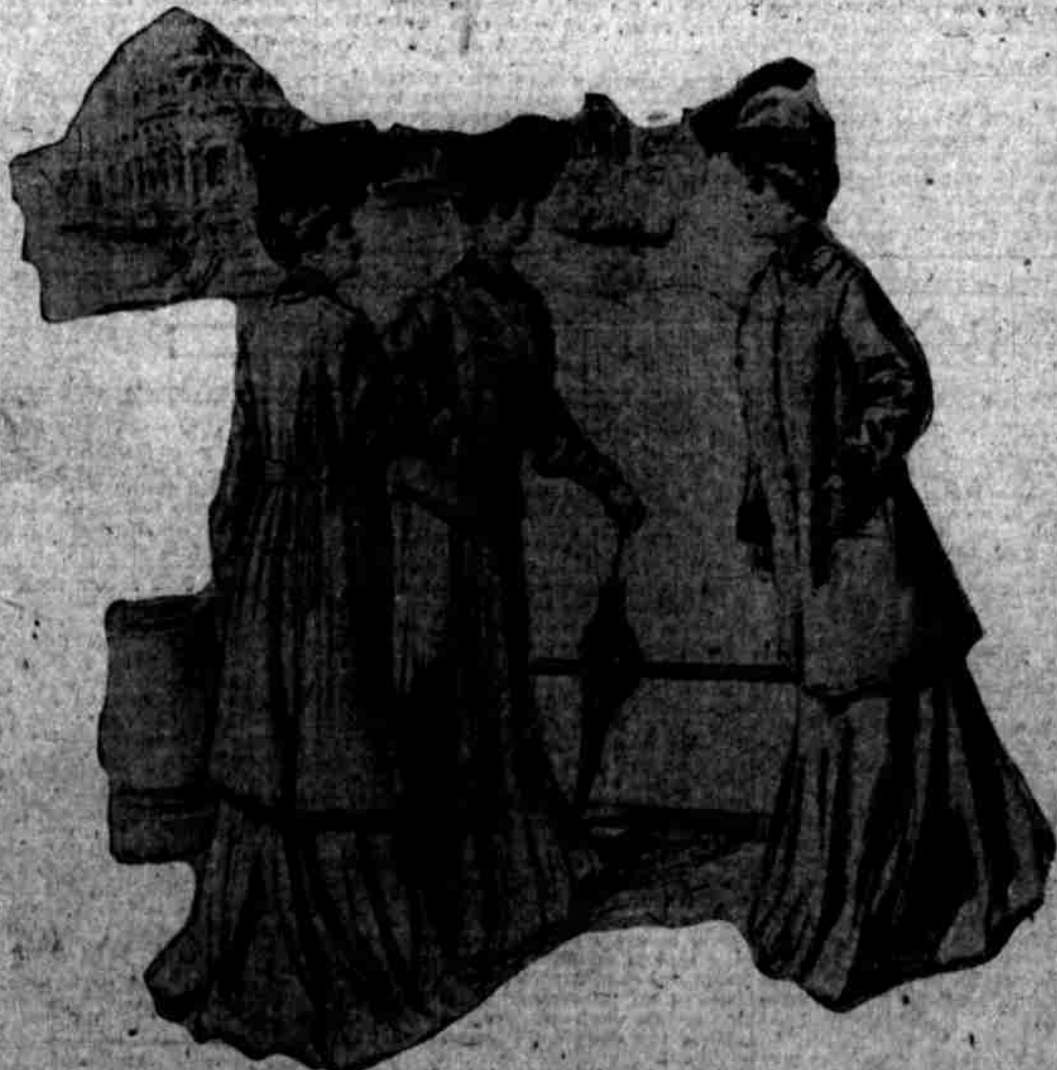
On the Crest of Popularity's Wave—Full in the Flash-light of Public Favor— THE ACTRESS AND THE STORE

Years ago, when the present generation was young, our forebears looked with admiration and talked with loving reverence of Mary Anderson. What American was not proud, and is not today, of "Our Mary?" The world is better today that Mary Anderson and Joseph Jefferson lived in it. They rose above and glorified their art. No one thing in this world was ever yet done that cannot be done again and better done. Mary Anderson has passed from public life, but the good she did will not pass away, even with the mortal Temple that holds the spirit which endeared her to the world. We pause today, for a moment, to join the glad acclaim of Welcome that rises from the banks of the laughing Willamette, that goes singing to the sea, to the sun-kissed peaks of the heights that bear its name, welcome to a womanly woman and talented actress who holds Portland hearts in her palm as Mary Anderson held those of all America—Cathrine Countiss—"Our Cathrine" as every loyal "Rose Cityite" delights to call her. 'Tis our purpose today to honor one who honors her profession and elevates it with the stainless purity, rigid truth and earnest sincerity that characterizes Cathrine Countiss—the actress and the woman. "A strange thing," you say, "to eulogize an actress through one's Store News"—well, perhaps so, but this Store does unusual things; it's a "Different Store," it succeeds, and therein comes the application. Cathrine Countiss succeeded because she had the *isborn* Talent. This same God-given gift that enabled Cathrine Countiss to reach the top rung in the ladder of acting, to portray so vividly pathos or comedy, this gift of talent is possessed by this store in another line—the talent of Storekeeping, of reaching nearest the heartstrings of the people. The success of Miss Countiss was founded on Truth, built up by Sincerity in living. As Cathrine Countiss the woman she has ever portrayed the noble lines of Cathrine Countiss the actress. So with this Store. It's builders founded on Truth and built up, stone by stone of Sincerity. Above deceit or chicanery of every sort they have builded a temple that reaches to Confidence, and the parallels run along endlessly. These two objects of public approval and affection stand together today, both in the limelight of Popularity.

The New Tailored Suits

Repliss of the Louis XIV and XV Periods

The Olds Wortman & King store stands pre-eminently first—not only in Portland, but in all the west, in the furnishing of the better class of tailored costumes for street—and we sell at prices always that justify prudent dressy women to lean on this store. Fashion has lifted woman and set her in 1830 framing in this season of 1904-5. Under the frame of the picturesque drawing we read of directoire costumes elegantly trimmed in novel effects new in the field of the American tailored suit. Severe styles are doomed. Chic, jaunty vest suits, all having skirts in all round effect that just skim the ground in front with back slightly longer, all in fuller cut than formerly. Three-quarter length coat suits are extremely popular, some are double breasted in tourist effects. Coats are in a length-range of from 27 to 45 inches. Pecan suits with suede vests in onion shades ranging from champagne to dark brown. The sleeve is a prominent feature, the extreme large leg o' mutton style predominating. In gowns the demi-tailored costumes this feature is most emphasized. Crushed velvet as a fabric in these latter is at the top notch of popularity—the lines we show of these are generous and magnificent. A visit to our grand expose of new things will amply repay one for the hours spent in admiration of them. Whether a prospective buyer or not come up to the grand salons of dress this week and have a peep into the style box.



IN THE GOLDEN AUTUMN DAYS

Women's Theatre Wraps, Opera Cloaks and Evening Toilettes

The summer is ended, operas and theatricals are at hand, and with the opening of the city's magnificent playhouses comes thoughts of toilettes for adorning at evening functions. Never has any house west of New York itself been better prepared to meet the exigency of a social season's opening than this great "home of Fashion" is now. The wonderful array of artistic creations displayed here of

Tourist Coats
Evening Wraps
Dress Skirts
Theatre Cloaks
Carriage Wraps
Dinner and Evening Gowns

places this—the great "Style Store" of the west, far away and ahead of any other house in this section of the continent as an authoritative fashion center. We show this week the most attractive display of women's fine wearing apparel ever shown by any house west of Chicago. Our fair prices will surely please every purse.

A HAT FROM THE HOUSE OF GAGE



A SEASON OF THE PICTURESQUE

WHEN SUMMER HAS DEPARTED COMES

MILLINERY RICH IN AUTUMNAL BEAUTY

Newest Conceits and Conjuring of Authoritative Milliners.

Now ready in the great salons, second floor.
'Tis the season of the picturesque in millinery's realms. The fall and winter season of 1904-5 will go down into history as quoted above. The charming Chapeaux, with their tall crowns, broad brims, nodding plumes and sweeping aigrettes, are worthy the brush of a Rembrandt, Rubens or a Reynolds. As in gowns, the millinery of the present includes all that is quaint and beautiful in the past combined with the art of today. The period of fashion most influencing our own is that of Louis XVI. The extravagant fashions of the beautiful Marie Antoinette are reproduced in all their exquisite detail. Of course turbans will also be popular and much worn. In colors the American beauty, greens, bronzes or terra cotta, and onion shades ranging from champagne to dark, reddish browns predominate and so we might go on—for 'tis a delightful tale—but come and view the beauty show. The millinery chief and his head designer are home from New York and will hold charming at-homes for our friends all week—welcome.



Representing the Highest Designing Art

See Monday evening's and Tuesday morning's papers for full-page announcement of the Grand Opening Tuesday of Olds, Wortman & King's Colossal Rearrangement Sale!