

It Stands for Something. That's Why
the Journal Succeeds.

Journal

You have a guess coming. What did
the Woggle-bug say?

PORTLAND, OREGON, SUNDAY MORNING, OCTOBER 9, 1904.

**"THE DIFFERENT
STORE"**

**SOLE OREGON AGENTS
FOR THE WORLD
FAMOUS BONNET SILKS**

Distributing Depot for the PREMIER
AMERICAN CORSETS, the ROYAL
WORCESTER—Salons in Annex—
Second Floor

**PORTLAND QUALITY
SHOP**

**PORTLAND'S BEST
CARPET SALESDROOMS—
HERE ON FOURTH FLOOR**

Home of the "Quick Meal" Cooking
Range, Detroit Cook Stoves and
House Heaters, Third Floor, Libbey's
Famous Cut Glass.

**"THE DIFFERENT
STORE"**



Olds Wortman & King



Mail your orders—If not convenient to come to the store
shop by mail. All orders filled promptly by expert shop-
pers. Leading mail-order house on the Coast.

We shall be pleased to open a credit account with any
worthy person. It facilitates shopping for the public and
for us. Buy any time, pay us once a month. See credit man.

This Store is the Jupiter of Portland's Mercantile Constellation

Stores are star-like, and have their periods of ascendancy. Venus is no less a star when Jupiter mounts the heavens—but JUPITER RULES! The good store of yesterday (good as ever, but no better) is outshone by the better store of today. Some stores pop into prominence as rarely as does Mercury, but that doesn't count for us. Sustained excellence pushes the world ahead. It's a wonderful year of achievement for the house of Olds, Wortman & King. We're breaking records right and left, and we mean to close the year of 1904, that's been so good to us thus far, with the record sales of our mercantile life.

We feel a pardonable pride in the new building soon to be thrown open to the public that, when added to the good "Old Homestead" store, will make this the best appointed retail store in all the west. The added acres of floor space will enable us to "let out links" as it were, all over the house, enlarging the selling space which has heretofore been over-crowded—entirely inadequate to accommodate our vast and rapidly growing patronage, improving the character of the service, and adding in multitudinous ways to the comfort, convenience and safety of our great public. It has been stated repeatedly of late by entirely disinterested observers, that the greater Olds, Wortman & King store will be the best lighted, most airy, and altogether the most attractive and conveniently arranged to be found anywhere in all the west, as well as

PORTLAND'S LARGEST STORE

We print below a few of the many reasons for asking your presence here tomorrow—BARGAIN MONDAY—and at intervals during the week.

GRAND OPENING SALE TOMORROW OF THE

IN THE REALM WHERE RIBBONS REIGN SUPREME—FIRST FLOOR.

Portland's Foremost Store



Women's Suit and Wrap Salesrooms

Grand Salons—Second Floor.

"THE FASHION CENTER OF THE
WESTERN GARMENT WORLD."

Season after season the highest
types of distinctive style elegance
find representation in our unrivaled
displays of Women's outer apparel.
The most exquisite novel creations of
Paris and other foreign fashion cen-
ters as well as their American replicas
are here in the most comprehensive
variety; commanding the approval and
admiration of the most fastidious
women and the keenest style-critics.
HERE ARE GOWNS, PROCKES AND
WRAPS—OF UNEQUALLED STYLE
CHARACTER! EXPOSITIONS OF
MATCHLESS SCOPE!

New "Faquin" models, new "Sara Mayer" models, new "Bischoff David"
models, new "French Blouse" Suits, new "Knockabout" Suits, new "Tuxedo"
Suits, new "Directoire" Suits, new "Pepium Blouse" Suits, new "Peggy-From-
Paris" Suits, new "Hunting" Suits, new "Ripple Coat" Suits, new "Motor"
Suits, new "Frock Coat" Suits in all the new shades of Mahogany, Khaki,
Burgundy, Royal, Havana, Sarsaparilla, etc., and the great AUTUMN SALES
ARE ON.

The exposition shows the importance of style in Tailor-made Suits and the
possibility of securing it at moderate cost. A review of the new colors, new
materials, distinctive lines and style departments is here in the most compre-
hensive manner that will appeal to every woman who loves the beautiful. But the
most important part of the "Mystery of Style" is skilful, perfect fitting, and
every Suit, Coat and Skirt sold by us is

Fitted by Experts

Our staff of fitters is, we believe, second to no corps of custom fitters in
America—thoroughly trained artists who are certainly unequalled by any other
western house.

THE PRICE RANGE HERE IS WIDE AND FITTED TO EVERY PURSE—
WAGE EARNER TO CAPITALIST.

Smart Tailored Suits \$300 to \$12.50
Casting Gowns and Theater Costumes \$50 to \$45
Opera Wraps and Carriage or Auto-
mobile Coats \$200 to \$22.50
Evening Waists, the greatest assort-
ment of hand-made Evening Waists
\$75 to \$15
Tailored and Fancy Waists \$30
Shirtwaists for street wear \$1 to \$5
Dress Skirts \$75 to \$1.50

Extra! Extra! Extra!

HUNDREDS OF NEW RAINCOATS CAME BY EXPRESS YESTERDAY!

Beautiful garments, adapted for wear on beautiful days when sunshine
reigns or protection against the elements that storm. The new ones are full
of surprising sweeter novelties. As easy to get into as a man's full-dress top-
coat. Indeed, some of them are modeled after that garment. Priestley
Cravettes, with a world of quiet, dignified beauty and smart effects.
Pretty tonings on collar and cuffs of brilliantly colored velvets—yes, and
pastel cloths. Newest of all—leather trappings. There are dozens of new
detail touches to enthuse over. Some of the coats have exploded back and
front from collar to hips. The Palette (cape sleeve) Coat is a favorite—
in fact, Fashion's latest. The show of good-looking styles at from \$15 to
\$25 is noteworthy.

It's a Raincoat year and this showing here is far away the best and great-
est on the Coast. We're twice as many as any other three local stores.
Coats that are fit to guard the most magnificent opera gown or ball dress;
Coats that are appropriate for street. Any price you choose—\$50 to \$10

ANOTHER ATTRACTION FOR THE HOMEFITTERS PUT FORTH FROM
FOURTH FLOOR.



Handsome Irish Point Lace Curtains

AT MATCHLESS SALE PRICES!

Another feat of underbuying for which our
Curtain-department is famous. Had rather get
the best of a curtain manufacturer than
sleep—much rather. The curtains sold of
below are a lot he wrestled for a long time
to get at his price, but finally threw the
maker to his knees upon consideration of a
big sale this time and future orders. Over
50 styles in the choosing, and the selections
are marvelous. Each curtain 3 1/2 yards long
and 50 inches wide. The greatest bargain
ever offered buyers by any Portland
house. Read the list:

- 1 style; regular \$ 4.00 value; pair \$3.25
- 2 style; regular 5.00 value; pair 3.95
- 3 style; regular 6.00 value; pair 4.75
- 4 style; regular 8.00 value; pair 5.95
- 5 style; regular 11.00 value; pair 7.75
- 6 style; regular 12.00 value; pair 8.50
- 7 style; regular 14.00 value; pair 9.95
- 88 total styles.

Women's Underwear and Hose

MONDAY SPECIALS

75¢ FOR WOMEN'S WORRIED UN-
DERWEAR, WORTH \$1.00.
Women's medium weight Jersey ribbed
worsted Vests, Pants and Tights, in
white. The famous "Merode" un-
derwear; regular \$5.00 value; special
for Monday only, garment 75¢

Peerless "Cathrine Countiss Sailors"

A beautiful, cabinet size plating
photo of Miss Countiss (Photo by
Moore) free with every sale of a
Countiss Sailor" this week. See win-
dow.

THE LATEST CRAZE:

THE AUTHORIZED "CATHRINE
COUNTISS SAILOR" originated and
distributed only by the makers, Olds,
Wortman & King. This jaunty Sailor
is evolved by the Designer-in-Chief
on charming new lines; the original
fashioned expressly for Miss Countiss,
and now among the favorites in her
millinery basket of gems, has struck
the feminine fancy at a vulnerable
point. Dainty and womanly in its
loveliness, almost, as the charming
woman and sailor herself. It has,
like herself, come to fill a void in
Portland hearts. Again, like this
"womanly woman," it's not only a
local hit, but has already been copied
and may be seen today worn by
the most stylish dressers that go to
make up the "Smart Set" of New
York's Winter Girls of 1904-5.

By authorization of Miss Cathrine
Countiss and Olds, Wortman & King.

WHAT MISS COUNTISS THINKS OF IT

Portland, Oregon, Oct. 7th, '04.

Messrs. Olds, Wortman & King,
Gentlemen:—You must let me thank you for naming this stylish
sailor hat for me. I take great pleasure in wearing mine. It is
it is neat, trim, tasteful, pretty. You have doubtless put forward some-
thing that will meet with popularity, and I am proud to have you deem
it desirable to use my name.
Yours very sincerely,
CATHRINE COUNTISS.

Monday Specials

WOMEN'S NECKWEAR AND VEILS
(First Floor Sections.)
10¢ FOR LACE STOCKS, WORTH 25c.
A lot of pretty Lace Stocks, also some
fine cotton washable stocks, worth
35c each; special Monday, while they
last, each 19c
STUNNING FACE VEILS.
A lot of two-toned Lace Veilings, by the
yard; a beautiful veiling and very be-
coming. We have priced them like
this:
50c Veiling; special, yard 25c
60c Veiling; special, yard 30c
75c Veiling; special, yard 37c
90c Veiling; special, yard 45c
For Monday only.

SPECIAL DEMONSTRATION MON- DAY OF

"Kyalite"

THE MAGIC CLEANER OF SILVER-
AND GLASSWARE.
THIRD FLOOR.
On Monday will be demonstrated
to our patrons the merits of "Kyalite,"
the newest and best cleaner of silver
on the market.
The article to be cleaned is sub-
merged in hot water in which the
Kyalite is used a few moments it is
taken out and dried with a soft
cloth, when you will find that it is
bright and entirely free from tarnish.
Kindly bring in anything in the line
of silverware which you have that
needs cleaning and we will be pleased
to prove to you the merits of Kyalite.
Warred not to scratch.

A Special for Small Boys

50¢ FOR BOYS WAISTS, WORTH
75c AND 50c.
Boys' laundered breccois Waists, dark
and light shades, blouse and shirt
styles; 75c and 50c quality; special
for Monday, each 50c
See Monday papers for a further
list of Special Values for Monday
and Week—Closed out today.
OLDS, WORTMAN & KING.

THE SUPREMACY OF THE RIBBON

's undisputed at Fashion's Court
this new Autumn season. Create
as you will, invent as you may,
you cannot overlook the Renais-
sance and Reign of Ribbons. Rib-
bons have never been approached
in beauty and utility as a garni-
ture for Bonnet, Hat and Gown,
and the Cycle of Fashion has
again turned to Ribbons for ev-
ery possible use. Ribbons for
Strenuous, Ribbons for Bonnets,
Ribbons for Belts with side Sashes,
and Ribbon Novelties infinite.
Flowers and fruits grown from
Ribbons and so real they make
one's mouth water. Ribbons
are supreme! And their supremacy
is pleasing to millions of dainty wear-
ers. As ever, the thousand and one Ribbon wants are best filled at this shop.
Here are the choicest productions of the ribbon looms of Europe and Amer-
ica, priced at figures sure to please the wise buyer who knows the con-
sistency between value and price. Let's get together among these Ribbons.
The skill of expert ribbon knowledge and choosing is yours for the looking.
The Ribbons are priced lower than at other stores. Quantity buying begins
a close price from the manufacturers and this house is the recognized
quantity buyer of the Pacific Slope. This is the great "RIBBON STORE"
of the West. This week's special attractions beckon you with magnetic
power.



Lustrous Autumn Ribbons

Thousands of yards of dainty, beautiful Ribbons, radiantly fresh and
new. Ribbons worthy of the wear of the most fastidious maid or matron.
Portland never saw a more tempting array of splendid Ribbons.
A line of handsome, genuine Scotch Plaid Ribbons in heavy satin, six inches
in width—very popular for girdles and hat-trimmings. Price, the
yard \$1.00
A line of all-silk Taffeta Plaids, 4 and 5 inches wide. Prices the
yard 50¢ and 65¢
A lot of pretty Plaid Ribbons, with satin stripe, 2 and 4 inches wide—very
nice for Children's Hair Ribbons. Prices, the yard 20¢ and 25¢
Ribbons in Roman stripes, all colors—very effective for neck and Belt Rib-
bons. Prices, the yard 50¢, 65¢ and 75¢
Shaded Ribbons in silk or satin, 4 inches wide, in combinations of green and
blue, brown and blue, light maize shading to dark orange, light blue shad-
ing to turquoise, etc. Prices, the yard 50¢
The two-toned effects in Ribbons are the latest thing for millinery use. We
have these Ribbons at, the yard 30¢, 35¢ and 45¢
Our Cushion Ribbons are all in new—gorgeous and varied assortment,
ranging price from, yard 25¢ to \$1.00
Fancy Taffetas and Moire Taffetas in all colors at the
yard 35¢, 45¢ and 50¢
Beautiful Dolly Varden or Dresden Ribbons at the yard 40¢
Fancy Taffetas with embroidered dots at the yard 60¢
Satin Ribbons with embroidered dots, all colors, the yard 60¢
Taffetas in gingham check patterns, blue and white and black and white at
the yard 40¢
Silk Ribbons with lace or cloverleaf effects, in lavender, maize, blue, pink,
white and black at the yard 85¢
Rayon stripes, used for Novelty Belts, the yard 75¢ and \$1.25
The new Coque de Roche shades in satin or taffeta, 3 inches wide, the
yard 30¢ to 50¢

Special Sale of Satin Taffeta Ribbons

First Floor.
25¢ FOR RIBBONS WORTH 25c AND 40c.
A line of beautiful Satin Taffeta Ribbons, in all colors, white, black and
cream, 4 1/2 inches wide, worth 25c and 40c the yard; also some fine,
soft, all-silk Maline Ribbons, same width as the Taffetas, worth 35c per
yard. Special for Monday only at the yard 25¢

Dainty Valenciennes Laces

10¢ FOR VALENCIENNES LACES WORTH 25c.
A lot of fine Valenciennes Laces, in white only, in width up to 1 1/2 inches, and
worth up to 30c a yard—also insertions to match. Special for Monday
only, yard 10¢
N. B.—New and Elegant Laces of every description are to be found at
our Lace Counters—First Floor.

Linen Handkerchiefs

25¢ HANDKERCHIEFS FOR 4 FOR 60¢.
A lot of nice, fine Linen Handkerchiefs, very suitable for the use of the chil-
dren; regular value 25c each. Special for Monday and all the week at 4
for 50¢
Also another lot of plain, hemstitched Handkerchiefs—regular size for la-
dies' use. Special price for Monday only, each 5¢

Beautiful Lace Collars

LACE COUNTER—FIRST FLOOR.
Our buyer made an exceptionally lucky purchase when he bought this lot of
lovely Lace Collars. Therefore we are able to offer them to you at about half
what they are really worth.
These Collars are some of them circular in shape and come in both white
and ebru; others are made of Batiste and are lace trimmed. Note special
prices given below:
Collars worth \$2.00; special, at each \$1.00
Collars worth \$3.00; special, at each \$1.50
Collars worth \$5.00; special, at each \$2.50
Collars worth \$7.50; special, at each \$3.75

KERNELS OF KNOWLEDGE ANENT THE PANAMA CANAL

Parents and teachers might do
well to ask children to read each
day the educational item anent
the Panama Canal, to be found at
the head of this column. They
are little nuggets of interest on a
matter of interest to every Amer-
ican culled carefully and touched
on briefly—from leading author-
itative educational journals.

Upon completion, the Panama
Canal will be shorter, have fewer
locks and less curvature than the
one planned at Nicaragua. The
measure of these advantages is
the time required for a vessel
to pass through, which is esti-
mated for an average ship at 12
hours for Panama and 33 hours
for Nicaragua. On the other
hand, the distance from San
Francisco to New York is 377
miles, to New Orleans 579 miles,
and to Liverpool 386 miles
greater via the way of Panama
than via Nicaragua. The time
required to pass over these dis-
tances being greater than the
difference in the time of transit
through the canals, the Nicaragua
line, if completed, would have
been somewhat the more advan-
tageous of the two to the United
States, notwithstanding the
greater cost of maintaining the
larger canal. But the Panama
Canal is best for the commerce of
all the world.

This house is to give some
Portland school the large work-
ing model of the Panama Canal,
now on exhibition in one of the
large show windows. The school
will be chosen by popular vote of
the people—a vote with every
25c purchase; the voting to close
at 6 p. m. on Wednesday, No-
vember 23, the award to be made
on the result of the vote at that
time. We list only the names of
the first 15 schools in the
STANDING AT 5 P. M. YES-
TERDAY:

St. Mary's Academy	41,519
Portland Academy	39,803
Highland	34,848
Harrison School	21,503
Williams Avenue	19,901
Atkinson	19,891
Park	18,963
Failing	16,280
Sunmyside	13,348
Highland	11,933
Holladay	10,390
Central	8,390
Clinton Kelly	8,390
Chapman	8,390
Cluck	8,390
Total vote	350,000