

"THE DIFFERENT STORE"

SOLE OREGON AGENTS FOR THE WORLD FAMOUS BONNET SILKS

Distributing Depot for the Premier American Corsets, the ROYAL WORCESTERS—Salons in Annex—Second Floor.

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

PORTLAND'S BEST CARPET SALE ROOMS—HERE ON FOURTH FLOOR

PORTLAND'S QUALITY SHOP

The Home of Authoritative Fashions



MAIL YOUR ORDERS. If not convenient to come to the store, shop by mail. All orders filled promptly by expert shoppers. Leading mail order house on the coast. New Fall Catalogue free for the asking. Write for it.



The Home of Authoritative Fashions

Dashing Forward! A Whirling, Whizzing, Autumn Business!

A Dash and a Leap Ahead of Would-be Competitors!

"Down and Out"

Colored Dress Goods Prices Are Down—Quantities Will Go Out Tomorrow

COLORED DRESS GOODS SLAUGHTERED FOR WEDNESDAY.

Our regular \$2.50 and \$3.00 French Camisole and Etblines, in plain, silvered, fancy stripes and Mouche effects, in all the following colors: Navy, gray, mole-skin, Oxford, brown, castor, tan, plum, purple, white, cardinal and champagne, for tomorrow only, special, yard.....\$1.49

The remarkable special values included in this second week of October's collecting relegates into insignificance the so-called bargains of other stores. Goods of superior quality—everything bearing the hall-mark and guarantee of this RELIABLE store, no matter what the price may be. No merchandise here of uncertain make or quality in order to make an alluring price possible. THE OLDS, WORTMAN & KING STORE is giving such service as Portland never dreamed of. It has steadied and equalized prices on a plane of helpfulness to the public. The old plan was, "Some things cheap, some things a hundred per cent—or more." This store possibly has not lessened the average prices of "leaders," but it has ended the days of the hundred per cent profit on anything. The store grows constantly stronger in stocks—the assortments of goods. No store in the world has more far-reaching trade connections. Three continents are searched for their best products to bring home to Portland folk. We are the recognized authorities on dress in Portland—and in every line represented under the Olds, Wortman & King roofs our business exceeds by far that of any other store in the northwest. We can meet your demands—and we'll make only such promises as we can keep.

CORRESPONDENCE COLUMN

In answer to "CONVENIENCE," we would say: Why, certainly! It is much more convenient for you to have an account at this store—and why not? It costs nothing. It makes shopping easier. We'd actually RATHER you'd pay your account in a lump once a month than at the counters. Prices are the same, cash or credit, and you have every privilege of cash customers. Yes, indeed, you have the advantage of every special sale, of course—why not? And then you can phone or send the youngster to the store for your purchases. You may pick up a paper and see something you need advertised at a special price. Husband forgot to leave any money home. An account leads you out of that difficulty. Just phone and say "Charge it." 'Twill go out to your house next delivery. See me about it.



GREAT SPECIAL WEDNESDAY SALE OF Women's Underwear

11c FOR WOMEN'S "MERODE" UNDERWEAR WORTH \$1.00. Women's White and Silver Gray Jersey Ribbed Vests, Pants and Tights, 85% wool, the famous "Merode" Underwear, the best \$1.00 value in the city; special for Wednesday, garment.....77c



Need Petticoats? Pay \$1.97 Tomorrow for the \$2.75 Sort

THIS MAY INTEREST. ANNEX—SECOND FLOOR. Wednesday we shall place on sale in the Under-music Annex a lot of Ladies' black Petticoats in mercerized cotton and moreen Ambrording, the Elite Petticoats made especially for stout figures in a great variety of styles, regular \$2.75; special at.....\$1.97

THE PANAMA CANAL MODEL VOTING CONTEST

OTHER AMERICAN CANALS. The most important ship canal now in operation in America is the short canal which links the rapids in the Sault Ste. Marie river, connecting Lake Superior with Lake Huron. The clear dimensions of the principal lock are: Length, 200 feet; width, 100 feet and depth over miter sill, 21 feet, with a lift of 20 feet. The canal is owned and operated by the United States government free of tolls. It is closed to navigation by ice four or five months of the year. Its trade during the navigation season of 1923, a period of 181 days, comprised 25,155,210 tons of freight, valued at \$251,847,750, or more than double the traffic of the Suez canal for the same period.

Now Buy "Bumbershoots"

As Our English Coxains Would Call 'Em. The American is "Umbrellas"



The Autumn rains are here; cooler days and longer nights. The long jolly Winter is all ahead and we in Oregon hail it with joy. No wonder, for roses will bloom in this fertile land—not blizzards. Fur overcoats are useless to the Oregonian but umbrellas indispensable. Everyone should own two; otherwise the lone umbrella is sure always to be the wrong one at the wrong end of the route when wanted. TODAY WE OPEN OUR

"Annual Autumn Sale of Umbrellas—Colonials"

The best make of umbrellas in America. They are the product of one of the leading eastern factories—made on honor, for service. Particularly adapted to the constant every day wear given them under the climatic conditions prevalent here. The best grade of materials in the covering, the lightest, most durable Paragon (hollow) frame, the best and strongest springs, best swivels on handles and finest selection of the handles themselves. The shape and tension, strong, regular, sewing strong yet fine, and other almost endless reasons for carrying the

- COLONIAL UMBRELLAS. Children's 22-inch Colonial50c. Children's fine 22-inch Colonial up to.....\$2.50. Ladies' 24-inch Gloria Colonial.....\$1.00, \$1.25, \$1.50. Ladies' 26-inch Taffeta Colonial.....\$2.00, \$2.50, \$3.00. Ladies' 26-inch Silk Umbrellas in black and colors.....\$1.50. Men's 28-inch Colonial.....\$2.00 to \$2.50. Ladies' Umbrellas in basket, up to.....\$35.00

—IN THE—Linen Store and Waisting Shop

FIRST FLOOR. SOME RARE BARGAINS IN ALL GOOD TABLE LINENS. And the knowing woman won't have any but the good sorts around her house. That's why OLDS, WORTMAN & KING'S Linen Store is so popular—prices and qualities always right. Just now we're helping our folks to prepare the Thanksgiving table—price helps like those being used. All that's best in Linens is here—headed, of course, by that best make in the world—RICHARDSON'S BELFAST IRISH LINENS. We offer unparalleled opportunities for buyers, the timeliness of which is beyond question, for the supplying of every need present or future, at a lower price than obtainable elsewhere. Run through the offerings—Table Cloths, Lunch Cloths, Tray Cloths, Napkins, Damasks by the yard, Dollies—all at special prices.

EXTRA SPECIALS. Regular \$1.75 values of 71-inch Damasks; special this week at, the yd \$1.25. Reg. \$5.00 doz. Dinner Napkins to match; special at, dozen.....\$4.35. A small lot—only about 75 dozen—of 3-size Napkins, the best value ever shown or sold in Portland at \$2.15 dozen; special at.....\$3.64. Plain Bath Damask Lunch Cloths, 45 inches square, best \$1.50 value, a small lot only; while they last, special at, each.....\$2.45. BEDSPREADS—Full-Size Crochet Spreads, in handsome Marcellise patterns, regular \$1.50 value; special at.....\$1.25. Full-Size Crochet Spreads, fully fringed and cut corners, especially adapted for brass beds, regular \$2.00 value; special this week at.....\$1.65. MORE NEW AUTUMN AND WINTER WAISTINGS IN. Cotton Dress Goods are now worn in the colder months almost as much as in summer. The cottons are so pretty, as well as cleanly, it is possible to wear them all year by increasing the weight. Now they have warmth as well as beauty; and where the mercerizer's art has been brought into play the cottons look wonderfully like silk. We can hint but briefly of the new goods. Better let the eye take in the beauties on the next shopping trip. And then there's new Swiss Grenades, Suede Flannels, French Flannels and Embroidered Robes, in all white and plain colorings, to divide attention. See the window showing of these.

Raincoats Women's and children's...

SECOND FLOOR SALONS OF WOMEN'S OUTER WEAR.

The automatic reporter of store news emanating from one of the "also ran" class of stores said yesterday that his store was the "only one in town showing complete assortment of women's and children's raincoats." This statement showed one of two things—probably both—a woeful ignorance of truth or what other stores show.

THE FACTS ARE THESE: This store can show two for one of every raincoat included in the showings of local stores—and the coats are here to prove it. But nobody gets fooled. The writings of some stories are quite unsafe to take without shutting both eyes, stopping the think-watch and taking a liberal dose of salts of mirth. We said yesterday—and repeat today: "HUNDREDS OF NEW RAINCOATS CAME BY EXPRESS SATURDAY. 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 swagerness. As easy to get into as a man's full dress topcoat. Indeed, some of them are modeled after that garment. Priestley Cravenettes, 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 trimmings. There are dozens of new detail touches to enthuse over. Some of the coats have box plaited 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 Raincoat Year, and this showing here is far away the best and greatest on the coast. We've 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 \$10 to \$50

ANNUAL OUTFITTING TIME Fall and Winter Footwear



A STORY OF AMERICAN SHOES. As early as 1829, Thomas Beard, a shoemaker, arrived in New England on the Mayflower with a supply of hides and started America's first boot and shoe industry. As early as 1893 the business was being carried on profitably in Pennsylvania, and a little later the Colonial Legislature of that state passed laws regulating the materials and the prices of boots and shoes. During the Revolution most of the shoes worn by the Continental Army were made throughout the Colonies, and it was recorded "for quality and service they were quite as good as those brought from England." TODAY AMERICAN SHOES ARE THE BEST IN THE WORLD and American shoe shops are opening up in most of the larger cities abroad, simply because the people there still have no other shoes. In nine months of 1923 Great Britain alone imported a million and a half dollars' worth of American shoes. Fairly representative of the best American shoes made are our Pingree "Gloria," for men or women, at.....\$3.50. The famous "O. W. & K." Shoe for men.....\$3.50. Bench-made Pattern Shoes, very dressy, for women.....\$5 to \$8.

Women's Shoes—Special Values This Week in the Footwear Aisles. \$2.54 FOR WOMEN'S \$2.50 and \$4.00 SHOES. Women's Winter Shoes, made of box calf, Bluchers cut, double soles, military heels, regular \$1.50 and \$4.00 value; special for Wednesday at, pair.....\$2.54. WOMEN'S \$4.50 and \$5.00 SHOES FOR \$2.98. Women's Shoes for dress or street wear, with matt tops, patent vamps, welt soles, military heels, button or lace, regular \$4.00 and \$5.00 value; special at, pair.....\$2.98. \$2.71 FOR WOMEN'S \$4.00 SHOES. Women's Shoes made of patent kid, with welt soles, full round toes, military heels, matt tops, very stylish, regular \$4.00 value; special pair.....\$2.71.

A SALE OF DAZZLING WHITE IN THE MILLINERY SALON SECOND FLOOR. Wednesday All White Hats



(THE COUNTESS SAILOR ALONE EXCEPTED) AT EXACTLY ONE-THIRD OFF REGULAR PRICE! No woman's millinery basket is complete without at least one white hat. This is a season of white for opera, theatre and evening wear. White is queen. Therefore in offering you this inducement for Wednesday we place before you a timely as well as attractive special. Magnificent creations are included—everything, in fact, from the simple little white creation at \$1.98 up to its aristocratic French sister with the Parisian accent at \$25. The Countess Sailor alone excepted—choose any white hat in the store Wednesday, \$1.98 to \$25, at ONE-THIRD OFF!

73 Cents for Silks That Are Rare Values at One Dollar a Yard



ANNEK—FIRST FLOOR. The splendid silks in the sale of the past two days have made a sensation—these beautiful Peau de Soie and taffetas, rich Sulisy fabrics. It was the best luck in the world that our buyer, now in New York, got them from the manufacturer's agent to sell at the prices we're offering them at. He was going back to Europe to get more silks, but couldn't leave until he had cleared up his stocks. Silks too good for the money we sell 'em for regularly. We bought 'em in a minute at the sacrifice price to turn over to you at the same. We ought to do a big silk business tomorrow.

The Last Day of the Sale

Regular \$1.00 all pure Silk black Peau de Soie; special for tomorrow.....73c. Regular \$1.10 all pure Silk black Peau de Soie; special for tomorrow.....79c. Regular \$1.25 all pure Silk black Peau de Soie; special for tomorrow.....92c. Regular \$1.35 all pure Silk black Peau de Soie; special for tomorrow.....98c. Regular \$1.50 all pure Silk black Peau de Soie; special for tomorrow.....\$1.11. Regular \$1.50 yard wide black Taffeta; special for tomorrow.....\$1.21. Regular \$1.50 yard wide black Taffeta; special for tomorrow.....\$1.21. Our regular 13 1/2 yard wide fast black Peraline, the grade others sell for 15c and 20c per yard; special for tomorrow, yard.....54c.

SPECIAL PRICES ON BROADCLOTH

Our \$1.50 quality; special for tomorrow only, yard.....\$1.19. Our \$2.00 quality; special for tomorrow only, yard.....\$1.59. Our \$2.50 quality; special for tomorrow only, yard.....\$1.99. Our \$3.00 quality; special for tomorrow only, yard.....\$2.39. Our \$3.50 quality; special for tomorrow only, yard.....\$2.79. Our \$4.00 quality; special for tomorrow only, yard.....\$3.19. Our \$4.50 quality; special for tomorrow only, yard.....\$3.59. Our \$5.00 quality; special for tomorrow only, yard.....\$3.99. Our \$5.50 quality; special for tomorrow only, yard.....\$4.39. Our \$6.00 quality; special for tomorrow only, yard.....\$4.79. Our \$6.50 quality; special for tomorrow only, yard.....\$5.19. Our \$7.00 quality; special for tomorrow only, yard.....\$5.59. Our \$7.50 quality; special for tomorrow only, yard.....\$5.99. Our \$8.00 quality; special for tomorrow only, yard.....\$6.39. Our \$8.50 quality; special for tomorrow only, yard.....\$6.79. Our \$9.00 quality; special for tomorrow only, yard.....\$7.19. Our \$9.50 quality; special for tomorrow only, yard.....\$7.59. Our \$10.00 quality; special for tomorrow only, yard.....\$7.99.