

WASHINGTON, FIFTH & SIXTH STS. WELCOME TO VISITORS

# THE OLDS-WORTMAN-KING STORE

"The Different Store"

LEADING DEPARTMENT HOUSE ON THE PACIFIC SLOPE

"The Daylight Shop"

THIS STORE CLOSSES AT SIX O'CLOCK P. M. EVERY DAY

### It Pays to Advertise—and Why

A TRUTHFUL "AD." THAT WORKED OVERTIME, BUT PAID.

"WHITE'S SAYINGS" has it that a good advertisement may belong to the union and yet work Sundays and overtime. Now, an advertisement, in order to be good must be ABSOLUTELY TRUTHFUL, and a truthful ad. will work while you sleep. Everyone knows the OLDS, WORTMAN & KING ads. to be TRUTHFUL, thus RESULTFUL. In Sunday's papers we advertised a special half price sale of women's under-muslins for Monday—a factory's full sample line. The story was short and the space inconspicuous, but the nut was "meaty," filled with the meat of TRUTH, and readers knew it. Monday morning at 8 o'clock sharp the Undermuslin Salons were filled with eager buyers, at 10 a. m. orders were received in the advertising department to "Cut out sale of sample undermuslins, every garment sold"—then what? did we disappoint latecomers? not by a long shot! We filled the tables from our own stocks of the same lines, and made the ad-man's promise good. All day long we brought on armfuls of dainty undermuslins and filled the gaps made by the steady outpour to happy, satisfied customers. "LOSE MONEY?" Yes—and no. We lost a good round sum on those undermuslins, but 'twas a mighty good investment—we kept our word, kept faith with the public. Kept up that CONFIDENCE we started to build nearly thirty years ago. We shudder to think of the consequences of lying to the people, and yet some stores do that every day. A friend said the other day: "It is not difficult to tell the truth in an ad.; the difficulty must be to tell the truth in such an attractive way that people will want to buy the goods." Not a bit of it, friend—the plain truth, without varnish or veneer is best, it sticks out better—and folk can see it plainer. Telling the truth in our ads. and always doing a little better than we promise has made this PORTLAND'S GREATEST STORE. Here's columns of truths about exceptional values arranged for Thursday at the Store:

### Children's Dresses and Baby Bonnets Reduced

**Children's White Dresses,** made of fine lawn and India linen, in a great variety of styles—the French long-waist effect predominating. All are beautifully trimmed with dainty Valenciennes lace and embroidery insertions and edgings. Sizes from 3 to 6 years. We offer them to you, without exception, at One Third off regular selling prices—Our regular \$1.50 value. Special at, each.....**\$1.00**  
Our regular \$1.75 value. Special at, each.....**\$1.17**  
Our regular \$2.25 value. Special at, each.....**\$1.50**  
Our regular \$2.50 value. Special at, each.....**\$1.63**  
Our regular \$2.75 value. Special at, each.....**\$1.83**  
And so on, up to our \$20 value. Specially priced at, each.....**\$13.34**  
**Infants' Bonnets,** here in white mull, either plain or elaborately trimmed with lace, ruche or ribbon, dainty and pretty; our regular \$1.65 to \$2.25 values. Special Sale Price, each.....**97¢**

### An Ocean of Bewitching Beauty in the Parasol Exhibit

Parasols fit to shelter queens from the intrusive sun. Parasols that will shelter many a queenly American woman ere the end of the week. Parasols for the races, for street carrying, for the fashionable parades along Exposition avenues, beautiful parasols sure to charm the army of shoppers that will fill the store tomorrow. A wonderful exposition exhibit that came here instead, and sure to meet the view of more eyes than would see it elsewhere, even at the big fair. One of a kind models, beautiful conceptions in white and fancy silks exquisitely trimmed, some in artistically hand-painted effects. Others in white laces. Carriage parasols and parasols to match every conceivable shade of gown. A grand choosing and no two alike. Special prices, 75¢ to \$5, a fourth off the regular values. Japanese Parasols for the beach and mountains, 25¢.



### Children's Coats Reduced a Half

We've a few too many Children's Coats in the stocks. The query comes: "When is it better to take the loss—now or later?" The answer must be TAKE IT WHEN THE LOSS WILL BE LEAST. That's now. So, starting tomorrow, we shall effect a drastic reduction of the stocks by deliberately chopping off a half of the prices. Latest styles, coverts, serges, homespuns and manish mixed goods in tans, blues, reds, grays, checks and mixtures; regular values to \$16.50. Choose as you may for three days, Thursday, Friday and Saturday they're.....**HALF PRICE**  
Women's House Wrappers, in newest styles, all colors and attractive patterns; best \$2 values, at.....**70¢**

### FREE COOKING SCHOOL

Third Floor—Sessions 10 a. m. to 12 m. and 1 to 4 p. m.

### EMBROIDERY LESSONS FREE!

Given by an Expert Needlework Teacher—Second Floor—Art Room Annex.

### Tremendous Reductions on Handsome Lace Curtains



A remarkable sale of dainty, pretty Lace Curtains, at prices sweepingly reduced is on. It is an occasion of extreme interest to housekeepers, rooming house managers and hotel folk. The sale holds out extraordinary inducements to buyers who have a place for a pair or more of Lace Curtains at wonderful bargain prices. The most opportune chance yet offered this year to Portland housekeepers to provide for their curtain wants. The prices below furnish but hints of the values, you can't begin to realize what they really are until you reach the store tomorrow.  
We shall offer about 300 Pairs of Real Brussels and Renaissance Lace Curtains—samples which are slightly mused from handling and showing.  
They are really matchless values at the Special Sale Prices at which we offer them.

- Real Brussels Lace Curtains.**
- |                    |                       |         |
|--------------------|-----------------------|---------|
| Our \$4.00 value.  | Special at, pair..... | \$2.95  |
| Our \$5.00 value.  | Special at, pair..... | \$3.75  |
| Our \$5.50 value.  | Special at, pair..... | \$4.15  |
| Our \$6.00 value.  | Special at, pair..... | \$4.50  |
| Our \$6.50 value.  | Special at, pair..... | \$4.85  |
| Our \$7.00 value.  | Special at, pair..... | \$5.25  |
| Our \$8.00 value.  | Special at, pair..... | \$6.00  |
| Our \$9.00 value.  | Special at, pair..... | \$6.75  |
| Our \$10.00 value. | Special at, pair..... | \$7.35  |
| Our \$12.50 value. | Special at, pair..... | \$8.65  |
| Our \$14.00 value. | Special at, pair..... | \$9.35  |
| Our \$17.50 value. | Special at, pair..... | \$11.65 |
| Our \$20.00 value. | Special at, pair..... | \$13.35 |
| Our \$23.00 value. | Special at, pair..... | \$15.00 |
| Our \$29.00 value. | Special at, pair..... | \$19.00 |
| Our \$33.00 value. | Special at, pair..... | \$20.00 |
| Our \$75.00 value. | Special at, pair..... | \$37.50 |
| Our \$90.00 value. | Special at, pair..... | \$45.00 |
- Renaissance Lace Curtains, All Hand-Made and Very Handsome.**
- |                    |                       |         |
|--------------------|-----------------------|---------|
| Our \$7.50 value.  | Special at, pair..... | \$5.25  |
| Our \$8.50 value.  | Special at, pair..... | \$5.95  |
| Our \$9.50 value.  | Special at, pair..... | \$6.65  |
| Our \$11.00 value. | Special at, pair..... | \$7.75  |
| Our \$14.00 value. | Special at, pair..... | \$9.75  |
| Our \$15.00 value. | Special at, pair..... | \$10.50 |
| Our \$17.50 value. | Special at, pair..... | \$12.25 |
| Our \$20.00 value. | Special at, pair..... | \$14.00 |
| Our \$24.00 value. | Special at, pair..... | \$16.00 |
| Our \$27.00 value. | Special at, pair..... | \$18.35 |
| Our \$32.00 value. | Special at, pair..... | \$21.25 |
| Our \$40.00 value. | Special at, pair..... | \$26.65 |

## A Suit Sale That's Sure to be the Talk of the Town

A MONSTER AND OPPORTUNE PURCHASE OF WOMEN'S HIGH GRADE SUITS.

Grand Salons—Second Floor.

VALUES TO \$35.00—AT A CHOICE FOR \$10.00

"Fortune favors the brave"—and the energetic. While most folk were seeking the "high places" or the cooling sea breezes of Atlantic City, our tireless and cold blooded buyer was traversing the heated pavements and turning garment salesrooms inside out in New York ten days ago, during the fearfully heated period from which the denizens of that burg suffered. How well she succeeded in unearthing wonderful values could not possibly be demonstrated better than by the grand lot of women's tailored street suits she sent home to us by express and which will be offered at an almost unbelievable figure tomorrow, Friday and Saturday. For three days we are enabled to offer, thro' an unprecedented turn of fortune in our favor, a lot of the newest and smartest styles in these suits, the product of a leading maker who had closed his season and was willing to take a tremendous loss to clean up his summer stock. About 200 in all. Every late and favored style and material is included, in every wanted coloring and stylish mixture. Plain tailored and trimmed effects. Jacket, Eton and Bolero styles. Splendid for fall wear or for now. Splendid values up to \$35. In this matchless sale for three days only at a choice for.....**\$10**

REALLY MARVELOUS BARGAINS! THURSDAY, FRIDAY AND SATURDAY ONLY.

### Dainty White Suits for Shore and Warm Afternoon Wear Reduced One-Quarter

We've a lot of new arrivals in the Summer Salons of White. Every woman needs at least one white frock for summer wear and most women like two or more, allowing a change at will. Never has such a white season been known before; perhaps the unprecedented warm weather has something to do with the cause; be that as it may, it's "up to us" to provide for the effect. And we've done it—generously. You select here from splendid assortments of all that's newest and prettiest, in white or linen dresses. The price range is wide—\$4.50 to \$500. You may choose for three days at exactly **A QUARTER OFF ANY WHITE OR LINEN SUIT OR COAT**

### Sensational Silk Selling

Prices Torn Evenly in Two—You Take Two Yards of Silk Paying Us for But One! **OUR REGULAR \$1, \$1.25 AND \$1.50 NOVELTY SILKS GO AT HALF PRICE**  
Every yard in very latest weaves, finishes and colorings. Every yard the best for the money at regular prices that the world's best silk markets afford. Not a lot of remnants, but our own matchless lines, selected with consummate care and expert skill. Every yard must be sold this week, and the half prices will surely do it in a hurry. Be early today for choicest selections. \$1.00 Silks for 50¢ yard. \$1.25 Silks for 62½¢ yard. \$1.50 Silks for 75¢ yard.

### Summer Needs at Economic Prices

Japanese Lanterns, for picnics, lawn parties, boating, etc., dozen.....**60¢ and 75¢**  
Special Demonstration of the Hicks Dress Shields. These shields may be washed and ironed as handily as a pocket handkerchief without injury.  
**20c, 25c, 30c, 40c and 50c**  
Brown's Celery Phosphate, a delicious and healthful beverage for summer. In pint bottles at **35¢**. Quarts, **65¢**.  
Roach Food, fatal to cockroaches, per can.....**15¢**  
Peterman's Discovery, will kill the bedbugs and destroy their eggs. A permanent riddance of the pests is effected by its use. One application will rid the worst infested bed permanently of the bugs and their eggs, can.....**15¢**

### "Buster Brown" Stockings 20c the Pair

"RESOLVED." That if folks want the "Buster Brown" Stockings or are intending to buy stockings for "Buster's Sister" they will do well to come here, for them, as we sell them at **20¢** the pair. **DRAWING BOOKS FREE.** No red tape, no saving of coupons, but the stockings for 20¢ straight, one pair or a hundred pairs, with the reservation of NONE TO DEALERS. "Yours truly, Buster Brown."

### Who Wants \$1.50 Damask Tablecloths for 98c?

Any one interested in the above query will do well to ramble thro' the aisles adjacent to the linen counters tomorrow and note the people composing the crowds sure to congregate there. Perhaps some of them may be your neighbors. Don't let them get any the best of you—get your share too of this special offering. There's only a thousand of them in all, so we can't tell just how long they will last. Superb drawnwork figured damask cloths 54x63 inches, a splendidly varied assortment from which to select. Best \$1.50 values in the city. Special white they last at a

**Choice for 98c**

### GRAND CENTRAL DEPOT FOR SOUVENIRS

Send souvenirs of the fastest growing and healthiest city in America to your eastern friends. The largest stocks in the city to choose from are here, all at modest little prices. Scattered through every department, on every floor.

### Another Extraordinary Millinery Sensation!

'Tis a scene constantly shifting—this busy Millinery Store of ours. It's the other store's "dull-in-between-season time now, something we don't know anything about here in this all-year-round shop in the Annex off the spacious Second Floor. Our large and constantly increasing outlet for millinery enables us to purchase extensive lines, and frequently permits us to take all an importer or a manufacturer has, providing the price is right. Last week our buyer, now in New York, sent us a lot of fine imported novelty shapes he got from an importer at a big loss to him. They are the most wanted shapes for just now and come at a most opportune time, especially as the price is so all out of proportion to the values. The lot comprises Milans, fine Tuscan and Neapolitan braids; values to \$10. Special for.....**\$1.50**  
Auto Veils and Hat Drapes, in all the favored colorings and shades; values to \$4, for.....**\$1.50**

### Bargains in Women's Cool Summer Hosiery

Dainty New Arrivals Come to the Midsummer Exposition—First Floor Shops

**Women's Cotton Hose 25c.**  
Black gauze, medium weight "Maco" Cotton Hose. Special at, the pair.....**25¢**

**Women's Cotton Hose 3 Pairs \$1.00.**  
Fine Maco Cotton Full Finished Gauze Hose, double sole, spliced heels and toes, medium and heavy weight. Special at, 3 pairs.....**\$1.00**

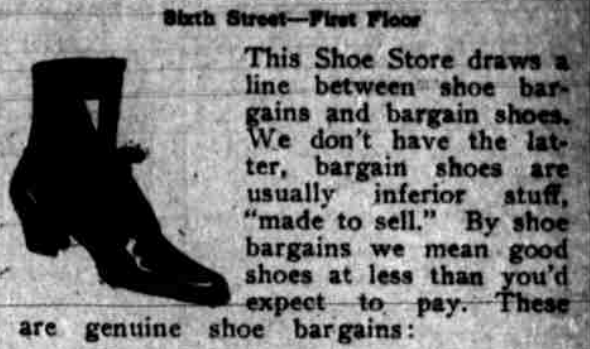
**Women's 50c Hose 35c.**  
A fine assortment of Women's Hose, in black lisle with lace boots, black all lace lisle, tan all lace lisle and tan with lace boots; other houses sell for 50c. Our price, special at, the pair.....**35¢**

**Women's Hose 50c.**  
Women's fine black gauze, medium and heavy weight, Cotton Hose, fine black gauze and medium weight lisle, black all lace and lace boot lisle, all lace lisle, black with embroidered boots, plain tan, all lace and lace boots. Special at, the pair.....**50¢**

**Women's Black Lisle Hose 75c.**  
Fine black lisle, gauze and medium weight Hose, all lace and with lace boots. Special at, the pair.....**75¢**

**Women's Hose \$1.00 to \$1.75.**  
A large assortment of the fine grade of lace and embroidered boots. Values from, the pair.....**\$1.00 to \$1.75**

### Matchless Shoe Bargains in the Annex



This Shoe Store draws a line between shoe bargains and bargain shoes. We don't have the latter, bargain shoes are usually inferior stuff, "made to sell." By shoe bargains we mean good shoes at less than you'd expect to pay. These are genuine shoe bargains:

**Women's \$2.50 Half Shoes \$1.65.**  
Chocolate Tan Half Shoes, Gibson tie; regular value \$2.50. Special, pair.....**\$1.65**  
**Women's \$2 Oxford Ties \$1.40.**  
Russet Tan Oxford Ties, turned sole; regular value \$2. Special, pair.....**\$1.40**  
**Women's \$3.50 Half Shoes \$2.40.**  
Medium shade tan Russia Calf Half Shoes; regular value \$3.50. Special, the pair.....**2.40**  
**Women's \$4 Half Shoes \$3.00.**  
Light shade Russia Calf Half Shoes; our best \$4 value. Special, pair.....**\$2.95**  
**Women's \$3.50 Oxford Ties \$2.15.**  
Dark shade Russia Calf Oxford Shoes, street soles, military heels; regular value \$3.50. Special, the pair.....**\$2.15**  
**Women's \$4 Shoes \$3.15.**  
High grade Russia Calf Shoes, Blucher cut, the Pingree Protection; regular value \$4. Special, the pair.....**\$3.15**  
**Women's \$2.50 Shoes \$2.00.**  
Tan lace "Gloria" Shoes, Blucher cut, all sizes; regular value \$3.50. Special, the pair.....**\$2.99**

**MEN'S SHOES.**  
**Men's \$3.50 Shoes \$2.50.**  
Men's Tan Russia Calf and Vici Kid Lace Shoes, in both high and low cuts; regular value \$3.50. Special, the pair.....**\$2.50**  
**Men's \$3.50 Shoes \$2.00.**  
Men's Patent Colt Lace and Button Shoes, high and low cuts; regular value \$3.50. Special, the pair.....**\$2.99**  
**Men's \$5 Half Shoes \$3.65.**  
Men's Tan Button Half Shoes, "The Floraheim"; regular value \$5. Special, the pair.....**\$3.65**  
**Boys' Tan Lace Shoes.**  
Sizes 2½ to 6; regular value \$2.75. Special.....**\$1.90**  
Sizes 1½ to 2; regular value \$2.50. Special.....**\$1.75**  
Sizes 9 to 11; regular value \$2.25. Special.....**\$1.50**  
Boys' Tan Half Shoes at Reduced Prices.

**MISSIS SHOES.**  
Misses' Tan Lace Shoes, with low and spring heels—  
Sizes 1½ to 2. Special at, the pair.....**\$1.27**  
Sizes 3½ to 11. Special at, the pair.....**\$1.17**  
Sizes 5 to 8. Special at, the pair.....**97¢**  
Just received, a line of Women's White Duck and White Canvas Half Shoes; all sizes.

### Investing in Lots?

Corner lots are always preferable. Here's five lots of beautiful embroideries we've "cornered" at prices we'll let you in on tomorrow at the ground floor entrance. The values are as great and as numerous as on the first day of the sale. Embroidery Shops—First Floor—near Fifth Street entrance.

**Lot 1**  
10c for Embroideries Worth to 35c.  
Cambric and Nainsook Embroideries and fine Nainsook Insertions, from 2 to 6 inches wide, in many pretty patterns; our 15c to 35c values. Special Sale Price, the yard.....**10¢**

**Lot 2**  
30c and 40c Embroideries for 19c.  
Cambric and Nainsook Embroideries and Insertions, some in dainty patterns suitable for baby's wear; others which are just the thing for underwear. These embroideries are 2 to 10 inches in width and are our regular 30c and 40c values. Special Sale Price, the yard.....**19¢**

**Lot 3**  
45c Embroideries for 23c.  
Fine Cambric Embroideries, from 9 to 12 inches wide, suitable for Petticoat flounces and other underwear trimmings; our regular 45c value. Special Sale Price, the yard.....**23¢**

**Lot 4**  
50c and 75c Corset Cover Embroideries for 39c.  
Corset Cover Embroideries, of cambric, Swiss and nainsook, in beautiful designs; also 18-inch embroideries, which make handsome flounces for petticoats; our 50c to 75c values. Special Sale Price, the yard.....**29¢**

**Lot 5**  
\$1.49 for Embroideries Worth \$2.50.  
Wide 45-inch Embroidery Skirt Flouncings of nainsook or Swiss, handsome patterns, values to \$3.50. Special Sale Price, the yard.....