



THE MOST STYLISH MILLINERY.

EASTER TIDE IS HERE, and this store, with its timely suggestions, invites you to the greatest gathering of stylish millinery in this city's experience. The people were apt and speedy in appreciating the merchandise and methods they discovered in this progressive store, and we shall ever consistently cater to the highest elements existing in STYLE, QUALITY AND PRICE. Every suggestion that appeals to the dainty and fastidious dresser is found in the great assemblage of the world's most stylish garments. The prices here must necessarily be less, because this store is connected with forty-eight of the largest department stores in the West. Every department is decorated for your coming, and the season's best merchandise bids you welcome.

READY-TO-WEAR GARMENTS.

PEBBLE CHEVIOT SUITS in black, latest style vest fronts in Silk Moreen, Taffeta Silk lining; skirt latest style, graduated flounce, trimmed in Silk Moreen band, lined throughout with percaline, velvet, binding, regular \$17.85
BLUE BASKET-CLOTH SUITS, vest fronts trimmed in bands of Silk Moreen, lined with Farmers' Satin, skirts in latest style graduated flounce, trimmed same as jacket, lined throughout with percaline, corded binding, regular \$9.45
BLACK STORM SERGE in Norfolk Jacket and Flounce Skirts, jackets lined in Farmers' Satin, skirt lined throughout with percaline, bound with velvet, valued \$10.00, our \$6.45
LADIES' CLOTH JACKETS, trimmed in detached bands of Taffeta Silk, lined throughout with Taffeta Silk and Farmers' Satin, flounce skirts, trimmed same as jackets, lined throughout with percaline and velvet binding, a wide range of styles to choose from, worth \$5.10 \$7.50

SILK SKIRTS.

IN VERY BEST SOFT TAFFETA, trimmed in applique and lined throughout with percaline, also with drop skirt, prices ranging from \$3.25 \$7.00 down to

WRAPPERS.

We have in stock over 200 Wrappers sent us by our New York buyer. Prices range from 50c to \$2.00, and we have sizes to fit every one.

CHILDREN'S SHORT JACKETS.

All styles, colors and materials; prices run from \$2.00 down to.

NOVELTIES IN EASTER NECKWEAR.

Fancy Corded and Hemstitched Ties \$1.50
 Newest designs in Silk Ties, with lace insertion and fancy stitching \$2.50
 Silk Ties, with fancy braiding \$2.50
 Irish Point Collars \$1.00
 Full-Length Fancy Bow Ties \$1.50
 Lace Net Bow Ties, with embroidered edge \$1.50
 Hand-Made Battenberg Net Ties, in pretty patterns \$2.00

HANDKERCHIEFS.

Good School Handkerchiefs, fancy colored border \$1.00
 Fancy hemstitched, with lace border \$1.00
 Lily-White Grass-Bleached, hemstitched, with broad or narrow hem \$1.00
 Fine Lace Handkerchiefs, with embroidered corners \$1.00
 Plain Hemstitched and Embroidered Handkerchiefs \$1.00
 Fancy Scalloped Embroidered Handkerchiefs \$1.00
 Hemstitched Linen Cambric Handkerchiefs \$1.00
 Swiss Embroidered Handkerchiefs \$1.00
 Hemstitched Linen Handkerchiefs \$1.00
 We have also a COMPLETE ASSORTMENT of fancy LACE AND EMBROIDERED HANDKERCHIEFS; also some very PRETTY IDEAS IN POINT LACE, prices ranging from 25c to \$1.25.

CORSETS.

American Lady, extra quality, satin finish \$1.25
 regular \$1.75, now \$1.00
 American Lady Girdle, all colors, regular \$1.25, now \$1.00
 Straight front, medium length, in gray and black, sizes to No. 25, regular 75c, today 45c
 Straight-Front Summer Corsets, medium length, in white only, sizes up to No. 25, regular 45c, today 75c
 Nazareth Waists, for boys or girls ranging from 4 to 12 years, regular 25c, today 19c

SPECIALS IN NOTIONS.

The Peerless No Plus Ultra Pins, per paper \$1.00
 Kid Curlers, 1 dozen in a bunch \$1.00
 The Victoria Safety Pins, all sizes \$1.00
 Agate Buttons, 4 dozen to a card, per card \$1.00
 The Seamless Stockinet Dress Shield \$1.00
 The Black Enamelled Stocking Darning \$1.00
 Clark's Darning Cotton, 45-yard spools \$1.00

OUR EXTRA HOSIERY VALUE.

Children's double-ribbed, fast-black, double knee and sole, a regular 20c hose, Tuesday \$1.00

TOWELS—EXTRA VALUES

Bleached Turkish Towels \$1.00
 Cotton Towels, extra size \$1.00
 Bleached Turkish Towels, extra large size \$1.00
 Unbleached Turkish Towels, extra large size \$1.00
 Huck Towels \$1.00
 Bleached and Unbleached Crash Toweling \$1.00

30 DRESS PATTERNS, 6 1/2 yds., whipcord, 44 inches wide, in black, blue, green, slate and tan, \$4.95
 VENETIAN, 6 1/2 yds., 44 inches wide, for suit, \$7.95
 NEWEST SHADES, broadcloth in all colors, 6 yds., 58 inches wide, extra value, \$7.95

DRESS GOODS, in black and gray serge, 45 inches wide, 76 and 80c
 Just arrived today—New line of CASHMERE and ALBATROSS in all light shades, regular 80c; special, 20c

SPECIAL SALES ON DRESS LININGS—Satin, all shades, regular 80c; special, 20c
 Full line MERCEZIZED PERCALINE, assorted colors, good value 10c; special, 5c

CAMBRIC, in all shades, 6 1/2 yds., 4c
 SATENS, plain and fancy, in all colors, regular 15-20c; now, 12 1/2c

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This Store CLAIMS LESS and GIVES MORE Than Any Store in the City of Portland.

TRAINLOADS OF MERCHANDISE!

Carloads have come the past few days—and the CARS will increase to trainload proportions—Our buyers have exerted every energy and sent us goods with unusual speed to meet the demands of appreciative patrons! We do as WE SAY and when we made the declaration that this STORE and STOCK would continually grow bigger and better, we stated what would prove a fact in every IOTA! A BIG SALE of Sample Goods begins in several departments today and the news proves especially interesting—BECAUSE A STORE that LOWERS the PRICE, WITHOUT DEVIATING FROM THE VALUE is in a manner a public beneficiary!

ATTRACTION HERE DOES NOT END WITH THE PRICE

Attractiveness is only the beginning. Quality boldly stands back of every article we sell and a comparison of the values we give will prove without a question the SUPREMACY of the O. M. CO., and the POWER we POSSESS in being able to sell you for less. Springtime is here and every conceivable advantage in trading must impel you to recognize this store as your shopping place.

SPECIAL NOTE—Mr. D. J. Morton—our managing New York buyer, shipped us extra values in Ladies' Shoes—Gloves and ready-to-wear Garments, and we expect to add these to the items we quote today. FASHION CENTERS AROUND THE COUNTERS—SPRING NEWNESS PERMEATES.

Every Space and a Fair Price Quotation Brings Economy to Your Attention.

DIMITIES.

2800 yards Extra Fine Dimity, special patterns and exceptional value at 7c, for \$3.10
 1643 yards of Dimity, regular value 15c, for \$8.50

Just arrived, a new line of Imported Printed Satins, in the latest designs and colors, extra value at 60c, special \$3.90
 Also a special line of Corded Wash Silks, in stripes, suitable for waists, in all colors, at \$4.50
 Waistings in blue, red, old rose, green and black, 27 inches wide, regular 16-2-3c \$12.60

JUST A FEW HAT SUGGESTIONS.

Here you will find the Modes Mme. Caillier Hat, in black, made of fine silk chiffon and liberty satin, all nicely tucked, trimmed in black silk, roses and jet buckles, with two large ostrich plumes, \$12.25

We have also the same hat in a very delicate shade of pink chiffon, tucked and trimmed in black velvet ribbon and green foliage, with pearl buckles and one great ostrich plume under one side \$13.40

In tan we have a most beautiful hat made up of tan straw, braid and chiffon, trimmed in tan liberty satin of the best quality, with velvet foliage and fine cut-steel buckles and large tan ostrich plume, having the turned side front effect, for \$12.40

In a small white hat we have the very daintiest styles, made of Oriental lace, studded over with pearl beads, with Battenberg crown, trimmed in velvet ribbon and pearl buckles, with one large \$9.90

white silk rose and rich green foliage; price only \$9.90

In urban effect we have them in all styles in white and black liberty satin, all nicely tucked, trimmed in rose and green foliage, ranging in price from \$4.25 to \$8.40

We have a swell shape in the very latest style of white straw, draped in white silk and chiffon, with pink roses and foliage, having a very pretty effect, for \$4.95

In Misses' Hats we have them in all styles and shapes, ranging in price from \$2.00 up to \$4.00

In Children's Hats a large number of dainty little hats to select from, very suitable for Easter, and will gladden the hearts of the little folks, prices all the way from 90c up to \$2.10

In trimmings the O. M. Co. have a stupendous variety from which to choose—roses, violets and every kind of flower and foliage suitable for trimming a hat; also veiling in all the latest patterns, and chiffons in all the popular shades, selling at a very low price.

LADIES' KNIT UNDERWEAR.

Ladies' Cotton Ribbed Sleeveless Vests, square and V-shaped neck, an extra good 20c vest \$10c
 Ladies' Lisle and Cotton Vests, single-ribbed and drop stitch, neck trimmed with silk tape \$23c

PERCALES.

Complete line 36-inch Percales, in stripes and light colors only, regular value 12 1/2c, a big bargain \$9c
 Also a good line in dark colors, regular 11c, special \$8 1/2c

Full assortment Light Prints, regular 6 1/2c, special \$4 1/2c
 Big reductions on Plain Chambray, in slate pink, brown and blue, reg. 15c, special 9c

RIBBONS.

In all shades and widths, Double-Faced Satin, Liberty Satin and Wash Taffetas, Liberty Satin, 4-inch, regular 35c, special \$24c
 No. 22, regular 25c quality, special \$19c
 Newest shades and patterns in Fancy Neck Ribbons, No. 400, regular 50c, extra value \$30c

TOSPY HOSIERY.

Boys' Heavy Ribbed Extra Elastic Hose, double heel and sole \$19c to 35c
 Ladies' Fast Black Cotton Hose, extra high spliced heel and double sole \$20c

Ladies' Fast Black Cotton Hose, full-fashioned front, extra elastic top \$2 for 25c
 Ladies' Fine Ribbed Hose, spliced heel and double sole, real Maco \$25c

Ladies' Fast Black White-Foot Hose, the regular 35c kind \$23c
 Misses' Fine Ribbed Hose, high spliced heel and double sole \$23c

Misses' Drop-Stitch Hose, lisle thread, high spliced heel and double soles \$20c
 Infants' Fine Ribbed Cashmere Hose, silk heel and toe \$25c

Infants' Fine Ribbed Lisle-Thread Hose, full-fashioned foot \$20c
 Infants' Fine Ribbed Cotton Hose, high spliced heel and double sole \$15c

DRUG SUNDRIES.

SOAPS.

Jersey Belle, Balsam Tolu, Crown Castile \$3c
 Transparent Glycerine, Buttermilk, Kirk's Tarlo \$4c
 Shandon Bells, Fine Art Toilet \$5c
 Florida Water, 50c size \$25c
 Florida Water, 25c size \$13c
 Tooth Powder \$10c

RANDOM LOTS.

Lemon Squeezers \$9c
 Coffee Mills \$20c
 Mouse Traps \$4c
 Clothes Hooks, per dozen \$10c
 Spring Balances, 25 pounds \$5c
 Spring Balances, 50 pounds \$10c
 Harness Snaps, each \$4c
 Harness Snaps, each \$1c
 Stove Polish, "Rising Sun" \$5c
 Carpet Tacks, per package \$2c
 Carpet Tacks, per pound \$10c
 Knives and Forks, per set \$9c
 Picture Wire \$3c and 5c
 Leather Lunch Boxes \$10c
 Scrub Brushes \$9c and 12c
 Horse Brushes \$5c
 Whisk Brooms \$9c
 Finger-Nail Brushes \$5c
 Clothes Lines, 40 feet \$7c
 Clothes Lines, 60 feet \$10c
 Thomas' Snow Flake Paste \$5c
 Oriental Mucilage \$4c
 Match Safes \$10c
 Le Page's Glue \$8c
 Shaving Brushes \$25c
 Curry Combs \$8c and 5c
 Shoe Brushes \$15c and 20c
 Tin Dippers \$15c
 Fruit Presses \$15c
 Lamp Burners, Nos. 1 and 2 \$3c
 Chopping Knives \$2c
 Flour Sieves \$5c
 Wooden Spoons \$3c
 Clothes Pins, per dozen \$1c
 Market Baskets \$25c, 20c, 15c, 8c, 5c and 3c
 Century Playing Cards \$17c
 Bicycle Playing Cards \$20c
 The Bee Playing Cards \$13c
 Steamboat Playing Cards \$10c
 Envelopes, per package \$3c, 4c and 5c
 Ink, Thomas' Black, per bottle \$4c
 Lead Pencils \$1c, 2c, 3c and 4c
 Shelf Paper, colored, 10 yards each \$3 sheets for 10c
 Shelf Oil Cloth, per yard \$7c
 Note Books \$5c
 Monthly Time Books \$5c
 Pen and Penholder \$5c
 Pens, per dozen \$8c
 Pencil Erasers \$1c and 2c

Just think! Rising Sun Stove Polish, regular 10c size for \$5c Cake.

Shelf Oil Cloth, regular 15c grade, special, a yard \$5c

Clothes Line 60 ft. for 10c; 40ft. 7c, with Clothes Pins at 1c per dozen.

No excuse for dirt when you can buy scrubbing brushes for \$9c

Wood Potato Mashers \$3c

Wood Rolling Pins, revolving handle, \$7c

Galvanized Pails, \$9c

Wooden Pails, \$15c

Lamp Wicks, per dozen \$3c

Lamp Chimneys, \$3c

Tumblers, \$1c

A WORD IN YOUR EAR

THE NEW BOY THE O.M.C.

"YOU CAN DO BETTER AT THE O. M. CO."

SPECIAL HOURS FOR EXTRA VALUES TODAY AND TOMORROW

BETWEEN 9 AND 10 A. M.

MEN'S FURNISHINGS

Men's Heavy Underwear, 50c grade \$20c
 Men's 75c Fleece-Lined Underwear \$45c
 Men's 50c Ties, 1250 patterns \$20c
 Men's 50c Working Gloves \$25c
 Men's 60c Working Shirts \$35c
 Men's 10c Hose \$5c
 Men's 75c Negligee Shirts \$49c
 Boys' 12 1/2c Suspenders \$5c
 J. B. Stetson \$5 Hats \$30.00
 Men's Black Box Calf Shoes, new Amazon toe, neat pattern, a strong, stylish shoe, worth \$3.50 \$2.20

NEWS FROM 11 TO 2 P. M.

LADIES' WAISTS

Ladies' Fine Shirtwaists, fine Madras cloth, with latest collars and cuffs, 60 quality \$38c
 Ladies' Cambric Shirtwaists, silk finish, \$1.00 quality, at \$50c
 Ladies' \$1.50 Dimity and Lawn Shirtwaists, for the opening \$88c
 Ladies' Fine Sateen Underskirt, black and colors, worth \$1.25, for \$88c
 Ladies' Wrappers, made of extra good quality percale, 75c value \$49c

FROM 10 TO 11 A. M.

SHOES

Men's Fine Enamel Shoes, extension sole, new toe shape and finish, worth \$6 a pair \$2.95