



SEVENTH ST.
Between Morrison and Alder

RANDOM ITEMS
Outing flannel, 10c
Lace curtains, 150 pairs, worth 35c
Imported "De Auche" French satin, elegant patterns, worth 60c; at 39c
Misses' Dongola lace shoes, new toe, light and heavy soles, worth \$1.50; for 1.33
32-inch Percale, fast colors, fancy stripes and figured, 83c
Just arrived—4000 yards Percale, in short lengths, all light colors, 3 inches wide; a bargain at 83c
3000 yards of Percale in remnants, all dark and medium colors, widths 24 inches; a snap at 72c
3000 yards Madras, in short lengths, a big bargain, 9c



It's a story of continued appreciation that we hear day by day! The COLOSSAL advantages existing here in ECONOMY and SERVICE, have brought to our counters a VAST ARMY of PATRONS that testify freely concerning the COGENT ELEMENTS that make our LEADERSHIP absolute and UNQUESTIONED! TRUTHFULNESS is the fundamental factor in the success of this institution—and when we ASSERT that OUR PRICES, without a SOLITARY EXCEPTION, are from 15 to 32 per cent under those of competition—we stand ready to SUBSTANTIATE the assertion! The values presented here shall ever increase and expand until this store shall be designated as the most INFLUENTIAL SHOPPING CENTER in the entire NORTHWEST. Our New York buyers have searched the greatest mills in the world for merchandise that was deserving of the most emphatic indorsement, and our stocks are gradually becoming totally complete! OUR GREAT SALE OF DRUMMERS' SAMPLES will soon be over; out of over \$25,000 worth there remains but \$4185, and these special items are displayed throughout the store at about one-half the manufacturers' cost! We BUY FOR LESS and we SELL TO YOU FOR LESS, because we are satisfied with the lowest possible MARGIN OF PROFIT related to a living wage! Read on:



SEVENTH ST.
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Between 8 and 12 A. M.
Every Day
Merrick's thread, standard quality 1c
Crepe paper, worth 20c 3c
Crash towel, worth 1c yard 1c
Rising Sun stove polish at 3c
Tumbler, 100 doz. 1c
Galvanized pails, worth 25c 9c
Belmont Standard Print, 2c
Amoskeag Gingham, per yard 5c
Percales, worth 12 1/2c 8 1/2c
Scotch Lawns, worth 10c 3 1/2c

Muslin Underwear Excitement



It's lots of fun for us and a great deal more for you to come here and buy your MUSLIN UNDERWEAR. In the first place, it is very hard for us to wrap up the goods fast enough, on account of the price savings we hand over to you. It certainly is a good kind of fun that is so closely related to economy. There is no use for us to talk about the quality of these goods—we are not going to enter into an extended argument to prove the MUSLIN UNDERWEAR we sell is the very best made in these United States. This store's achievements are becoming broader and more pronounced. But why shouldn't they? The service here is the epitome of all that signifies quality, economy and style! We know it is not necessary to urge you to buy your MUSLIN UNDERWEAR here, when we quote prices like these. Read on.

Ladies' French Corset Covers, made of very best grade of English Long Cloth, front made of a beautiful design of lace, neck finished with beading and lace; \$1.25 value 80c for.

Ladies' V-shaped Neck Corset Covers, made of best grade of English Long Cloth and trimmed in extra quality of embroidery; 80c value for 40c

Ladies' V-shaped Corset Covers, made of a good grade of muslin, double flounce, trimmed in Torchon Lace; 30c value for 14c

Ladies' White Skirts, made of the very best grade of muslin, double flounce, trimmed in tucks and deep embroidery, lower flounce finished with wide dust ruffle; gored tops; \$2.50 grade for 1.98

Ladies' White Underskirts, made of very best grade of lawn; flounce trimmed with three rows of extra fine lace insertion, finished with 3-inch lace, lower flounce finished with dust ruffle, gored tops; \$2.00 value for 1.48

Ladies' White Underskirts, made of best grade of lawn, elaborately trimmed in extra grade of embroidery insertion, finished with 12-inch embroidery, lower flounce finished with dust ruffle, gored tops; \$3.00 value 2.50

Ladies' Chemises, made of extra quality of English Long Cloth, low-cut necks, trimmed in extra quality of Duchess lace, with 1-inch wide beading, laced with ribbon, wide skirt, finished with tucked flounce, edged with 2 1/2-inch Duchess lace; \$2.25 value 1.65

Ladies' Chemises, made of extra quality of Fruit of the Loom, low-cut necks, trimmed torchon insertion, with narrow beading, edged with one-inch torchon, skirt finished with deep hem and tucks; \$1.00 value for 55c

Ladies' Chemises, made of extra quality of English Long Cloth, low-cut necks, trimmed in ruffles of embroidery, 1-inch insertion edged with embroidery, extra wide skirts, with deep flounce, edged with 3-inch embroidery; \$1.75 value for 1.23

Wrappers--Extraordinary

We will acknowledge that our New York buyers made just a little mistake, but we are not like some "fellows." We make plain every error that exists. Now these Wrappers are exceedingly good values, but the patterns are not exactly the nicest. In fact we want to sell them, and want to sell them at once; the price demonstrates that. Scrutinize the price reductions.

Ladies' Wrappers, made of an extra quality of percale, in stripes, empi fronts, with belted backs, turn-over collars, ruffled shoulders, bishop sleeves, deep flounce, skirt trimmed in white and black braid, all sizes; 85c quality for 55c

Ladies' good grade of Wrappers, in blue prints, with belts, belted backs, all sizes, 75c grade for 50c

Ladies' good grade of Percale Wrappers, in red and white, black and white, blue and white, blue and white, lavender and white, full fronts, trimmed in ruffles and black and white braid, belted backs, turn-over collar, deep flounce, fitted waist lining; \$2.50 value for 1.98

Ladies' Wrappers, made of the best grade of black mercerized cotton, with yoke and ruffled shoulders, trimmed in braid, flounce and heavy trimmed bottoms; all sizes; 1.98 value for 1.38

Ladies' Wrappers, in extra quality of percale, in blue and white, black and white, green and white, blue and white, pink and white prints, made with full fronts, ruffled shoulders, bishop sleeves, turn-over collar, belted backs, skirt trimmed with deep flounce; \$1.50 value; fitted waist lining; \$2.50 value for 1.00

Ladies' Wrappers, in French Calico, in blue and white, red and white, green and white, black and white, pink and white prints, made with full fronts, ruffled shoulders, bishop sleeves, turn-over collar, belted backs, skirt trimmed in braid to match collar of wrapper, deep flounce, fitted waist lining; all sizes; \$1.25 value for 88c

EXTRA SPECIAL IN WASH GOODS

Royal Tissue, for Suits and Waists, in all colors, striped effects, 25c only

SILK PONGINETTE, newest designs in Dress Goods for the season in Silk Ponginette, in most beautiful patterns, at 25c

COTTON DRESS GOODS—Full line of Batiste and Dimities for Spring Suits. See our figured Dimities at 20c per yard. Now is the time for a new Spring suit.

WASH SILKS, worth 60c, at 40c

66-inch fine Bleached Linen, 48c and 65c

72-inch, a good heavy Table Damask, white, 88c, \$1.00 and 1.85

18x26, good heavy Linen Towels, hemstitched; per pair 50c

42x22 Fringed Towels, in white or colored borders, pair 50c

34x20, a good heavy Linen Towel, per pair 44c

40x20 Cotton Towels 25c

21x14 Cotton Towels, at 14c

48x24 Heavy Turkish Towels, per pair 46c

42x22 Heavy Turkish Towels, per pair 36c

38x18 Heavy Turkish Towels, per pair 20c

32x16 Heavy Turkish Towels, per pair 18c

27x12 Heavy Turkish Towels, per pair 10c

24-inch Birdseye Cotton, per piece 75c

5-4 Pepper Sheet, 22c

5-4 Pepper Sheet, 20c

36-inch Bleached Muslin, \$1-3c 9c

36-inch Bleached Muslin, 61c

LL Unbleached Muslin, 43c

LL Best Unbleached Muslin, 5c

36-inch Unbleached Muslin House Lining 33c

Good Bed Spreads from 59c

200 yards light and medium Outings 61c

SATEENS

Just arrived, more Sateens, dotted and figured; also in dark and 12 1/2 medium colors; regular \$2.50; at 9c

Also plain colors at the same price.

Have you seen our COTTON FOL- ARDS? If not, you should call at once, as they are going very fast at 9c

Aleo COTTON CHALLIES, 61c

New line of Gingham, 10c

SCOTCH LAWNS, all newest designs, worth 30c; BARGAIN AT 4c

MUSLINS

Scorcher, a good Muslin, at 61c

Hope 81c

Fruit of the Loom, 9c

Unbleached Muslin, 81c

Henderson 61c

L. L. Sheeting, 3 1/2c, 4c and 5c

LINEN DEPARTMENT

60-inch White Table Damask, a bargain 25c

55-inch Cream Damask, good value, 24c and 35c

Just arrived—3500 yards Calico, in short lengths, medium and dark colors 4c

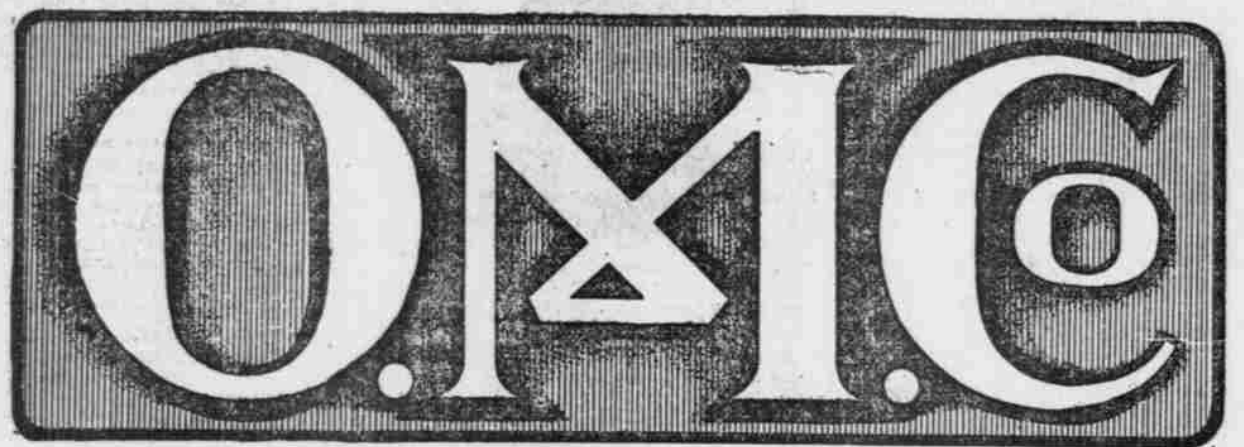
Ladies' Open Drawers, made of the very best quality of Jones Cloth, fitted yoke top, umbrella shape leg, finished with deep flounce of Duchess lace with embroidery insertion, finished with 3 1-2-inch Duchess lace; \$1.50 value, for 88c

Ladies' Open Drawers, made of an extra quality of lawn, fitted yoke top, bottom finished with 10-inch hem; stitched flounce, 80c value, for 24c

Ladies' Open Drawers, made of an extra quality of English Long Cloth, fitted yoke top, legs trimmed in umbrella flounce, made with tucks and 3-inch Duchess lace; \$1.50 value for 1.18

Ladies' Open Drawers, made of a good grade of lawn, fitted yoke top, umbrella shape leg, finished with deep flounce of tucks and Valenciennes insertion and Valenciennes edging; 60c value for 49c

Ladies' Open Drawers, made of an extra grade of English Long Cloth, fitted yoke top, umbrella shape legs, finished with deep tucked embroidery flounce; \$1.50 value for 98c



SEVENTH STREET, Between Morrison and Alder

Clothing for Men and Boys

Men's Gray and Brown Mixed Cheviot Suits, 112 suits in the lot, every suit worth from \$10.00 to \$12.00, 5.00 for



MAGNET BRAND
RELIABLE
BOYS' CLOTHING

Men's Fine Black Clay Worsteds Suits—Worth \$12.50, for 6.50
Worth \$15.00, for 8.00
Worth \$20.00, for 10.00
Worth \$25.00, for 12.50

Men's Extra Good Quality Blue Serge Suits, worth \$20.00, latest styles, for 10.00

185 Pairs Men's \$2.50 and \$3.00 All-Wool Pants, for 1.50

Boys' Two-Piece Suits, latest styles, all sizes, worth \$2.50 1.65

Boys' Two-Piece Suits, neat patterns, fine material, worth \$2.00, for 1.00

Young Men's Three-Piece Suits, in chevrons, worsteds and serge; over 750 patterns to choose from; worth \$10 and \$12; for \$5.85 and 4.90

Men's Fancy Worsteds and Cheviot Suits, very latest patterns and styles, finely finished, worth from 8.00 \$12.50 to \$15, for

Gents' Furnishings

Regular 50c Four-in-Hand Ties, very pretty patterns, our price 35c

Imperials, in a variety of different patterns, stylish and pretty 45c

Regular 50c Imperial Ties 25c
Regular 25c Bows at 10c and 15c

Fine Fancy Stitched Lisle and Drop-Stitch Hose, Topsy brand, none better, 25c and 45c

Real Maco Fast Black Hose, best grade, selling at the O. M. Co. for 15c 20c

TOPSY Cotton Hosiery, in black and mixed, colors fast and stainless, our price 10c

Best Quality of Oil-Tanned Working Gloves, 35c and 45c

Fine Quality of Men's Underwear, Meroni, regular 50c value, our price 20c

Good Quality of Balbriggan Underwear at 35c

Extra Fine Quality of Fleece-Lined Underwear on sale at 45c

Boys' Shirts and Waists, made of a good quality of Percale, from 15c to 50c

461 Drummers' samples of Shirts still selling at half price. These are bargains.

SWEATERS—Drummers' samples, prices 35c and up; "ticketed" at one-half original cost.

"LITTLE THINGS"

This store is connected with 48 of the largest department stores in the West, and is constantly represented in the largest markets in the world by three expert buyers, who have permanent orders from us to buy everything that will prove of advantage to our patrons and ourselves. We lower freight rates—we buy and sell for cash—we do business on a colossal scale, and last, but not least, we save you money on everything you buy. The reasons for our supremacy are obvious. CARDINAL FEATURES DEMONSTRATE THAT WE CAN SELL YOU FOR LESS.

Florida Water, 50c size 25c
Florida Water, 25c size 13c
Crown Castle Soap 3c
Glycerine Soap 4c
Kirk's Tar Soap 4c
Juvenile Soap, reg. 15c cake 10c
Monkey Wrenches 25c
Nailclips 10c
Ice Chisels 10c
Screw Drivers 10c
Tack Hammers 4c
Can Openers 2c
Picture Wits 3c
Picture Nails, per doz 10c
Pinking Irons, 3-5 to 1 inch 5c
Iron Spoons 8c
Graters 4c
Vegetable Dippers 3c

Wire Soap Dishes 5c
Artic Stove Hooks 6c
Fire Shovels 6c
Match Safes 3c
Teaspoons (good ones) per doz 20c
Wire Clothes Lines 15c
Wire Egg-Beaters 1c
Rolling Pins 1c
Nutmeg Graters 2c
Wire Broilers 7c
Towel Rings 10c
Glass Lemon Squeezers 5c
Wire Dish Rags 5c
Eight-quart Cedar Pails 15c
Lamp Chimneys, Nos. 1 and 2 3c
Japanese Toothpicks in fancy boxes 3c
Fancy toothpick-holders 4c & 5c

Soap Dishes 6c and 7c
Iron Spoons 4c
Pancake-Turners 2c
Tea Strainers 1c and 2c
Wire Lamp Shade Frames 12c
Wire Mats 3c
Kitchen Forks 4c
Knives and Forks, per set 48c
Vegetable Knives 2c and 4c
Fire Shovels 6c
Match Safes 3c
Comb and Brush Case 9c
Shawl Straps 9c
Vegetable Brush 5c
Finest of Stove Brushes 9c
A Cold Rolled Curry Comb for 8c

RISEING SUN STOVE POLISH 3c

CORSETS

We handle the well-known American Lady line of corsets—just a little better than any other Corset on the market.

Medium length, in drab and black, best grade of satin, stayed with whalebones 1.00

A five-book unbreakable Corset, made with double row of stitching, for stout ladies 1.00

A straight-front Corset, made of good quality of drilling, short lengths 75c

Straight front Batiste Corsets 45c

CHILDREN'S WAISTS

Children's Nazareth Waists, all sizes 19c

Children's E Z Waists 25c

GLOVES

Ladies' 2-clasp Kid Gloves, in all the newest shades, \$1.50 values, 1.25

Same in \$1.25 values for 1.00

Misses' Kid Gloves 75c

Ladies' Silk Gloves, double finger tips, made of the very best quality of silk; price 98c

Ladies' Black Silk Gloves, double finger tips, 70c and 50c

Ladies' Black Lisle Gloves, fast black, 2 clasps 25c

Ladies' Gauntlet Gloves, Callifornia fine Kid 1.25

Ladies' Gauntlet Gloves 65c

HOSIERY

Ladies' Extra Heavy, fast black, 15c

Ladies' Black Lace Hose, Egyptian thread, 35c value 25c

No. 312 White Sole Hose 25c

Real Out Size Hose, extra quality, applied heel and toe, 50c and 48c

BOYS' HOSE

Boys' Ribbed Hose, 20c value 10c

Boys' Extra Heavy Ribbed Hose, double heel and knee 19c

Boys' Bicycle Hose 23c

Misses' Fine Ribbed Hose, fast black; 15c pair; 2 pair 35c

Misses' Extra Fine Quality, double heel and toe 25c

Shoe Expansion

Not in a political sense, but in a business way you can term us radical expansionists, and our shoe trade has expanded to such an extent that we must boast a little. We warrant every shoe we sell to be exactly as represented, and of course our regular prices are from 15 to 40 per cent below the quotations for the same values elsewhere. There is no question as to our shoe supremacy and the element of economy readily seen here gives our Shoe Store the preference.



Ladies' fine Vici Kid Shoes, latest patent tip and heel, fine turned soles; regular \$4.50 3.45 now

Ladies' fine Vici Kid Shoes, in turned and welted soles, very neat and stylish for dress or street wear; worth \$4.00, for 2.95

Just arrived, **Ladies' Fine Kid Shoes**, the very latest for Spring wear, patent tip and medium height heel; good value at \$3.50, but if you buy them at the O. M. Co. they are 2.48

Ladies' fine Dongola Kid Shoes, with light, medium or extension soles, very neat and durable, worth \$2.75, at 1.98

Ladies' Dongola Kid Shoes, in light or heavy soles; good value at \$2.50; we sell them at 1.48

Misses' fine Vici Kid Shoes, in turned soles, latest coin toes, very neat and durable; worth \$2.50; on sale at the O. M. Co. 1.95

Misses' fine Dongola Kid Shoes, with medium extension soles; good value at \$2.00; we are selling them at 1.33

Boys' fine Vici Kid Shoes, medium weight soles, very stylish and suitable for dress wear; worth \$3.50; our price 2.25

Boys' Box Calf Shoes, latest extension soles, made strong and durable; regular \$2.50; now 1.75

Boys' Good School Shoes, heavy soles and extra wide; good value at \$1.50; our price 95c

Children's fine Kid Shoes, in lace, medium extension soles, very neat and stylish; sizes 5 1/2 to 9 1.25

Children's fine Kid Shoes, in lace or button, neat and stylish, sizes 5 1/2 to 8; good value at \$1.00; our price 74c

Children's fine Kangaroo Lace Shoes, made on extra wide lasts, a strong, durable shoe, worth \$1.00; you can buy them here 63c

Children's Pretty Red Kid Shoes, in lace or button, latest shade and cut; regular \$1.25; our price, 98c

Children's fine Dongola Kid Shoes, in lace or button, made on medium or extra wide lasts; good value at 75c; we are selling them 39c

Men's Pat. Colt. Bals, hand sewed, latest cuts, \$5.00 value 3.45

Men's Velour or Box Calf, no better made, fully guaranteed, several different styles, regular \$4.00 2.95

Men's Vici Kid, hand sewed, very nobby and stylish, regular \$3.50 values; our price 2.50

Men's high-grade Box Calf Shoes, a good serviceable shoe, worth anywhere \$3.00; our price 1.95

Men's Box Calf Shoes, latest shape, regular \$2.50; our price 1.45

Men's Calf and Grain Leather Shoes, sole leather counters, buckles, congress or lace; while they last 2.10

RIBBONS

Note the difference between our prices and those of other stores. Every time a comparison is made we gain a customer. Please remember that! Ribbons in all shades, qualities and widths; see items below:

All silk, satin and taffeta ribbons, in the latest shades, just the thing for a cash or neckwear; regular 25c value; now 27c

All silk, satin and taffeta ribbons, in all shades suitable for neckwear; regular 25c value; now 20c

In the Empire satin, all shades, regular 20c value; now 15c

In heavy-weight Empire satin, all colors, regular 10c value; now 6c

All silk taffeta, in red, pink, blue, yellow, black and white; regular 10c value; now 8c

Fancy striped silk ribbon, suitable for hair ribbon, reg. 7c; now 5c

Fancy striped and figured silk ribbon for neckwear; regular 30c value; now 27c

In a fancy striped and figured ribbon, correct and stylish for neckwear, on sale now for 17c

In heavy-weight satin, regular 5c value; now 3c

All silk, satin liberty wash ribbon, in pink, blue, red, white and black, now 24c

Double-faced extra heavy satin, 33c in white or black

Double-faced extra heavy satin, 25c in white or black

Double-faced extra heavy satin, 14c in white or black, now

Satin back, black velvet ribbon, extra quality, now 29c

Satin back, black velvet ribbon, extra quality, now 18c

Satin back, black velvet ribbon, extra quality, now 13c

Just received, a new stock of Velvet Baby Ribbon, special values 39c per bolt

Laces and Embroideries

The Machine Torchons, in widths from 1 to 3 inches, 4c, 5c and 9c

Val Laces, in the insertions and edgings, from 1c

The French Valenciennes, in insertions and edgings, 10c, 12 1/2c and 15c

The Chantilly Laces, an excellent selection of patterns, in all widths, from 10c

Lace Appliques, in all the new patterns, 9c and 12c

Swiss Embroideries, from 2 to 3 inches wide, 4c and 5c

Swiss Embroideries, 5 and 6 inches wide, \$1-3c and 10c

The Hamburg Edgings, in several patterns, 5c, 10c and 15c

Hamburg Embroideries, in widths from 6 to 12 inches, 10c, 15c, 20c, 25c

A FINE LINE OF INSERTIONS in all grades and prices

Dress Goods



A new shipment of Dress Goods just arrived from our New York buyers, and we only ask that you call and inspect our values, knowing if you do so that you will come here when ready to buy.

54-inch All Wool Serge, black 1.00

53-inch, a special bargain 99c

48-inch, splendid value 70c

42-inch, extra good value 48c

42-inch Crepe Poplin, in black only 75c

42-inch Soliel 90c

52-inch Broadcloth, in black, gray and red, reg. \$1.25, now 98c

Good line of Venetians, 42 inches wide, extra good value, all colors 90c

REMEMBER OUR DRESS PATTERNS—Just a few left of our Venetians at \$7.79; whipcord for the patterns 4.39

54-inch BROADCLOTH, in blue, red, green and tan; a snap at \$5.50 and \$5.50 a pattern.

44-inch WHIPCORD, in all new shades, a bargain at 95c