

Timely Talk Concerning the O.M.Co.

The OREGON MERCANTILE COMPANY has been established here to create a demand for its merchandise and we seek no favors! We do not BEG for trade, or ask commendation, or EVEN FAIR PLAY from competition. The MERIT of the GOODS we sell and the price ADVANTAGES you will always find here, are so plainly evident that if you appreciate courteous treatment and liberal methods, you will be compelled to give this store a liberal share of your patronage! This establishment is a PERMANENT FIXTURE here, and while we shall grow "bigger," BETTER and GREATER in every sense—still the policy of SELLING HONEST GOODS at an HONEST PRICE WILL NEVER for a moment BE FORSAKEN, and the rule of giving your money back on any unsatisfactory purchase SHALL be strictly adhered to in every instance! This store and stock is founded on an enduring basis, STRONG enough and sufficiently powerful to stand alone and ably COPE with every environment! Its ORIGINALITY, NEWNESS and comprehensive gathering of the world's best merchandise, designates it pre-eminently and without question as Oregon's greatest and best shopping-home! It's not only an economical place to shop—it's pleasant and attractive, and if we can't save you money on everything you buy, we don't want your trade. Now, that's plain, isn't it? Read on:

WE NEVER LOWER QUALITY — IT'S ALWAYS THE PRICE — PLEASE REMEMBER THAT!

Several of the various department managers have added to today's Store News. Their brief statements are well worth your careful perusal.

SHOE DEPARTMENT

In an experience of over 15 years I have never had the pleasure of giving patrons as good value. Every shoe I sell is about 25 per cent lower than the prices ruling at other stores. You will be more than pleased if you give us your shoe business.

Respectfully,
FRED BUCK, Mgr.



Shoes

Ladies' Fine Patent Vici Shoes, in lace, regular \$5.00 **\$2.95**
Ladies' Fine Vici Kid Lace Shoes, new stylish toe and pattern, worth \$3, for **\$1.95**
Ladies' Black Vici Kid Shoes for street wear, worth \$2.50 **\$1.45**

27-in. Silk Lyons Dye, all colors, 60c value, 37c.

Men's Black Box Calf Shoes, new Amazon toe, neat pattern; a strong stylish shoe; worth \$3.50. **2.20**
Men's \$2.50 Black Calf Shoes, lace, new shapes **1.35**
Misses', Children's and Infants' Shoes at a Great Reduction.
Boys' \$2.00 Calf Shoes for **1.45**
Boys' \$1.75 School Shoes for **1.20**
Youths' \$1.75 School Shoes for **1.10**

DRY GOODS DEPARTMENT



Every class of goods that deserves attention is in my department, and the newness of everything we sell is pronounced. I have been in the Dry Goods business for 9 years, but I have never been in a stock that is as fair and low priced as this one. The ladies of Portland can be easily convinced by giving us a call.

Very respectfully,
H. A. MOSSER, Mgr.

Dry Goods

19-in. China Silk, all shades, reg. 40c quality **22c**
24-in. Lyons Dye Jap. Silk, in all shades, regular 60c grade **37c**
19-in. heavy Satin, all shades, reg. 60c value **44c**
19-in. Black Wash Taffetas, 90c quality **73c**
27-in. guaranteed Taffetas, reg. \$1.50 quality **\$1.00**
36-in. Black Taffetas, worth \$1.35 **98c**
36-in. Black Taffetas, worth \$1.75 **\$1.39**
19-in. Colored Wash Taffetas, regular 90c value **73c**
50 Fancy Silk Waist Patterns, ranging in price from \$1.00 to \$2.50; opening sale price \$1.24, 98c and **73c**
36-in. Henrietta, all shades, 35c quality **19c**
36-in. Checked Scotch Goods, reg. 25c, pr. yd. **19c**
40-in. "Nun" Veiling, worth 75c, for **50c**
36-in. All-wool Serge, all colors, worth 75c, for **48c**
36-in. Storm Serge, all-wool, steam shrunk, regular 70c quality **45c**
38-in. All-wool Sackings, latest shades, 75c qual **50c**

Wash Goods

27-inch Scotch Lawns, fast colors, 50 different patterns, 6c value, yard **3c**
29-inch Batiste and Cordalic, fine sheer goods 10c values, per yard **7c**
29-inch Batiste Brilliant Lawn, many different patterns, 12c value, yard **8c**
30-inch Fancy Lawns, plain shades, guaranteed color, 15c quality, yd., **10c**
Fine Primrose Batiste Lawn and Dimities in all the late Roman and Persian effects, reg. 25c, yd., **16c**
Double-fold Johnson Percales, 12c grades per yard **8c**
Heavy Colbert Cloths, for skirts and suits, reg. 15c value, yard **10c**
Manchester Chambray, in the very best quality, 15c grade at **10c**
Fast-Color Apron Gingham, all sizes and checks, per yard **4c**
36-inch Silkolines, 15c quality, per yard **10c**
36-inch Silkolines 16c quality, per yard, **10c**
32-inch Art Denims, 22c quality, per yard, **15c**
30-inch Fancy Cretons, 10c quality, per yard **6c**
Heavy Outing Flannel, light or dark shades, full width, 10c quality, per yard **6c**

A Forecast and Retrospect

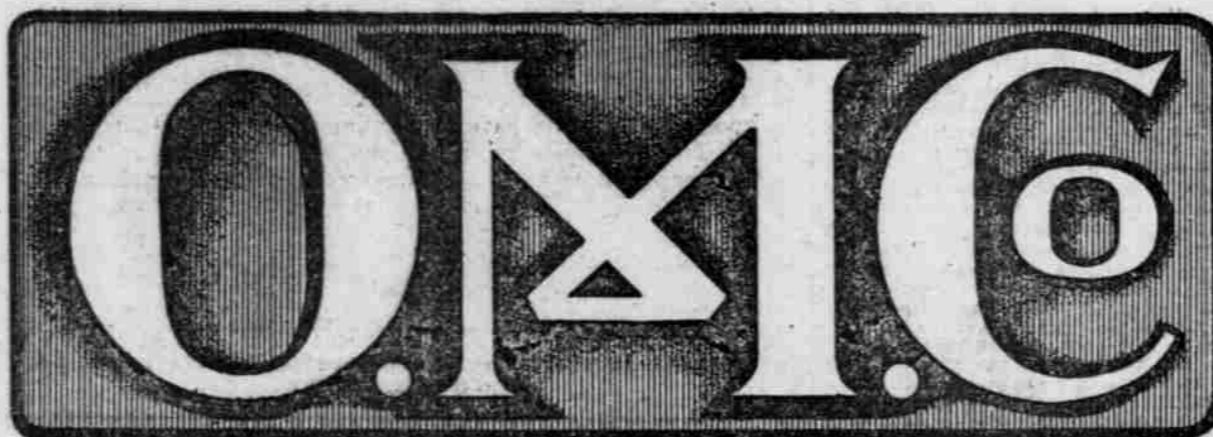
OUR introductory sale is over. It was not instigated to disturb the legitimate channels of trade—but to give the people of Portland an adequate idea of this store's stupendous ability in both buying and selling! Cogent reasons dictated the plan of introduction and the much abused "SALE" word is now thoroughly understood when used in connection with the Oregon Mercantile Co.! Our first SEVEN DAYS' business has FAR EXCEEDED the anticipations we held, and our appreciation of the hearty welcome given, is great. Only those standard makes that have stood the test of years find shelfroom here, and only styles that are new and have quality visibly impressed in every outline find recognition! In the future you will find us EVEN better equipped to supply every demand you may wish executed, and STERLING RULES of HONEST merchandising shall ever predominate in every transaction that transpires in our business life! Potent factors plainly demonstrate that your trade rightfully belongs to a store that considers its customers an essential part of its composition. That is the way we do business—the more you buy, the cheaper we can sell—and we are POSITIVELY ANTAGONISTIC to the high profit system of merchandising. All we ask is a living wage,—ONLY WHAT'S FAIR! Old-time methods have been relegated to the rear and we seek your patronage because of the elements that characterize this as an aggressive store!



Opening Millinery Notice

On next Wednesday the ladies of Portland are cordially invited to our Millinery Opening. If you desire to see the most "fetching" style and the blending of quality and economy—it is your opportunity. The lady in charge of this department has just come to us from one of New York's largest stores, and her expert experience in this particular branch of trade, is a guarantee that this section of the store will assume a distinct leadership. Our New York buyers have spared neither time or expense in sending us the swellest and most economical aggregation of hats for the women folks ever found in any store!

READ OUR SPECIAL ADVERTISEMENT TUESDAY NIGHT AND WEDNESDAY MORNING.



Location:
Seventh Street, bet. Morrison and Alder

See our circular distributed this coming week for price quotations! This store lowers only one standard and that's the price!

CLOTHING DEPT.

In Furnishing Goods and Clothing—I am certain that this store leads them all—I have had years of experience in both lines and am positive that my departments are giving the best values in the entire West. All the goods are guaranteed in every respect.

W. M. HART.



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 **25c**
Men's 60c Working Shirts, 35c **35c**
Men's 75c Negligee Shirts, 49c **49c**
J. B. Stetson \$5 Hats **\$3.00**
Laundried Shirts, 60c val. **35c**
Laundried Shirts, 75c val. **50c**
Laundried Shirts, \$1 val. **75c**

CLOTHING

Men's fine Black Clay Worsted Suits, sizes to fit everyone, value \$15; opening sale price **\$7.95**
Men's fine Imported Clay Worsted Suits, all sizes, value \$20 **\$12.45**
Men's Black Clay Worsted Suits, extra good val. at \$12.50; opening sale **\$6.45**
Young Men's 3-piece Suits, brown mixed cheviot, worth \$7.00 **\$3.45**

NOTIONS GLOVES CORSETS HOSIERY



My departments are complete in detail and I have not a single article in stock that cannot be fully guaranteed in every way. The prices are a great deal lower than the quotations of other stores and the values are the best. Our stock of Underwear is especially meritorious and we can easily demonstrate the economy in trading here.

Respectfully,
MINNIE E. HARRIS.

Ladies' Underwear

Ladies' Vests, Richelieu ribbed, only **5c**
Jersey Ribbed Vests, 10c, 15c and **18c**
Silk Finish, in colors **15c**
Fine Jersey Ribbed Vests, 35c quality **23c**
Lisle Thread, 39c and **45c**
Silk Vests, Summer weights, 98c and **\$1.45**
Long Sleeves, fine Jersey ribbed, at **45c**

Hosiery

Boys' Heavy Bike Hose, 20c quality **10c**
Boys' Extra Heavy Bike Hose, 25c quality **15c**
Misses' Fine Ribbed Hose, 25c quality **15c**
Infants' Fine Cotton Hose, 10c quality **5c**
Ladies' Black Cotton Hose, double heel and toe, full fashioned, 20c quality **10c**
Ladies' Superior Lace Lisle Thread Hose, black and colored, 75c quality **49c**
Ladies' Black Cotton Hose, extra fine quality, 25c grade **15c**
Ladies' Black Cotton Hose, extra high spliced heel and double sole, worth 40c **19c**
Ladies' Fine Black and Lace Lisle Thread Hose, regular value 50c, for **25c**

Gloves.

Kid Gloves, all kinds, colors, and sizes; \$1.50 now **1.00**
A Three-clasp Glove, newest shades; \$1.50 value **1.25**
Pure Silk Gloves, 50c now **35c**
Extra Super Berlin Gloves; worth 25c, now **15c**
Children's Kid Gloves, all colors; worth \$1, now **75c**



Corsets

The American Lady, straight front, all colors, worth \$1.25, now **\$1**
American Lady, straight front, extra quality, in drab or black **\$1**
Regular 75c Corset, light weight, latest styles, now **45c**
American Lady Girdle, in assorted colors **\$1**
Children's Corset Waists, in all sizes **20c**

ADVANCEMENT, PROGRESSION, EXTENSION!

Modern business methods have triumphed—Since our opening day we have endeavored to enlarge our place of business. It will come—so please be patient—and every facility of convenience will be yours! This store has that vitalizing and dominating inspiration that distinguishes it from other stores, and under this influence this concern will grow beyond any business in this city! That is a broad assertion that is backed by conditions that verify. We guard the best interests of people and guarantee a saving large enough to satisfy the most exacting! Compare values—every time a comparison is made we gain a customer.