

Seventh St., bet. Morrison and Alder

O. M. Co. Store News

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# OUR FIRST ANNIVERSARY SALE



## 50c Corded Wash Silks, 36c

One thousand yards of the very best quality of brilliant lustrous corded wash silk, which is sold all over at 50c—on sale here now at 36c per yard. None sold to dealers.

## Began Yesterday, Ends March 28

A year has passed since the O. M. Co. made its first bow to this metropolis, and every preparation has been made for a proper celebration of the event, one of very great importance to us, and of some weight, we hope, to all Portland. A year is a fair space of time for the test of a store, and its right to exist—a sufficient test to bring out the merits or defects of the principles governing its transactions. If the overwhelming success of this establishment means anything, it means that it has stood the test of time, and has earned the unqualified approval of its constituency. In commemoration of this event, important special offerings are being made in all departments, only some of which will find room in this announcement—enough, however, to convince anyone that this is the greatest money-saving opportunity of the year.

## 75c Guaranteed Bpk Taffeta 55c

A beautiful rich quality, soft and lustrous. The maker shows his faith in the silk by weaving a 'guarantee to wear' in the selvedge. This silk cannot be bought anywhere for less than 75c.

## \$1 to \$2 Kid Gloves, 48c

Similar to, but very much better in value than a lot which created such a furore here last fall. They are gloves which showed slight imperfections when put to the inspector's critical tests. These imperfections have been most skillfully "mended," hence their name, "Mender's Gloves." For all practical purposes they are fully the equal of gloves costing double, treble and quadruple as much. A hurried inspection shows such well-known kinds as Trefousse, Treville, Majestic, Dents and others equally high grade. There are just 100 pairs, over half of them black; so if you would share in this great "Anniversary Special" come early. These are sold "as they are"—none fitted, none exchanged.

## \$1.25 Guaranteed Black Taffeta, 83c

Rich, black taffeta silk, full 27 inches wide, that sells the world over at \$1.25, on sale here now at 83c. Every yard has maker's guarantee woven in the selvedge.

## \$6 Trimmed Hats, \$3.48

They are of our own make and that implies a high degree of artistic merit. Our millinery organization is in such a close touch with the foremost Eastern fashion centers that the very latest foreign are at once made known here. The best features are reproduced by our designers, who, however, add indelible touches that are distinctly American, giving them a touch of charming originality not seen elsewhere.

### Street Hats

In charming profusion at prices about half usually asked elsewhere; 50c, \$1.48, \$1.75, \$1.98, \$2.48, \$2.98.



## Anniversary Clothing Specials

The "specials" enumerated in this announcement are fair representations of the values of this stock—hundreds of others equally good that do not find room in print. It's a safe statement for us to make when we say that every garment we have in the store is marked at a lower price than same quality can be bought for elsewhere.

### Men's Real \$6 Suits \$2.98

Made of wool homespun tweeds in dark effects. We've an even hundred of these—absolutely the best clothing special ever offered in any country at any time. You'll say so, too, when you see the suits. Made in 4-button 3-round-cut sack style, notched collar vest, Italian lining; sleeves and vest lined with fancy satin; a handsome pair of suspenders given with each suit.

### Men's Real \$8.50 Suits \$4.98

Made of all-wool Melton, in gray and blue effects. Made in 4-button 3-round-cut sack style, notched collar vest, Italian lining; also at same price, suits of fancy all-wool chevrons and gray tweeds.

### Men's Real \$12.50 Suits \$8.48

Made of strictly all-wool homespun and casimeres and clay worsteds; best Italian linings; military fronts and shoulders. The "clays" in round and square cut.

### Men's Real \$13.50 Suits \$9.85

Made of all-wool fancy worsteds, in round cut, 4-button sacks, of finest Washington clay worsteds, in square and round cut, of genuine all-wool light gray Plover casimeres, in round cut; linings and tailoring are of the very best.

### Men's Real \$1 Trousers 68c

Made of fine wool-mixed tweeds and cottonades; good in fit, finely sewed.

### Men's Real \$1.75 Trousers \$1.19

Made of woolen casimeres, tweeds and kerseys, French waist band.

### Men's Real \$2.25 Trousers \$1.58

Made of the famous all-wool Dickey kersey; nothing like 'em for wear.

### Men's Real \$3 Trousers \$2.38

Made of fine worsted, in various patterns. "Nufangal" patent side fastenings.

### Men's Real \$3.50 Trousers \$2.88

Made of fine wool worsteds; no clothes will sell as good for less than \$4.00.



### Boys' Real \$2.25 Suits \$1.38

Made of worsteds and chevrons, in vestee, double-breasted, two-piece styles. The vestee in sizes 3 to 8; the two-piece in sizes 8 to 14.

### Boys' Real \$3 Suits \$2.25

Made of fancy gray striped homespun, in Norfolk style, with sailor collar; sizes 3 to 8.

### Boys' Real \$3.50 Suits \$2.75

Made of all-wool light-weight navy blue Melton, in Norfolk style; sizes 3 to 14.

### Boys' Real \$4.25 Suits \$3.38

Made of gray striped woolen homespun, in three-piece style; very latest cut; sizes 9 to 14.

### Youths' Real \$8.50 Suits \$6.68

Made of all-wool navy blue serges, all-wool fancy casimeres; this one in military front; sizes 18 to 30.

### Youths' Real \$6.50 Suits \$4.38

Made of fine all-wool cheviot homespun, in latest style; very nobby and dressy.

### Youths' Real \$9.50 Suits \$7.73

Made of genuine all-wool Washington clay worsteds, black only; military shoulders and front.

### Boys' Blue Denim Bib Overalls 19c

Made of fine denim; well sewed; lots of pockets; all sizes at this price.

### Boys' Real 35c Knee Pants 23c

Made of fine worsteds and cottonades; guaranteed sewing.

### Boys' Real 75c Knee Pants 48c

Made of all-wool chevrons, tweeds and homespun; also some of corduroys; most of them have double seats and knees, and all have patent elastic waist band.

### Men's Odd Vests 19c and 48c

Two special lots that are certainly worthy of your notice. The 19c sort usually sells at 75c to \$1.00; the 48c sort at \$1.35 to \$1.75.

## Anniversary Specials in Women's Wear

You relied pretty largely on this store last season for tailored wear—the biggest business in our history is evidence. This season we are taking last season's record as a foundation—standing on it to make a better, larger record still. Now the Spring gathering is richly ready for your choosing—and the prices have reached the very limit of smallness.

### \$2 "Side Walk" Skirts \$1

Made of dark gray Melton skirting, 5-gore, latest flare, inverted pleats, strap seams, finished at bottom with eight rows of stitching.

### \$3 "Side Walk" Skirts \$1.98

Made of high-grade dark gray Melton skirting, 5-gore, deep graduated set-on flounce, finished at top and bottom with stitching.

### \$3.50 "Side Walk" Skirts \$2.48

Made of gray wool homespun skirting, 7-gore, strap seams, latest flare, finished at bottom with 12 rows of stitching.

### \$5 "Side Walk" Skirts \$3.48

Made of fancy all-wool homespun cheviot, set-in pleats, released at knee to give fullness.

### \$6.50 "Side Walk" Skirts \$4.45

Made of dark all-wool homespun cheviot, with set-in pleats, released at knee to give fullness; also of light gray all-wool homespun in same style; also of snowflaked valve, with slot seams, in blue, brown and black coloring; also of all-wool chevrons in black and white effect, 7-gore, with slot seams.

### Silk Skirts at about half value

These are the sample lines of several of the best makes in New York City, bought by our Eastern buyers at about half value. Being samples, they show all the painstaking care every maker bestows on garments from which he takes orders. No two in the entire collection are alike—a fact you will like about them.

### \$6.50 Silk Petticoats \$4.48

Since most of this season's skirts are made up without lining, silk petticoats are to be worn to take the place of drop skirts formerly made up with the suit. We've a very interesting special in silk petticoats; made of soft, well-wearing taffeta silk, in black and colors, cut full width, finished at bottom with deep corded flounce.



### \$8.50 Tailored Suits, \$3.98

How this offering of well-made tailored suits at \$3.98 is possible would take too long to tell—might not interest you—but the suits certainly will. Made of Meltons, serges and Venetians, in various up-to-date styles and colorings.

### \$11.50 Tailored Suits, \$8.38

Made of all-wool blue cheviot; has collarless blouse jacket with peplum finish of stitching and fancy buttons.

### \$14.50 Tailored Suits, \$9.48

Made of all-wool pepper-and-salt homespun cheviot, in same style as the one above.

### \$15 Tailored Suits, \$9.98

Made of all-wool black cheviot, collarless blouse front jacket, trimming of stitched bands of taffeta silk, 5-gore flare skirt.

### \$18 Tailored Suits, \$13.48

Made of all-wool black Venetians, short collarless blouse-front jacket with decided dip front, finished with straps and fancy buttons. The seams of the 7-gore skirt are finished with stitched straps.

### \$22.50 Tailored Suits \$15.98

Made of very light gray stamine, blouse-front jacket, with peplum, coat collar and stitched straps over shoulder, kimono sleeves, 5-gore skirt, finished with straps.

### \$23 Tailored Suits \$16.48

Made of all-wool black "snowflaked" cheviot suiting; new waist length blouse jacket, with deep dip front, finished with stitched straps; the bishop sleeves, have cuffs; velvet collar; skirt has inset pleats released at knee to give fullness.

### \$12.50 Silk Monte Carlo \$8.48

Made of high-grade taffeta silk; very full pleats in front and back, kimono sleeves and round collar; sleeves and collar trimmed with plauen applique.

## Cottons

Cotton prices are going up, so comes the news from manufacturing centers, and in the face of this comes this sale, with the following great saving advantages:

### 50c Sheets, 38c

72x90 inches, torn, hemmed and ironed.

### 30 yds. Brown Sheeting, \$1

Full 36 inches, standard weight, 30 yards to one customer.

### \$1.25 Sheet Blankets, 88c

Full 72x74 size, chain of gray, tan and white.

### 15 yds. Bleached Muslin, \$1

A well-known brand; 35 yards to one customer.

### 12 yds. Cambric, \$1

Equal to Lonsdale in quality; 12 yards to one customer.

### 10 yds. Long Cloth, \$1

38 inches wide, best quality; 10 yards limit to one customer.

### Wide Bleached Muslin

Full 24 1/4 wide, at 30c.  
Full 36 wide, at 35c.  
Full 48 wide, at 45c.  
Full 54 wide, at 55c.  
Full 64 wide, at 65c.  
Full 72 inches wide, at 70c.

## Anniversary Specials in Men's Furnishings

### Men's 10c Handkerchiefs, 4c

Of fine white lawn, full size and hemstitched.

### Men's 19c Neckwear, six for 25c

One hundred dozen of shield bows and band bows, at less than the silk cost.

### Men's 75c Laundered and Golf Shirts, 48c

Made of fine percale. Those which are laundered have detached cuffs; the others have detached cuffs and two detached matching collars.

### Men's 50c Suspenders, 23c

A really great special; very handsome, strong elastic webbing lisle, and leather ends; best grade of buckle.

### Men's 50c Neckwear, 25c

Splendid assortment of four-in-hand, Tecks and Imperials in all the new colorings, at just half real value.

### Men's 25c Boston Garters, 15c

The genuine assorted colors, lisle web.

### Men's 50c Shirts at 35c

Made of fast colored black and white twill shirting, full length and width.

### Men's 75c Satine Shirts, 48c

Made of fast black Butler satine, corded bosom; also at same price light colored soft shirts.

### Men's 5c Cotton Socks, 1c

Blue and brown mixtures, seamless. Limit of five pair to any one customer.

### Men's 15c Cotton Socks, 8c

Men's fine cotton socks in fast black and fast tan, at 8c, instead of 15c.

### Men's 65c Demin Overalls, 43c

With and without bib, best quality of denim. Linen sewed and copper riveted.

### Men's \$1.75 Woolen Sweaters, \$1.19

Made of pure Australian lamb's wool; roll neck, black, navy and maroon.

## Lace Curtain Specials

### At 25c instead of 50c

One hundred and fifty pairs of Nottingham curtains in handsome patterns.

### At 58c instead of \$1.00

Nottingham lace curtains in six handsome designs.

### At 88c instead of \$1.25

Nottingham lace curtains in beautiful designs, three yards long, full width.

## Three Wrapper Specials

### 85c Percale Wrappers, 58c

Made of fast-colored percales, in a wide range of patterns; braid-trimmed collar, full length and width.

### \$1.25 Percale Wrappers, 88c

Made of fine fast-colored percales; dainty patterns, braid-trimmed collar and bretelles; deep hem; cut full width.

### \$1.50 Percale Wrappers, 98c

Made of fast-colored percales and lawns; braid-trimmed collar, bretelles and front; deep set-on ruffled flounce.

## Linens

We feel certain that no one with immediate or prospective linen wants can afford to pass these offerings by. See if we ain't right.

### 50c Table Linens, 38c

60-inch silver bleached, assorted patterns.

### 63c Table Linens, 48c

60-inch grass bleached, assorted patterns.

### \$1 Napkins, 68c

3/4 size, all linen, assorted patterns, bleached.

### \$1.50 Napkins, \$1.13

3/4 size, grass bleached, assorted patterns, pure linen.

### 17c Turkish Toweling, 13c

17-inch bleached, extra heavy.

### \$1.50 Bedspreads, 97c

Full size Marseilles patterns, ready to use.

### 13c Huck Towels, 9c

17x24 inches, extra heavy, colored border.

### 13c Turkish Towels, 9c

18x24 inches, bleached, extra heavy.

### 28c Turkish Towels, 19c

22x48 inches, unbleached, extra heavy.

### 5c Cotton Crash, 2 1/2c

17-inch bleached and brown.

## Shirtwaists Underpriced

At 43c—Shirtwaists of fast colored percale, stock collar, with tie.

At 98c—Shirtwaists of madras, large pearl buttons, stock collar.

At 73c—Shirtwaists of white lace, striped lawn, stock collar, with tie.

At 73c—Shirtwaists of black mercerized satine, finished with braid and tucks.

At 73c—Shirtwaists of dimity, large pearl buttons, stock collar, with tie.

At \$1.23—Shirtwaists of madras, Oxford and momie, large pearl buttons.

At \$1.23—Shirtwaists of white Oxford vesting, large pearl buttons, stock collar and tie.

At 98c—Shirtwaists of black mercerized satine, finish of tucks and fagot stitching.

## Hosiery and Underwear

### At 8 1/2c instead of 12 1/2c

Child's lisle ribbed cotton school hose, fast black, double soles, toes and heels; six pairs to one customer.

### At 4c instead of 8c

Women's ribbed vests, crochet finish.

### At 23c instead of 35c

Women's Jersey, Richelleu and Swiss ribbed vests, various styles of finish; no better values anywhere at 35c.

### At 6 1/2c instead of 10c

Women's fast black cotton hose, double soles, toes and heels; 10c everywhere; limit of four pairs to a customer.

### At 23c instead of 35c

Women's fast black lisle hose, in new up-to-the-minute in style patterns; double soles, toes and heels.

## Men's Hats: Two Bargains

### Men's Real \$3 Hats \$1.98

Choice at \$1.98 of all the season's latest style productions in soft and stiff Hats—all fully equal in style and quality to any advertised \$3 hat.

### Stetson's \$5 Hats \$3.00

You may perhaps think there's something wrong with the hats—off in style or quality—take our guarantee that there isn't. Exact counterparts of those sold all over town at \$4.50 and \$5.00 by the exclusive dealers.