

Seventh Street, Between Morrison and Alder

O. M. CO. STORE NEWS

We Are Out of the High-Rent District



## Combined With a Great Muslinwear Sale

THIS GREAT MAY SALE, in conjunction with the Sale of Muslinwear, is to be the greatest bargain event of the season. As the word "Bargain" is a sadly abused and misused term, the O. M. Co.'s definition of the word may be of interest—"Bargain, an article of unquestioned quality, in demand for use at the time it is bought, at a less price than goods of equal merit can be purchased for elsewhere." That's our definition of the word "Bargain." Every one of the items scheduled in this mammoth announcement is deserving of the appellation "Bargain" in our sense of the word. Large as this ad is, not even one-fourth of the "specials" we have on sale get into print, simply because the room

is lacking. Those which are mentioned must act as indices for the rest; we think, nay, we know for certain, that no such a page of wonderful values has ever been offered before for the delectation of a Portland audience. So if you are in a "saving mood," scan this announcement closely; bring it with you; compare it with goods in store; you'll find every promise we make in print more than fulfilled in the store. SALE BEGAN SATURDAY, MAY 16, ENDS FRIDAY, MAY 29

## Great May Sale of Women's Garments

Never before has there been such underpricing in Women's Garments so early in the season. But we are facing unusual conditions, being "up against it" in a way. Building operations to the south of us practically shut us off from Morrison street; paying to the north of us makes access to the store rather difficult. To repay you for the extra steps you are compelled to take, we've prepared a series of underprice specials of such excellence that you will feel amply recompensed; that you will want to come again and again; that you will delight in telling neighbor and friend about bargains in vogue here.

### \$8.50 to \$10 Suits at \$5.68

Made in several styles and colors. One particularly pretty one is made of a grayish blue all-wool cheviot. The jacket is a collarless blouse affair, with cute puffed sleeves, finished with stitching and fancy buttons.

### \$20 to \$25 Suits at \$12.68

Choice of fifty-odd suits at this price; all this season's best styles and cloths included in this grand special. They will compare very favorably with garments costing double and treble elsewhere.

### \$27 to \$38 Suits at \$17.68

Choice of all of our high-grade tailored suits of cloth and velvet and silk costumes. None worth under \$27, many up to \$38—and that is understating the real facts.

### \$1.25 Wrappers, 88c

Made of fast-colored percales, in dark and light effects; some have bretelles, others founcers, braids trimmed.

### \$1.50 Wrappers, 98c

Made of Garner's fast-colored percales, full, deep founcers, shoulder bretelles, fancy braids as trimming, cut very full.

### \$10 Monte Carlos, \$6.98

Made of wear-guaranteed black taffeta, box pleat in back, round sailor collar, stole tabs, kimono sleeves, ornamented with cream plastron medallion.

### \$7.50 Silk Waists, \$3.88

More than a dozen styles to select from, made of black and colored casimere-finish taffeta and Lousine silks.

### \$3.50 Silk Waists, \$2.39

Made of heavy white India silk, front and back trimmed with "right and left" hem-stitched tucks, tab stock collar.

### \$2 Lawn Waists, \$1.29

Made of fine white India linen, front to bust of fine tucks and insertion, embroidered medallion, finest of embroidered insertion, back tucked, cuffs tucked, embroidered turn-over collar.

## Great May Sale of High-Grade Clothing

A few days ago a gentleman came into the store and said: "Do you really sell clothing as cheap as you say you do in your advertisements? Your ads ring true, I'll confess, and they are the reason of my coming here today, and now I am going to satisfy my curiosity." We showed him suit after suit, just as they were advertised for that day. His face showed plainly the astonishment he felt. At last he said: "You undoubtedly told the truth, but I didn't think you could sell so cheap." Oh, yes, he bought a suit, owning up after settling his bill that his saving was \$5 against the down-town stores.

### Men's \$8 Suits \$4.95

These are a special purchase of our New York office. There are a hundred and some odd in the lot. The materials are all-wool cassimere and chevrons, in the most popular colorings of the day. Well-tailored and tailored.

### Men's \$10 Suits \$7.35

We say that they are worth \$10. That's under the mark. Downtown stores have suits in their windows marked \$12 and \$13 not a bit better. The line of fabrics includes all-wool black, gray worsteds, tweeds, homespun, cassimeres and fancy worsteds, splendid linings, military fronts and shoulders.

### Youths' \$6 Suits \$3.98

Made of dark blue all-wool cheviot, military front and shoulder, heavy Italian cloth lining, well tailored throughout. These to boys 13 to 20 years of age.

### Boys' \$1.50 Suits, 89c

Made in vestee style, dark plaid wool.

### Boys' \$1.75 Suits, \$1.19

Made in vestee style, dark fancy worsted, very strong, sizes 3 to 8.

### Youths' \$7.50 Suits \$4.38

Made of fancy all-wool cassimeres, military front and shoulders, heavy Italian cloth lining, well tailored in every particular, fit boys 13 to 20.

### Youths' \$8.50 Suits \$5.98

Made of all-wool fancy chevrons, chalk-line effects, military front and shoulders, heavy Italian cloth lining.

### Youths' \$10 Suits \$6.98

Made of all-wool fancy cassimeres, none better ever sold at \$10 outside of this store. The very latest cut. The best of lining and tailoring throughout. Fit boys 13 to 20.

### 75c Knee Pants 43c

The greatest value ever offered. While they last we place on sale knee pants, unmatched elsewhere for less than 75c, at 43c. All-wool chevrons and cassimeres; also extra strong corduroys.

## Very Special

The items under this caption are too numerous to classify each by itself. They are articles of every-day use, sold at prices decidedly less than obtainable elsewhere—a state of affairs brought about mainly by shrewd buying on the part of our New York office.

### 50c Sheets at 37c

Bleached, full 72x90 inches, torn, hemmed and ironed.

### 10c Percales at 6c

36 inches wide, dark and light colorings, fast color.

### 5c Prints at 2c

Light-colored shirting prints, standard goods, 36-yard limit to customer.

### 15c Turk Toweling at 11c

16-inch, bleached, extra heavy and soft.

### 20c Towels, 14c

Bleached Turkish, extra heavy, 22x6 inches.

### 17c Towels, 12c

Linen huck, pure white; also colored border, 19x26 inches.

### 10c Towels, 7c

Bleached cotton honeycomb, fringed, 19x26 inches.

### 30 yards Sheeting, \$1.00

Full 36 inches wide, standard L. 12, 36-yard limit.

### 12 yds. Cambric, \$1

36-inch, equal to Lonsdale in every way; 12-yard limit.

### \$1.50 Comforts, \$1.13

Top of figured silkoline, lining of plain, filling of white cotton.

### 10c Pillow Cases 7c

Bleached, full 42x30 inches, torn, hemmed and ironed.

### 8c Foulards 5c

A glorified calico, looks like silk, fast color.

### \$1.25 Bedspreads 97c

Marseilles pattern, full double-bed size, crocheted edge, ready to use.

### 5c Toweling at 2 1/2c

Bleached, 16 inches wide, 10-yard limit.

### 15c Towels 11c

Brown Turkish, firm and soft, 22x6 inches.

### 6c Towels 4c

Bleached Turkish, great value, 13x27 inches.

### 13c Towels 9c

Bleached Turkish, splendid value, 19x26 inches.

### \$1.25 Blankets 88c

Sheet blankets, full 11-4 size, white, gray and tan.

### Men's Boston Garters 15c

Sold all over at 20c; assorted colors.

### \$1.38 Napkins 89c

Pure linen, half bleached, dice pattern.

## 75c Dress Goods 43c

To one who knows the really great excellence of this May sale special it would seem that every woman who reads this item will be there tomorrow. Goods of like quality are sold all over town at 68 to 70c. Included are all kinds of novelty weaves, chevrons, plaids, serges, canvas cloth and other similar fabrics; all are pure wool, of course. Widths average 36 to 42 inches.

30c NOVELTY BLACK GOODS AT 25c. Five pieces of these pretty goods at a very low price. Bought for less than real value; sold, of course, on the same basis.

## Hosiery Specials

The hosiery department furnishes two rousing specials for the May sale—one for women, the other for children.

### Child's 15c Hose, 8 1/2c

These are fast Topsey black, 1x1 rib, double sole, toes and heels; all sizes up to No. 9; limit of three pairs to a customer.

### Women's 10c Hose, 6 1/4c

These stockings are fast Topsey black, full-shaped ankle, double sole, toes and heels; limit of four pairs to any one customer.

## Great May Sale of Muslin Underwear

### Muslin Gowns

#### At 44c instead of 59c

Gowns of good muslin, "V" yoke of tucks; ruffle at neck and sleeves.

#### At 49c instead of 65c

Gown of good muslin, "V" yoke of tucks and embroidered insertion; ruffle at neck and sleeves.

#### At 56c instead of 75c

Gown of cambric, square yoke of bias hemstitched tucks, hemstitched ruffle at neck and sleeves. Another style is of muslin, Empire shape, finished with embroidered edging and insertion; the bretelle of insertion.

#### At 67c instead of 89c

Gown of muslin, square yoke of embroidered insertion and tucks.

#### At 78c instead of \$1.05

Gown of cambric, "V" yoke of embroidered insertion and tucks; neck and sleeves with hemstitched ruffle. Another style is of muslin, square yoke of hemstitched tucks and embroidered insertion; neck and sleeves with hemstitched ruffle.

#### At 83c instead of \$1.13

Gowns of cambric, in Empire style yoke and bretelles of Torchen lace and edging and embroidered beading, with ribbon, lace trimmed sleeves. Gown of cambric, "V" yoke hemstitched tucks edged with embroidered insertion, embroidery-trimmed sleeves and ribbon. The square yoke of hemstitched tucks and embroidery insertion, embroidery-trimmed cuffs.

#### At 89c instead of \$1.19

Gown of cambric, square yoke of embroidery insertion, beading and lace-trimmed cuffs. Gown of cambric, square yoke of Torchen lace insertion and edging, embroidered beading and ribbon, bretelles of beading and lace-trimmed sleeves. Gown of cambric, "V" yoke of nainsook, embroidery insertion, large ribbon bow. Gown of cambric, Empire style, embroidery insertion and tucks.

#### At 98c instead of \$1.32

Gowns of fine cambric, Empire style, in embroidery, insertion and edging. Gowns of fine cambric, square yoke of lace edge, embroidered beading and ribbon. The tucked bretelles and cuffs are lace trimmed.

#### At \$1.05 instead of \$1.40

Gowns of cambric, in Empire style, finished with nainsook embroidery and beading and ribbon. Gowns of cambric, "V" yoke of Val insertion and edging and ribbon. Gown of cambric, square yoke of Val insertion and edging, lace insertion and edging.

#### At \$1.17 instead of \$1.50

Gowns of cambric, square yoke of embroidery insertion, beading and edging. Gowns of cambric, the half-round yoke of tucks edged with two rows of embroidered insertion and ruffle. Gowns of cambric, square yoke of embroidered insertion, Val lace insertion and edging, the bretelles of embroidered insertion, Val lace insertion and edging. Gowns of cambric, pointed yoke of hemstitched tucks, finished with two rows of embroidered insertion and ruffle.

#### At \$1.29 instead of \$1.75

Gown of Nainsook, "V" yoke of alternate bands of embroidery and lace insertion; sleeves have same finish.

#### At \$1.33 instead of \$1.80

Gowns of cambric, square yoke of lace insertion and edging and embroidered beading and insertion, with ribbon; sleeves edged with lace.

YESTERDAY we inaugurated our Second Annual May Sale of Muslin Underwear. This sale will have many more interesting features than the event of last year, and last year's sale completely distanced any other local White event in points of interest. The low prices, of course, are of all-absorbing interest, for the values we quote are entirely free from exaggeration, and will not fail to attract enormous crowds. Every article we offer, even the 5c Corset Covers, will stand the test of measurements—all generous widths and lengths, good materials, well made and finished better than any underwear ever offered at the price.

### Drawers

#### At 19c instead of 30c

Muslin Drawers, ruffle and three tucks.

#### At 25c instead of 35c

Muslin Drawers, deep ruffle with Torchen lace insertion.

#### At 39c instead of 55c

Cambric Drawers, cambric, ruffle with Torchen insertion and edge.

#### At 49c instead of 65c

Cambric Drawers, tucks and embroidered ruffle. Cambric Drawers, with nainsook ruffle, with two rows of lace insertion and lace edge.

#### At 59c instead of 80c

Cambric Drawers, nainsook ruffle, finished with two rows of Platt Val insertion and edging. Cambric Drawers with nainsook ruffle, finished with tucks and lace edge. Cambric Drawers, deep nainsook embroidered ruffles.

#### At 72c instead of 95c

Cambric Drawers, with nainsook embroidery, ruffle finished with tucks. Cambric Drawers with nainsook ruffle finished with Val insertion and edge. Cambric Drawers with deep embroidered ruffle.

#### At 83c instead of \$1.13

Cambric Drawers with nainsook ruffle and Val insertion and edge. Of cambric, with lawn ruffle, finished with two rows of Val insertion and edge. Of cambric, with deep embroidered nainsook ruffle, finished with lace and embroidered insertion and edge. Cambric Drawers with lawn ruffle, finished with tucks, Val insertion and edging.

#### At \$1.33 instead of \$1.75

Nainsook Drawers with lawn ruffle, finished with Val insertion and edge, embroidered beading and ribbon.

#### At \$1.67 instead of \$2.25

Nainsook Drawers with lawn ruffle, finished with Val insertion and edging, embroidered beading and ribbon. Of nainsook, with Swiss embroidered ruffle, finished with beading and ribbon.

### Corset Covers

#### At 5c instead of 10c

Corset Covers made of good muslin, French felled seams, perfect fitting, 3 to any one customer.

#### At 8c instead of 15c

Corset Covers made of good muslin, French felled seams, perfect fitting, embroidery trimmed, 3 to any one customer.

#### At 19c instead of 30c

Cambric Corset Cover, square neck, trimmed with Torchen lace.

#### At 25c instead of 35c

Cambric Corset Cover, "V" neck, trimmed with Torchen lace. Cambric Corset Cover, finest of hemstitch ruffle. Cambric Corset Cover, "V" neck, finest of embroidery.

#### At 42c instead of 56c

Cambric Corset Cover, square yoke, finest of Torchen lace and insertion. Of cambric, square neck, finest of embroidered edge beading and ribbon.

#### At 49c instead of 65c

Cambric Corset Cover, finest of 1-inch bands of cambric and Torchen insertion, set on horizontally; neck finished with ruffle. Of cambric, square yoke of all-over beading, finest of lace at neck and arms. Of cambric, square yoke of tucks and embroidered insertion.

#### At 59c instead of 80c

Corset Cover of cambric; front of alternate vertical tucks and lace insertion; finest of lace ruffle, embroidered beading and ruffle.

#### At 73c instead of 98c

Corset Cover of cambric, round neck, with Val insertion, lace and beading.

#### At 83c instead of \$1.13

Corset Cover of cambric; finest of embroidered edge insertion, beading and ribbon. Of cambric, finest of Platt Val lace insertion, edge and ribbon bow. Of cambric, yoke of wide Val lace, beading and ribbon.

#### At 89c instead of \$1.19

Corset Covers of cambric, yoke of embroidered insertion, set in vertically.

#### At 98c instead of \$1.30

Corset Covers of cambric, finest of horizontal bands of cambric and Val lace insertion alternating.

### Muslin Skirts

#### At 49c instead of 65c

Muslin Skirts, with 10-inch hemstitched founce.

#### At 57c instead of 75c

Muslin Skirts with 8-inch founce, with 24-inch embroidered ruffle, headed with three tucks.

#### At 59c instead of 80c

Muslin Skirt, with 10-inch double founce, edged with Nottingham lace.

#### At 83c instead of \$1.13

Muslin Skirt, with 12-inch cambric founce, with Nottingham lace and insertion. Also Cambric Skirts with 10-inch founce, with 24-inch hem, headed with two rows of embroidered beading.

#### At 89c instead of \$1.19

Cambric Skirts, 12-inch lawn founce with 10-inch embroidered ruffle, headed with tucks.

#### At 95c instead of \$1.25

Cambric Skirts, 15-inch lawn founce, with two rows of Torchen insertion and lace ruffle.

#### At \$1.05 instead of \$1.49

Cambric Skirts with 16-inch founce, two rows of 1-inch Torchen insertion and embroidered beading, 24-inch lace ruffle. Also Muslin Skirts with 12-inch founce, embroidered insertion and edge.

#### At \$1.17 instead of \$1.50

Cambric Skirts, with 15-inch founce of lawn, trimmed with vertical insets of tucks and Torchen insertion and lace ruffle and cluster of tucks. Also Cambric Skirts with 14-inch embroidered founce.

#### At \$1.33 instead of \$1.80

Cambric Skirts, deep double lawn founce, each finished with Val insertion and edging.

#### At \$1.39 instead of \$1.85

Cambric Skirts, 15-inch founce of nainsook, finished with 6-inch embroidered ruffle, headed with cluster of tucks. Also Cambric Skirts with 16-inch founce, finished with embroidered insertion and edging.

#### At \$1.53 instead of \$2.00

Cambric Skirts, 20-inch lawn founce, finished with three rows Val insertion and edging.

#### At \$1.67 instead of \$2.65

Cambric Skirts, 21-inch founce, with three rows of 2-inch Torchen insertion, and 24-inch Torchen lace ruffle. Cambric Skirts with 18-inch lawn founce, trimmed with two rows of 2-inch embroidered insertion and 1-inch embroidered ruffle. Cambric Skirts with 14-inch embroidered nainsook ruffle.

#### At \$1.84 instead of \$2.50

Cambric Skirts, 15-inch founce, trimmed with 24-inch embroidered insertion and 6-inch embroidered ruffle.

#### At \$1.90 instead of \$2.65