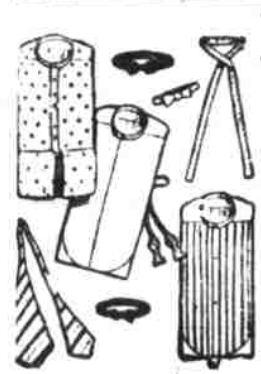


# The Attractions of the O. M. Co's Store are Their Low Prices

All who read our broad sheet announcements, find every statement verified when they visit the store. Our various performances thoroughly vindicate our various promises. The merchandise sustains the printed representations, and the prices justify our unceasing claim of underselling allied competition. Truth telling creates advertising supremacy. We appeal to the intelligence of the people. We seek their favor by inspiring their confidence. A periscopic study of our daily store news will stimulate the conviction that accuracy and honesty are their salient motives. The O. M. Co.'s business is not dependant upon sensations and exaggerations. Indulgence in such a policy would check its growth by destroying your confidence. While promiscuous retailers are bent on rendering the dictionary insolvent by heavy drafts upon its adjectives, we proceed to strengthen our hold upon popular preference by the use of language simple yet powerful—the language of values. Read carefully every item below, then visit the O. M. Co. and be convinced.



## Furnishings

The Famous Monarch Shirt, in both plain and fancy, the most perfect-fitting shirt on the market—\$1.00

Men's Soft Dress Shirts, in the very latest insertion stripe effect, open-work bosoms, in rich and tasty colorings, only—\$1.00

Sea Island Madras Shirts in soft, pretty bosoms, all colors—75c

## Neckwear

This is where we pride ourselves on keeping in touch with the newest things out.

Fancy Silk Ties in regular 75c values—35c  
50c Tecks and four-in-hands—20c  
Good Bows and Clubs—5c

## Men's Shoes

Men's good, heavy, warranted full stock Shoe, strong and durable—\$1.10  
Men's heavy calfskin Shoes, with round cap toe—1.50  
Men's heavy working Shoe, in seal grain, special value—2.00  
Box calf Shoe, in congress and plain toe, with cap—2.00  
Extra heavy box calf, in Goodyear welts, full double soles—2.50  
Vici kid dress Shoe, a strong neat shoe—2.75  
Men's box calf, in plain and fancy punched vamps, well worth more money, only—3.00  
Extra fine patent leather colt skin, Goodyear welt—3.50

Just received, a special line of Drummer's Sample Hats, which we place on sale at 25 per cent less than wholesale price:

Men's good stiff hats in the very latest block, well worth \$2.50, our price \$1.25  
\$1.50 Straw Hats, only 75c  
\$1.00 Straw Hats, 50c  
Crash Hats, all styles, 25c

## Ladies' Shoes

Ladies' fine vici kid shoes, patent leather counters and tips, a shoe well worth \$4.50, our price—3.45  
Ladies' vici kid, turned sole, a neat dressy shoe—3.00  
Ladies' fine extension sole and good vici kid shoe—2.95  
Ladies' welt or turn sole, in vici kid—2.50  
Ladies' vici in three different styles, with new toe, a special value—1.98  
Ladies' light weight velvet insertion top, good vici—1.75

## Ladies' Oxfords

Ladies' vici, heavy soles with patent leather tips—\$2.75  
Ladies' turned sole, vici kid, with plain and patent tips—2.00  
Ladies' Dongola, with plain and patent tips, good extension sole—1.50

## Men's Pants

Just received from our New York buyers, a large consignment of Men's Working Pants. These are the greatest bargains every known to the people of Portland. 200 pairs of all wool pants, in checks, stripes and solid colors, worth \$2.50, only—\$1.50  
Small check cottonade pants—75c  
Dark stripe cottonade pants—85c  
Wool mixed, hair stripe, a good working pants, only—1.00  
Men's black pants, in stripe effect—1.75  
All wool kersey pants in small checks and stripes—2.00  
Men's all wool good dress pants, medium weight—2.35

## Men's Suits



Men's fine all wool cassimere, latest cut, with good quality Italian cloth lining, only—\$3.75  
Men's neat all wool cassimere suit, of a very desirable pattern of mixed gray and black, well worth more money, our price—5.00  
Men's strictly all cassimere, in the most up-to-date cut, a splendid business suit—6.50  
Men's all wool Provo suit in plain and Oxford grays, with good serge lining, and well tailored, a special value for—8.00  
Men's unfinished worsted in pretty red and silver stripes, best quality Italian lining, with double reinforced arm holes. This is a regular \$15 suit for—10.00

## Boys' Suits

Boys' double-breasted wool mixed two-piece suit—\$1.00  
Boys' double-breasted all wool suit—1.75  
Fancy all wool chevrot with red and green stripe effect—2.50  
Boys' three-piece cassimere suit with red and white invisible stripe—3.75

## Kid Gloves



A new line in the very latest shades and colors in kid gloves.  
Carmen, a neat solid kid glove in two clasps—\$1.00  
Queen, a daisy three clasp glove with fancy stitched backs, well worth \$1.50, our price—1.25  
Ladies' outing gloves, with gauntlets—65c

## Wash Goods

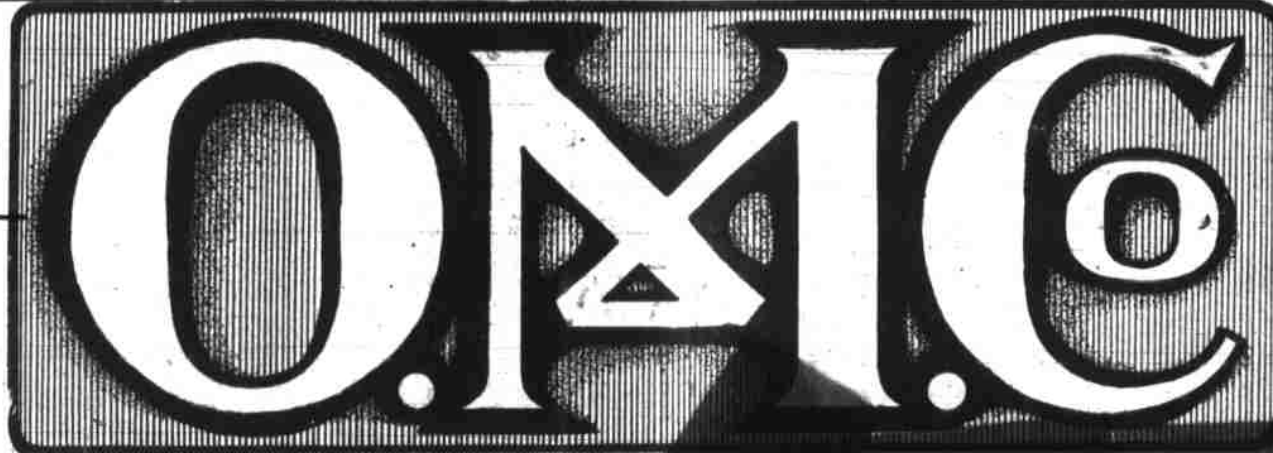
A large assortment of rich and dainty wash fabrics.  
Best quality Prints from 8 A.M. to 12 M. per yd—2c  
Good quality Crash from 8 A.M. to 12 M—1 1/2c  
2000 yards good quality Scotch Lawns, regular value 8 1/2c, special per yard—4c  
Extra fine 32-inch Percales, all colors, regular 15c value, special—9c  
Mill ends 3000 yards Mercerized Madras, regular 25c quality per yard—16 1/2c

## Corsets

The American Lady Corsets are the best on the market.  
No. 339A, batiste, straight front, regular \$1.25 value—\$1.00  
Satin striped Corset, in blue, pink and white, made of best quality saten—1.25  
The American Lady Corset Waist, in black, diab and white—1.00  
The Tape Girdle, in all colors—88c  
Plain, straight front, batiste corset—45c

We have a well established Mail Order Department, which receives prompt and careful attention. Canadian money taken at par.

We cheerfully make exchanges and give your money back on all unsatisfactory purchases.



SEVENTH STREET, BETWEEN MORRISON AND ALDEN

## A Few Words About the Portland Evening Journal Its Rapid Growth During the First Two Months

The Evening Journal believes in expansion because it is an expansionist itself.

Three times within the trifle over two months of this newspaper's existence has it been found necessary to expand the quarters of its mechanical department to make room for new material and machinery as it arrived. The editorial and reportorial departments were this week elevated to the second floor, and the space the writers occupied on the first floor is now completely filled with new printing material.

When The Journal came into existence in Portland there were those who imagined that, because a political cam-

paign was on the tapis, the paper was born to talk politics during the canvass and then to die. But when these people saw a Goss perfecting printing machine being installed they began to crawl back into their shells. When they saw The Journal's battery of Mergenthalers being placed in position they crawled further, and when the large stereotypers outfit arrived and fonts of printing type and stands and cases and the other sticks—all things which the printer needs—were seen, they were so completely taken aback that they were driven to the suburbs. The Journal's 289 Yards of composition galley, the tribune, the collection of type, the dozen, drop, and other things, not to be counted, were all there.

thought—both of these pessimistic notions have disappeared (except as to the half-don), as if swallowed by the earth. And that half-don was ready to engage in journalism at that time. Two of them had arrived in Portland, strangers to everybody, and upon surveying the field, saw that the bars were down, that there was a broad opening here for such an enterprise, and, being energetic, wideawake gentlemen, decided to occupy the gap. If the campaign had been a dozen years away The Journal would have been established just the same. Politics did not incubate the enterprise. It has not been nursed by politics. It has not been fathered by politicians.

The editorial course of The Journal has not been directed by outside influence. It is that sort of journalism. The reason The Journal was established at the time it was, was because its publishers were ready to engage in journalism at that time. Two of them had arrived in Portland, strangers to everybody, and upon surveying the field, saw that the bars were down, that there was a broad opening here for such an enterprise, and, being energetic, wideawake gentlemen, decided to occupy the gap. If the campaign had been a dozen years away The Journal would have been established just the same. Politics did not incubate the enterprise. It has not been nursed by politics. It has not been fathered by politicians.

has been what it always hopes to be, a champion of the right. It has been the defender of the people's interests—the mouthpiece of justice—a forum for the public expression of public thought. And when this generation has passed away, and the next, and next, and next, The Journal will still be published daily, and it is hoped will continue the friend of the masses and the representative of intelligent opinion.

Today The Journal presents itself to its readers in rather attractive form. It will not often appear in colors, because it is not often that necessity will exist for that, but it will appear each day arrayed in the robes of honor and they shall not be sullied by grasping greed. As the weeks and months pass by, The Journal will expect to deserve a continuous existence. It will exist between itself and the people of Portland and the surrounding country. It will be the home of thousands of our families, and it will be upon it that it will come to the habilitations of decency and truth.

The Portland Evening Journal

BY MAIL  
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\$1 for 4 Mos.

DELIVERED ANYWHERE FOR 10c PER WEEK

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### FOR STATE SENATOR,

All old-timers know Dr. Harry Lane, Citizens' candidate for State Senator, but those arriving here within the past few years may be interested in knowing something of him.

Dr. Lane was born in Oregon, and is the honored grandson of the late General Joseph Lane, than whom no man was ever more highly esteemed in his time, and no individual ever accomplished more of benefit to the commonwealth and the descendants of the sturdy old general have earned for themselves names equally honorable as those of their ancestors. In Portland Dr. Harry Lane is admired as a man, and in his profession none stand higher. He was Superintendent of the Oregon State Hospital for the Insane from 1887 to 1891, and the splendid record he made in that office is well remembered. He was a member of the recent State constitutional commission, and no man has been more closely scrutinized and more carefully examined than he. His grasp of the document or was more lively in suggestions for its betterment. He would give the county the same service in the Legislature.

### REPOSE OF THE DEAD.

A handsome building wherein bodies of the dead may repose will be completed in the early fall for J. P. Finley, one of the well-known undertakers and embalmers. This is the first structure of the kind in Oregon—the only building planned especially for the undertaking business. It will be ready for occupancy in September, and as Mr. J. P. Finley expects to be elected Coroner, he will have the regular Republican nominee in that office. If successful, Finley & Co. will have the most stylish morgue ever occupied by an Oregon Coroner.

### A DIGNIFIED JUDGE.

Judge Robert S. Bean, Republican candidate for Supreme Court Justice, will make no canvass for that office. He has been for 12 years a member of the judicial and is of the opinion that his record should be his campaign. He was first elected Judge in 1882, and has since that time serving the Second District, and was re-elected in 1890. He was elected a member of the Supreme bench, and was re-elected in 1894. He is now Chief Justice of the Supreme Court. Judge Bean was born in Yamhill, Oregon, November 23, 1854, and is therefore one of Oregon's honored native sons.

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