Monday to Open Eugene Display Week; Houses Dismiss Meetings to See Windows

Be Sure and Participate:
The main object of display week, is to really display to their best advantage our 1917 Spring merchandise, and to convince you that We Merchants of Eugene, carry such lines, as to make it unnecessary for any one to make their purchases outside of following is National Dress-Up Week. We invite you to view our merchandise and can convince you that you should dress up all week, and join in the Easter Parade on Easter Sunday.

Our Stock of Wearables for Men and Women are now at their very best. Accessories too. "GRIFFON SUITS"
$\$ 15.00$ to $\$ 30.00$ in all the new color effects. Plain and mixed, conservative and fancy models. They represent true economy at these prices.

## See Schoble Hats and Quaker City Shirts

 for Spring.Just in-100 doen new neckwear for men at 50c, 75c, \$1 and
S1.50; representing everything that's new. In shades of gold, brass, emerald, French, grey, citron, beryl, muirat, orchid fuchia, rosella, rembrandt, carnival, copen, magenta, egg, beet red, apple green, chamois and rose, in cloths of
burella, velour, radium velours, Bolivia, poiret twills, poplins, burella, velour, radium velours, Bolivia, poiret twills, poplins,
serg s, etc.
Coats $\$ 9.00$ to $\$ 50.00$; Suits $\$ 15.00$ to $\$ 50.00$
See the New Shadow Lawn Green in "Mallinson's" Indestructable Voile and Georgette This is the new shade selected by the First Lady of the Land, and We are Exclusive Agents for Luxe in Eugene
Khaki-Kool, Plain and Fancies, at, yard . . $\$ 4.00$ Pussy Willow Plain at $\$ 2.75$; Fancies at $\$ 3.50 \mathrm{Yd}$. Indestructable Voile, Plain Shades, at yard \$2.00 Georgianna Crepe, Plain Shades, at, yard. . $\$ 2.50$ Fancy Taffeta, light and dark grounds at $\$ 2.00$ to $\$ 3.50$ Yard.
Kayser's Silk Jersey, 36 inches wide in 7 colors White, Flesh, Emerald, Coral, Magenta, and China Blue The Real New Thing
Men's soft cloth hats in all the shades of green, knit fabrics, velours and leather cloth $\mathbf{\$ 2 . 5 0}, \mathbf{\$ 3}$ and $\mathbf{\$ 3 . 5 0}$ each.

# A Double Event <br> Window Display Week and Dress Up Week 



Agents "Griffon Suits"
and Schoble Hats for
Agents Nemo and Gos-
and Schoble Hats for Be Fitted Now.

## Look Your Best

When You Pass PETET PAN next Monday Evening-That's What we Intend to do.

## The Peter Pan Kids

## Eastern Vacation

## Fares

Reduced Round Trips between Eugene and Points on the Oregon Electric.


Sale Dates April 6 \& 7, Return Limit April 16
THROUGH TICKETS SOLD
TO ALL POINTS
San Franciseo via North Bank Road and s. s. Northem Pacific. Low one-way and round trip fares.

## H. R. KNIGHT, Agent <br> Eugene

