

STARTING—FRIDAY, MAY 1, 1931—at 9:30 A. M.

May Store's \$50,000.

MERCHANDISE LIQUIDATION

Prices Unflinchingly Cut to Convert Stock Into Cash!

STORE CLOSED

ALL DAY THURSDAY APRIL 30 (EXCEPT GROCERY AND MEAT DEPARTMENTS)

In order to arrange stock and the displays and mark down merchandise we find it necessary to close the store all day Thursday, April 30th (except our Grocery and Meat Departments) which will be open as usual, as many families depend upon us for their table supplies. Watch for further announcements in the Eugene newspapers, many additional items will be brought to your attention!

This is Strictly a Cash Sale-No Deliveries

Quantities of various offerings are limited and when sold out cannot be duplicated.

In so large and varied a stock there are usually similar items, that will be featured to replace those sold out early. Merchandise that could not be displayed or advertised for the opening days of the sale, will be brought forward from day to day. Come often; it will pay you well.

Visit Our 2nd Floor DEPARTMENTS

You will be able to make substantial savings on everything in Ready-to-Wear Apparel, Millinery, Sweaters, Children's Coats, Dresses, Bath Robes, Kimonos, Bathing Suits, Etc., Etc.

One group of Knit Suits, Wool Dresses, Silk Dresses and Formal Values to \$19.75 for.....\$4.39

One rack containing Women's Silk Dresses, Wool Suits and Wool Dresses—values to \$19.75. Any in this lot for.....\$8.95

Women's Coats One lot (6 only). Sold up to \$16.75, marked down to.....\$3.93

One lot of Women's Dresses, Silk, Wool, Velvet, Rayon and Prints, values to \$12.75. Close out at.....\$1.98

One lot of Splendid Grade Brassieres, grouped at a very low price.....29c

One lot Children's Blouses, values to \$2.25, 2nd floor, for 69c

Excellent grade, good style, White Middy Blouses, 2nd floor, at.....98c

One lot of High Grade Corsets, well known make—values up to \$3.98. For this sale cut to.....98c

Special lot of Women's Negligee and Coolie Coats, marked down to.....\$1.79

One rack filled with Children's School Dresses and Boys' Jersey Wash Suits. Values to \$3.00. Choice.....98c

One lot of Women's Sweaters and children, very special at 98c

One lot of Women's Silk Dresses in prints and plain. Make early selection. Drastically cut to.....\$4.89

One lot Children's Sweaters, an extreme bargain, 2nd floor, at.....49c

One special lot Women's and Children's Hats, extremely low clean-up price.....25c

One lot of Corsettes and Corsets, that sold up to \$6.00 have been grouped at a sensational low price.....\$1.79

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The Reason for This Sensational Sale:

WE ARE casting aside pride, and state the plain facts.—We Need Cash.

A backward season—too liberal buying in anticipation of our estimated needs, plus the closing of our other stores and shipping their stocks here, has created a condition heretofore unknown to us.

We have come to the realization, that immediate action must be taken, though it be most drastic.

Frankly speaking, we are sending out an S. O. S. to the people of this city and those living in its trading area—and are broadcasting the message with the lowest prices you have seen in many years.

We have an enormous stock—far too great for our requirements.—We must raise \$50,000.00.—The sale will continue for a limited time—until its purpose has been accomplished.

Every one of our Salespeople, our Buyers, their assistants and all others in our employ are co-operating to the fullest extent. To express it in the modern way, "they are right on their toes" to help us accomplish the desired results.

Buy with full confidence—and be assured that you will be given the same cordial and dependable service, for which this store has always been known.

THE MAY STORE, INC.
E. A. Higgins, Mgr., and Associates.

CURTAIN PANELS

Regular Prices Sale—Each

98c 79c

11.29 to 11.69 98c

11.29 to 11.49 79c per pair

11.75 to 11.98 98c per pair

12.49 11.29 per pair

12.89 to 12.99 11.69 per pair

RUFFLED CURTAINS

Regular Sale Price

79c to 98c 59c per pair

11.29 to 11.49 79c per pair

11.75 to 11.98 98c per pair

12.49 11.29 per pair

12.89 to 12.99 11.69 per pair

SILKS, SILK-MIX FABRICS

300 yards of regular \$1.95 Silk Crepe De Chine. All good colors, yard.....69c

Silk and Cotton mix Ratine, \$1.25 material, goes at.....49c

One lot A. B. C. Silk and Cotton fabric, sold regular at 89c, clean-up price.....49c

Celanease Voles are going at 69c

Silk Shantung, regular \$1.95 \$1.00

One lot Silk and Cotton Mix Prints sold up to 95c, now on the Bargain Counter for.....25c

CRETONNES

Special lot of 36-inch fancy Cretonnes, yard.....10c

COLORED BED SPREADS

Colored Crinkle Bed Spreads, a good quality and large size, 80 by 105 inches, special at.....98c

CRINKLE BED SPREADS

Size Regular Sale

84x90 (white) \$1.79.....98

84x90 (white) \$1.98.....\$1.29

Yard Goods, Cont'd.

Silk Pongee, 18-M, quality, natural color, regular \$1.25, for 69c

Silk Pongee, extreme special, sold regular at 89c, Clean-up price.....39c

Rayon Flat Crepe marked down to.....69c

Genuine Japanese Crepes, good assortment of colors, yd. 15c

Fancy Printed Wash Crepes, at.....17c

Large assortment of Piece Goods on one of the Special Tables, exceptional bargain at.....15c

One lot of 36-inch Cotton Prints, displayed on Special Table, yard.....10c

One Table of Summer Dress Goods—Dimities, Ratines, Suiting-Prints, Printed Satinettes, Basket Weave Novelty Goods, values to 59c. Choice at yd. 25c

CURTAIN GOODS

One lot Curtain Materials, values to 49c. This opportunity, yd. 23c

Flirt Curtain Nets, regular 29c for.....19c

WOMEN'S PAJAMAS

Women's Cotton Pajamas, values to \$1.98, in the Sale at.....98c

Women's Crepe Pajamas, regular 75c and 98c. Lot grouped at 49c

Women's Silk Pajamas, beautiful \$2.49 and \$3.98 garments, \$1.49

CHILDREN'S HOSIERY

Lot of Children's Socks and Stockings at.....10c

Children's 7-8 Sox, fancies, were up to 59c. Sale.....15c

WOMEN'S SHOES \$1.89

One lot of Women's Shoes, including Patent Straps, Kid Ties, Patent Pumps and Brown Straps. (Not all sizes in each style but a range of sizes 3 to 8 in the group). Values up to \$5.95, any for.....\$1.89

WOMEN'S SHOES \$2.89

One lot Women's Shoes, Blonde Straps, Tan and Patent Straps and Ties, Patent Pumps. Values to \$7.50, for.....\$2.89

Women's Scarfs, 25c

Large assortment Women's Scarfs. Choice at.....25c

Boys' Bib Overalls

Boys' Blue Denim Bib Overalls, good ones. Pair.....59c

TURKISH TOWELS

One lot of Turkish Towels—8c Each — 2 for 15c

Turkish Towels, 15c

One lot of good Turkish Towels, you will want a quantity when you see them. Each.....15c

Turkish Towels

One lot extra weight Double Thread Turkish Towels, large size bath towels, regular 49c, in this sale.....25c

WOMEN'S GLOVES

Women's Kid Gloves, two-tone 4-button Kid gloves, sold regularly to \$3.50 for.....\$1.89

One lot Kid Gloves, sold regular to \$3.50. Close out at.....98c

Kid and Silk Gloves, 49c

Kid and Silk Gloves, black and white only. Values \$2.50, at the pair.....49c

Silk Gloves, 5c

Women's Silk Gloves, pair.....5c

Rubberized Kitchen Aprons

Cretonne, Rubberized Kitchen Aprons, practical and serviceable, regular value \$1.25.....49c

MEN'S SUITS

Famous Oregon City Pure Virgin Wool Suits, expertly tailored in every way. You will be tempted to buy when you see these specials:

Regular \$40.00 Suits for \$26.50

Regular \$47.50 Suits for 27.75

Regular 29.75 Suits for 19.75

STAINLESS TABLE CLOTHS

Kerrydell Stainless Table Cloths, 54x54, Regular \$3.45 for.....\$1.49

CHEMILLE BATH ROOM RUGS

Size Regular Sale Price

18x36.....\$1.65.....98c

24x36.....\$2.25.....\$1.39

24x48.....\$2.98.....\$1.98

Men's "Shorts"

Good quality fancy Trunks or Shorts at.....39c

Men's Athletic Union Suits

Checked Nainsook Athletic Union Suits, good cotton garment.....27c

Men's checked white Nainsook Athletic Suits, firm quality, 49c

Men's and Boys' Pajamas

Boys' fancy stripe, one-piece Pajamas at.....49c

Boys' fancy two-piece Pajamas, Special at.....79c

Men's two-piece fancy stripe Pajamas at.....79c

Men's two-piece Pajamas, super quality fabrics at.....\$1.49

Men's and Boys' Cloth Shoes with heavy vacuum soles, Reg. \$2.49. Close Out at.....\$1.49

Men's Cloth Shoes, for sport or comfort wear. Reg. \$1.59, go at.....69c

BOYS' HIGH-TOP SHOES

Boys' 10-inch High Top, all leather Shoes with welt soles, were \$4.95. Special at.....\$2.69

Boys' 12-inch High Top Shoes, strong and serviceable, have composition soles.....\$3.95

OXFORDS AND SLIPPERS

One lot Children's Oxfords, One-Strap style, and Slippers, values up to \$2.95 on Bargain Counter. Choice.....98c

Comb and Brush Sets 89c

Military Comb and Brush Sets, regular \$1.49, for.....89c

Bill-Fold and Key-Ring Set 89c

\$1.25 Bill Fold and Key Ring Sets, (2 Items) for.....89c

WOMEN'S UNDERWEAR

Women's 39c fine Cotton Ribbed Union Suits for.....15c

Women's Cotton Union Suits that were 59c, 69c, 79c and 89c, grouped at.....25c

One lot Women's Rayon Step-ins and Bloomers at.....25c

One lot \$1.69 Rayon Panties, 79c

One lot \$1.25 Rayon and Glove Silk Vests for.....79c

Rayon Dance Sets, Combinations, and Crepe de Chine Bloomers, 59c

Voile Chemise that were 69c and 98c. Close Out at.....25c

One lot of Voile Panties, were formerly 69c. In the Big Sale 15c

One lot Women's Good Rayon Vests at.....25c

Women's Athletic Underwear, sold regular at 79c and 98c on Bargain Counter at.....25c

Bodice Top, Lisle Vests, regular 59c for.....25c

SILK SCARFS, 69c

One lot Women's attractive Silk Scarfs, values up to \$2.49. Choice for.....69c

Perfume Special

Fancy Bottle of High Grade Perfume, sold regular at 98c—marked down to.....39c

Toilet Water

Regular \$1.50 bottle, very fine grade, for.....98c

Fountain Syringes

Regular \$1.00 Fountain Syringe, individually boxed, good grade rubber.....69c

Electric Reading Lamp

Electric Lamp, handy for desk, adjustable, sold regular at \$5.25, now.....\$2.49

Hot Water Bottles

Regular \$1.69 for 79c

Regular \$1.95 for 98c

Regular \$2.25 for \$1.19

Deodorant

\$1.00 "In-no-Scent" Body Deodorant for.....69c

Glass Water Bottles

Glass Water Bottles, that sold at 75c. Panel Optic style. 30c

10c Toilet Soap, 4c

Jergens' popular Mont Blanc Toilet Soap, refreshing and fragrant,.....Per Cake, 4c

Trimming Braids, Piece 5c

One lot fine Bias Tapes and Rick Rack Braids, piece.....5c

Silk Fringe, 10c Yard

One lot Silk Fringe, yard.....10c

Embroidery Floss

Embroidery Floss, regular 5c a skein.....2c

Best Thread, 4c

Cotton Sewing Thread, spool, 4c

Trimming Braids, Piece 5c

One lot fine Bias Tapes and Rick Rack Braids, piece.....5c

Here are a number of representative Bargains (There are hundreds and hundreds of others) that will cause the most conservative persons, to take the padlocks off their purses. Every Item Reduced. Unprecedented Opportunity.

MEN'S DRESS SHIRTS

A wonderful selection of new Regatta Shirts—soft, attached collar styles, in plain shades and fancies.....79c

One group of super quality Dress Shirts in new plain or fancy prints and madras materials, fast colors.....98c

Men's Cotton Work Shirts

Men's blue chambray Work Shirts, only sizes 15 to 16½.....29c

Men's Work Shirts, cut full and well made in every detail of strong blue chevrot or chambray, etc.....49c

MEN'S SOCKS

Men's Silk Socks, plain shades, navy, blue and black. Extreme bargain.....19c

Men's excellent grade plain cotton and fine Hile Socks, were \$2.00 values at 20c. Two different types.....2 Pairs for 25c

Men's Fancy Bath Robes, made of various materials used especially for such garments, regular \$50 val, nice variety, for \$5.95

MEN'S OVERALLS

Men's Bib Overalls, of good weight blue denim, full cut, splendid make.....85c

Men's extra quality, heavy weight blue denim Waist Overalls, triple stitched and reinforced. Extra big value. Pair.....98c

Boys' Bib Overalls

Boys' Blue Denim Bib Overalls, good ones. Pair.....59c

LARGE CIRCULARS

were mailed and distributed. There are many other bargains listed therein. If you did not receive a copy, you may get one when visiting the store.

Extra Salespeople Have Been Engaged for Every Department

There has never been so massive and complete a sale as it involves every pair of shoes in our large shoe department. These are some of the extraordinary groups that you will see in "open" display - -

WOMEN'S SHOES \$1.89

One lot of Women's Shoes, including Patent Straps, Kid Ties, Patent Pumps and Brown Straps. (Not all sizes in each style but a range of sizes 3 to 8 in the group). Values up to \$5.95, any for.....\$1.89

WOMEN'S SHOES \$2.89

One lot Women's Shoes, Blonde Straps, Tan and Patent Straps and Ties, Patent Pumps. Values to \$7.50, for.....\$2.89

Women's Scarfs, 25c

Large assortment Women's Scarfs. Choice at.....25c

Boys' Bib Overalls

Boys' Blue Denim Bib Overalls, good ones. Pair.....59c

Boys' All-Leather Scout Shoes, sizes 2 to 6. Marked down to \$1.49

Boys' moosecain toe Work Shoes with composition soles, a real "pick up" at.....\$1.89

CHILDREN'S SHOES

One lot Children's Shoes, Oxfords and Straps, values to \$1.29, black and brown, on Bargain Table at.....49c

OXFORDS AND SLIPPERS

One lot Children's Oxfords, One-Strap style, and Slippers, values up to \$2.95 on Bargain Counter. Choice.....98c

Comb and Brush Sets 89c

Military Comb and Brush Sets, regular \$1.49, for.....89c

Bill-Fold and Key-Ring Set 89c

\$1.25 Bill Fold and Key Ring Sets, (2 Items) for.....89c

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ALL GROCERIES will be sold at reduced prices (except contract goods). In this advertisement we list a few specials in the Grocery Department, that will be on sale Friday, May 1st, and Saturday, May 2nd. Other equally interesting and forceful offerings will be featured during the next week and thereafter.

PALM OLIVE SOAP

4 for 19c

Friday and Saturday Only

IVORY SOAP

Medium Size, 2 for 9c

Friday and Saturday Only

K. C. Baking Powder

50c Size for 39c

Friday and Saturday Only

Rubbing Alcohol

Regular 75c Bottle for 25c

(Until Sold Out)

Puroline Mineral Oil

Regular 75c Bottle for 39c

(Until Sold Out)

CIGARETTES

98c CARTON

Lucky Strikes, Camels and Chesterfields

(On sale in Men's Furnishings Goods Dept. Limit one to a customer.)

Friday and Saturday Only

SUGAR

10 Lb. Sack 45c

Friday and Saturday Only

FLOUR

Crown, Unbleached 49 Lb. Bag \$1.39

Friday and Saturday Only

COSTUME JEWELRY

A wonderful lot of dainty Jewelry marked down to practically give-away prices:

Values to \$5.00 for.....98c

Values to \$3.00 for.....49c

Values to \$3.00 for.....25c

Women's Aprons

Women's White Overall Aprons, that sold at \$2.45.....49c

Women's Bath Robes, \$1.98

One lot Bath and Lounging Robes on display in our second floor salesroom. Big bargain \$1.38

OUR BASEMENT DEPARTMENT HAS BEEN MOVED TO BALCONY

Crockery, Glassware, Tinware and all remaining Housewares are now displayed on Mezzanine or Balcony. These goods are being closed out and prices are just one-half of what the items formerly sold.