

1935 An Avalanche of Sensational Bargains Unequalled For Value

DIVIDEND SALE!

The greatest sacrifice of fine quality Suits, Overcoats, Shoes and furnishings that Eric Merrell has ever made. Racks are loaded, tables piled high and the shelves filled with rare quality, irresistibly styled at the greatest price concessions we have ever made. Don't miss this opportunity. Cash in now and save plenty. Be here early.

SENSATIONAL--ASTOUNDING

Early Bird Special! 250 FINE QUALITY SHIRTS

REGULAR VALUES TO \$1.65

And are these hot, tailored for fit, choicest of patterns, exceptional quality. What values, what a low price. Starting tonight at 7:30 sharp.

99c

Mr. Merrell says: "After talking this over, we decided that if we were going to have a sale, it would be a 'real sale.' So we waded through this stock of fine men's wear, and cut and slashed prices to the limit. This is our way of 'Paying Dividends' to our customers who have been loyal. We leave it to your judgment, to select the greatest Bargains we have ever offered.

Starting Tonight at 7:30 P.M.

100 PAIRS PAJAMAS

REGULAR VALUES TO \$1.85
Pull overs and coat styles, in a wonderful selection of patterns. Here's something that will appeal to your sense of economy.

99c

MEN'S DRESS HATS

\$4.00 TO \$6.00 VALUES
The greatest stock, the largest selection of Men's Hats in Lane county. Every single hat new, every hat at a cut price.

\$3.49

MEN'S DRESS PANTS

VALUES TO \$6.50
Tables of them and loaded to the guards. Fine quality cassimeres, long life worsteds, quality serges and serviceable cords. Prices pared way low.

\$4.99

MEN'S DRESS HOSE

REGULAR 25c VALUES
500 Pairs, plain and fancy. A bargain for those who get here early. Better load up now.

13c

HEAVY UNION SUITS

SIZES 38 TO 46
Right when you need them most, we have reduced this price way low.

89c

\$7.95 SUEDE JACKETS

Here's a bargain for the outdoor man. Warm, serviceable and at a radically reduced price

\$5.99

Hot Values Like These Will Go Very Fast

Men's Suits AND OVERCOATS

NATIONALLY FAMOUS MAKES AT CUT PRICES

Hundreds of fine quality Men's Suits, scores of big warm Overcoats, every style, practically every shade and color a man may desire, and every garment in the house at Clean Sweep Prices. No restrictions, just take your choice of any suit or coat, at drastically reduced prices. Be here when the doors open, if you want the greatest Bargain that we have ever offered.

Regular Values
Up to \$25.00
All New Winter
Suits and Coats

\$16.95

Regular Values
Up to \$30.00
Suits and Coats

\$22.95

Regular Values
Up to \$37.50
Suits and Coats

\$27.95

USE OUR
Lay Away Plan
IF YOU LIKE
\$5
WILL HOLD
YOUR CHOICE

Blue Blazers All Wool

Reinforced pockets and elbows, with leather. A remarkable value, we have your size now, but you'll have to come early.

\$3.49

WORK PANTS

Good heavy weight, will stand a lot of wear. A bargain at

\$1.99

ERIC MERRELL

825 Willamette, Eugene

SALE STARTS TONIGHT AT 7:30 O'CLOCK SHARP!



READ

STARTS

7:30 P.M.