

GORDON'S SHOP OBSERVING 5TH ANNIVERSARY HERE

Gordon and company, located in the new building, this week observed its fifth anniversary of business in Eugene. Co-incident with the anniversary, Harry Gordon, proprietor of the shop, announces that at the end of the month improvements to be made in the store, giving floor space and allowing display of underwear and foundation garments on the main floor.

Mr. Gordon, who has been in this line of business in Oregon for 18 years, states: "We came here five years ago at the bottom of the depression. We feel very grateful to have made as many friends as we have here. We are appreciative especially of the support of our business all the years. I feel the one outstanding thing about our business all the years has been here has been maintenance of a high standard of quality in goods. We feel Eugene has as much a future as any city of the West. We are content to spend the rest of our lives here."

Mr. Gordon first began his business in his father's store at Marshfield in 1919. The following year he opened a store at Astoria. The business was all the others in that city was destroyed in the fire which practically destroyed the Astoria of then. Mr. Gordon store re-opened after the fire and continued in business there until Mr. and Mrs. Gordon decided to make their home in Eugene.

Personal service for the store and customers is conducted by a representative in New York City, thus trying out the store motto of "From the Avenue to You." Merchandise is reported by this representative, way in advance that all needs may be filled when the season comes.

There are ten on the staff at the store. Mr. Gordon not only owns the business but is a home-owner in Eugene, too.

**Brotherhood Has
Meet in Junction**

JUNCTION CITY, Jan. 7. — (Special).—More than 200 persons enjoyed a banquet sponsored by the Danish Brotherhood on Monday evening, the anniversary of the organization of the order. Mrs. P. F. Peterson as hostess, and her assistants, prepared the dinner, served by Howard Holm, Hult Beck, Brockner Mikkelsen, Elvira Hult, Alice Hanson, Mae and Marie Hult, Helga Reierslev, Ethel Hult, Esther Nielsen and Irene Hult. After dinner those who had to dance went to the W. O. W. for the evening while cards and singing was enjoyed at the Danish Club. Coffee was served at a later hour to the many present.

Items of Interest Given For Yoncalla

YONCALLA, Jan. 7.—(Special).—The members of the Epworth league enjoyed a watch party at the home of Mr. and Mrs. Frank Madden on Thursday evening. Games were played during the evening. A midnight supper was served.

Members of the Christian church held their watch party at the home of Mr. and Mrs. Ray Potten. Games were played after which refreshments were served.

Mr. and Mrs. Clarence Chase and family and Miss Dorothy Edes of the Chase Gardens, Eugene, spent Sunday at the George Edes home.

The Yoncalla Townsend club met in the I. O. O. F. hall Tuesday evening. The regular business was transacted. Due to the cold weather only a few members were present. The president, Jacob Wilson, was unable to be present.

Mr. and Mrs. Harold Pruitt and two children of Salem visited at the Charles Hummel and George Kuntz homes recently.

Albert Ralston has moved from the place at Red Hill to his place east of town for the winter.

Merle Babcock and Mr. and Mrs. Hayes and small daughter moved to Cottage Grove Monday.

Moves to Roseburg

Mr. and Mrs. J. O. McCuan and small daughter moved to Roseburg on Sunday.

Ralph Walkinsaw who has been visiting his parents, Mr. and Mrs. S. A. Walkinsaw over the holidays left for Portland Wednesday.

George Bull was taken back to the hospital in Roseburg Saturday.

Mr. and Mrs. Cramer went to Eugene Wednesday where Mrs. Cramer expects to enter the hospital for treatment.

Mrs. Alfred Hand of Oakland visited at the Alvin Baldwin home.

Moves Residence

Mr. and Mrs. Fred Huagford moved to a place east of Oakland on Monday, Mr. and Mrs. Perenli are moving on the place vacated by Mr. and Mrs. Hunderford.

Mrs. Leroy Hartley left Sunday for Portland.

Mr. and Mrs. William Stevenson and family of Roseburg visited at the Ernest Thiele home over the weekend.

A large crowd attended the Townsends benefit dance Saturday evening. All of the teachers returned for the opening of the school Monday morning.

Upper Camp Creek

UPPER CAMP CREEK, Jan. 7.—(Special).—Mrs. Jennings and son, Charlie Joe, have moved into the small cottage on Robert Handsaker's place. Vera Perry is caring for Charlie Joe during the day.

Albert Schuessler is visiting in Portland.

Mrs. George Fisher and children returned last week from Washington where they spent the holiday season with Mrs. Fisher's parents, Mr. and Mrs. Robert Wyatt.

The men who are hauling wood from this vicinity are very busy now, as the cold weather has increased their orders.

LIBRARY REPORT GIVEN TO BOARD IN JUNCTION CITY

JUNCTION CITY, Jan. 7.—(Special).—At a recent meeting of the Junction City library board the yearly report was presented by Martha Wood, the librarian. The report shows an increase of 300 volumes over 1935, these include a 1936 Britannica and a gift of 74 juvenile books, given by the Junction City Women's club, and 199 fiction and non-fiction, making the total number of volumes 1584. There was a circulation for home use of 11,714. The total receipts of the year was \$822.27. The book rental receipt of \$136.05 is very satisfactory to the board. The total expenditure was \$614.10. There has been some changes made in the trustees of the library. Mrs. Olive Miller resigned as a member of the board and A. Lednicki was appointed to fill her unexpired term. The board as it now stands consists of Mrs. Marie Williams, chairman; Mrs. Chas. Nelson, vice-chairman; Dr. Rogers, Roy Brown, and A. Lednicki; Mrs. Martha Wood, secretary and librarian; Mrs. Lilly Young, assistant librarian.

Meets Wednesday

The Junction City Women's club met on Wednesday afternoon at the W. O. W. hall. Mrs. Mae Washburn, president, presiding. Mrs. Jeannette Moorhead, acting secretary, read minutes of previous meeting. Communications were read, one from the County Federated clubs inviting the club to meet with them at Willamette on Friday for an all day meeting. Mrs. Mae Washburn has a place on the morning program. The park program for the year was informally discussed and some definite work will be taken up soon. Sewing for Doernbecher hospital will be part of the work for this month. On Friday, Jan. 15, the relief house will be cleaned and put in order and the regular meeting on Wednesday, Jan. 20, will be held in the relief room, and sewing will be done. All members are asked to come prepared for this meeting. All of the 74 juvenile volumes donated by the club to the library have been received and are on the shelves ready for circulation. The secretary was instructed to forward the \$40 for the books to the Oregon News Co., of Portland. Mrs.

W. W. Hicks and Mrs. Ira Gilstrap served coffee and cookies to the following members and guests: Messrs. J. Moorhead, H. Watenpaugh, M. Nelson, R. Cotton, M. Pedersen, F. Wright, L. Young, Holgren, G. Miller, Thomas Nelson, L. Siegmund, and W. C. Washburn.

From North Bend

Mrs. Anna Wilde and son, Andrew, returned Sunday from North Bend where they had spent the Christmas holidays with Mr. and Mrs. Bob Wilde and family and Mrs. Andrew Frey and Miss Marie. They also visited at the Mads Overgaard home at Cottage Grove.

Roy Sogaard is spending a few weeks with his parents and his many friends here, from Astoria. Roy is radio operator on the coast guard cutter, Onondaga, which patrols the Oregon and Washington coast lines.

Mrs. Lilly Young returned Wednesday from Monmouth where she had been since Sunday visiting her daughter, Mrs. Lois Tedrow, and family.

CLUB ENTERTAINED

THURSTON, Jan. 7.—(Special).—The Thurston Social club met Tuesday evening of this week at the home of Dr. and Mrs. Pollard in Springfield. The date was set early in the week due to conflicting dates the latter part of the week. Those driving in from Thurston were Mrs. Ellen Needham and son, Ray Mitchell, Mr. and Mrs. Fred Russell, Mr. and Mrs. Joe Wicks, Dean Beals. Additional guests for the party were Mr. and Mrs. Stephens and Mr. and Mrs. Carl Steen of Eugene, and the hosts, Dr. and Mrs. Pollard.



Power Line Due in Meadowview Soon

MEADOWVIEW, Jan. 7.—(Special).—A good-sized crowd was out to the electric light meeting held at the schoolhouse Saturday evening. The people in the community are signing their contracts practically one hundred per cent to secure electricity

from the Mountain States Power company. If the surrounding communities are as enthusiastic as the people here, it won't be long until the company can start constructing the line that will take in Meadowview and surrounding communities, which is already surveyed. The housewives are already planning on which electric appliance they wish to secure first.

CLUB ENTERTAINED

WENDLING, Jan. 7.—(Special).—The Mothers' club met Tuesday evening at the home of Mrs. Hallie Peterson with Mrs. Milton Bilderback assisting. Those present were Mrs. Henry Laurensen, Mrs. Beryl Crow, Mrs. Jeff Abell, Mrs. Earl Bailey, Mrs. Walter Wicks, Mrs. Fred Byers, Mrs. Chester Hufstader, Mrs. Guy Pattee, Mrs. Lorain Raines, Mrs. Joe

Fisher, Mrs. Nathan Chaffee, Mrs. Homer Mills, Mrs. Perry Wiles, Mrs. Jack Dillon and the hostesses, Mrs. Abell won the prize in the guessing game.

Attendance at the recent New York automobile show was estimated to be approximately 300,000, or about 75 per cent above that for last year.

H. Gordon & Co. Anniversary Sale 5 Years in Eugene

6 Days

This Great Sale is not only to clear stocks, but to make new friends. . . . To our old customers a dividend . . . to new ones an invitation to get acquainted and save. We wish, at this time, to thank our many loyal friends . . . and to promise that during the next 5 years we shall continue to sell only quality merchandise at moderate prices.

Starts
Friday

EVERYTHING REDUCED!

HOSIERY, SILK SLIPS, SILK GOWNS, BLOUSES, PURSES, ROBES, UNDERWEAR, COATS, SUITS, DRESSES, RAINCOATS, ETC.

5th ANNIVERSARY SALE



HOSIERY LINGERIE Accessories

PURSES

All remaining purses in stock. New 1936 winter merchandise. . . . **20% less**

UMBRELLAS

Every silk and gloria umbrella in stock. . . . **25% less**

FOUNDATIONS

All Le Gant corsets and girdles in our stock reduced for this sale. . . . **10% less**

PAJAMAS

A Few Garments. . . . **1/2 Price**

COSMETICS

Large stock of Charles of the Ritz cosmetics. Never before reduced. Special anniversary sale. None reserved. . . . **10% less**

HOSIERY

433 pairs full fashioned ringless hose. Perfect colors. 3 and 4 thread chiffon. Vanity Fair, Goldstripe, and Roman Stripes. All perfect. Values up to \$1.15. . . . **Now 66c**

HOSIERY

Every pair of Artcraft and Strutwear hose in our stock. Regularly \$1.00. . . . **Reduced to 89c**

LOUNGING WEAR

Silk Pajamas, Velvet and Corduroy Pajamas and dark colored crepes de chine. Regular \$6.95. . . . **Now \$1.95**

Heavy crepe traveling kimono. Size 38 only. Regular \$10.75. . . . **Now \$3.95**

ROBES

All new robes and Loungings Pajamas in stock. . . . **20% less**

FLANNEL ROBES

Sizes 12 and 14. Regular \$6.95. . . . **Now \$1.95**

PAJAMAS

Vanity Fair. Winter-weight knit Sleeping Pajamas. All new merchandise. Regular \$2.00. . . . **20% less**

PAJAMAS

Satin and crepe sleeping Pajamas. None reserved. Reg. \$5.95. . . . **20% less**

UNDERWEAR

Singlettes, Four Garments. Were \$1.50. . . . **Now 75c**

SATIN STEPIES

Regular \$1.95. . . . **Now 98c**

UNDERWEAR

16 crepe, satin and hand-made crepe gowns. Regular to \$4.95. . . . **Now \$2.95**

UNDERWEAR

Ten striped rayon gowns. Regular \$1.95. . . . **Now \$1.00**

FORMAL SLIPS

Formerly to \$3.50. . . . **Now 1/2 Price**

5th ANNIVERSARY SALE



SUITS

Fur trimmed and untrimmed Suits. Finest fabrics. Navy, black, Brown, Wine and Green.

Regularly \$29.75 to \$69.75

1/4, 1/3, 1/2 Less

SUITS

Short Jacket Suits. Green, brown, rust, navy and beige. Some with blouses. Sizes 12, 14, 16, 18 and 20.

Regular \$19.75 to \$39.75

1/4 and 1/3 Less

MARINETTE KNIT SUITS

Perfect Garments
Pink, Blue, Maize, Green, Aqua

Regular \$25.00. . . . **Now \$13.75**

Regular \$29.75. . . . **Now \$16.75**

SWEATERS

None reserved. Fine big selection. For high school, college and business women. Slip overs and coats. Angora and plain weaves. New stock.

Regular \$1.95 to \$3.95. . . . **20% Less**

BLOUSES

All remaining blouses, crepe and satin material. Regularly \$2.95 to \$8.95.

Now 1-5, 1-3, and 1-2 Less

HUG ME TIGHTS

Regular \$2.95. . . . **Now \$1.95**

Regular \$3.95. . . . **Now \$2.45**

5th ANNIVERSARY SALE



Dresses

5 Daytime Dresses in Silk. Values to \$12.75. . . . **Now \$2.95**

11 Daytime Dresses Values to \$19.75. . . . **Now \$5.00**

11 Daytime Dresses Regular to \$22.75. . . . **Now \$7.95**

13 Daytime Dresses Regular to \$22.75. . . . **Now \$9.95**

16 Dresses Regular to \$29.75. . . . **Now \$12.95**

49 Daytime Dresses Formerly to \$29.75. . . . **Now \$14.95**

The Above Include Marinettes, Dressy Wools And All Daytime Silks.

FORMAL DRESSES

Selection regularly \$19.75 to \$29.75. . . . **Now \$12.95**

EVENING WRAPS

Red, Wine, Blue and Black. Transparent Velvet. Regularly \$19.75 to \$35.00.

1/3 Less

5th ANNIVERSARY SALE



FUR TRIMMED DRESS

Coats

Gray, Brown, Navy, Black, and Rust. Trims, Fox, Caracul, Mole, Persian, and Squirrel. All Coats hand picked and 1936 winter styles. Sizes 14 to 42.

Regular \$79.75. . . . **Reduced to \$44.75**

DRESS COATS WITHOUT FUR

Year round wear. Black and navy. Size 14 to 44. Regular price, \$29.75.

1-5 and 1-3 Less

SPORTS COATS

Fine new fleeces, camel's hair, and tweeds. All winter 1936 styles. These coats will undoubtedly be much higher next year. The styles cannot change preceptively. Wrap around polo, and fitted styles. Size 12 to 44. Regularly \$19.75 to \$29.75.

1/4, 1/3 and 1/2 Less

SPORTS COATS

Guaranteed Values Regular \$19.75. . . . **Now \$9.90**

SPORTS COATS

Warm Winter Sports Coats. Regular \$19.75. . . . **Now \$5.00**

RAINCOATS

Crepes de Chine Rain Coats. Black, Navy, Brown. Were \$6.95. . . . **Now \$3.95**

Oil Silk Rain Coats. Good for many Season's wear. Regular \$5.00. . . . **Now \$3.75**

Umbrellas to match. Regular \$2.95. . . . **Now \$2.20**