

# The Friendly Store's Grand April Bargain Showers--Easter Specials

## New Net Voils 25c, 85c, \$1.50

Just received by express, four dozen new Net Voils, fancy mesh with dots in blues, browns, blacks, etc; suitable for hat drapes; splendid values at 25c, 85c and \$1.50 ea.

## Spring Parasols Are Here See Them

If Easter is a pleasant day--and judging from the way spring is opening up it will be fine--you will want to carry a parasol in white or color to match your Easter dress. Now is the time to make your selection. We have over a hundred new styles in white linen and silk and colored silk and linen; plain and embroidered with fancy borders; the Japanese effects are very new.

## Sale Fancy Nets \$1 values at 55c

8 patterns fancy Oriental Allover Laces for Waists and Trimmings. A splendid assortment of patterns, 20 inches wide; \$1.00 values, special, yd 55c

## Corset Cover Embroideries yd 25c

300 yards cambric Corset Cover, embroidery heading at edge for ribbon; 18 inches wide; special yard 25c

## Wash Dresses

Wonderful showing of dainty Lingerie Dresses in white and colored lawn, Swiss, Chamber and Percale; beautifully made in the newest styles Princess and two piece suits. At \$1.50 to \$15.00

## Dozens of New Spring Suits to Be Sold at Very Low Prices Prices \$15.50, \$21.50, \$31.50 and \$39.50



**STYLES**—New Papillon or Butterfly Prince Chap with long point front; others in Jacket effects; some fitted; others half-fitted backs; some with kimona sleeves; others coat sleeves; skirts are made very full; some gored with flare, others pleated; some trimmed with braid; others with fold of same material.

**MATERIALS**—Panama and serge in plain or fancy weaves, stripes and figures; some in Rajah Panamas; others in wool Taffeta and imported worsteds and mixtures in stripes and checks.

**COLORS**—Black, navy, Copenhagen, Browns, Tan, Champagne and other color combinations.

**TRIMMINGS**—Fancy Persian and silk braids, hand of same materials, buttons, plain silk and velvet and braiding in fancy designs.

**\$39.50 STYLISH JACKET SUIT**—Made of that new Rajah Panama in champagne, Copenhagen, tan and dark blue and black; fine chiffon Panama; short and long sleeves, cuffs and fancy vest of Persian braid; full skirts with wide fold of same material, worth \$45.00

**\$31.50 HANDSOME JACKET SUIT:** A winning style, made of fine Chiffon Panama and Rajah and fine Dutch serge; beautifully made, lined with silk—trimmed in plain and Persian braids.

**Splendid Suits at \$16.50 and \$21.50, worth \$5 to \$10 More**  
We are making a specialty of dressy new Spring Suits at these two prices; not only are they the best we have ever shown, but they are better than Suits shown around town priced \$5 to \$10 higher; see these Suits by all means before making a selection.

**at \$16.50** Stylish Jacket Suits with vest of Persian braid or plain tailored effects; pointed front, lined with satin pleated skirt with fold made of plain colored serge and Panama in blues, browns and black.

**at \$21.50** Smart stylish Suits several models at his price in plain and mixed materials. Pointed Jackets, Butterfly and coat sleeves beautifully made and exceptionally well tailored.

**Skirts, Coats, Jackets in Silk Voile and Worsteds**  
We can not leave this department without calling your attention to the wonderful showing of Skirts and Wraps for women and children; an immense variety of exceptional values. See the children's Wash Jackets 75c to \$3.00 each. Wonderful values in silk Underskirts at \$5.00, \$7.50 and \$10.00.

## What if the Clothes

you used to know in ready-to-wear place weren't your sort--just as logical to stop night travel now, because your grand father only knew day coaches.

## College Brand Clothes

have changed the old order of things-- They're styled way ahead of merchant tailoring. And as for fit--why there's not a bad curve in your figure or a flattened spot or bulging joint that can disturb it.

## "In the Beginning"

only young chaps wore them, then older men caught onto their betterness, and the chance to move Time's hand back to youth again.



## COLLEGE BRAND SUITS \$18.00, \$20.00, \$22.50, \$25.00 up to \$30.00 Other Makes and Other Styles in Suits Men and Young Men \$10.00 to \$25.00

The Washington Co, Schloss Bros and Cohen & Lang contribute to our showing of high grade business and dress suits of medium prices, the latest shades, gray, green mixed, olive, elephant, brown and tan.

## AS USUAL WE ARE FIRST TO SHOW THEM STERLING BRAND HATS \$3 00

## Easter Sale of Fancy Silk Ribbons

**30c Ribbon 18c**  
**40c Ribbon 25c**

20 pieces new Persian and Dresden Ribbons in pretty floral effects, pinks, blues, yellows, greens, lavenders, etc; 4 to 5 inches wide; splendid heavy quality silk; regular 30c quality. Yard 18c

15 pieces all new designs beautiful, rich colorings of floral patterns; rich luster, heavy quality silk. 40c quality, a yard 25c

## Easter Gloves

**\$1.25 Knit Gloves, pr \$1.00**

Real French Kid Gloves, all colors and sizes; wrist length; splendid values at this price \$1.25

## Long Kid Gloves, pr \$3.50

Black and white long Kid Gloves, best quality French Kid; all sizes, specially priced at \$3.50. Colors that we do not carry in stock; fancy shades to match your gown; we will be glad to order for you; it only takes five days.

## Short Silk Gloves 50c

all shades, black and white

## Long Silk Gloves \$1.35

Dent. Gloves, All Sizes for children one year old to ladies' sizes in real English Pique stitch, two and three button, pair \$1.25 to \$2.25

## Fancy Hosiery

Ladies' and children's Hosiery in staple and fancy shades in silk, lisle thread and cotton; plain embroidery and lace Hosiery to match the shoes or dresses; very essential this season and strictly proper.

Eugene Agents Kobo Corsets, Moneybak Silks, Wayne Knit Hosiery, Dent and Ferrin Kid Gloves, Priestley's Dress Goods, S. H. & M. Guaranteed Silk Petticoats, Schloss Bros. Clothes

## Muslin Gowns, Underskirts and Drawers Extra Special

Hundreds will take advantage of these extra values in fine white Undermuslins; many new lace and embroidery styles as well as the more staple tucked and pleated effects. The strongest feature of our Undermuslins is the very substantial way in which they are made. Every seam is double stitched and the quality of materials used in making is the best. Then the extreme fullness of every garment.

Gowns in regular and extra sizes 50c to \$8.00  
Skirts in regular and extra sizes 50c to \$10.00  
Drawers in regular and extra sizes 25c to \$3.50  
Corset Covers in all sizes 12c to \$2.00

## Our Men's Shop Offers Many Bargains in Easter Apparel, Hats, Shirts, Gloves, Underwear, Etc.

**Hats** This season our Hat store is beaming full of good Hat values in staple and novel shapes. Our Hat man will fit you in both style, color and quality. The new shades are Bombay Bronze, Elephant Breast, Monkey and Lizard Brown as well as grays, tans and blacks; prices \$1.50 to \$6.00.

**Shirts** No matter whether you want a soft collar negligee shirt at 50c or a fine lined Dress Shirt at \$1.50, our assortments are complete. New designs and fabrics in Golf Shirts received yesterday at \$1.00, \$1.25 and \$1.50

**Gloves** Tomorrow we offer all gent's English made Golf Gloves at the following prices:  
\$2.50 Gloves in tan, brown and gray  
\$2.00 Gloves in tan, brown and gray  
\$1.75 Gloves in tan, brown and gray

**Underwear** New spring Underwear in tan, grays, blues, white and cream in plain colors and fancy skirts and drawers, 32 to 44 inches; worth 75c; our special price

**Childrens' Wash Silks, ages 1 to 6**  
100 Wash Suits made in Sailor and Buster Brown effects and from Percale, Linen and Pongee in plaid and fancy colors.



## April Showers of Ladies' Shirtwaists Prices 50c, 75c, \$1.00 up to \$12.00

Hundreds of pretty styles made of silk, lawn, mull, net, linen, Madras, Gingham and Percale and the variety is as large in every line; choosing is easy in almost any style you may desire from the plain brocade and lawn Waists to the elaborately trimmed mull silk and net waists.

**Specials at 50c, \$1 and \$1.45** For the next ten days we offer these grand specials in stylish waists for common wear or dress occasions. Made of Percale in dark and light colors and India Linen, beautifully trimmed in lace and insertion. By all odds the best values we have ever offered for the prices.

**Specials at \$2.98 and \$3.98** Made of beautiful fine French mull and Japanese silk, elaborately trimmed in lace and insertion and medallions; butterfly sleeves and extra full shirtwaist sleeves; short and long button, front and back; anticipate your future needs and buy while these are on sale.

## Beautiful White Goods Plain and Fancy

**at 5c** A yard 29 inch white India Linen, splendid quality for waists, dresses, aprons, etc. Regular price 7 1/2c yard. Buy now at yard

**at 12 1/2c** An immense variety of stripes, checks, and plain white lawns, Dimities, Swiss Nainsook, Long Cloth, all specially priced.

**at 20c** Fine white mercerized Swiss, Lawns, mull, the kind that is being used so much for Waists and Dresses.

**at 25c** We show dozens of pretty styles in white checked, plaid and striped, and dotted Swiss and mull, high mercerized finish.

**at 50c and 75c** Mull and Swiss. Then the embroidered French Swiss, French and Indian Embroidered Lawns, fine heavier White Suitings and Waistings of Linen and cotton, Pique, Galton, Linette, endless variety of these at 15c to \$1.25 yd. Have you seen the sheer checked Linen at 50c a yard?

## Mail Orders Have Prompt and Careful Attention

We solicit your mail orders and telephone orders and guarantee satisfaction, samples furnished upon request and articles ordered by mail that are not satisfactory may be returned. No use for sending away off for what you can get at home. We save you the mail, express or freight—that's all, for we at all times on the same merchandise guarantee prices to be as low as they are sold anywhere. Give us a trial order and be convinced.

## Silks at 50c, 75c and \$1.00

That sell usually for 75c, \$1.00 and \$1.25, and all new spring patterns and weaves; taffetas, Foulards and Rajah effects in dainty figures, dots and stripes, 19 to 27 inches wide in the most fashionable color combinations.

## New Dress Goods 50c, \$1 and \$1.25

Broad showing of all the new weaves in all the new shades and at these prices are especially attractive.

## \$1.25 54-in Wool Voile, yard 75c

Voile is one of the most fashionable of spring fabrics and this fine Marguerite Voile in cream, grey, green, reseda, light blue and champagne, 44 inches wide, ought to be picked up quick at 75c yard.

## \$1.50 and \$2 English Suiting yd \$1

These come in 7 and 8 yard dress patterns in green, tan and blue combinations in checks, plaids and mixtures; fine imported cloths; values to \$2.00 at \$1.00 a yard.

## Comforts, Blankets, Pillows

Extra values in Comforts at \$1.00 to \$2.00 ea; wool Blankets, \$2.50 to \$10.00; Pillows filled with good feathers, 90c to \$1.80 ea, all worth a great deal more.

## Bed Spreads at \$1, \$1.50 to \$5.00

That show a saving of 20 per cent to 25 per cent; hemmed and fringed, cut corners for iron bed or square corner croquet; Honeycomb and Satin Damask.

Your Money's Worth or Your Money Back **S. H. FRIENDLY**

**S. H. FRIENDLY** Eugene's Largest and Best Store