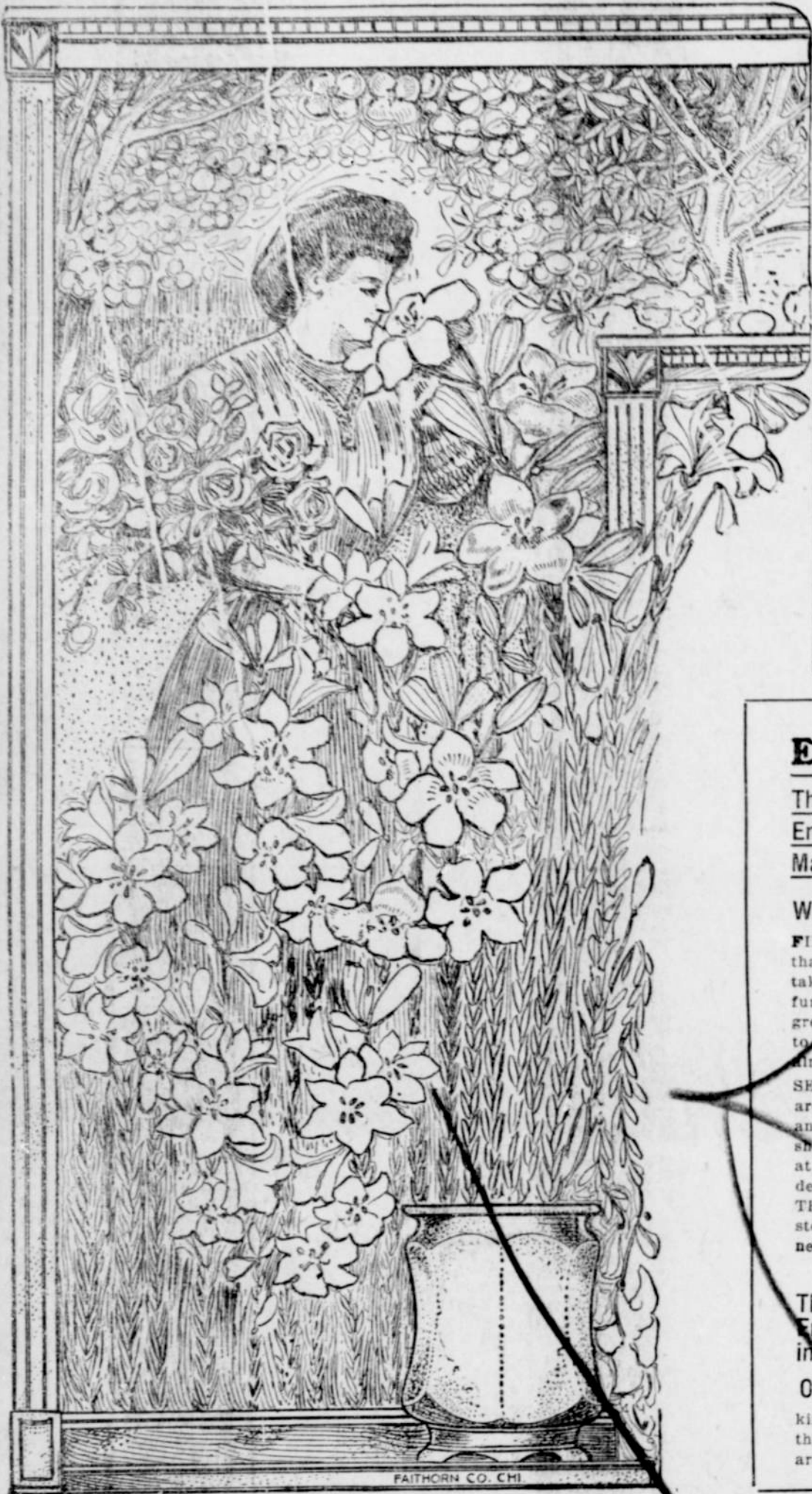


Newland's Easter

Carnival Sale



WITH MANY FINE VALUES IN NEW SPRING MERCHANDISE

Without question or argument, you want to do your Easter shopping where you can get the best styles, the best merchandise and the lowest prices—this is what we offer you during our Easter Carnival Sale—this is not just a claim used for advertising purposes, for we are ready to back this with the best proof in the world—the merchandise itself.

Easter Sunday coming this year somewhat later than usual, it is safe to presume that more people will make special preparations for this Easter than for many years past. The store never was in better condition to cater to your Easter wants than now, and from now until Easter we shall offer special price concessions in all departments of the store in order to aid and induce you to buy now. Make a list of your Easter wants and come to our Easter Carnival Sale, where style, quality, satisfaction and low prices can be had all in one.

OUR EASTER CARNIVAL SALE BEGINS FRIDAY, MARCH 17th, AND
WILL CONTINUE IN FULL FORCE UNTIL THE SATURDAY NIGHT
BEFORE EASTER SUNDAY, WHICH COMES THIS YEAR ON APRIL 16

Easter Carnival Sale Lace and Embroidery

Thousands of yards of the most beautiful Laces of all kinds—Foreign Embroideries, including the newest Swiss designs will be on special sale. Many of which are actually worth two and three times what we ask.

WHY YOU SHOULD BUY LACE AND EMBROIDERY AT THIS STORE

FIRST—The last few years, our sales in these goods have grown to such an extent that we are in a position to go direct to the mill people for these goods, and can take them in such liberal quantities that we are enabled to buy at inside prices—furthermore, we are able to secure the newest and most elegant designs and at no greater cost, which means a lot to the woman buying fine embroideries. They come to us in many different lots, but small quantities of each, which makes the designs almost exclusive with you.

SECOND—Coming to us as they do from the mill people, the patterns and designs are exclusive with us and will be shown by no other Eugene store this season, another good reason why you should come to this store for these goods. You should buy now while the assortment is at its best, for they are all in and on sale at very special prices, and you can right now secure a better choice in kind and design—later on many of the most beautiful designs will be gone forever.

THIRD—There is hardly a woman in Eugene and Lane county but knows that this store has not only the largest and best selection of lace and embroidery in the newest and best designs, but she also knows that our prices are absolutely right—and right now during our Easter Carnival Sale they are great bargains.

Thousands of yards of the most beautiful Embroidery will be on sale Friday morning, March 17th. Actually worth double. 5c and by easy steps to \$1.98 yd

Our 5c and 10c Lace Counters—On the 5-cent counter you can buy all kinds of lace, including real linen. The values run up to 15 cents a yard—and on the 10-cent counter you will find the choicest and finest laces to be found. Many are actually worth to 25 cents the yard.

UNIVERSITY BOY WON AT CONTEST OF ORATORY

Carleton E. Spencer, of Cottage Grove, Victor Over Six Other Contestants

At the annual Oregon inter-collegiate contest held in Willard hall last night, Carleton E. Spencer, of the University of Oregon, won first, Carleton H. Woody, of McMinnville College, second, and Miss Vera Richard, of Oregon Agricultural College, third place. The contest was held before a large audience, the greater part of which were students, and of these more than 100 were visiting delegates. The winner's home is at Cottage Grove.

Spencer's oration was entitled "The Rust on Our Legal Machinery" and dealt in the defects of the United States criminal laws, which permit so many crimes to go unpunished. The oration was short, to the point and well delivered. He opened with statistics showing that the United States has more crime, more murder and more criminal expenses to pay than any other nation. This he attributed to the fact that under the present laws criminals are encouraged, as it were, by the great possibilities of escape from punishment. He cited, among other instances, how Mayor Schmitt, of San Francisco, escaped punishment because the evidence failed to prove that he was the mayor of San Francisco. The technicality escape from just punishment, he showed, was the result of the period when criminal laws were more stringent and the judges used the technicality to show leniency. In this age the laws give the criminal every fair chance, and the technicality escape serves as but a clogging and rusting upon the legal machinery.

After the contest, a banquet was served to the visitors at the Osburn hotel, lasting long after midnight. The visitors were well entertained while in Eugene and expressed their appreciation. Before and between the orations, the delegates gave their various college yells and the University glee club and choral club entertained.

The judges on composition were: Professor T. C. Trueblood, University of Michigan; Professor E. D. Shriver, University of Texas, and President S. B. Penrose, Whitman College. The judges on delivery were: Rev. W. B. Hinson, of Portland; Hon. R. A. Booth, of Eugene, and Hon. Alfred C. Schmitt, of Albany.

At the Week End

Many of Eugene's best houses are given a wigwag appearance by upstairs porch-hangings of strange and disorderly kinds. There is the striped variety that suggests the once popular "cozy corner," ousted from its proper place and deprived of the "cozy"; there is the mosquito netting one that looks like the last nose of summer in a December gale; there is the bedraggled canvas one, that suggests a ship in distress. Much better looking than these is the pore enclosed in wire netting even though it may suggest an upstairs kitchen. The tent in a back-yard, while not strictly ornamental, or perhaps, convenient, represented something definite and held associations, but the sleeping porch in its present state of drapery presents an appearance far from attractive and in many instances destroys the effect of an otherwise well-kept residence. If we must have sleeping porches, is it necessary to flaunt them in the face of the passerby?

The use of a sleeping porch, anyway, seems like an attempt to win sleep by assault. Sleep is a gentle thing to be wooed on downy couches and amid soft pillows, not a thing to be charged upon amid creaking canvas, icy sheets and damp blankets. But every man to his own taste. Take your wifely-waited room, soft-carpeted, curtain-shaded, wherein peaceful sleep reigns nightly undisturbed.

The most important improvement that has yet been made in Eugene is the completion of the water system that guarantees pure water to the residents. After all the years of civilization our wants remain simple. Good bread, good butter, good water, these are the essentials. If the present filter system proves to be as satisfactory as it is quarantined to be, we will enter upon a prolonged period of rejoicing. Each citizen should realize what it means to have the stigma of an unsafe water supply removed from the city, to be able to greet hundreds of students coming from every part of the state without fear that they will return home less well than when they came, to be able to welcome every newcomer with the certainty that what we offer is as good as the best.

If Ferry street is opened, as a petition before the council would indicate that it soon will be, there will be another millrace bridge. Why should it not be of more pleasing design than the present bridges? The millrace is the natural beauty spot of Eugene and since canoeing has become so popular, it is destined to figure in carnivals and pageants. Surely the bridges can be made more picturesque without too great expense. No doubt, an excellent design could be given by some of our many European travellers.

Real Estate Transfers

George Kroll to John H. Chambers, 160 acres in Sec. 28, 29, 4 W. \$10.

A. K. Turner to E. E. Kepner, part of lot 3 in blk 38 of extended survey of Springfield. \$1.

U. S. to George Kroll, W 1/4 of SE 1/4 and S 1/4 of SW 1/4 of Sec. 28, 29, 4 W. 160 acres pat. \$75.

Resale J. Endicott to J. C. Brattain, lot 7 and E 1/4 of lot 8 in blk 109, in Washburne's sub to Springfield Investment & Power Co.'s add. \$75.

Geo. Melvin Miller to Alfred B. Walker, lot 8 in blk 20 of College hill park. \$300.

Henry C. Galey to Joseph Muhr, 3.33 acres in tp. 18, 3 W. \$1.

Wallace Heaver to Carrie Heaver, 4.88 acres in Cottage Grove. \$1.

Willis Kulekbrocker to Allison B. Richardson, part of lot 1 in Clark & Washburne's add. to Springfield. \$290.

L. E. Bean to Eugene Bible university, lot 2 in blk. 2 of R. F. Scott's add. to Eugene. \$5.

Town of Florence to Charles E. Pero, lots 3 and 4 of blk. 4 of Florence. \$47.20.

Denila Means to Henry O. Dell, 2 acres in sec. 28, 17, 1 W. \$300.

Jasper Lumber Co. to Joseph H. Smith, E 1/4 of SW 1/4 of sec. 4, 18-1 W. \$1.

Sunset Lumber Co. to Coast Range Lumber Co., various tracts in Lane county. \$60,000.

L. P. Snapp to H. A. Cook, tract in sec. 1, 17, 3 E. \$2,000.

J. S. Luckey to Alf. Walker, lot 7 in blk. 20, of College hill park. \$10.

L. P. Snapp to H. A. Cook, tract in tp. 17, 3 E. \$3,000.

J. M. Morse to S. S. Morse, 4 acres in sec. 14, 19, 3 W. \$600.

A. C. Bohrnstedt's Orchard Co. to Bert Thompson, lot 3 in blk. 1 of A. C. Bohrnstedt's Co.'s add. to Creswell. \$1.

Morris Edwards to J. S. Vardier, 14.45 acres in sec. 27, 18, 1 E. \$1,500.

Louis C. Vitus to Abner W. Day, lot 17 in Vitus tracts in tp. 16, 4 W. \$100.

Melvin Hansen to Mrs. Martha Hohn lot 9 in blk. 6 of Midway park. \$10.

Ernest E. Hyland to Morris E. Edwards, tract in sec. 27, 18, 1 E. 10.64 acres. \$200.

A. H. King to Laura Newland, SE 1/4 of SE 1/4 of sec. 16, 20, 4 W. 40 acres. \$1.

A. C. Bohrnstedt Orchard Co. to Frank H. Thompson, lot 2 in blk. 1 of A. C. Bohrnstedt Co.'s add. to Creswell. \$1.

Frank E. Dunn to A. W. Weaver, lot in blk. 1 of Mulligan's add. to Eugene. \$10.

John A. Zimmer to Conrad Myers, 1 acre near Blair street add. to Eugene. \$500.

S. B. Eakin to Elizabeth E. McCormack, lot 4 and NW 1/4 of lot 5, in blk. 7 of Morse's add. to Florence. \$10.

U. S. to Alton L. Martin, lots 11, 12, 13 and 14 of sec. 1, in tp. 19, 29 W. Pat.

Ernest E. Hyland to W. A. Beechell lots 1, 2, 3, 14 and 15 in blk. 5 of Oakridge. \$1.

Henry E. Wylie to James R. Ford, part of lot 8 in blk. 1 of Hill Crest add. to Eugene. \$150.

Charles C. Bowman to Lucy A. Fay, tract in tp. 18-3 W. \$2,000.

O. & C. R. R. Co. to Gerhard W. Steinhauer, NW 1/4 of NW 1/4 of Sec. 29-16-8 W. \$120.

U. S. to William B. Ramsey S 1/4 of SW 1/4 and W 1/2 of S 1/4 of Sec. 20-16-8 W. Pat.

Caroline Green to J. L. Pownall, lots 1 and 2 in blk 5 of W 6th St. add. to Eugene. \$550.

Andrew J. Wood to John L. Pownall, lots 4, 5, 6, in blk. 2 of Grand Prairie add. to Eugene. \$775.

H. L. Bown to J. D. Cox, tract in sec. 35-15-9 W. Tax deed.

W. A. Cox to Louisa Reed, lot 5 in blk. 56 of Chicago add. to Florence. \$100.

Clara Reta Brakett to Isabel F. Gage lot 9 in blk. 2 of Replat of lots R and 1 in Sunset Row. \$12.

J. B. Rouse to William T. Jones 5 acres in sec. 32-22-3 W. \$200.

BORN

At Cottage Grove, March 7, 1911, to Almond Hemenway and wife, a 9-pound son.

MARRIED

At the city hall in Eugene, March 8, 1911, at 1 o'clock p. m., Floyd Jones and Miss Kittle Mae Brumbaugh, of Cottage Grove, Judge R. S. Bryson officiating.

DIED

At the General hospital at midnight, March 6, 1911, John Ryan, aged about 45 years. He was an employee of the Utah Construction company, at work on the new road east of Eugene, but little is known of his history. Peritonitis was the cause of death.

Melville Taylor, a prominent farmer of the northern part of the county, whose postoffice address is Harriburg, R. F. D. was transacting business in Eugene today.

A marriage license was granted this morning to Harry A. Petrol and Alice Palmer, both of Eugene.

New Spring Wash Fabrics

Those who appreciate unusual values will do well to visit this store for all kinds of Wash Fabrics. They will make a profitable investment of time and cash for seasonable goods. The inducements which we offer are beyond all competition, and will prove profitable to any woman who is interested in positive money saving on her purchases.

Thousands of yards of all kinds of gingham on sale and displayed at the yard. 9c, 10c, 12 1-2c to 28c Plain, figured and barred white goods, selling at, yard, from 12 1-2c to 35c Linens and mercerized Suiting, yard. 15c to 50c Percales, yard. 9c to 15c Poplins, Crystal Cloth, Crepes, Challies, Dimities, Voilette.



Easter Hosiery

A splendid assortment of new Spring Hosiery for Easter now in our hosiery section. The high quality of our stockings has made us a good reputation which we can not afford to lose.

Women's 35c quality Silk Lisle Stocking. 25c Women's Silk Stocking. 50c Children's Silk Lisle Stocking. 25c

EASTER DRESS GOODS AND SUITINGS

Splendid values here during our Easter Carnival Sale in the new Spring Suitings and staple Dress goods.

All our regular 35c light Spring Suitings, special at, 25c Plain and fancy Mohairs in the newest shades and colorings. Would be good value at 65 cents. Easter Carnival Price, the yard 58c

DAINTY EASTER UNDERMUSLIN

Our Muslin Underwear department is especially prepared to meet the demands for Easter in variety, style, quality and price.

Regular 25c quality Corset Covers, Easter Carnival Price 19c \$1.50 Combination Suits will be on sale, Carnival Price 98c 75c Pants, special. 54c

EASTER SALE SILKS

Yard-wide Black Taffeta Silk, excellent quality, and our regular prices on these silks is \$1.25 and \$1.50 a yard. Our Easter Carnival Price, yard. 95c

\$1.25 Persian Silks in four yard patterns; Carnival Price, 79c

New 1911 Beatrice Silks, rough weave which is so popular this spring; all wanted colors; a splendid 35c quality. Carnival Price, the yard. 28c

A splendid quality new Windsome Silk, another good 35c value; Easter Carnival Price, the yard. 25c

We will have one sale one special lot of silks, which are desirable for all kinds of costumes; some are silk and linen mixed and some are silk and wool mixed; the regular price runs up to 75c the yard. Easter Carnival Price, the yard. 48c

Hundreds of Belts will be on display and sale, Persian Belts, Elastic Belts, etc; many extra values to be found here.

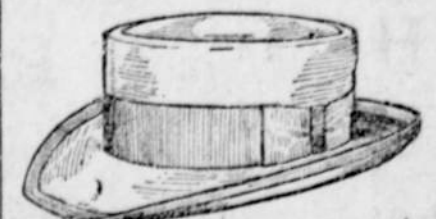
NEW SHIRTS FOR EASTER All kinds of new Shirts for men and boys now in and all ready for your choosing. \$1.25 quality Pongee Shirts, special \$1.00

Very best 75c Shirts at, each 58c

Buy your Easter hat at this store and save money. Special Sale.

Of Course You'll Want a New Easter Hat

and there is no place where you can buy it to better advantage than here. Many special price concessions will be made in price for Easter selling.



Spruce Up For Easter With a New Suit, Shirt, Neckwear, Etc.

We are going out of the men's and boys' clothing business, as we need the room taken up with this line for the better display of other goods, and in order to close the line out with as little delay as possible we are making extremely low prices. They are not old styles, either, but

nifty, up-to-date suits and were good values at the regular prices. This will be a splendid opportunity for you to secure a new suit for Easter at wholesale prices, and some at less than cost.

Here Are the Prices We Offer You in These New Suits All \$20, \$22.50 and \$25 suits. Easter Carnival Price. \$12.50

\$14 to \$17.50 suits now on sale at Easter Carnival Price \$9.90

All \$10, \$11 and \$12.50 suits, Easter Carnival Price \$6.90

All \$7.50, \$8.50 and \$9.50 suits at \$5.50

NEW SHIRTS FOR EASTER All kinds of new Shirts for men and boys now in and all ready for your choosing. \$1.25 quality Pongee Shirts, special \$1.00

Very best 75c Shirts at, each 58c

Buy your Easter hat at this store and save money. Special Sale.

NEWLAND'S

The Quality Store Eugene, Or.



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