

The Friendly Store Cordily Welcomes You to Inspect the Splendid Collection of Beautiful Spring Merchandise

FROM EVERY VIEWPOINT—WITH DUE CONSIDERATION FOR PAST EXHIBITS—

Our shopping of Spring and Summer Merchandise is the best ever brought to Eugene. The soft Rich Silks, Beautiful Dress Goods, Dainty Trimmings of Laces, Appliques and Bands in cream, white, black, colors and Persian effects. The immense collections of Embroideries, the delicate flouly wash fabrics as well as the staple kinds for general wear. We call your special attention to White Cotton Wash Goods. This store is going to play the largest part in the commercial side of the spring season that it has ever played, and that's saying something. We have been wide awake in the buying of this season's goods, not only have we been successful in getting exceptional values, but the rest of our selections were made after the first of the year, and the weaves, patterns and styles I can assure you are the very newest from the leading importers and manufacturers in the East. If you have not already seen what this big, busy, popular store is showing we ask you to come. You will find some pleasant surprises awaiting you. It is an admitted fact in the retail community that this is the big busy store. And our business is growing faster and more so every day.



Ladies' and Misses' Suits and Wraps

Our suit section, the largest and best souped in the valley, comes to the front with suits of style and character; they are as good as suits can be made. Too much cannot be said in their favor because they are the choicest styles obtainable. The prices here are another important point because you save from \$5 to \$15.00 on every suit you buy at Friendly's.

It would take a page in this paper to describe the styles; even then you would have to see them to fully appreciate them, the new Copenhagen blue, tans, browns, navys and mannish mixtures.

Suits \$15, \$18, \$25 up to \$45

Stylish Dress Goods and Silks

Are you planning your new spring suit? Choose your material at Friendly's store where the assortment is best—where every yard is of dependable quality and every price is less than you expect to pay.

at 50c a yard plain and fancy Suitings in stripes, checks and plaids; all new effects in the newest colorings; all wool Batiste and Serge and other weaves.

at \$1.00 a yard the largest assortment we have ever shown; the new Copenhagen and tan shades in Phantom stripes and checks; these also in navy, brown, and black.

at \$1.25, \$1.50 and \$2.00 a yd. Suitings, Cloakings, etc. in styles, colorings and values that will appeal to every one desiring exclusive novelties.

Trimmings, Hosiery, Gloves

It is quite necessary to have trimmings that will not alone match your dress, in shade but that will be the appropriate kind. Here you will find all the newest and the largest assortment and at prices that will suit every purchaser.

Hosiery to match your new gown in plain, lace and embroidery lisle, cotton or silk at 25c to \$4.00.

Gloves this season are an important factor if you want to be properly dressed. You will want the proper thing for street or dress. You can find them here in Dents, Perrins, and the Niagara silk Gloves in all lengths, pair 50c to \$4.00

White and Col'd Wash Fabrics

at 11c a yard; 32-inch Batiste in light and dark colors in stripes, dots and figures; a cloth worth 15c, suitable for dresses, waists and kimono.

at 25c a yard; an immense assortment of sheer fabrics, in the new shades and designs, tans, Copenhagen, greens, etc., values to 40c; for 25c a yard.

at 25c 36-inch linen suiting, French Madras, fine French and Scotch gingham; splendid assortment of patterns, in stripes and checks, plain, pink, blues, greens, gray, lavender, etc.

at 5c to 75c a yard; the best assortment and the best values we have ever offered in white goods; plain, dots, figures, stripes, in great variety sheer Batiste and mull.



Waists and Muslin Underwear

Lingerie, net tailored and silk Waists; the newest effects made of lawn, mull, linen, plain and fancy net, Japanese, Messaline, Taffeta and Rajah silks; some plain, others elaborately trimmed in lace and insertion; prices 50c, \$1.00, \$1.50, \$2.50 up to \$12.00

Dainty Undermuslins, skirts, gowns, drawers, chemise, corset covers, made in sanitary factories and splendidly finished all French seams, double stitched, made of muslin cambrie and nainsook and trimmed in lace embroidery and insertion; prices ea .10c to \$10.00

Cloth and Stitches and Brains make College Brand Clothes

You pay for the cloth and stitches. The brains make 'em different--smarter--RIGHT. Tailors charge for brains! The only difference between COLLEGE BRAND CLOTHES and what tailors make is the PRICE, but it's great enough to make the saving to you at least 50%. For young men and older men who refuse to show their age. College Brand Clothes sell for

\$18.00, \$20.00, \$22.50, \$25.00, \$27.50, \$30.00

In Our Modern Hat Store

You can find a hat to suit any head to fancy, from the extreme college shapes to the conservative business man's hat. Stetson, McKibbin, Roelof, Varsity Hats in Elephant Breath shades, as well as tan, brown, black, green, etc.

\$1.50, \$2.50, \$3.00, \$5.00

Elk Suits for Boys and Young Men

Elk Brand Clothing is the only "Boy Proof" Suits made. Why? Because the makers have made a life-study of clothes-building and know how so well that every vital point in their clothing is reinforced and doubled until it can't wear out.

Knee Pants Suits \$1.50 to \$7.50

Long Trouser Suits \$5.00 to \$20.00

Monday we offer these specials

36-in Black Taffeta Silk 90c, \$1.00, \$1.25

Three specials in Black Taffeta Silk that will create a stir at the Silk counter on Monday; only one piece of each price, and we advise early shopping if you are desirous of getting any \$1.25 Silk, 90c; \$1.35 Silk, for \$1.00; \$1.50 Silk for \$1.25; all 36-inches wide.

36-in Fine White Cambric, yd 10c

We have just ten pieces of this cambric muslin, fine soft finish, for underwear, etc; ten yards to a customer; if you can't come, telephone and we will send it to you; 14c quality, a yard 10c

\$7.50 Black Silk Petticoats, each \$5.00

Three dozen Black Silk Petticoats, made from good quality Black Taffeta, splendidly finished, Press de sole, dust ruffle; \$7.50 values, each \$5.00

50c, 60c, 75c Plain and Fancy Hose pr. 44c

This includes our entire stock of staple and fancy Hosiery, black and colors, plain, lace and embroidered; all the new shades of tan, brown, blues, pink, lavender, white, etc.; values to 75c; a pair 44c

Eugenes' Largest and Best Store
Your Money's Worth or Your Money Back

S. H. FRIENDLY

592-594 Willamette St.

All the Goods that's New, All the New that's Good,
From the Cheapest that's Good
to the Best that's Made

FAIRMOUNT MASS MEETING MONDAY

WILL BE HELD FOR PURPOSE OF GETTING INFORMED BEFORE ELECTION TIME

The mass meeting called for Fairmount Monday evening is for all in-

terested. It is for the purpose of getting informed before election. Invitation is extended to the mayor, the city council and all candidates for office. The meeting will be called to order by the president of the East Eugene Improvement Club, and then turned over to the assembly to select their chairman and secretary.

The plan of the meeting is to have all questions asked in meeting and drawn from a hat. If addressed to some one in particular that person will be given an opportunity to answer.

There will be nothing allowed to cause ill feeling. The effort is merely to cause public interest in the issues at hand.

Ladies are invited to be present. A good time is expected.

Remember the time—Monday evening, March 30. The place is right at the end of the carline.

Fresh garden seed in bulk
CHAMBERS HARDWARE CO.

Have your team shod at the river bridge and save 50 cents.

FREIGHT TRAINS

BLOCK CROSSINGS

It seems as though the freight trains are unusually careless about blocking the streets while switching in the local yards. Yesterday a reporter had occasion to go to the Eugene planing mill, which is just north of the tracks on Lawrence

street. The train was quite a long one so that while the switching was being done at the depot the engine was about at Madison street. The train kept moving back and forth, making it unsafe to try to cross. After waiting nearly fifteen minutes the writer went back to Fourth street, out for blocks to Madison, from there to Second and back to the planing mill, thus making twelve blocks to go a distance of about thirty feet. When ready to come back the train was still there, and remained there fully five minutes. In all

the train blockaded the crossing over 25 minutes.

E. F. Finn, of Leaburg, was in the city today.

Large stock portieres just received. Also lace curtains.
CHAMBERS HARDWARE CO.

DeWitt's Little Early Risers, small, safe, sure liver pills. Sold by all druggists.

PERSONAL

Morgan Watson has returned from the coast.
Alf Walker made a trip to Junction today.
J. D. Buell came in from the south this morning.
C. F. Mitchell is in town today from Elmira.
Mrs. H. B. Miller, of Portland, is visiting here.
J. W. Kirk, deputy assessor, is in Eugene today.
John H. Lewis, of Salem, is in the city on business.
L. M. Ricketts, of Fern Ridge, was in the city today.
W. W. Cochran is down from Cottage Grove today.
Mrs. G. F. Hillgas was in town today from Creswell.
J. W. Hobbs returned from Newport this afternoon.
Racey Mattson was down from Marcola last night.
E. B. Foster, of Florence, is in the city for a few days.

Mrs. A. J. Johnson returned to Creswell this afternoon.
Miss Roxie Pringle returned to Cottage Grove this afternoon.
G. L. Lovell, of Florence, was an arrival on last night's stage.

Mrs. C. O. Peterson and daughter returned yesterday from Astoria.

Jas. and Jake Sues, of Wallaceville, spent last night in the city.

H. D. School, of Tenino, Wash., was an arrival in Eugene this morning.

M. R. McCalley returned to Lebanon this morning after a visit in Eugene.

Miss Grace Blingham is visiting her sister, Mrs. David Griggs, at Cottage Grove.

Miss Huston went to Cottage Grove this afternoon to begin a term of school.

Mrs. Geo. H. Kelly went to Portland this morning on juvenile court business.

Sig Maurer is up from Corvallis visiting his parents, Mr. and Mrs. J. A. Maurer. He is a student at the U. of O.

L. W. Baker, the popular street car conductor, returned from Portland last night.

Mr. and Mrs. Elwin McCormack are here visiting his parents, Dr. and Mrs. H. F. McCormack.

Mrs. E. O. Samuels and daughter and Mrs. M. D. Harpole, of Madal, are visiting in the city.

Miss Pansy Maurer is up from Independence visiting her parents, Mr. and Mrs. J. A. Maurer.

Mrs. W. J. Hill and Mrs. V. A. Test are in Portland to attend the funeral of Mrs. Ed Test.

Edward Forbes, of Los Angeles, who has been here for a few days, left for Roseburg this afternoon.

Miss Ada Yorak came up from Salem yesterday to visit her aunt, Colonel and Mrs. Geo. O. Yorak.

Frank Sullivan, U. of O. cadet, has returned from Oregon City where he has been ill with blood poisoning.

Merritt Huntley went to Portland this morning. He is on his way to Bristol Bay, Alaska, where he is interested in the canneries.

Mrs. Geo. B. Dorris returned last night from a visit in Portland. She was accompanied by her daughter, Mrs. Maurer, who will visit here for a while.

Mrs. Walker will go to Junction tonight to spend a couple of weeks. Her parents, M. C. Golden and wife, who are at Junction, leave Thursday for Eureka, via Portland.

W. H. Dinehart, of Eugene, is in Medford visiting his old friend, Dr. Day, of West Medford. Mr. Day and Mr. Dinehart were old neighbors in South Dakota many years ago.

Medford Tribune.

Rev. Herbert S. Johnson and brother, Wistar, of Boston, will be in Eugene the first week in June for the unveiling of Professor Johnson's picture at the University. Mrs. Johnson, of Portland, will accompany them to Eugene. They will stay while here with Mr. and Mrs. Griff.

EXTRA SPECIAL

Along with our store improvement sale we will put on sale for MONDAY AND TUESDAY LADIES' NEW SPRING STYLES IN SHIRTS, WAISTS, Tailored effects and embroidered.

Prices:
\$1.00 value 75c
\$1.25 value 1.00
\$1.50 value 1.10
\$2.00 value 1.50
\$2.25 value 1.75
\$2.50 value 2.00
\$3.00 value 2.25
\$3.50 value 2.50
FRANK E. DENN

WILLIAMS' CARBOLIC SALVE WITH AFRICA AND WITCH HAZEL. The best salve in the world for bruises, sores, ulcers, salt rheum, chapped hands and all skin eruptions. Guaranteed to give satisfaction or money refunded. Sold by Drug Co. Williams' Med. Co., Portland.

Shoop showing machines and sharpeners. New model just received. Chambers Hardware Co.

Use Diamond Chick food for chickens.
CHAMBERS HARDWARE CO.

Kennedy's Laxative Cough Syrup acts gently yet promptly on the bowels and always infallibly. Sold by all druggists.

Make your dress up by ordering curly Petticoat. CHAMBERS HARDWARE CO.

Agents for Petaluma, Oregon, and Broderick. CHAMBERS HARDWARE CO.

Fresh garden seeds of all kinds, the Best Hise grocery, W. J. Hise, Son, 97 West Eighth street.