

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

New Net Veils 25c, 85c, \$1.50

Just received by express, four dozen new Net Veils, 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 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. Prices.....\$1.00 to \$8.00

Sale Fancy Nets \$1 values at 55c

8 patterns for Oriental Allover Lace 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 emerald Corset Cover, embroidery heading at edge for ribbon 18 inches wide; special yd..... 25c

Wash Dresses

Wonderful display of stylish and comfortable wash dresses in all the latest shades and styles. See them in our window. Special values at 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00.

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—Fur, Persian and silk braids, band 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, tans 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 French serge; beautifully made, lined with silk—trimmed in plain and Persian braids.

Special values at \$15.50, \$21.50, \$31.50, worth \$5 to \$10 more

At making a specialty of dressy new Spring Suits at these low 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.

\$16.50 Stylish Jacket Suits with vest of Persian braid or plain allured effects; pointed front, lined with satin or silk; with wide fold of plain or black Panama in blue, brown or black.

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

Special values at \$15.50, \$21.50, \$31.50, worth \$5 to \$10 more

Do not leave this department without calling your attention to the wonderful variety of Hats and Wraps for women and children; an immense variety of exceptional values. See the children's Wash Jackets 75c to \$1.00 each. Wonderful values in silk and cotton girls' hats, \$5.00, \$7.00 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 ones 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 \$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 price. 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, greens, lavenders, etc.; 1 to 5 inches wide; splendid heavy quality silk; regular 30c quality. Yard..... 18c

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

Easter Gloves \$1.25 Kid Gloves, pr \$1.00

Real French Kid Gloves, all sizes and sizes wrist length, splendid values at this price. \$1.00

Long Kid Gloves, pr \$3.50

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

Black and White Kid Gloves, pr \$1.25

For children one year old to ladies' sizes. Real English Pipe stitch, two and three button, pair..... \$1.25 to \$1.50

Fancy Hosiery

Ladies' and children's Hose in staple and fancy shades in silk, lisle thread and cotton; plain embroidery and lace Hose. Do match the shoes or dress; very essential this season. Especially proper.

Muslin Gowns, Underskirts and Drawers Extra Special

Special values at 25c, 50c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00.

Some Splendid Table Linen Values

Special values at 25c, 50c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, \$6.00, \$6.50, \$7.00, \$7.50, \$8.00, \$8.50, \$9.00, \$9.50, \$10.00.

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 Hensley Brown, Elephant Breast, Monkey and Lizard Brown as well as greys, tans and blacks; prices \$1.50 to \$6.00.

Shirts No matter whether you want a collar negligee shirt at 50c or a fine linen dress shirt at \$1.50, our assortments are complete. New designs and styles in Golf Shirts received yesterday at \$1.00, \$1.25 and \$2.00.

Gloves Tomorrow we offer all gent's English made Golf Gloves at the following prices: \$2.50 Gloves in tan, brown and grey..... \$2.00 \$2.00 Gloves in tan, brown and grey..... \$1.75 \$1.75 Gloves in tan, brown and grey..... \$1.50

Underwear New spring Underwear in tan, grey, blue, white and cream in plain colors and fancy. Shirts and drawers, 32 to 44 inches; worth 75c; our special price..... 50c

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

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



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

Hundreds of pretty styles made of silk, lace, 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 comfort wear or dressy 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 price.

Specials at \$2.98 and \$3.98 Made of beautiful fine French mull and Japanese silk, elaborately trimmed in lace and insertion in medallions; butterfly sleeves and extra full shirtwaist sleeves; long 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 5c.

at 12 1/2c An immense variety of stripes, checks, and plain white lawns, Dimities, Swiss Gainsook, Long Cloth, all special 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, in mercerized finish.

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

Mail and Phone Orders Have Prompt and Careful Attention

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

Silks at 50c, 75c and \$1.00 That sell usually for 75c, \$1.00 and \$1.25, and all new patterns and weaves: taffetas, Percales 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 goods in all the shades. These prices are especially attractive.

\$1.25 54-in Wool Voile, yard 75c This is one of the most fashionable of spring and this fine Marguerite Voile in cream, grey, green, roseda, light blue and other shades, 44 inches wide, might be picked up quick at the rack.

\$1.50 and \$2.00 English Suiting yd \$1 These come in 2 and 3 yard dress widths, in all the latest patterns in all effects, plain and mixtures. These values are \$2.00 at \$1.00 a yard.

Comforts, Blankets, Pillows Extra values in Comforts at \$1.00 to \$3.00 each; wool Blankets \$2.50 to \$10.00; Pillows filled with good feathers, 20c to \$1.50 each, worth a great deal more.

Bed Spreads at \$1, \$1.50 to \$5.00 show a saving of 20 per cent to 25 per cent; hemmed and trimmed, cut corners for iron bed or square corner; crocheted, Hanescomb and Satin Damask.

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