

# The Friendly Store Spring Bulletin

## This Store is Splendidly Ready for Spring Shopping

THIS IS THE STORE THAT IS ALWAYS BUSY

And we are looking forward to more business, and what is more to the point we are preparing for it. New lines and larger variety, more comfortable and convenient accommodations, better service, better values. A WORD ABOUT THIS STORE'S POLICY—Your idea in buying is the same as ours in selling. You want the greatest possible value for your money. We want you to have it, for upon your complete satisfaction rests our success. We feel sure that our goods are right in every way or we would not print in every one of our advertisements YOU MONEY'S WORTH OR YOUR MONEY BACK. Make this store your store; ask for what you want, even if we have not got it we'll get it so as to be ready next time. You'd like a perfect store near you and we'd like to manage it.

FRIENDLY'S MAY SALES NOW

Four years ago we inaugurated these Annual May Sales, and they were a success from the very start. We start planning for this event a year ahead. This year we have brought together some of the greatest values ever offered in stylish Spring and Summer Wearables, House Furnishings, Etc. This is a wonderful trade opportunity that thousands will take advantage of either in person or by mail. We urge you to read this Spring Bulletin over carefully; it will aid you in decision and help you economize, keep it for future reference, the special prices listed are good all the month of May. ALL MAIL ORDERS will receive full benefit of sale prices. Any mail order sent us will have as careful attention as if you were at the counter yourself. Samples submitted upon request.

**Gingham Petticoats**  
50c, 75c, \$1, \$1.50

10 dozen striped Gingham Petticoats, made with flounce and dust ruffle in grey, blue and black stripes, grand values.

**Heatherbloom and Pre de Soie Petticoats**  
\$2, \$2.50 and \$3.50

These are as light weight as silk, in fact have every feature that silk has, but made of cotton.

**Silk Petticoats \$5.00**  
3 dozen fine Chiffon Taffeta Silk Underskirts; tailored effects, \$7.50; values, each \$5.00

**\$15 Silk Petticoat \$10**  
Guaranteed Silk Underskirts in all good colors and black; four styles, deep flounce and dust ruffle, \$15 values, each \$10.00



THE FRIENDLY STORE

## May Sale of Ladies' Tailored Suits

Ladies Suits' \$14, \$17, \$20, \$30

EUGENE'S LEADING CLOAK AND SUIT STORE OFFERS 100 OF THIS SEASON'S MOST FASHIONABLE SUITS AT A BIG SACRIFICE. SUITS MADE OF NOVELTY MATERIALS, PLAIN CLOTHS, SERGE, PANAMA, TAFFETA, RAJAH PANAMA IN THE NEWEST COLORINGS AND MODELS; DOUBLE BREASTED, SINGLE BREASTED, CUT-AWAY, POINTED JACKETES, VESTS (BY RUSSIAN HEAD), BUTTERFLY SLEEVES AND PLAIN COAT SLEEVES; SUITS SUITABLE FOR DRISSEY STREET WEAR AND THE PLAINEST TAILORED EFFECTS. EVERY STITCH IN THESE SUITS IS MADE BY EXPERIENCED TAILORS; EVERY GARMENT MADE TO FIT AND STAY FIT. EVERY GARMENT LINED WITH THE BEST POSSIBLE LINING. SUITS OF MERIT IN EVERY PARTICULAR. WE DO NOT MENTION ANY PARTICULAR MAKE BUT ADVISE FRIENDLY'S SUITS BECAUSE IT IS FRIENDLY THAT SELLS THEM AND IT'S FRIENDLY'S GUARANTEE THAT GOES WITH EVERY SUIT, AND WHEN THE FRIENDLY STORE SAYS IT'S A BARGAIN YOU KNOW IT IS ONE. IF YOU WANT A SUIT DON'T WAIT FOR THEY WILL NOT LAST AT THESE PRICES.

- Suits Worth Up to \$17.50, Sale Price \$14.00
- Suits Worth Up to \$22.50, Sale Price \$17.00
- Suits Worth Up to \$35.00, Sale Price \$20.00
- Suits Worth Up to \$50.00, Sale Price \$30.00

Just a word about the Jackets, which come in tan, black, mixtures and white and the silk Coats and Jackets, all splendidly made and extra good values at \$5.00, \$7.50, \$10.00 and \$20.00

And the ladies' and misses' Skirts; new styles in novel and flare, with wide fold made of Voile, chiffon Panama, Panama, Serge and novelty materials, in black, white and colors, splendid values at \$5, \$7.50, \$10, \$12.50 and \$15 each

EXTRA CHARGE FOR ALTERING GARMENTS SOLD AT SALE PRICES  
\$15 Jumper and Shirtwaist Suits, each \$10.00

Two dozen magnificent Silk Suits, made in two styles, Jumper and Shirtwaist, come in browns, blues and black; made of the soft quality of Chiffon Taffeta silk, the kind that will wear well; all finely tailored with most full Skirts; values to \$15.00, each \$10

## Grand May Sale of Colored and Black Dress Goods

Novelty Wool Dress Goods  
Values to \$1.50 at 79c yard

Special lot novelty Wool Goods, good styles and colors; 44 to 50 inches wide; sold at \$1.00 to \$1.50, special, a yard 79c

Values to 75c for 50c a yard  
Beautiful assortment wool and mohair goods, stripes, checks and fancy mixtures shown in the very best spring colors at the yard 50c

All Wool Batiste, a yard 50c  
Fine all wool Batiste, 36 in. wide in red, navy, green, light blue, brown, lavender, purple, pink, and rose, white, black. Splendid fabrics for spring and summer dresses at the low price of a yard 50c

Cream Wool Goods for Dressy and Tailored Suits, an immense variety to choose from a yard 50c to \$1.50

## Consette Wrappers and House Dresses

One and two-piece Wrappers, made of American Points, Percalies and Gingham in stripes, figures and checks; the strong feature of our Wrappers is the splendid way in which they are made; good values at \$1.00, \$1.25 and \$1.50

## Children's Wash Coats \$1.50 to \$4.50

We are showing this spring a beautiful line of children's Wash Jackets; made of Linette and Duck in pink, light blue and white; also white, pink and blue trimmed in harmonizing color; made in 5 styles, sizes 2 to 10 years; all exceptional values at these prices.

## Lingerie Waists Specially Priced

Our entire stock of Lingerie Waists specially priced; over 100 styles to choose from. Every one new this season. Some trimmed in embroidery but most of them trimmed in lace and insertion and madelona. The Waists are made of fine mail and lawn. The reductions are:

- 60c Waists, 50c; 85c Waists, 75c
- \$1.25 Lingerie Waists \$1.00
- \$1.50 Lingerie Waists \$1.15
- \$2.00 Lingerie Waists \$1.70
- \$2.50 Lingerie Waists \$2.35
- \$3.00 Lingerie Waists \$2.85
- \$3.50 Lingerie Waists \$3.20
- \$4.00 Lingerie Waists \$3.60
- \$5.00 Lingerie Waists \$4.10
- \$6.00 Lingerie Waists \$5.35
- \$7.00 Lingerie Waists \$6.00
- \$9.00 Lingerie Waists \$7.50
- \$12.00 Lingerie Waists \$10.00

\$3.50 Silk Waists \$2.85  
Black and white Jap Silk Waists, trimmed with lace, \$3.50 value; at \$2.85

Colored Silk Waists \$6  
Made of Taffeta Silk; shown in blues, browns, black, etc.

Splendid assortment Tailored Waists with stiff collar and cuffs at \$1.50 to \$7.50

## 60c Fancy Japanese Silks, for a yard 38c

500 yards 23 inch soft finish Jap Silks, floral designs, checks, dots, and stripes; suitable for waists, dresses and house gowns, 60c quantity, yd 38c

\$1.50 Suiting Silks 85c  
300 yards of this season's best heat weaves and patterns in novelty suitings, silks, Foulards, Taffetas, etc.; 23 and 27 inch widths; all good colors, browns, blues, greens, etc; sold at \$1.25 to \$1.50 a yard; special, yd 85c

## Big Values in Bl'k Silks

Friendly's dependable black silks are known all over the county; every yard of yard wide silk at \$1.25 is guaranteed for six months; every yard of yard wide silk at \$1.50 or over is guaranteed for one year; black silks are all specially priced now.

## BAILEY WINS HARD FIGHT IN LONE STAR STATE

Dallas, Texas, May 3.—At an early hour this morning the figures from the Democratic primary to select delegates to the National convention (partial returns) indicate the following:  
Ticket headed by United States Senator Bailey, 99,112.  
By Clegg Johnson, 80,598.  
This makes the corrected figures of the Senator's ticket majority show a total of 18,556 votes.  
Both sides in naming tickets declared for William J. Bryan for President and pledged the Texas delegation to the Nebraskaan.

## DEDICATION OF MARCOLA CHURCH

LITTLE CONGREGATION IS OUT OF DEBT WITH GOOD HOUSE OF WORSHIP — EXCURSION FROM EUGENE

The dedication of the Christian church of Marcola by Dean E. C. Sanderson yesterday was a complete success. The sum of \$425 was raised at the morning service, which will pay the remaining debt and leave a surplus in the church treasury. The church is to be congratulated that it was able to secure the services of Dean Sanderson. The congregation of Marcola is truly thankful for the hearty support and assistance in its time of need that it received from members and friends of the Eugene church. An excursion train bearing over one hundred members of the church here was run to Marcola for the occasion.  
Professor Davis, choir director at the Eugene Christian church, led the music at the dedication services.

## FIETEEN-MINUTE SCHEDULE ON STREET RAILWAY

The street cars are now running on a schedule of four trips an hour, or a trip every fifteen minutes, between the depot on one end and Palmenout and the cemetery on the other. Only two cars are in use, but with the increase in power they easily make the new schedule. After 6 o'clock the regular thirty-minute schedule is run, as heretofore.

The passing track is now situated between Twelfth and Eleventh streets on Alder, being much more satisfactory than formerly.

## BORN

In Florence, Monday, April 27, 1908, to Mr. and Mrs. A. O. Funke, a son.

## C. NADRAU WILL OPEN EMPLOYMENT OFFICE

In connection with his cigar store, at 521 Willamette street, those wishing help telephone Red 1421, or call at cigar store, 521 Willamette street.

## FURNITURE FACTORY

Having purchased the Day & Henderson furniture factory, I am now prepared to manufacture furniture upon special orders, and am prepared to fill orders for the retail or wholesale trade. Repairing work also solicited and prompt attention given same.

My prices will be found reasonable and satisfaction guaranteed in every respect.  
R. C. MORGAN.

## A Californian's Luck

"The luckiest day of my life was when I bought a box of Bocklen's Arnica Salve," writes Charles F. Bush, of Tracy, Cal. "Two 25c boxes cured me of an annoying case of itching piles, which had troubled me for years and had yielded under no other treatment." Sold under guarantee at W. Kuykendall's drug store.

## DECORATION DAY, MAY 30

If you intend to have a monument or tablet erected by Decoration Day you should make your selection at once, while there is a nice stock to select from. Nothing out of the best of work furnished at reasonable prices. Corner Sixth and Willamette streets.  
E. C. LAKE.

## IF YOU KNEW

The merits of the Texas Wender, you would never suffer from kidney, bladder or rheumatic trouble. \$1 a bottle (two months' treatment). Sold by O. J. Hall, or by mail. Send for testimonials. Dr. S. W. Hall, 2925 Olive street, St. Louis.

## GASOLINE WOOD SAWING

W. G. White is prepared to saw your wood on short notice.  
Phone Black 4251. Residence, 516 West Sixth street.

## COW FEED

Alfalfa meal. At Bailey's Tenth and Willamette streets. Phone Red 1212.

Her hand this man could not get. His health was not as it should be. He had not used the "best as yet."  
Hullister's Rocky Mountain Tea.  
LINN DRUG CO.

## CANTONIA

Phone Red 1212. The Best of the Best. Light Signature. *Chas. H. Vetter*



## Certain Approval

of our workmanship and skill in cleaning and scouring, of your own wisdom in sending "that old gown" to us, only awaits its return to you. Your purse when you get our prices will join the glad acclaim of our generous and expert treatment of your clothing by us—

Everything possible in Cleaning and Dyeing

Eugene Dye Works  
1111 a n Willamette Sts.  
Phone Red 2861



## Anarchy's Press Is Freedom's Foe So Uncle Sam Says "They Must Go"

They excite fanatics and fault finders to the performance of deeds of violence. You must indeed be hard to please if you find fault with our meals. Try the Theatre Cafe restaurant once and you will not call a halt on dining here frequently in the future.

## Read This

The Eugene Grocery is now open for business in their new stand and are better able to serve their customers than ever before : : : :

EUGENE GROCERY  
104 West Eighth Street

TAKE A KODAK with you \$1.00 to \$80.00

Schwarzschild's Book Store  
586 Willamette St.

For Snaps in REAL ESTATE see McFALL & HEITZMAN 1 Door North Hoffman House

HOWER & WOOD Real Estate and Timber Lands Ranch, Farm and City Property Your patronage respectfully solicited. Room 1, over First Nat. Bank

## SANTA CLARA NOTES

(Special Correspondence.)  
Santa Clara, May 4.—A very welcome shower of rain. Gardens were all dry and the rain did much good. The neighbors and friends of Mrs. P. Pennington are all glad to know that she is recovering so nicely from her operation, which we hope will prove a success.  
Miller Bros. are improving the Ma of their home very much. It is one of Santa Clara's leading homes.  
We understand S. C. has an excellent paper hanger. (Phone: Farmer 127.)  
Mrs. Brown is on the sick list.  
Mrs. E. Ross has been sick, but is better.

## A NEW DEPARTURE

J. S. Luckey, the pioneer jeweler, has secured the services of an expert engraver and in the future all goods purchased of him can be engraved in an up-to-date and artistic manner.  
Mr. Danner has been sick. He was not able to attend church Sunday. School will close in about five weeks. We are planning for a fine program the last day.  
See the new braced Savage wheel. No extra charge for brace.  
CHAMBERS HARDWARE CO.

## BOLDED BARLEY AND BAILED HAY

At Bailey's Tenth and Willamette streets. Phone Red 1521.

## CHEMAWA INDIANS WON RELAY RACE

Cutting the record made last year by ten minutes, the Chemawa Indian School won the relay race from Salem to Portland by 24 minutes and 18 seconds. From the moment that Governor Chamberlain started the men at Salem till the winner handed the governor's letter to Mayor Lane at the Association building the race was only another exemplification of system beating mere brawn. Where the Y. M. C. A. had the men and the ability to win, the Indians had the organization and training that enabled their men to accomplish the rare feat in the record time of 5 hours and 16 minutes.—Oregonian.