

The Styles For Spring, 1911



Society Brand Clothes

In young men's Suits are certainly worthy of your attention and you will enjoy the best half hour you have ever spent in a clothing store if you will come to look at the assortment we have on display.

We are showing for spring a line of styles and patterns that will meet the demands of the most critical dressers. You will find in this stock only the best makes; goods that can be sold to you with a guarantee, because we know they're made right, have the right style and fit and will give you the satisfactory wear you expect.

PRICES:
\$15, \$18, \$20, \$25



The active youngster—the real boy—is seldom thoughtful of his clothes. You think your boy would wear out iron. Maybe he would, but he won't wear out

Hercules

Made by Dunbar, Cohn & Co., Chicago, Ill.

Hercules suits are made of materials that are guaranteed to be absolutely all pure wool. They are

Shower Proof

Coat sleeves are double lined at the arm pits, of such good material that there is but one chance in a million of the sleeve lining breaking. Pants are lined with the strongest of all material, "Herculone." Buttons? They never come off. The button holes never pull out. Your boy will always be well dressed in a Hercules. They please the youngster and save papa's pocket book.

Special Sale
Men's Hosiery
Saturday Only

ALL MEN'S HOSIERY AT 25c
AND 35c; PLAIN BLACK &
FANCY; ALL SIZES; SAT-
URDAY ONLY 19c
See Window Display.

S. H. Friendly & Co. THE LEADING STORE

Newlands 26 East 9th Street Newland's 26 East 9th Street Newland's The Quality Store

Hold's Annual Clearance Sale of Lace and Embroidery



Thousands of yards of the most beautiful Lace of all kinds. Foreign Embroideries, including the newest Swiss designs, now on special sale, many of which are actually worth two and three times the price we are asking for them.

This will be our last great sale of fine Laces and Embroideries for the year 1911. We now offer you all kinds of Laces worth to 25c in our 5-cent and 10-cent counters, and Embroideries that you will need the coming summer, at wonderful saving prices. Hundreds of eager buyers are now visiting the store daily to supply their needs, and many of the choice patterns and designs are being taken and the assortments are growing smaller daily. Don't wait until the last day of the sale, but come tomorrow for the best selections, which means the greatest bargains. Many of the most beautiful designs and styles are now in small lots and they have been marked down again. Some will make beautiful waists, others children's dresses, while some are in right lengths for whole dresses; in these the saving is worth while.

THESE BEAUTIFUL FOREIGN EMBROIDERIES

The designs and patterns are exclusive with us and will be shown by no other store this year. They make beautiful summer gowns and the opportunity to own one of these embroidery dresses is passing away, for they are now selling very fast at our sale prices—and we are anxious to have them sold out, so that we can use the space now taken up by them for the display and sale of other goods.

SHIRT WAISTS, MUSLIN WEAR, CHILDREN'S DRESSES

All carry special sale prices during this sale.

MANY SPECIAL VALUES IN WASH GOODS AND SILKS

DOCTORS FAILED TO HELP HER

Cured by Lydia E. Pinkham's Vegetable Compound

Pound, Wis.—"I am glad to announce that I have been cured of dyspepsia and female troubles by your medicine. I had been troubled with both for fourteen years and consulted different doctors, but failed to get any relief. After using Lydia E. Pinkham's Vegetable Compound and Blood Purifier I can say I am a well woman. I can't find words to express my thanks for the good your medicine has done me. You may publish this if you wish."
—Mrs. HERMAN SIEM, Pound, Wis.

The success of Lydia E. Pinkham's Vegetable Compound, made from roots and herbs, is unparalleled. It may be used with perfect confidence by women who suffer from displacements, inflammation, ulceration, fibroid tumors, irregularities, periodic pains, backache, bearing-down feeling, flatulency, indigestion, dizziness, or nervous prostration.

For thirty years Lydia E. Pinkham's Vegetable Compound has been the standard remedy for female ills, and suffering women owe it to themselves to at least give this medicine a trial. Proof is abundant that it has cured thousands of others, and why should it not cure you?

If you want special advice write Mrs. Pinkham, Lynn, Mass., for it. It is free and always helpful.

EFFECTS OF SYSTEMATIC ADVERTISING SHOW

New Houses at Creswell and Hotels Are All Over-Crowded

The past few weeks has shown how systematic advertising, backed up by a country which nearly everybody says is better than advertised, can help a community, says the Creswell Chronicle. Our hotels have been so full that many have been sent to private homes to be accommodated for the night. If the traveler wants to be sure of a bed in Creswell hereafter, it will be well for him to make reservation ahead. The evidences of our going ahead are not confined to the traveling public and prospective real estate purchaser only, but note the fact stated in the Bohrnstedt Orchard company advertisement in this issue that during the past 60 days 80 lots have been sold—a lot a day. A number of new houses are now under construction in the Bohrnstedt addition and more will be under way soon. The lots in Scott's addition are all sold and R. D. Hawley reports a number of sales in his addition. Some large outside real estate deals have been consummated during the week, all of which tends to show that Creswell is going ahead on a safe and sound growth. Mr. Easterner, you are cordially invited to get on the "band wagon" with us.

REGISTRATION OF LAND TITLE

In the matter of the application of Noah Rhodes and Louvina Rhodes to register the title to, beginning at a stone at the northwest corner of county survey No. 569 of the surveys of Lane county, Oregon, in north line of the David McNutt donation land claim No. 75, in township 17 south, range 2 west of the Willamette Meridian, and running thence south 29 minutes east 24.42 chains, thence south 89 degrees 36 minutes west 15.23 chains, thence north 24.42 chains to northwest corner of county survey No. 569, thence north 89 degrees 9 minutes east 3.04 chains to southeast corner of county survey No. 564, thence north 15 degrees west 14 chains, thence north 89 degrees 42 minutes east 13.045 chains, thence south 15 degrees east 14 chains and thence south 89 degrees 27 minutes west

PERSONAL

R. E. Mason, of Abany, was in Eugene today.
Mrs. W. H. Kay is home from a visit in Portland.
Fred Fischer, of Marcola, was in the city over night.
Ira D. Hyland, of Fall Creek, was in the city over night.
O. H. Skothelm went to Portland last evening on business.
Albert Neet, of Lowell, transacted business in Eugene today.
C. K. Hale, of Hale, was transacting business in Eugene today.
G. W. Miller and W. W. Mays, of Junction City, were in Eugene over night.
H. Wilson and wife of Eden Valley, Minn., were arrivals in Eugene this morning.
Mr. and Mrs. Clifford Edwards left on the evening local yesterday for the north.
M. E. Albin, of Lincoln, Or., is in the city for a day or so, registered at the Osburn.
Miss Ellen Bailey went to Junction City yesterday to visit near there for a few days.
A. N. Striker and son-in-law, George Morris, are at Mabel on business for a few days.
Ed Smith, of Klamath Falls, and B. E. Orcutt, of Medford, are in the city for a day or so on business.
W. H. Jenkins, traveling passenger agent of the Southern Pacific company, was in the city over night.
Jay McCormick took in the opening league baseball games in Portland during the first of the week.
C. B. Ryckman is at the state salmon hatchery on the McKenzie visiting his brother, who is manager of the plant.
N. J. Craig went to Portland yesterday on business. He will go into the eastern Oregon country to look over land there.
Peter McCabe, one of the sub-contractors on the Natron extension, now working on a line out of Eureka, Cal., arrived in the city this morning.
James Gilmore Hammond, the former Eugene boy who has made a name for himself as an actor, arrived here this morning to visit at the home of his mother, Mrs. F. A. Rankin. His home is in New York.

NOTICE

Beginning May 1, 1911, the banks of Eugene will change the hour of opening to 10 o'clock a. m., and will close at 3 p. m., as heretofore.
MERCHANTS BANK, by E. L. Lee, cashier.
EUGENE LOAN AND SAVINGS BANK, by F. W. Osburn, cashier.
MERCHANTS BANK, by E. U. E. Snodgrass, cashier.

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99 links to the place of beginning; against S. H. Champ, Charles Willet Ruth, Henry Weber, Henrietta Diebrick, Fritz Weber, Karl F. Weber, Martha Weber, Adolph Weber, Louis Weber, Otto Weber, Wilhelm K. Weber, James H. Sever and ALL WHOM IT MAY CONCERN:

TAKE NOTICE

That on the 20th day of April, 1911, an application was filed by said Noah Rhodes and Louvina Rhodes in the circuit court of the State of Oregon, for Lane county, for initial registration of the title of the land above described.
Now, unless you appear on or before the 22nd day of May, 1911, and show why such application shall not be granted, the same will be taken as confessed and a decree will be entered according to the prayer of the application, and you will be forever barred from disputing the same.
(Seal) S. M. RUSSELL, Clerk of Circuit Court, A. E. Wheeler, Atty for Applicants.

Constipation

Causes half the sickness. It retains waste in the bowels; produces biliousness, dizziness, indigestion, bad taste in the mouth, coated tongue, sick headache, insomnia.
HOOD'S PILLS give relief promptly, easily, surely. Druggists, 25c.

CITY NEWS

The Red Cross drugstore has just installed a fine soda fountain.
Mrs. William Whiteaker was operated for appendicitis at the Eugene hospital yesterday.
A cement walk is being built around the Skaggs residence property at the corner of East Eleventh and Oak streets.
Some one left a good fountain pen at the postoffice. The owner may get it by calling on the postmaster and describing it.
J. F. Pegue and family, who have lived on West Fifth street for a number of years, are moving to Forest Grove to reside.
Household effects have arrived in Eugene for Mrs. W. C. Flannigan, from Montreal, Quebec, and for E. M. Ballard, from some other point east.
Fred Moulten has sold during the past week an automobile each to W. M. Green, the grocer, and E. K. Wheeler, of the Eugene Loan & Savings bank.
The Women's Republican Patriotic League will meet at the home of Mrs. Samuel Roome at the corner of Twelfth and Lincoln streets at 2 p. m. tomorrow.
Nels Roney, Jay McCormick and N. L. Fitzhenry left this morning for Lowell, intending to put their boat in the river there and fish down stream during the day.
An unusual occurrence for the Southern Pacific was the arrival of the early morning train from Portland today, five minutes ahead of time. This train has not been late for over two weeks.
Civil service examinations will be held in Eugene as follows: Telegraph operator, May 10; fireman, May 13; preparator, in the division of mammals, national museum, May 24; guard, qualified in Italian, United States penitentiary, May 24; forest pathologist, in the bureau of plant industry, department of agriculture, May 24.
The Southern Pacific company is enforcing a stringent regulation among its employes, prohibiting any passengers from dropping off the train before it stops. Wednesday a conductor and brakeman on one of the local trains out of Portland were let out for allowing a woman to step off the train before it came to a stop.

LEAVING TOWN

Will sell my \$475 piano at sacrifice. Call 145 West Tenth st. A21

ROOMS FOR YOUNG MEN AT Y. M. C. A.

CHICHESTER'S PILLS

THE DIAMOND BRAND. Indigestion, Biliousness, Headache, Constipation, Stomach Troubles, Colic, and all ailments arising from the bowels. Take one or two Blue Pills before meals. Ask for CHICHESTER'S PILLS at all Druggists. Sold by Dispensaries Everywhere.

WE CAN FIX A LEAK
build a tank or do anything else you'd expect a first-class plumbing establishment to undertake. Get our prices before you "go ahead."
Percy Long
Phone 536 Cor. 10 & Oak

MATINEES FRIDAY AND SATURDAY AT 2:30 O'CLOCK. SPECIAL MATINEE PRICES 15c AND 10c

ALOHA THEATRE

THE HOME OF GOOD VAUDEVILLE

TONIGHT, TOMORROW and SATURDAY
APRIL 20 APRIL 21 APRIL 22

ZEMA AND BETTY RANDELE — A pair hard to beat, in songs, dances and pianologue.

MARGUERITE LaPONTE — The Texas warbler, sweet singer and comedienne.

MISS GLADYS MIDDLETON — Soubrette, introducing some song hits.

THE MIXUP — Comedy 4. M. P. picture.

THE CREEK CLAIM — A motion picture by the Edison Company.

AN IMAGINARY ELOPEMENT — Comedy 1. M. P. picture.

MUSIC BY THE ORCHESTRA. Professor Bumps, Director. TWO COMPLETE PERFORMANCES EACH EVENING. Curtain, first show, 7:15 o'clock. Curtain, second show, 9:00 o'clock