

### Why Put Off Your Christmas Shopping? Why Not Learn Wisdom From the Past

and Make Purchases Early This Year?

The holidays are coming. It is but a little more than five weeks to Christmas. If you are the one who makes the family Christmas purchases you will remember some unpleasant things that happened last year and the year before that. You tried to do all your shopping the week or ten days before Christmas. The result was we were busy (rushed to death), and still we had many extra sales people. In the rush and hurry you bought things different from what you expected, and omitted something for somebody.

All this is true, isn't it?

Plan your Christmas presents now! Begin to purchase them now ! and thereby save both worry and money. We will be unable to serve you satisfactorily if everyone does their shopping the last two weeks before Christmas for this reason: We will offer you special inducements to do your trading NOW. Read this list of valuescommence tomorrow to take advantage of them.

Send you mail orders to S. H. Friendly.

### Positively the Greatest Dress Goods and Silk Sale Ever Held in Eugene.

\$1, \$1.25 and \$2.00 Novelty Suitings and Waist Silks, about 100 styles of this season's best patterns. If you are thinking of giving your mother, daughter, sister or friend a silk waist or suit pattern, buy it now and save about half. Others at 39c a yard. A yard..... 20 pieces Novelty plain colored and black dress goods, odd pieces of broken lines, values up to 81.50 a yard, to close out your choice while they last, yard

19-inch Willwear Taffeta, all colors and black, a yard ... 50c

Send us your mail orders.

GOOD GOODS ONLY. atisfaction or Your

Money Back.

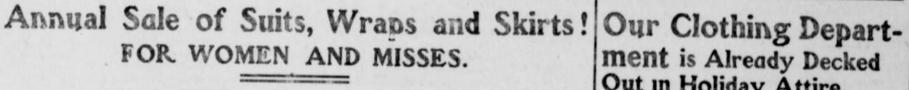
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to \$5.00. Worth double that. Holiday Handkerchiefs. First sale of Holiday Handkerchiefs begins tomorrow. Hundreds of dozen brand new embroidery, lace and novelty effects 50 dozen lace handkerchiefs, 20c and 25c Values, lawn centers, trimmed 11c with Val. insertion and lace.... 75 dozen hemstitched and plain hem. white and colored border, 2 for 5c regular 5c value, at.... Then the ones at 10c, 15c, 20c and 25c made from lawn, linen or cambric, beautifully embroidered, And the better ones at 35c, 50c, 75c, \$1.00 and up to \$5.00 you will enjoy seeing even if you don't buy them. Warm Unde \$1.25 36-inch black Taffeta, guaranteed, a yard ..... 98 Reduced in 50c Underwear 75c Underwear \$1.00 Underwear \$1.25 Underwear \$1.75 Underwear

25c wool Hose

50c wool Hose



# Women's Suics . : At 1/2 Price.

W<sup>E</sup> are not quoting worth prices, because what we consider worth \$10 other stores usually consider worth \$12.50 to \$15. One reason for our enormous business this year-we are selling Women's and Children's Coats at half price. That means a whole lot. Long Coat Suits for \$9.00 and \$12. Children's coats at \$1.50

## Holiday Neckwear.

#### The grandest collection of Novelty Neckwear ever seen in Eugene. Stocks, Berthas, Fronts, Cape Collars, in lace, braid and embroidery,

Beginning at 10 c for beautiful embroidered lace

the next price 15 c silk, lace and embroidered stocks. These are worth 20c-25c But the

ones at 25 c will satisfy you most of all. Some ones at 25 c of them worth double this price. If you want the better ones at 50c,

75c, \$1.00 and up to \$8.50, shown in spangled lace and braid, we have them. Every one a bargain.

erwear.	Furs!	Furs!	Furs
Price.	Reduced in Price.		
45c	85c	Furs	70c
68c	\$1	Furs	85c
84c	\$1.25	Furs	98c
98c	\$2	Furs	\$1.60
\$1.39		Furs	
19c		Furs	
42c		Furs	

# Out in Holiday Attire. Rear Half Of Store.

We are showing the largest and best assortment of holiday gifts for men to be found in the valley.

Here you will find everything that's new in suspenders, hosiery, neckwear, gloves, fancy handkerchiefs, mufflers, hats, caps, bath robes and smoking jackets, fine underwear and clothing.

## Specials For This Week.

500 men's shirts, sizes 14 to 17 1-2, soft and stiff bosom, with or without collars, all colors and styles, worth from 60c to \$1.50, will be out this week at ..... 30 boys' blouse, Norfolk and Sailor Suits, sizes 2 1-2 to 9 years, worth from \$2.50 to \$6.00. 98c will be sold out this week at ......

## Men's Suits and Cravenettes Reduced.

\$9.85 \$9.85

Genuine Cravenettes, 52 | Men's new, stylish, hand out belt and guaranteed to 34 to 44, that sell regular be a regular \$15.00 coat, everywhere for \$15.00, rereduced this week to

Sellers of the Best Suit in Oregon for

\$10.00.

inches long, with or with- tailored all-wool Suits, sizes duced to