



Welcome Next Week To

The FRIENDLY STORE'S Exhibit

Of the Newest Creations in Fashionable Fall and Winter Wearing Apparel for Men, Women and Children, Stylish Dress Goods, Silks, Waistings, Trimmings. All here for your inspection

Winter is approaching. Already we feel the need of warm and more comfortable garments, and as the more prudent buyers know, it is always best to make selections early. Variety, styles, yes and even values are best at the beginning of the season. Never in the history of this store has there been a bigger or better assortment of Beautiful Merchandise. No where in the country is quality superior. This is substantiated by the hundreds of buyers who have visited the several departments since the fall shopping commenced. To all the compliments that have been paid us upon our splendid stocks, we can only say we are keeping abreast of the times. Eugene is growing, so is this wonderful shopping home. We are sparing no effort to make this, as it has always been, Eugene's ideal store. We promise the best values, the newest styles, prompt service and absolute satisfaction or your money returned to you. Samples submitted, Mail Orders Promptly Filled.

We Welcome You To This Fall Opening---Welcome To Look or Buy

Beautiful Tailored Gowns worth up to \$35, On Sale Next Week for \$25

50 of the season's most fashionable tailored gowns; some plain, strictly tailored models; others elaborately but artistically trimmed in braid, velvet and buttons; jackets 34 to 45 inches long with points or straight. Some have Persian Vests, others double and single breasted, button. Skirts mostly plain gored with fold of material or trimmed to match jacket. The best of collection of the newest models we have ever shown at one time and one price **\$25**

Still others in velvet and fine Chiffon Broadcloth, Chevron stripes, etc; plain colors and beautiful mixtures; semi and tight fitting garments; all hand tailored heavy stitching, \$85, \$75, \$65 and **\$50**

Black Long Coats \$3.50 to \$35

Dozens of long black Coats made of light weight Kersey and Chiffon Broadcloth and cheviot. The values are surprising, the styles are the very newest; semi and tight-fitting, 50 to 52 inches long, straight and circular skirt effects, plain and trimmed; the prices range from \$3.50 to \$35, but we call your special attention to the large showing at \$16.50 and **\$12**

Children's Coats \$1.50 to \$18.00

The prices show that we have the lowest prices as well as the best. We have them all and can suit everyone and while the low prices lead some to think they are cheap, we can assure you that it is in price only the \$1.50 Coats are much better than \$2 Coats shown out of town; they have style and fit. The better ones are made of fine cloths and are excellent values. Bear skin values, **\$2.50 to \$10**

Dress and Walking Skirts Made

of Voile, French Serge, fine Chiffon, Panama, etc., trimmed with buttons and self material; the prices are all special at \$4.45 to \$25.00.

\$7.50 Silk Petticoats, colored and black \$5
3 dozen colored and black silk Petticoats, 16 inch flounce; 4 rounds of bias folds, tailor stitched flounce; is made very full. The silk is fine, soft Taffeta, the kind that does not crack or split; \$7.50 values, each **\$5.00**

Beautiful Black and Colored Messaline Silk Waists \$5, \$7.50 and \$10 each
Just received by express, two dozen black Messaline Waists, tailored and elaborately made with lace and net trimming; all have long sleeves and are the correct styles for this fall and winter.

Wool Batiste and Albatros Waists \$2.50
A big range of colors, pink, blue, navy, green, red, grey, etc., with plaits on the shoulder and front and back. Some are embroidered; all sizes, price, each **\$2.50**

\$1.25 Outing Flannel Night Gowns \$1.00
\$2.50 Outing Flannel Night Dresses, made of extra heavy, very nappy flannel; come in pink, blue, white and a large assortment of neat stripes and checks; three styles of neck, roll and soft collar and Y-shaped skirt, 2 1/2 to 3 yards wide, regular \$1.25 quality, each **\$1.00**

Annual Fall Sale Knit Shawls and Scarfs 25c, 50c and \$2.00

5000 pieces of knit goods, scarfs, shawls and fascinators in white, black, pink, blue and mixed weaves; made from silk, wool and mercerized gowns; plain and fringed edges and ends, women and children's knit Jackets, \$4.50, \$5.00 and \$6.50 each.

Munsing Underwear for Women and Children, Union and Single Garments

Complete assortment of the celebrated Munsing Underwear, for which we are sole agents, is to be found now at our Hosiery and Underwear counter; all grades in white or natural.

\$1.25 New Plaid Silks a yard 79c
200 yards of new plaid silk, blue, brown, green and red combinations in light and dark colorings; all new rich silks, suitable for Waists and suits; your choice at, yard **79c**

\$1.50 Black Taffeta 36 inches wide \$1.00
For five days only we offer exceptional value and as there are only 3 pieces, 170 yards, we suggest that you be here early as its very likely to be all sold before noon. Soft, rich finish suitable for Waists, Dresses, Skirts or Petticoats, regular \$1.50 quality, yd **\$1.00**

\$1.25 Plain and Novelty Suitings yard \$1.00
2000 yards of plain and novelty Suiting Serge, Panama, Cheviot, Chevron stripes, all new and in the best colorings, 42 to 50 inches wide, Your choice, yd **\$1.00**

25 Pieces Dark and Light Outings 5c yd
60 Pieces Dark and Light Outings 10c yd
25 pieces Outing Flannels on sale Monday at very low prices. Now is the time to lay in your winter supply; the assortment of patterns is large, included are all the plain colors and white; prices, 5c, 8 1/2c, 10c

Lace Curtains at \$1.00 and \$2.50
500 pairs of these Curtains left in Nottingham and Net, in white and Arab shades, 45 to 54 inches wide, full three yards long; an immense assortment of patterns to choose from at \$1.00 and \$2.50; worth \$1.25 to \$3.60. Others at 50c and 75c a pair.

We Are Headquarters for Blankets, Comforts and Bedding of All Kinds

From the 50c cotton blanket to the best \$15.00 fine all wool Blankets, comforts at 90c to \$3.00. Spreads, pillows, pillow cases, sheets and sheetings, the lowest prices always for the best qualities.

Flantelette yard 15c comes in light and dark stripes, white, blue, gray, pink, etc.

SPLENDID VALUES IN MEN'S, BOYS' AND CHILDREN'S READY MADE CLOTHING and FURNISHING GOODS OF EVERY SORT

Men's Hand Tailored Suits \$10.00 to \$40.00

We are splendidly ready to take care of your Clothing needs, as we are showing a very large and complete stock of the best tailored suits it is possible for cloth, brains and line of evening dress suits, full dress and top coats, besides a complete line of evening dress suits, full dress and top coats.

Men's Overcoats \$10.00 to \$35.00

Cravenettes, top coats, sheath, automobile and Paletot overcoats, in the new shades of Maltese, Gray, Tan, Brown and Black. Full dress coats, \$25.00. English walking coats, \$35.00. Plain covert top coat, \$10.00 to \$25.00. Genuine Priestly cravenettes, all sizes and lengths.

Young Men's Suits, ages 12 to 20, price \$5.00 to \$25.00

We show the young men such an unlimited variety of styles, both extreme and conservative. Young men's suits are made longer, with dip front, fancy cuffs and pockets. Belt strap on pants and cuffs on bottom. Blues and black, as well as novelty shades.

Boy Proof School Suits, 7 to 15, price \$1.50 to \$8.00

Guaranteed Boy Proof School Suits, made with reinforced seat, knee and seams; linings guaranteed for 6 months; a cap, belt or tie free with each suit. Knickerbocker Suits at \$4.00, \$5.00, \$6.00. Boys' odd pants in corduroy, serge and fancy chevrons, 50c to \$1.50.

\$6.00 Boys' Serges \$4.85

Monday we place on sale 100 Suits in size 7 to 16, made of finest quality serge and absolutely guaranteed; made with best linings and newest styles, cuffs on sleeves, fancy flap on coat pockets; absolutely all wool. Regular \$6.00 Suits, special **\$4.85**

Men's and Boys' High Grade Furnishing Goods, Hats, Underwear, Shirts, Neckwear, Hosiery, Night Robes, Pajamas, Smoking Jackets, Bath Robes in Unlimited Variety.

Munsing Union Suits for men, \$1.50 to \$4.00. Dr. Deisher Union Suits, \$1.00 to \$4.00. Fine all wool and silk and wool Union Suits, \$2.00 to \$8.00 a suit. Underwear in silk, lisle, cotton and wool, shirts and drawers, 50c to \$5.00.

Men's golf, outing, negligee shirts, in plain, pleated and coat styles, with cuffs attached or detached; big variety of patterns; range from 50c to \$2.50.

We are Eugene agents for Imperial, Stetson and Sterling Brand Hats, the best \$3 or \$4 and \$5 hats in the world; new blocks and colors; the new shades are rat, banana, maltese and mouse.

A most beautiful variety of patterns being shown on our neckwear counter in four-in-hand, bows and Ascots, at 25c, 50c, up to \$1.50. Linen, silk, cotton handkerchiefs, plain and fancy, 5c to \$1.50.

S. H. Friendly
592-594 Willamette St.

Agents Nemo and Kabo Corsets, Wayne Knit Hosiery, Moneybak Silks, Dent Gloves, Prietsley's Dress Goods, Palmer Garments, Sunlight Yarns, Etc., Etc. Ladies' Home Journal Patterns, October Patterns now on sale.

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