

"The Friendly Store"

Eugene's Foremost and Best Store. Satisfaction or your Money Back

"The Friendly Store"

Grand November Sale High Grade Coats-Suits-Waists

25% to 50% less than Regular Prices

\$20.00 Tailored Suits for \$10.00
\$10.00 Shirtwaist Suits \$4.50
\$50 black Broadcloth Coats \$27.50
\$40 black Broadcloth Coats \$25.00

7 Skeins Embroidery Silk for 25c

Tailored Suits

\$20 Suits \$10

All Tailored Suits that sold regularly at \$14.00 to \$20.00 on sale next week at this low price **\$10.00**

\$30 Suits \$16.50

All Tailored Suits that sold regularly at \$20.00 to \$30.00 on sale at this low price **\$16.50**

\$10.00 Shirt-waist Suits \$4.50

12 worsted Shirtwaist Suits in Green, Blue, Brown and Grey, value up to \$10.00, sale price **\$4.50**

Coats Reduced

35 Womens' Stylish Long Coats in colors and black, greatly reduced for next week: Colored Coats \$5 to \$16.50 Black Coats \$10. to \$35.00

25% Discount on all Children's Coats.

Black Satine Skirts

6 dozen Black Satine Under-Skirts \$1.25 value, special at **\$1.00**

Agents Sunlight Yarns Moneybak Silks

Stylish Shirt Waists

Underpriced

\$15.00 Net Waists **\$9.90**
 \$12.50 Net Waists **7.50**
 \$ 9.00 Net Waists **6.00**
 \$ 6.00 Net Waists **4.00**
 \$ 4.00 Net Waists **2.75**
 \$9.00 and \$7.50 White and Colored Taffeta Silk Waists, ea. **\$6.25**
 \$1.00 to \$8.00 White Jap Silk Waists, 15 styles, all sizes, ea. **4.50**

Cravenette Coats

Two Great Specials

Values up to \$16.50 in tan brown and grey, special at **\$ 9.00**
 Values up to \$22.50 in tan, brown and grey, special at **14.75**

100 Pairs Lace Curtains

In cream and white 48 in. wide, 3 1-2 yds. long, \$1.25 and \$1.50 values, special a pair **\$1.00**

Wool Waisting

15 pieces Scotch flannel Waisting in light and dark shades, 50c quality a yard **42c**

Good News from Our Men's Section

Men and Boys everywhere are enthusiastic in their praise of our complete showing of Furnishings and clothing. We can clothe from head to foot any man or boy, no matter how big or small. Men who buy their clothing here have the satisfaction of knowing positively that they are dressed right. There is an indescribable something about the "STEIN-BLOCH" Clothes that make them appeal to particular men.

NOVEMBER SPECIALS

100 new stylish all wool suits, made with long form fitting coats, side or center vents, trousers cut either peg top or regular. Suits made of chevots, tweeds, cassimeres, valours and serges, and worth from \$12.50 to \$15.00. Sale price

..\$9.75..

\$16.50 Oxford Gray Overcoats \$12.25
 Tomorrow we place on sale a line of absolutely all wool Oxford Gray Overcoats made with tight form fitting back, pressed side seams, and black velvet collar. These coats are Schloss Bros. newest creations made in sizes 34 to 44. Sale price

..\$12.25..

Friendly's Famous Blue Serges Sell for \$20.00

Our \$20.00 Blue Serges are guaranteed to be equal to any exclusive clothier's \$25.00 serges. They are made of absolutely all wool and fast colors; materials all thoroughly steam shrunk. Every suit made with guaranteed hair cloth front and French form fitting back. This a rattling good suit and your wardrobe is not complete without one

\$25.00 Double Breasted Blue Serges \$20.00

Men's white pleated front golf shirts, \$1.25 values	98c
Men's \$6.50 Yale Sweaters, navy and white	\$4.85
Men's 75c fine Silk Neckwear, 3 inches wide	50c
Men's Silk Underwear, sweater neck, \$5.00 values	\$4.50
Men's Covert Cravenette Caps	\$1.00
Men's Pajamas	\$1.00 to \$5.00
Men's Bath Robes	\$3.50 to \$10.00
Men's Smoking Jackets	\$3.50 to \$10.00

Wick's Fancy Adjustable Hat Bands for Colleges, Schools, Clubs, Etc, in any colors or combination of colors **25c**

Outings, Flannels and Flanelettes

5000 yards light and dark colored Outing Flannels in stripes and check. Best 7c. Grade. **5c. yd** Sale Price.

50 pieces heavy Twilled Outing Flannel in Plain Pink, Blue, Cream, White and Red, and a big range of stripes and checks **10c. yd** at the low price

35 pieces Flannelette; big variety of Patterns for Kimonos, Sacques, Wrappers, Waists, and Dresses at the low price **10c. & 12 1/2c. yd**

S. H. Friendly

Good Warm Underwear Low Priced

Children's fleeced lined Union Suits all sizes	25c
Children's fleece lined Pants and Vests each	15c
Women's fleece lined Union Suits all sizes	50c
Women's fleece lined Pants and Vests each	22c
Women's Wool Union Suits all sizes	\$1.00 to \$3.50

FULL LINE EXTRA SIZE GARMENTS

Boy's Merino wool underwear, natural color, regular 75c quality, sale price **50c**
 Boys' Wright's health underwear, heavy cotton fleece in gray or tan **50c**
 Men's fine ribbed, all wool underwear, natural color and pink, \$1.25 value **1.00**
 Coopers' \$5.00 silk and wool underwear **4.50**
 Men's extra heavy cotton fleeced underwear **50c**
 Men's heavy blue wool fleeced underwear **75c**

BUY YOU THANKSGIVING LINS NOW--Stocks are Complete

You'll be anxious to have Spotted Table Linen Thanksgiving. It's time to make your purchases now; the best day is less than three weeks off. Our linen stock is now at its best; Yard Table Damask, Napkins, Tray Cloth, Doylies, Lunch Cloths, etc. Here are the prices:

65c.	\$1.00	\$1.25	\$1.50	\$2.00
Table Linen	Table Damask	Table Damask	Table Damask	Table Damask
66 in. wide,	72 in. wide,	72 in. wide,	72 in. wide,	72 in. wide,
50c. yd.	88c. yd.	\$1.10 yd.	\$1.20 yd.	\$1.60 yd.

Dress Goods

and Silks

20 pieces Novelty Dress Goods; this season's best styles and colorings; Plaids, Checks and Mixtures; regular prices 50¢ to 60¢, and **42c.**
 75c. a yd., sale price a yd.

35c. Cream Cashmere	25c. yd
\$1.25 52-in. Panama	\$1.00. yd
\$1.75 56-in. Suiting	\$1.25 yd
\$1.25 36-in. Taffeta	98c. yd
65c. 19-in. Toffetta	36c. yd

S. H. Friendly

NOW FOR THE BIG GAME SATURDAY

If Oregon Wins From Washington Championship of the Northwest. Biggest College Event in Northwest This Season

As a result of the Washington-Willamette game, when neither team scored, considerable anxiety is being expressed by the Oregon men as to the outcome of the game Saturday with the Washingtonians on Kincaid Field here. Washington, however, will be on a strange field, and that surely will have something to do toward breaking the hoodoo which hangs over the scoreless career of the Seattle institution.

Coach Bezdek was very serious before Oregon met Willamette, and is even still more so now. The following week will in all probability see some changes in Oregon's team. Oregon has been very strong on defense and in her line, but when it has not been very successful. In the game Saturday her supporters are not so much afraid of being beaten as of being unable to win. Such an event would lower every claim that they hope to be able to put forth for the Northwest college championship. Pullman has further complicated the situation by beating Idaho 10-0. As she made one touchdown and Oregon made none, the remainder of the scores in both cases being kicked, she shows herself the equal of the 'varsity, unless Oregon beats Washington. In fact, the Washington game is the biggest college game that will be played in the Northwest this season. If Oregon wins she wins the championship almost beyond a doubt, but if she is tied or loses then the honors of the year will not be clearly due to any team.

PLAIN TRUTH REGARDING OYSTERS

The only oysters that dare look a Pure Food Commissioner in the face, at any time, anywhere, are Sealight oysters. Try them and you will realize the truth of this. Otto's Confectionery carries no other.

We have the largest and best line of heating stoves we have ever carried—all prices. Chambers Hardware Co.

M. O. Warner tunes pianos. Leave orders at H. E. Morris' music store.

SPECIAL SALE

\$3.00 and \$3.50 SHOES

..at..
Yorans Shoe Store

People Wonder

How it is that our **TABLE QUEEN** QUALITY excels all other bread, and why our pastry is superior to all others. The reason is that **Table Queen** made by latest process, by experienced bakers, with modern machinery, is naturally a superior article same with our Pastry.

Coffee and Lunch served in our dining room. Try it

Eugene Baking Co.
 489 Willamette St

G. F. CECIL
Tailor
 32 East Seventh St.
 Prices Reasonable

PALACE MEAT MARKET.

Pure Leaf Lard, 5 lb. can 65c
 Bacon, per lb. 15c
 All Boils and Stews at strictly Cost Price.

Broders Bros., Proprietors.

Rubber that Is Rubber

WE believe that the majority of people want real rubber when they pay the price for rubber goods. Any way we purchase our stock according to this belief and it's impossible for you to find anything but "rubber" goods in our stock.

When there's a difference in price here quality of material does not vary—the difference is only in weight. We recommend the heavier weight goods because of their greater stability, but all our rubber goods are fresh and elastic and are made for service.

Ours is a complete stock embracing everything that druggists usually carry. You'll find our prices just as satisfactory as our goods.

TWO ENTRANCES
 537 Willamette Street
 17-19 East 8th Street

HULL'S RED CROSS DRUG STORE

THE SEA BROUGHT TO YOUR HOME BY YOUR DRUGGIST

W. L. DeLANO

SEA Shells of all Kinds,
 Tritons, Yellow and Black Helms, White, Black and Pink Nurex, Trumpet, Conchs, Abalones. A complete and varied line.
 Also Manufactured Shell Novelties, Shell Box, W. Baskets, Lantern Fish, Coral, Coral and Pearl Baskets. Just what you want for Christmas.

Look at **DeLano's**

Peptiron Pills

Feeds the blood, feeds the nerves and brain, tones the stomach, aids digestion, and gives sweet, restful, natural sleep. 50c. or 10c. Druggists or by mail of us. Hood's Pills. The best healthy cathartic. After-dinner pill, purely vegetable, easy to take, easy to operate. Druggists or mail of us. Hood Co., Lowell, Mass. If Made by Hood It's Good.

A Bargain in Photos

At the Tolman studio, successor to the Winter Photo Co. To those having photo cards made on coupons put out by the Winter Photo Co., we offer a dozen of these pictures for the next six weeks. Do not fail to see the panorama of Eugene in the sample case.

Low styles in dining chairs at Chambers' Hardware Co.

Chambers' Hardware Co.

YOUNGEST KNIGHT TEMPLAR IN THE WORLD

Ralph D. Robinson, of Eugene, Now Attending the University of California, Has That Distinction

The San Francisco Examiner of recent date printed a picture of Ralph D. Robinson, of Eugene, and contained an item to the effect that he is the youngest Knight Templar in the world. Mr. Robinson is attending the University of California, and since entering that institution last fall, the Guard learns, he has become one of the most popular students attending. His popularity and his distinction are a source of gratification to his many friends here, especially to the Guard force. Mr. Robinson having formerly been an employee of this office in a reportorial capacity. The writer of this item is particularly pleased, as Mr. Robinson's father, Jas. F. Robinson, when asked concerning his son's rapid rise in the Masonic world, modestly declined to make a statement.

However, he is proud of the boy's record and conscious of the distinction he has won.

The Examiner's item is as follows: "Ralph D. Robinson, of the University of California, a junior in the college of social science, has attained to a position in the ranks of Free Masonry that gives him a unique place in the great order. He is the youngest Knight Templar in the world. The rise of this young Sir Knight through the Red and Black Cross degrees is one of the most rapid in the history of Masonry. Robinson received his commandery degrees in less than six months after his 21st birthday. Robinson is the son of J. F. Robinson, of Eugene, Oregon, grand recorder of the grand commandery of Oregon. He is a member of the Theta Delta Chi fraternity at the university."

Your Reputation

as a good cook will be secure if you use a Superior range. They have a quick, even oven and are made to last.

Chambers Hardware Co.

Occasionally one has the fortune to meet women who are ideal in looks and figure. Next time you are out of a hundred you will find she takes Hollister's Rocky Tea. Two or three, 35 cents. Linn Drug Co.