



We're Agents for Ladies' Home Journal Patterns

Best in the World

The Fall Styles are all here Like mountain peaks above their fellows these patterns stand out as the greatest success in the pattern world of today.

Prices 10c and 15c

HAVE YOUR GOODS SPONGED, SHRUNK AND PRESSED Have your silk, wool and cotton fabrics sponged, shrunk and pressed here 5c a yard. They will wear longer and look better.

The Friendly Store--Eugene's Largest and Best Store

A Store Filled With the Hum of Business During Every Shopping Hour of the Day

Our confidence in Eugene, while never flagging, was never greater than it is today, and the enormous business done during the first nine months of this year justifies this confidence and gives us courage--

THIS IS CAMPAIGN YEAR

Here is the platform on which we will run--"CLAIMS". Every word, syllable and letter in any one of our advertisements, as also in the claims made, by our authority, by each or any one of our employees...

We're Agents for The Ladies' Home Journal Magazine 15c a month, \$1.50 a year, delivered to your home.



Autumn and Winter Suits, Coats and Skirts

We take pleasure in announcing that in our greater garment department, the most beautiful collection of fall and winter traps are now here for your inspection.

Sale Fall and Winter Dress Goods and Silks

90c Colored Taffeta 75c

This is for Monday and Tuesday only, best grade of 19 inch colored and blue Taffeta Silk, all the new shades, pink, light blue, mauve, old Rose, lavender, helio, violet, mauve, greys, navy, brown, etc.

\$1.25 New Plaid Silks, a yard 95c

10 pieces new plaid silk, brown, blue, green, etc. Suitable for Waists and trimmings; your choice while they last; \$1.25 values, yd ..... 95c

50c 27-in White Japanese Silk, yd 35c

Three Specials in yard-wide Taffeta

\$1.25 yard-wide Taffeta Silk, wear Guaranteed ..... 95c \$1.50 yard-wide Taffeta Silk, wear guaranteed ..... \$1.25 \$2.00 yard-wide Taffeta Silk, wear guaranteed ..... \$1.50



52-in Broadcloth, yd

The best value we have ever offered comes in brown, green, black and red; full 52 inch worth \$1.25; special, a yard

50 Pieces Fall Suiting 50c

An immense variety of new fall suiting in cloth, serge, Battiste, Panama, Praline hair, in all the new colorings, plain and 36 to 44 inches wide worth 60c and 70c all one price, yd

New Fall Suitings, yd

Clebron, Van Dyke, Herringsbone, Serge, Diagonal weaves, suitable for tailors' skirts and shirtwaists suits, shown in newest fall shades; many of these at \$1.25; all on price, yard

Silkdown and Eoleine, a yd

Comes in light and dark shades and are two fabrics for dressy afternoon and evening

ANNUAL SALE Blankets and Comforts

Full Size Comforts 90c each

Filled with pure cotton, covered with good quality silkoline; neat designs, large wing collars, two other specials at \$1.25 and \$1.50 each.

MAISH LAMINATED COTTON DOWN COMFORTS at \$2.00, \$2.50 and \$3.00 All guaranteed to be filled with pure white cotton, covered with best Silkoline.

ALL WOOL CRIB BLANKETS ..... \$2.00 Cotton Crib Blankets, pair ..... 50c

LARGE COTTON BLANKETS 50c to \$3.00.

ROBE BLANKETS \$2.00

INDIAN BLANKETS, \$1.25

\* FINE ALL WOOL BLANKETS, \$3 to \$15. Come in white, light grey, tan and plaids, and are marked at a saving of 20 per cent.

1000 Pairs Lace Curtains 50c to

1000 pairs new Lace Curtains in cream, white and ecru; new patterns and weaves, all specially priced for early Fall buying.

Nottingham Curtains, 2 1/2 yards long pair ..... 50c

Nottingham Curtains, 3 yards long, pair ..... 75c

\$1.25 Lace Curtains, pair \$1.00

\$2.00 Lace Curtains, pair \$1.75

Bobinet Curtains, specially priced at \$2.00, \$2.50, \$3.00, \$3.50 and \$4.50. Each number is reduced 50c to \$1.00 a pair.

36-in Burlap, a yard 15c

Comes in red, blue, green, brown and natural shades.

Splendid showing of drapery goods, Silkolines, nets, etc. Exceptional value.



Correct Styles in Fall Gloves

Women's two-clasp Bent Gloves, hand-sewn; full Pique stitch, in Havana and Manila shades, \$2.25 a pair.

Women's two-clasp hand-sewn Pique stitch, new tan shades, a pair, \$1.25.

Women's Mocha Gloves in big range of shades to match your fall gown, \$1.50 pair.

Complete stock of dressed kid gloves, best makes, \$1.00 and \$1.75 pair.

Infants' and children's kid gloves, \$1.25 to \$2.00 a pair. All sizes.

\$4.00 Long Kid Gloves a pair ..... \$2.38

Nemo and Kabo Corsets New Fall Models

It is essential to comfort and style to have your new suit or gown fitted over one of these models made to fit any form. Every pair guaranteed to give perfect satisfaction.

Prices, \$1.00 to \$5.00 a pair.

Fall Opening Showing of Men's Fine Hand Tailored Suits, Cravenetts, Overcoats and Furtishings

This season our buyers have been particularly fortunate in securing some new lines in Shirts, Hosiery, Underwear and Clothing, all of which our salesman will be pleased to show you at any time.



Phenomenal Values in Snappy College Clothes as well as Business and Dress Suits at \$10.00 to \$40.00.

The new materials are Scotch velours, homspuns, chevriots and some worsteds in brown, smoked gray, blues and tans and the styles are prettier and more extreme than ever.

OVERCOATS

We show 18 different styles in overcoats, and for men's and boys' rain top coats, 3/4 length and full length.

FREE!! All suits sold pressed free of charge by experienced presser as often as you like and delivered

College Dress Hats \$3.00

Imperial and Sterling Brand Hats at \$3.00 are absolutely guaranteed



Outing Flannel Night Dress

In white, pink and blue and fancy checks; high neck, square and V-neck; made extra full. 50c, \$1.00 to \$2.50.

Domestics, Prices

Good quality 36-inch bleached muslin, a yard

Best quality bleached 26-inch muslin, a yard

Cotton flannel in bleached and 6 3/4c, 8 1/2c, 10c, 12c a yard.

Outing flannel, 5c, 5 1/2c, and 6c in plain colors, stripes and checks.

Monday Only

50 pieces 33-inch Percal 12 1/2c quality, a yard

Come in blues, grays, reds and other colors. member this cloth is on sale Monday only at this price.

Calicos, good grades

All the Good that's New; all the New that's Good; From the Cheapest that's Good to the Best that's Made

S. H. FRIENDLY

592-594 Willamette St.

NEW TRIMMINGS

An immense stock of beautiful lace, and Persian bands and aprons, braids, edgings, etc. Come in, and see them.

CHURCH NOTICES Central Presbyterian Church, H. N. Mount, pastor. Services in Franklin Hall, 42 E 9th St. S. S. at 9:45 a. m. C. E. at 6:30 p. m. Public worship with sermon by the pastor on "Lot's Lot" at 11 a. m. No evening preaching service. A very cordial invitation is extended to everyone.