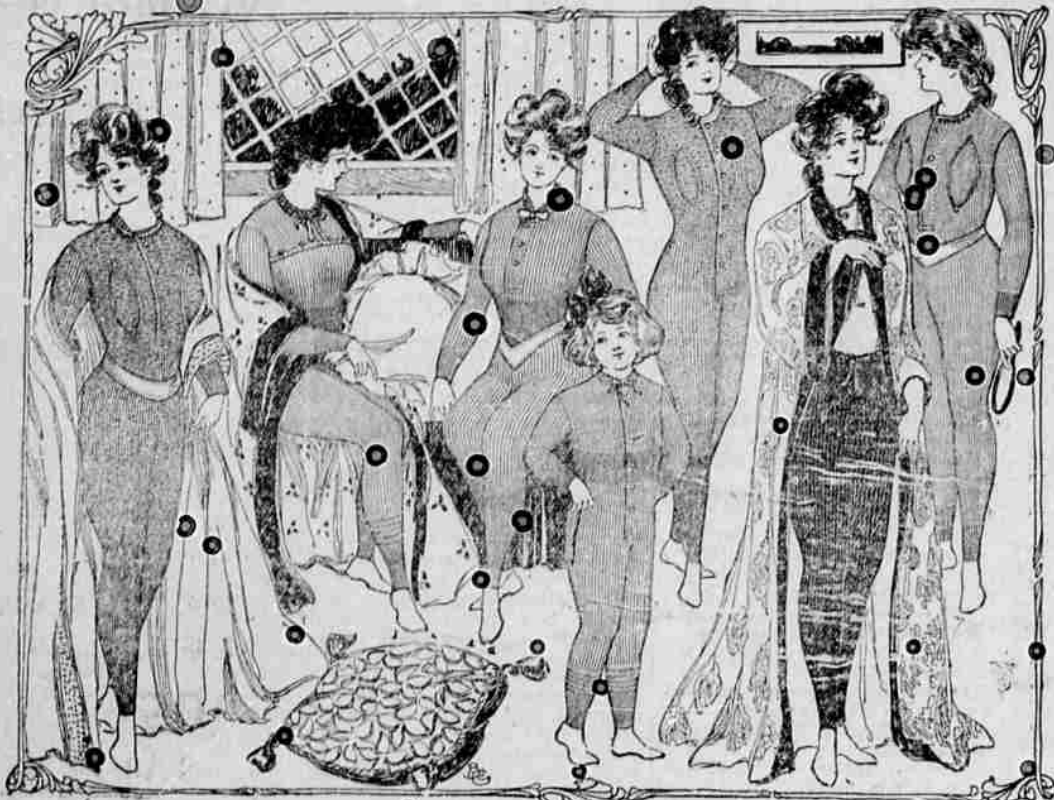


Agents "Nemo" and "Kabo" Corsets, Munsing Underwear, Wayne Knit Hosiery, Dent Gloves, Priestly Dress Goods, Ladies' Home Journal Patterns

The Friendly Store's Grand October Sales--Wonderful Values In New, Fresh Winter Merchandise

1000 Women's and Children's Knitted Undergarments at a Big Saving to You



This is the greatest sale of underwear ever offered in Eugene; all styles and all sizes; many are sample garments marked 1-3 less than regular; the balance is the celebrated Oneita and Veiste makes; none better. We show also a complete line of Munsing and Wm. Carter's needle stitch underwear for women and children.

**\$1.00 UNION SUITS, SALE PRICE, 75c**  
Fine cream Swiss ribbed Union Suits, most all wool; sizes 4, 5, 6; special, a suit. . . . . 75c

**\$1.50 Extra Size Union Suits at \$1.00**  
Union Suits for large women; sizes 7, 8 and 9; good heavy wool, Swiss ribbed; spec. . . . . \$1.00

**\$1.75 SILK AND WOOL UNION SUITS, \$1.35**  
**\$3.50 FINE CASHMERE SUITS, \$2.60**  
Two grand specials in fine cashmere and silk and wool; all regular sizes; silk finished, silk tape at neck; \$1.35 and \$2.60 a suit.

**WOMEN'S SILK AND LISLE SUITS \$5.00**  
The celebrated Wm. Carter needle stitch Swiss ribbed fine silk and lisle Union Suits; all sizes at this low price, a suit. . . . . \$5.00

**WOMEN'S SUITS, 50c AND 75c**  
White, cream and gray, plain or fleece lined; all regular and extra sizes; the very best values at these figures.

**INFANTS' VESTS AND WRAPPERS**  
Everything for the babies; all wool, silk and wool, all silk and fine lisle; heavy cotton or fleece-lined wrappers; Reuben Shirts, and we show the new infants' shirt, double back and front; prices range from 25c to \$2 each; infants' bands, each 25c and 50c.

**WHITE FLEECE GARMENTS, 25c**  
Women's pure white fleece-lined pants and vests; extra values at, each. . . . . 25c

**\$1.00 WOOL VESTS AND PANTS, EACH 75c**  
Women's wool vests and pants; sizes 32 to 38; regular \$1.00 quality, each. . . . . 75c

**CHILDREN'S WHITE OR GRAY VESTS AND PANTS, 25c, 30c and 35c**  
These are the best values we have ever shown at these prices; pure white fleece-lined vests and pants; 25c, 30c and 35c; gray garments, all sizes, 25c each; big values.

**75c WOOL GARMENTS, EACH 40c**  
Only four dozen of these; sizes 24 to 34; pants, drawers and vests; special, each. . . . . 40c

**BOYS' AND GIRLS' UNION SUITS**  
All styles and qualities; extra values at 25c, 35c, 40c, 50c up to \$1.50 a suit; these come in gray, white and cream.

Specials For Monday

**\$1.75 Kid Gloves 85c**

big range of colors; sizes 5 1/2, 5 3/4, 6, 7 1/2 and 8; only come reds, browns, grays, white and black; sold regularly at \$1.50 and \$1.75; special, a pair, Monday. . . . . 85c

Three Embroidery Specials

**LOT 1—Corset Cover Edges and Flouncings; hundreds of yards, good patterns, worth up to 40c; this entire lot Monday at this low price. . . . . 22c yd**

**LOT 2—1000 yards of flouncings, edges, insertions, corset cover embroideries, in Swiss and nainsook; beautiful patterns; sold regular at 65c to \$1.50 a yard; special, a yard. . . . . 40c**

**LOT 3—500 yards fine Swiss flouncings, 27 in. and 47 in. wide, suitable for dresses, waists, and skirts; the greatest values we have ever offered, at 98c and \$1.08 a yard; worth \$1.50 to \$4.50 a yard.**

**Yard Wide Bleached Muslin 7 1/4c yd**

1300 yards fine soft finish, 36-in. bleached muslin, suitable for sheeting, underwear, etc.; Monday only at this low price, a yard. . . . . 7 1/4c

**Long Sleeves Knit Corset Covers 55c and \$1.15**

Two extra specials in fine white silk lisle long sleeve corset covers, sizes 4, 5 and 6; fine, close-fitting garments, 45c and \$1.15

**Flannel Gowns 90c and \$1.10**

Two extra specials in our men's outing flannel Night Dresses; made of good heavy material; extra full; all sizes; in white, cream, pink, blue and stripes and checks; prices, 90c and \$1.10

Womens' Tailored Suits, values to \$60.00 for \$38.00  
Womens' Tailored Suits, values to \$35.00 for \$19.75

The latest models, direct from New York, bought under value and sold under their value. This is a good opportunity for women who have not yet bought their winter suit. Here are 75 Suits, all the very newest and best styles. You only have to look at them to realize in an instant that they are better than suits offered about town at \$35 to \$60, and at the special prices they will be sold for next week you will get the biggest bargains we or any other dealer will offer this season. Dozens of exclusive models that will stand comparison with any suits in Eugene at even a third more. Materials are broadcloths, fancy stripes, woads, serges, etc. The coats range in length from 32 to 45 inches, long skirts, strictly tailored, gored with fold around bottom; worth \$35 to \$60; sale price, beginning Monday. . . . . \$34 and \$19.75



An immense stock of women's and children's Coats in black and colors; also rubberized rain coats at remarkably low prices, \$2.00 up to \$35. The best value in town

35 Pieces Novelty Wool Dress Goods, Good Style New Colors. Values to \$1.50 for 75c a Yard

750 yards of Novelty Dress Goods in colors and black Panamas, serges, venettes and fancy cloths, blue, brown, green, gray, tan, red and black. Patterns, stripes and checks, 44 to 54 inches wide; suitable for skirts and coats; good staple styles, the most wonderful values have ever offered; some of the pieces come only enough for one dress; we advise early shopping Monday if you wish to get the best value. Regular prices up to \$1.50 at 75c yard.

**\$1.25 PLAID SILKS, A YARD, 82c**  
Beautiful plaid silks; new fashionable light and dark colorings in soft taffeta and tulle; enne weaves; values to \$1.75 at 82c yard.

**52-INCH BROADCLOTH, A YARD, \$1.00**  
Comes in black, brown, blue, red and green; full 52 inches wide; worth \$1.25; special, a yard, \$1.00.

Yard-wide guaranteed Taffeta Silks, at \$1.30, \$1.40 and \$1.50 a yard.

Sale of "La Marguerite" and "Kabo" Corsets

**\$5.00 LA MARGUERITE CORSETS, EACH \$3.60**  
Style M. M. 4, long hip, medium high bust; made of fine French coutil; real whalebone; lace trimmed; hose supporters front and side; one of the best models; \$5.00 corset for \$3.60.

Style U. U. 1. Same style as M. M. 4; made of French coutil; boned with real whalebone; \$3.50 value at \$2.65.

**\$5.50 KABO STYLE 1045 CORSET, SPECIAL, \$2.65**  
Medium high bust, long hip, strip corset, for medium full figure; long back; made of French coutil; \$3.50 quality at \$2.65.

1051, same style, made of French coutil; \$3.50 quality, at \$2.65.

**KABO STYLES 1065, 902 AND 904, \$2.50 VALUES, \$1.90**  
Made of coutil or batiste; three splendid models for slender, medium stout and stout figures; prices 1-3 less Kabo 1042, a straight-front, medium full back, made of coutil; lace trimmed; regular \$2.00 Corset at \$1.60.

**TABLE LINENS AT 25c, 50c AND 90c YD.**  
Three splendid values in silver bleached Table Damasks, 56, 64 and 68 inches wide; good designs; extra good for general use, as they are made to wear; very close and with very heavy thread.

**HEMMED OR FRINGED BEDSPREADS AT \$1.00 AND \$1.50**  
Extra values in Bedspreads, square corner, hemmed cut corner, fringed. former is \$1.00 and the latter \$1.50; both full width, double bed size.

**36-IN ROBE FLANNEL, SPLENDID VALUE, YARD, 50c**  
Comes in red, gray, tan and blue, neat Poissing robe patterns, with and out border; comes full 36 inches wide; 50c a yard.

**GERMAN FLANNEL WAISTINGS AT, YD., 15c AND 25c**  
Eight different patterns, stripes, checks, etc., light and dark colorings.

**OUTING FLANNEL AT \$1, 8 1-2c, 10c AND 12 1-2c YD.**  
An immense assortment of outing flannels, light and dark colorings, stripes, checks, dots and plain colors; the very best values.

**FRENCH CHALLIE, NEW PATTERNS, 50c AND \$1.00 YD.**  
**EMBROIDERED FLANNELS AT 75c, \$1.00 AND \$1.50 YD.**  
**COTTON BLANKETS 50c, 75c, \$1.00, \$1.50, \$2 AND \$3 A PAIR**

18 Days More of Eugene's Greatest Clothing Sale  
500 Suits Left at 1/3 to 1/2 Regular Price

During the last 10 days hundreds of people have taken advantage of this great opportunity to buy clothing at a great saving. Many suits for Men, Boys and Children made of all wool fabrics and the latest styles.

Values to \$25.00 Sale Price \$14.85  
Values to \$15.00 Sale Price \$9.75  
Values to \$10.00 Sale Price \$4.85

Splendid Showing of Men's and Boys' Furnishings of every sort

**\$1.25** Men's fine quality outing flannel Pants, in light pink, blue and gray; value \$1.50; special. . . . . \$1.25

**\$1.00** Splendid quality outing flannel Gowns; extra length; plain white, cream, blue, pink, tan and figured; regular \$1.25.

**50c** Values to 60c; blue, tan and cream; winter weight; derby ribbed underwear; sizes 34 to 46; shirts and drawers to match.

**8 1-3c** At 8 1-3 cents we offer 100 dozen fine Sea Island cotton half hose, without seam, colors black, tan and gray; sizes 10 to 14 1/2; value, 12 1/2c.

**85c** At 85c we offer one line of men's fine dress and business shirts, made of fine Oxford cloth, percales and muscades; regular price, \$1.25; sale price. . . . . 85c

**\$3.00 IMPERIAL HATS \$3.00**

The best \$3.00 hat in the world is the Imperial, because it always wears so much longer, but because an Imperial has a certain style and character that other hats don't. Show you the Mundy green.

**CLOTHING PRESSED FREE**  
All Suits and Overcoats bought from us pressed and brushed once each week absolutely free.

The "Yankee Doodle" Collar for Men the Latest

Have you seen the "Yankee Doodle"? You'll all know it in a week, as most all the boys and men in town will wear them. It is the newest shape in linen collar made by Geo. P. Ide & Co. Troy, N. Y. 15c, 2 for 25c.

**Munsing Union Suits for Men in Cotton and Wool**  
Munsing Union Suits are made to fit, and if you have never worn them a treat is in store for you when you do. Cotton suits, \$1.50; wool suits, \$2. to \$5 per suit.

**Suit Cases, Grips, Telescopes, Trunks and Traveling Bags**  
Specially priced tomorrow. Many bargains that will make it an object to you to investigate our line before buying.

**The New Automobile Collar Overcoat, \$15 to \$30**  
We show the new automobile collar overcoat in a dozen different patterns and several different styles; 24 to 42; many other styles from

**\$10.00 to \$35.00**

**Corduroy Suits for Men, \$9.00 a Suit**  
Splendid quality corduroy, made in east, pants or vests. Pants, \$4.00; vest, \$1.00; coat, \$3.00, or whole suit, \$9.00; sizes 34 to 48.

592-594  
Willamette St.

**S. H. FIRENDLY**  
YOUR MONEY'S WORTH OR YOUR MONEY BACK

EUGENE'S  
BEST STORE

**\$3 GRAY ALL WOOL BLANKETS, PR. \$2.50**  
Best and most complete stock of blankets, comforts, etc., at the very lowest prices. Crib blankets, 50c to \$2.50 a pair.