

ENTER--A NEW STORE IN EUGENE

THE H. G. TRIPLETT STORE



The Public Is Cordially Invited To Attend
 The Formal Opening Of **Triplett's** Store
 Thursday, October 29th

IN Extending this invitation to the people of Eugene we desire to bring to their attention the reasons for this new Store's establishment here and to acquaint our public with the policy through which we hope to gain the confidence and business of those whom we desire to serve.

We enter the merchandising field of Eugene with the firm belief that there is always room AT THE TOP for one more. The NEW must be better than the old, or the old is good enough. Therefore we have tried to make the NEW Better---and worthy to fill the vacant place at the top.

By better we mean---the better kind of merchandise, the better kind of service and a better-than-usual standard of everything in and about this new Store.

We are not "new" in this business by any means; long experience has made us expert in all branches of store-keeping---a fact which is clearly reflected in the uniformly low prices charged by this Store for goods of the highest character.

In a word--we will endeavor at all times to "sell the best that is made for the least that can buy it"

As **DEPENDABLE QUALITY** is the foundation of this Store's career, **POPULAR PRICES** will be the "corner-stone" around which we hope to build success.

You are cordially invited to attend our Opening on **October 29th**, and judge for yourself whether or not we are filling the "place at the top". We open with a grand array of bargains---each means a real saving and a demonstration of this new store's underselling policy.

614
 Willamette St.

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