

The Friendly Store—All Goods Bought on Credit Monday Will Be Charged On Your December Account—The Friendly Store

Practical Xmas Gifts



22 Shopping Days From Now Till Xmas

In just four short weeks the bells will be ringing out the merry Christmas chimes, we will be expressing our Christmas greetings and giving and receiving our Christmas remembrances. Now is the time to prepare. Early preparation is always more satisfactory, and especially in choosing gifts for Xmas; stocks are more complete, more time and care can be used in making selections, service is better and there is the usual last four days' shopping that cannot be helped, but which can be conveniently done if the heavier and more difficult work of selecting presents is over. We are prepared for a big early Christmas shopping crusade this year. This store is overflowing with practical articles suitable for Christmas gifts for women, men, girls, boys and children, and the practical present is always the one most appreciated—some article that can be used or worn. Maybe it is a little different or a little better than one would buy for the reason that they think they ought to get something else because it is a little less expensive or more staple, but nevertheless would like to have. We have hundreds of articles on display. We welcome you to inspect them. Please shop in the morning if it is possible.

Give a Friendly Glove Order for Xmas 25,000 Handkerchiefs for Christmas

The largest and most beautiful collection of Holiday Handkerchiefs we have ever shown is here for your inspection. Choosing from such an immense stock is a pleasure, and the entire line is so displayed that you can see every pattern at a glance.

\$1.00 Box Kerchiefs, neat embroidered edges, scallop and hem-stitch effects, come 3 and 6 in fancy box; spec. box **\$1.00**

25c Embroidered Initial Kerchiefs, hand embroidered, floral design in corner of pure sheer linen; others same effect in larger and more elaborate designs to 35c, 45c and 50c each

12 1/2c Embroidered hemstitched or scallop edge, neat patterns; on fine linen lawn; worth 20c, special, each... **12 1/2c**

2c, 5c, 10c, 25c and 50c Plain Hemstitched Kerchiefs in lawn and linen; exceptional values at these prices.

25c Thousands of Kerchiefs in pure linen, embroidered hem-stitched edges, embroidered scallop edges, cross bar and plaid centers; colored edges, hand-embroidered corners; small and elaborate designs; kerchiefs worth 38c to 40c; all included at this price... **25c**

Hand Made Linen Handkerchiefs 50c to \$3

An immense assortment of Madeira, Irish Lace, Swiss and French Embroidered Kerchiefs, beautifully made; exclusive patterns and the best values we have ever shown. Ask to be shown these kerchiefs when you are in the store.

Picture and kimono Handkerchiefs... 5c and 12 1/2c

Friendly Glove Order When in doubt the trimp is a Friendly glove order. This solves the question quickly and in a most satisfactory way. These orders are issued for any amount and are redeemable in merchandise.

Holiday Sale Women's and Children's Coats, Suits, Waists, Etc., All Reduced 1/4 to 1/2

Our entire stock of Suits, Coats and Waists on Sale at 1-4 to 1-2 less than regular prices. What would be more acceptable on Christmas to the woman or girl than stylish wrap or suit? Make your selection now, while the stock is most complete and we will gladly keep the garment here until Christmas if you so desire. We have an immense stock of coats in black and colors.

All Fancy Silk and Lace Waists Reduced 25%	Women's Suits The Entire Stock Reduced 1/2	Children's Coats The Entire Stock Reduced 25%	Women's Cloth and Silk Coats and Cravenettes, All Reduced 1/4 to 1/2 Price
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Fur Scarfs, Ties, Throws, Boas and Muffs All Greatly Reduced

\$2000 worth of fine fur scarfs, ties, throws, boas and muffs to match. Many of these are ten to twenty per cent less than their actual value. Red, brown and white fox, black lynx, gray and brown Russian squirrel, mink, otter, beaver and other stylish furs are here. We can get you a muff to match any neck piece and have the muff made in any style you may desire.

Silk, Cotton, Heatherblom, Petticoats	Silk Petticoats specially priced at \$4.50 and \$8.50; colors and black; Sateen, Glasia silk and Heatherblom Petticoats in black and colors, 50c, \$1.00 and \$2.50 each.	Knit Shawls, Hoods, Scarfs, Night Gowns	Complete line of Knit Shawls, Fascinators, Hoods, Bootees, Sweater Coats, Outing Flannel Gowns, all at Holiday prices.
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Give a Friendly Merchandise Order Beautiful Neckwear 10c, 25c up to \$5

Stocks, Jabots, Ruffs, Ties, lawns, etc., made of Leno, velvet, Rusching and chiffon. Hundreds of pretty new styles in white and colors. We are sure these neck pieces will make a valuable gift—one that will be greatly appreciated. We invite you to inspect the line.

Dorothy Dainty Hair and Sash Ribbons

Give the girls a box of these dainty ribbons; come in all lengths and widths in a box; in colors; white and black; Dresden and plain effects. **\$1.50 to \$3.50 a box.**

Wonderful Values in Leather Purses

The largest line of leather goods ever shown in Eugene. Bags, Purses, Music Rolls, Cigar and Cigarette Cases, Gun Cases, Camping Bottles with cup attached, made of every grade of leather; Hand Bags grand values at 50c and \$1.50 and up to \$3.00; Music Rolls, \$1.50 to \$3.50. We sell at low prices, but you will have to see the articles to appreciate them.

Pillow Tops, New Styles, 25c, 50c, \$1

Hundreds of lithograph, tinted, tapestry and velvet Pillow Exclusive patterns in Japanese tinted and hand-painted designs; exquisite colorings. U. of O. Pillow Tops; white and black; white hand-embroidered linen tops; cord and tassels; and pillow cord by the yard in colors, white and black. Silk Floss Pillows, 35c to 75c; all sizes.

Hosiery and Underwear are Useful and Practicle

Children's Guaranteed Hosiery, 6 pair in a box six pairs guaranteed to wear six months; come in black only; all sizes, 5 1/2 to 10; 6 pair for... **\$1.50**

Women's fine black Hose in Hise or Sea Island Cotton foot; high-spliced heel; sizes 8 1/2 to 10; regular 50c hose; special, 4 pair... **\$1.50**

200 pair Women's Silk Hose, colors and black, all sizes... **\$1.50**

Women's Fleece-Lined Hose, Wayne Knit Brand, 15c and... **25c**

Boys' Rawhide Hose, all sizes, 20c quality, pair... **12 1/2c**

Women's and Children's Wool Knit Union Suits 350 Garments Reduced 1/3 Less Than Regular Price

350 Union Suits and fine Swiss Ribbed Vests, Pants and Tights in all wool and wool mixed; in cream and natural gray. This entire line of regular and extra size garments we offer all next week at 1-3 less than regular prices. Anticipate your needs and buy now and effect a saving of 1-3.



A Silk or Wool Waist or Dress Pattern

Every yard of silk and wool Dress Goods reduced; colors and black; plain and with three exceptions—Moneyball Silks, Silk-downe and Wool Batiste. These items are net at all times. What will make a better Christmas gift than a waist or dress pattern?

\$1.25 Novelty Dress Goods, 50 Pieces, sale price 39c

a yard for all Novelty Wool Dress Goods worth 50c and 60c a yard; assortment of stripes, checks, plaids, etc.

Black Dress Goods

Our entire stock of Black Dress Goods, including Silk Warp, Henrietta, Melrose, Crepe and Black etc., all reduced 10 to 25 per cent; big assortment.

Black and Colored Silks

36-in. black Taffeta, 75c, \$1.00, \$1.30, \$1.40 and \$1.50; all at 25c to 50c a yard more. 90c colored Taffeta, 15c; 1 1/2 yd. Japanese Silk for waists and fancy work, all colors, black and 25c yard; SILKS FOR EVENING DRESSES REDUCED.

Special December Sale of Lace Curtains 1000 Pairs Net and Nottingham Lace Curtains at 50 cents to \$6.00 per pair

Handsome designs, new net effects cord and linen tape embroidered on net, Battenberg braid, Cluny insertion and lace trimming—any of these curtains will make a pleasing Xmas gift and you can buy now and save 15 per cent on your purchase. 3 and 3 1/2 yards long, 36 to 60 inches wide, and the prices are 50c to \$6 a pair.

\$1.25 Cotton Filled Comforts at \$1.00

3 dozen cotton filled Comforts, good grade cotton covering, double bed size; regular \$1.25 Comforts, each... **\$1.00**

\$3.00 Cotton Down Comforts at \$2.60

The genuine mesh cotton down filled Comforts, large double size, covered with fine quality silkline in light and dark colorings; neat patterns, floral and conventional designs; \$3 Comforts, each... **\$2.60**

\$3.00 All Wool Grey Blankets \$2.60

50 pairs only of these large double bed size all-wool grey Blankets, green border, silk ribbon finished ends; a pair of these blankets will make a mighty comfortable Xmas gift; \$3 quality, pair... **\$2.60**

Fine North Star All Wool Blankets

Come in white, tan and gray, colored borders, made of fine lambs' wool, 7 to 10 pounds; these are the highest grade blankets made; every pair guaranteed; wonderful values at \$5.00 to \$15.00 a pair.

Extra Size Bed Spreads go now at \$1.50

200 extra size bed spreads, the heavy crocheted kind; big variety of patterns, fringed cut corner or plain... **\$1.50 each**

An immense assortment of Satin Damask Bedspreads, fringed or scalloped edges, cut corners or fringed or plain hemmed; prices, each, **\$2.50 to \$7.00**

500 45x36 Pillow Cases Special Ea. 15c

Extra Heavy 81x90 Sheets, Sp. Ea. 70c

Monday we offer Pillow Cases and Sheets at special prices. Get them made at what the muslin would cost.

Unique and Practical Xmas Gifts for Men and Boys. Everything in Holiday Furnishings

Each express and freight adds something new to our already splendid stock of holiday wearing apparel of every sort. Our buyers have been particularly fortunate this season in connecting the Friendly store with some of the best mills and factories in the East, and in buying in large quantities we have put ourselves in a position to save you money on holiday wear.

Beautiful and Serviceable Bath and Lounging Robes and Smoking Jackets

A hundred pretty and new novelties in Gentlemen's House Jackets and Lounging Robes are now on display in our Men's Department. House Jackets made with broadcloth collar and cuffs and pockets trimmed with silk frog fasteners and fancy plaid linings as well as plain Jackets, Oriental Bath Robes, Blanket Robes; all sizes. Bath Robes... **\$4 to \$15** | House Jackets... **\$4 to \$15**

Handsome Holiday Neckwear and Hosiery Specially Boxed

The largest and most complete stock of high-grade novelty Neckwear ever shown in the upper valley now on display at our neckwear counter.

100 dozen pure silk Four-in-Hands, open ends, all widths; regular 50c values, special... **35c**

50 dozen blue, brown, gray, helle, reseda, Alice, black white and fancies, 50c values, special... **25c**

50 dozen of the finest made pure silk Neckwear, dozens of pretty patterns; values to 75c; special... **50c**

25 dozen Imported Ties; full French folds, rare designs and shapes; values that usually sell up to \$2.00; special at... **\$1, \$1.25 and \$1.50**

Hosiery of every description, from the finest silk half hose at \$3.50 to the hise at 25c and 50c; many new and clever patterns that will strike any young fellow who likes pretty hosiery.

You Can Always Give Fancy Suspenders in Pretty Boxes

Fancy silk, hise and grosgrain silk suspenders in sets of garters, arm bands and suspenders and suspenders and garters; all specially boxed in pretty holiday boxes.

Suspenders... **25c to \$3.00** | Arm Bands... **10c to \$1.00** | Garters... **25c, 50c and \$1.00**

Splendid Values in Shirts and Underwear

No better Shirts can be made than we sell—the Cluett, Eagle, Interstate and Monero brands are as good as any and better than most.

Golf Shirts... **50c to \$1.00**

Negligee Shirts... **50c to \$5.00**

Flannel Shirts... **\$1.50 to \$5.00**

Corduroy Shirts... **\$1.50 to \$3.00**

Find Underwear 50c to \$5.00

Splendid values in men's and boys' wool and cotton and silk and wool underwear; union suits in wool and cotton.

Dr. Delsler Underwear in silk hise and hise, the garment... **50c to \$2.50**

We have our own tailor store, which is in charge of experienced tailors and every garment that leaves this store is pressed and altered to fit absolutely perfect. Buy your Xmas clothes here and we will press and deliver them one year free of charge.

A Suitable Gift for Anyone—Suit Cases, Trunks, Grips, Etc.

An extensive line of Suit Cases, Grips, Telescopes and Trunks bought direct from the largest manufacturers and in large quantities, enables us to offer values that cannot be equalled elsewhere.

\$5 Buy a genuine solid cowhide leather Suit Case, made on steel frame and worth any place \$8.00... **\$5**

At \$10.00 we show a line of Suit Cases, hand-sewn, well lined, with or without straps; regular \$15 values... **\$10**

Trunks from... **\$2.50 to \$35.00**

Grips from... **50c to \$8.00**

FREE!!! Your name and address engraved on all suit cases bought here free of charge.

Ladies' Home Journal Patterns December Now On Sale; Quarterly Book and One 15c Pattern Free

This style book contains many advance styles in dress for mid-winter and early spring wear. The quarterly book alone is worth 20 cents. In each one of these books is a pattern which when presented at the pattern counter entitles you to a pattern FREE. You can buy the book and get the pattern.

Linen Table Damask, Napkins, Towels Make Useful and Good Xmas Presents

Our stock of Table Linens is very complete—check in an napkins to match; matched sets handsome Damask, embroidered Tea Napkins; beautiful designs, and all exclusive. There is nothing more appreciated by the wife or mother than a piece of linen for the table, and we have a

Beautiful Assortment of Handkerchiefs

centrepieces, lunch cloths, tray cloths, doilies in Japanese, Battenberg, Mexican and Irish lace, trimmed and embroidered. In 5 1/2 to 5 1/2 inch sizes; prices... **50c to \$1.00**

Sale of Kabo Corsets, New Models

75 pairs of batiste and coutil Kabo Corsets, high and low and long hip models, all sizes. Kabo Corsets have no sale prices, 90c to \$4.00 a pair, reduced 10 to 25 per cent.

Beautiful Val. Laces, 5c to 25c

A large assortment of dainty Valenciennes lace for handkerchiefs and dress trimmings; dozens of new and original and conventional designs; 1/2-in. to 2 1/2-in. wide; each... **5c to 25c**

White Aprons 25c to \$1.00

20 dozen white Lawn Aprons, lace and embroidery... **25c to \$1.00**

—large and small, prices

Viyella Non-Shrinkable Flannels

15 pieces stripes, plaids, checks and plain values... **50c to \$1.00**

children's dresses; 32 inches wide, yard

S. H. Friendly Eugene's Largest and Best Store. Your Money's Worth is Our Money Back.

All the Good That's Good. All the Good That's New. From the Cheapest That's Good to the Best That's Made. **S. H. Friendly**