

Only 17 Shopping Days From Now Until Xmas--Do Your Shopping Now
The Friendly Store's 184th Friday Surprise Sale
 Wonderful Values in Ladies' and Children's Suits and Coats. An immense stock of Furs, splendid values 50c to \$50 each.

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 in 25c, 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 centres; 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 Kimona Handkerchiefs... 5c and 12 1/2c

Friendly Glove Order When in doubt the trump 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.

Give a Friendly Merchandise Order Xmas Beautiful Neckwear, 10c, 25c up to \$5.00

Stocks, Jabots, Ruffs, Ties, lawns, etc., made of Lace, Silk Velvet, Rusching and chiffon. Hundreds of pretty new styles in both white and colors. We are sure these neck pieces will make an acceptable 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 assorted lengths and widths in a box; in colors; white and black; Persian Dresden and plain effects. **\$1.50 to \$3.50** a box.

Wonderful Values in Leather Purses, Bags

The largest line of leather goods ever shown in Eugene. Hand Bags, Purses, Music Rolls, Cigar and Cigarette Cases, Card Cases, Camping Bottles with cup attached, made of every good kind of leather; Hand Bags grand values at 50c and \$1.50 and up to **\$22.50**; Purses, 5c to \$3.00; Music Rolls, **\$1.50 to \$3.50**. We quote only a few prices, but you will have to see the articles to appreciate values.

Pillow Tops, New Styles, 25c, 50c, \$1.50

Hundreds of lithograph, tinted, tapestry and velour Pillow Tops. Exclusive patterns in Japanese tinted and hand-painted velvet tapestry; exquisite colorings. U. of O. Pillow Tops; white stamped linen tops; white hand-embroidered linen tops; cord and tassels, ruffling 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 Hele 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 1/2 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.

\$1.25 Novelty Dress Goods, 50 Pieces, sale price 75c

39c a yard for all Novelty Wool Dress Goods worth 50c and 60c a yard; splendid assortment of stripes, checks, plaids, etc.

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

Black and Colored Silks 39-in. black Taffeta, 75c, \$1.00, \$1.30, \$1.40 and \$1.50; sell regularly at 25c to 50c a yard more. 90c colored Taffeta, 75c; 19 in. colored Japanese Silk for waists and fancy work, all colors, black and white, 25c yard; **SILKS FOR EVENING DRESSES REDUCED.**

Splendid Values in Men's Furnishings

We are showing immense varieties of holiday neckwear, hosiery, underwear, suspenders, etc.

50c Neckwear in dozens of pretty patterns, all pure silk, special... **35c**

75c Neckwear in rare and rich designs, of all colors special... **50c**

Bath Robes, Smoking Jackets

This season the patterns and styles are unusually pretty in bath robes and smoking jackets.

BATH ROBES, \$4.00 TO \$15.00

JACKETS, \$5.00 TO \$15.00

Suit Cases Make Ideal Gifts

100 Suit Cases, made on steel frames, shirt fold, straps, brass lock and trimmings.

\$6.00 SUIT CASES, SPECIAL, \$5.00

SOLID COWHIDE CASES, \$5 TO \$25

Handkerchiefs in linen, cotton, silk.

Cotton, Silk Mufflers, Ruffen

5c to \$5.00

Eugene's Largest and Foremost Store
 Your Money's Worth or Your Money Back

S. H. FRIENDLY

592-594 Willamette St.

Agents Ladies' Home Journal Patterns--Winter Style Book and one 15c pattern for 15c

NEW HOTEL PROPOSITION GOING AHEAD

Soliciting Committee Appointed and Work Will Be Formally Launched Tonight

A number of those interested in the new hotel proposition for the West Eighth and Olive street corner met at F. E. Dunn's store Tuesday night and appointed a committee to solicit stock subscriptions. The committee consists of the following: Chas. Bennett, Eli Baugs, F. M. Wilkins, F. E. Dunn, Blaine Hovey, J. D. Matlock and J. M. Shelley. The committee and others will meet this evening at Otto's grill to further discuss the matter and the work of securing the necessary amount of stock in a company will be formally launched. The promoters have faith in the success of the enterprise.

bly serve and so someone else will be appointed in his place.

A. C. Dixon, Col. Geo. O. Yoran and W. J. Hill enjoyed a splendid duck shoot on the preserves in the Long Tom bottom yesterday. They say the ducks are more numerous this year than for several years past.

Shell Coffman, who was serving a 20-day sentence in the city jail for drunkenness, was among those indicted yesterday by the grand jury for selling liquor. He has been turned over to the sheriff and is now in the county jail.

Two women, who have lived in a tent on the vacant lot at East Seventh and High streets, were ordered sent to the poor farm by the county authorities yesterday. One of the women is deaf and dumb and the other is almost helpless.

James Offutt was today appointed administrator of the estate of John Clayton, who died in Eugene November 21, 1908. The estimated value of the property owned by the estate is \$2500. Charles Sloat, Stephen Smeed and Charles Parsons were appointed appraisers.

County Clerk Lee this morning received notification from the superintendent of the state insane asylum that Geo. Taylor, who was admitted to the institution from Lane county on June 12, 1901, has been transferred to the home for the feeble minded.

The Eugene Loan & Savings bank statement, printed in today's Guard, must be highly satisfactory to stockholders and depositors alike. It shows a steadily growing business in all respects, and conservative management is reflected in the large cash reserve maintained.

Geo. W. Taylor has just completed a well on H. H. Stickney's residence lot on College Hill, going down 336 feet. This is probably the deepest well in the city, although not a very good supply of water was secured. Mr. Stickney will probably blast the bottom of the well out in hopes of striking a better vein in that way.

From what Alex Svenson, who lives west of Eugene, said today when he and his wife were in town, the fall planting over Lane county is almost done, and as far as can be judged from this fact, the farmers' crops will be good next summer.

Whenever the farmer gets his grain crop planted in the fall there is nearly always plenty to show for the effort the next fall.

A Mosier man has let the contract for clearing 320 acres of land to Hindus and now over 23 of them are at work.



WE HAVE NOW ON EXHIBITION THE MOST HENSIVE SHOWING WE HAVE EVER MADE. SUITABLE FOR HOLIDAY GIFTS. NOT ONLY DELIGHT THE RECIPIENT BUT HAVE THE ADDED VALUE OF PERMANENT LASTING CHARM. WE ESPECIALLY INVITE ATTENTION TO OUR SUPERB COLLECTION

Diamonds-Watches-Gold Jewels

We append a list of some of the many appropriate things which may be of assistance to you.

- | | | |
|--|---|--|
| HOUSEHOLD WARES | GOLD JEWELRY | MEN'S JEWELRY |
| In-Cut Glass, Silver and Metal. Cake Baskets, Knives, Forks and Spoons, Bon Bon Dishes, Dessert Sets, Etc. | Rings, Studs, Brooches, Necklaces, Locketts, Chains, Waist Sets | Cuff Links, Watches, Seal and Rings, Watch Chains, Desk Frames |

A gift selected from our assortment is one of a stamp of refinement to its intrinsic worth far above the average.

J. O. WATTS

The Up-to-Date Jeweler

Corner 9th and Willamette Sts., Eugene, Ore.

Catholic Ladies' Famous

..SUPPER

Saturday, Dec. 5th

from 5 to 10 o'clock in the Parish Hall back of Catholic Church

Price Thirty-Five Cents

CHRISTMAS CHEER

Every one should be cheerful about CHRISTMAS TIME, not only for the CHRISTMAS stands for, but because Murphey's Racket Store is here and is the best and most amusing toys and the prettiest and most lovable dolls are on hand.

- | | | |
|---|---|---|
| JEWELRY
Here at extremely low prices find on sale the same grade of jewelry that exclusive jewelry stores charge higher figures for. Remember, we are selling it at 50 cents on the dollar. | CHINAWARE
Seeing is believing. We never had such a fine display of China ware as now. They are of the best quality, but with price of an inferior grade. Our prices are so low you can't help but buy them if you see them. | TOILET
We are now getting the regular \$4.00 \$2.00 or any kind of that, but we want you see our Toilet... prices we will... your decision... have the goods... |
| UMBRELLAS
Silk and silk taffeta Umbrellas, 26-in. size, with strong rod and pearl handle. \$3 value, our price, \$2.00. | BEDSPREADS
A few more of those white Bedspreads left to go at the very low price of 85c. | HANDKERCHIEFS
Ladies' hemstitched kerchiefs, 50c a yard, one, 10c; a handkerchief, 25c; a world's best... |
| FOUNTAIN PENS
60c to \$1.25 | DOLL FURNITURE
Such as beds, cradles, chairs, carts, carriages, etc. Prices are racket prices. | HAND BAGS
In all leathers and quality, from 25c to \$1.25. |
| PERFUMERY
Did you try our perfumery? When you do it will be another surprise. | ALL-OVER EMBROIDERY
We have specials on all-over and corset cover Embroidery. | |

Furs For Christmas Gifts

When in doubt as to what gift to buy, you'll be safe in buying furs. Such Gifts are always appreciated by anyone. We are especially strong in these goods, and want you to see our line.



Ladies' Scarfs and Neck Pieces **\$1.50 to \$10.00**
 Children's and Misses' Sets **\$1.25 to \$3.00**

Cheapest on Good Goods **R. W. NEWLADN** EUGENE, OREGON.



Old People Like Books

What show a comfortable balance in the bank. To acquire that balance you must begin now. Start an account with the EUGENE LOAN AND SAVINGS BANK. Then you don't need to worry about what you have. You can devote all your energies to making more. You will spend less, also, as a check book does not burn holes in your pocket like the actual cash.

The Eugene Loan and Savings Bank
 CAPITAL AND SURPLUS, \$125,000. ESTABLISHED 1892.