

S. H. FRIENDLY, The Leading Store

"Nothing Succeeds Like Success"

This Successful Store Is a Splendid Example Of This Wise Adage

The interests of this store are in a great measure your interests. Season after season you invest money here. You look to this store to help you select what you are to wear. You link our judgment with yours in deciding many ready-to-wear questions for yourself and the boys. You have helped us to make this

THE BEST STORE FOR MEN & BOYS IN EUGENE.

Splendid Assortments Unusual Values Highest Quality

And the Friendly Guarantee that if at any time you do not feel that you've done the very best that you could for your money, you can have it back.

THIS SEASON WE ARE BEATING ALL RECORDS IN EVERY DEPARTMENT

- Men's Suits \$10.00 to \$30.00
- Boys' Suits \$2.00 to \$10.00
- Men's Overcoats \$10.00 to \$30.00
- Boys' Overcoats \$3.50 to \$15.00
- Men's Raincoats \$5.00 to \$30.00
- Boys' Raincoats \$5.00 to \$15.00



Designed by Rosenwald & Weil, Chicago.

DENTS' GLOVES.
FOWNES' GLOVES.



Society Brand clothes

Copyright 1910 Alford Decker & Co.

HEATH LONDON HATS.
NO NAME HATS.
MUNSON UNION SUITS.

OH, THE PLEASURE OF IT A LIFETIME'S BEDTIME--1/3 OF YOUR LIFE



When spent on an Ostermoor
Save Your Nerves---
Why spend a lifetime's bedtime rolling and tossing in discomfort and wakefulness on a wadded, stuffed mattress when you can rest in utter forgetfulness of the world's worries and enjoy the luxurious ease of a felted Ostermoor Mattress.

- MATTRESS** **SAVE YOUR**
- Why torture the sore muscles and aching limbs on a hard, lumpy imitation mattress after a day's labor, when you can restore your wasted tissues and renew your youth in a night of restful, refreshing, invigorating sleep on the original French unfelted Ostermoor Mattress.
 - There is no valid reason, when Ostermoor Mattresses can be had for a limited time, at the unusually low prices given below:
 - Satin finish, 45-lb. Ostermoor, **\$16.50, Now \$15.00**
 - Mercerized Art Twill, 45-lb. Ostermoor, **\$18.00, Now \$15.00**
 - Mercerized Art Twill, Two-Part, 45-lb. Ostermoor, **\$18.50, Now \$15.00**
 - French Unfelted, Mercerized Art Twill, 50-lb. Ostermoor, **\$25.00, Now \$18.00**

1887 1910
CHAMBERS HARDWARE CO.
522 Willamette St. Phone Main 16

Phone M. 25 **W. M. GREEN** 619 Willamette

FINE GROCERIES FOR THANKSGIVING
If there is one time more than another that the best and purest and freshest of groceries should be wanted, that time is at Thanksgiving.
So when you are getting up the Thanksgiving feast, just remember that you can depend on this store for everything you need in the way of fine groceries.
Order early, please.

EDISON **VICTOR**
NOW is the time to select that Phonograph for Christmas. Delivered when wanted. Cash Terms

ROACH MUSIC HOUSE,
Commercial Club Building. Phone Main 862

PERSONAL

Frank Brooks, of Denver, is registered at the Griggs.
Charles Reed, of Albany, is in Eugene for a few days.
Dr. A. Sharples, of Goshen, was in Eugene over Sunday.
Alba Matteson, of Wendling, was in Eugene over Sunday.
Mrs. S. Harris, of La Grande, arrived in Eugene yesterday.
James Tony, of Mitchell, Or., was an arrival in Eugene Sunday.
J. H. Ferguson, of Junction City, is in Eugene for a day or two.
G. H. Phelps arrived down from Elkton on the noon train today.
Miss Carrie Henswood, of Corvallis, is here for a few days' visit.
Geo. T. Hall, Sr. left this morning for his ranch at McKenzie Bridge.
Franklin Staples Allen returned last night from a visit in Portland.
J. S. Rauch left today for Tacoma to be gone several days on business.
Geo. E. Donnan and wife, of Coberg, were in Eugene over Sunday.
N. L. Fitzhugh is home from a trip to Woodville, in southern Oregon.
Walter Baker arrived down from Cottage Grove on the noon train today.
Mrs. E. A. Chapman, of Los Angeles, was an arrival in Eugene last night.
Misses Ruby Farrington and Ermine Owen spent Sunday at Junction City.
Charles McCubbin, of Montesano, Wash., was an arrival in Eugene last night.
J. E. Bright of Lowell, is in the city for a few days, registered at the Osburn.
H. J. Hooy, assistant chief engineer of the S. P. Company, having in

charge the work of building the Nation extension, is in the city.
Edward M. Dean, The Guard's pressman, was a caller, in Albany Sunday.
Mrs. E. J. Moore went to Creswell this afternoon after spending Sunday here.
James McCumber, of Salem, is visiting relatives north of the city for a few days.
C. L. Bessorette, of Beaumont, Tex., is an arrival here, and is looking for a location.
C. R. Warner and James Russell went to Albany today to work on a plastering job.
School Superintendent W. B. Dillard went to Creswell this afternoon on school business.
Mr. and Mrs. Howard McConnell went to Roseburg today to spend the Thanksgiving week.
J. L. Beatty was a passenger on the afternoon train to Cottage Grove for a business trip here.
D. H. Labbe, a former merchant of this city, came down from Portland last evening on business.
Cassius Gogson and wife, of The Dalles, after a visit in Eugene, returned home this morning.
Miss Virgel Rice, of Tacoma, was an arrival in Eugene Sunday and will remain here for some time.
Attorney F. M. DeNoffe returned to Portland this morning, after a couple of days' stay in Eugene.
D. J. DuBrulle returned on the noon train today from an over-Sunday stay at Cottage Grove.
John A. Tommeth returned last night from Portland where he attended the lumbermen's banquet.
Attorneys J. E. Medley and J. C. Johnson arrived down from Cottage Grove on the noon train today.
Mr. and Mrs. Thomas Pierce, of Cottage Grove, returned home today after a visit with friends here.
Mrs. J. W. Fountain went to St.

Johns today to visit her children, who are attending school there.
Mrs. Harry Jones returned to Oregon City today after a visit at the home of Mr. and Mrs. W. N. Kidwell.
Roberta Early, a University student, returned last evening after a short trip to his home near Hood River.
J. H. France, of Portland, is here for a few days to visit with Mr. and Mrs. Vance Green, his uncle and aunt.
Mr. and Mrs. Harry Brehm, of Colfax, Wash., arrived in Eugene this afternoon and will make this city their home.
Mr. and Mrs. Chas. O'Brien, of Tacoma, who have been visiting friends here and at Springfield, left Sunday for their home.
W. E. Stevens, and wife, of Brookletman, Neb., were arrivals in Eugene Saturday night with the expectation of locating.
Mrs. J. J. Harting, of Pottlatch, Idaho, who has been spending the winter in Eugene, went to Pleasant Hill this afternoon to spend a few weeks with friends.
Fred Edwards, a former University of Oregon football star, now a traveling salesman for a Portland house, was here today, going south on the afternoon train.
J. D. Garlow, of Garden City, Kansas, after a visit at the home of Mr. and Mrs. F. Griggs, in Eugene, left for home this morning. He expects to be back here in the spring to locate.
A. C. Cornelius returned last night from a short business trip to Portland. He is expecting soon a large seven-passenger Rambler, with a smaller car, which he will place in the rent business.
Stacey Russell and wife, of Springfield, returned last evening from a visit in Portland. Mr. Russell will take up the work in the county

clerk's office as deputy, in order to get the run of the work before he takes the office in January.

PRIZE WALTZ
WEDNESDAY NIGHT
AT HEATHMAN'S DANCING ACADEMY

THANKSGIVING DINNER
The Ladies' Aid society of the Christian church will give a Thanksgiving dinner at the Y. M. C. A. building Thursday, commencing at 12 o'clock, for 50 cents. The menu consists of roast turkey, dressing and brown gravy, cranberry sauce, cabbage salad, mashed potatoes, Boston baked beans, cucumber and beet pickles, white and brown bread, pumpkin and mince pie, fruit cake and coffee.

BORN.
November 12, 1910, near Junction City, to Mr. and Mrs. John Murray, a son.
In Eugene, November 17, 1910, to Ennis McPherson and wife, a son.

MARRIED
At the home of Walter Callison, November 19, 1910, Thomas Kinsella of Plathood, Mont., and Miss Margaret Callison, of Fall Creek, Rev. E. C. Wignace officiating. The bride is a popular teacher of the county, a daughter of Rev. R. G. Callison.
A football game has been arranged between the Eugene High school and the Vancouver High school on Thanksgiving day, to fill the place made vacant by the Lincoln High, which cancelled its game.

Oysters, clams, crabs, shrimps, fresh fish and dressed chickens for Thanksgiving. Hawley's Fish Market, 629 Oak street. Phone Main 23.

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For the Thanksgiving Table
You are probably short a few pieces of silverware & Cut Glass
We have a fine assortment of both
Our prices are right. Call and see
Maurer & Copperroll Jewelry Co.
542 Willamette St. (Incorporated) 542 Willamette St.

Thanksgiving Week-Unmatched Bargains at Newland's Ninth Street Store

---EXTRAORDINARY VALUES---

Table Linens, Our Entire Stock at Reduced Prices, 27c to \$1.35 a Yd.
Visit the store Tuesday or Wednesday for best values in Thanksgiving Linens, our prices will be found the lowest, quality considered.

Great Sale Dress Goods All Week
The best possible values will be offered here this week on all kinds of Dress Goods.

39c Sale of Dress Goods Continued
The regular values are 50c, 55c and 65c the yard, and include a lot of different kinds.

Men's and Boys' Clothing Reduced
\$20 Suits, \$15, \$17.50 Suits, \$12.50
Great bargains in Men's Shirts this week—a lot of Men's Negligee Shirts, different kinds, some wool wool mixed, and others with silk stripes; some are broken and we are closing them out; they are our regular \$1.25 Shirts; special, each **98c**
One lot of Men's heavy wool Underwear, regular \$1.50 the garment; now on sale to close out at, per garment **\$1.25**

---EXTRAORDINARY VALUES---

All Ladies' Suits, Coats, Capes, Sweaters, Waists and all ready-to-wear goods have been marked down again in price, which makes every offering an extraordinary value.

\$20.00 Suits Now Offered at \$12.50
\$25.00 Suits, Special Now at \$15.00
Every Ladies' and Misses' Suit is to be closed out this week—come early for best selections.

Long Coats and Capes Reduced
If you have need for a coat or cape it will surely pay you to visit this store at an early date.

Misses' & Children's Capes, \$2.98
Ladies' \$18 Silk Rain Coats \$12.50
Ladies' and Misses' Sweaters \$1.65
Every Sweater in the store at a splendid saving in price; Misses' \$1.90 and \$2.25 Sweaters, Ladies' \$2.25 all-wool Sweaters, fancy weave, **\$1.65** special this week at

Child's 65c and 75c Sweaters, 49c
\$4.50 Silk Net Waists for \$2.98
Silk Petticoats, Black Only, \$3.00

Outing Gowns only 47c
One lot of Ladies' Outing Flannel Gowns, sold regularly at 60c to 75c; special this week at **47c** only

Warm Blankets, Bargain Prices This Week
Cotton Blankets, 11-4 size, **\$1.00 \$1.10 and \$1.50** Pair

Special Values in Underwear of All Kinds
Visit this store for your needs in Underwear. Our prices will be found the lowest.