

DIAMONDS



Absolutely PERFECT brilliant flashing gems of the highest quality now offered at drastic price reductions

One group of handsome PERFECT DIAMOND RINGS, 18k white gold mountings, very special now at **\$16.65**

Our \$50 PERFECT DIAMOND RINGS, 18k white gold basket settings, hand engraved, to go at **\$33.35**

\$100 SOLITAIRE, PERFECT, flashing blue-white gems, beautiful new hand engraved mountings, out to **\$66.65**

\$125 RING, a PERFECT blue-white gem set in exquisite mounting of the newest design. Sale price **\$83.35**

BUY NOW AND SAVE

A PRICE SMASH FOR CASH BRISTOW'S OPPORTUNITY SALE

STARTING SATURDAY MORNING 9 A. M.

THE REASON FOR THIS SALE

The OPPORTUNITY presents itself to BUY the BUILDING we occupy

Necessarily it calls for a large expenditure. To meet this situation we have decided to hold a sale and pass along rich opportunities for savings to our many friends and customers. We are going to do it with profit to you and ourselves, for without mutual profit no business can prosper, continue to grow and serve worthily its patrons.

You will profit by huge savings on your purchases—values that have never been equalled here-to-fore. We will profit, not in a monetary way, but by the furtherance of your good will and friendship.

NOW is the time to select your GRADUATION, WEDDING, ANNIVERSARY AND FUTURE GIFT NEEDS

DOWN GO PRICES

17 years of business integrity in Eugene, guarantees your every purchase. The fact that you buy for half price does not change our guarantee. The original tag and regular retail price remains on each and every article. The sale or discount price is what you pay now.

Remember that our entire stock of DIAMONDS, WATCHES, JEWELRY SILVERWARE, CLOCKS, and NOVELTIES are all on sale at greatly lowered prices. We invite you to come early and often.

A Mammoth Event In Economy! Drastic Price Reductions! Your One Big Opportunity To Save!

SALT PEPPERS

\$1.50 silver plated Colonial style.

Now

95¢



MESH BAGS
\$4.50 and \$5.00 Mesh Bags. Variety of colors and designs. In the new enamel effects.
Sale Price **\$2.85**

LIGHTERS

\$7.50 Lighters, windproof, and a pleasing birthday gift.

Sale Price **\$4.45**

COMPACTS

All the new styles in Compacts, including the "loose fill," thin models. Regular price \$10.00

Sale Price **\$6.65**

Once in a Lifetime!

WATCH BRACELETS

The new style fancy pierced flexible watch bracelet bands all reduced in price.

\$4.50 Now \$2.45
\$5.00 Now \$2.95

TOILETWARE

Ivory Pyrothin Toilet Sets, all at close-out prices.

\$22 Set Now \$10

MEN'S WATCH CHAINS

Fancy link Waltham chains. Regular values to \$3.00.

Now

\$1



DIAMOND MOUNTINGS
All our diamond mountings in white, green, yellow gold and platinum.
25% OFF

Emphatic Reductions of Twenty—Thirty—Forty—Fifty Per Cent and More In Many Instances

Buy Now!

WRIGHT'S SILVER CREAM
Regular 35c value, now **15¢**

Buy Now!

LEATHER GOODS
Bill folds, coin purses, cigarette cases, match safe, all at **HALF Price**

Buy Now!

CHOKERS
Colored bead chokers. Genuine in cut. Regular \$2.50. Sale Price **95¢**

Buy Now!

BIRTHSTONE RINGS
Ladies' solid gold rings, regular values to \$7.50. Now **\$2.75**

Buy Now!

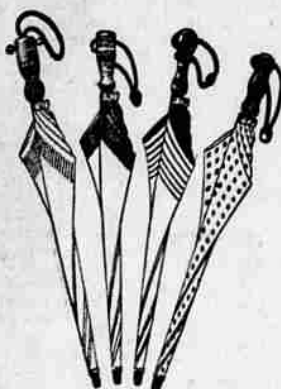
GENUINE ROCK CRYSTAL BEADS
\$8.00 rock crystal and pearl necklace. Sale Price **\$3.95**

Buy Now!

PEARLS
\$2.50 40-inch pearl beads. Instructible, evenly matched. Sale Price **\$1.35**

\$1 GIFT TABLE OF BARGAINS \$1
Sterling handle gravy ladles—berry spoons—tomato servers—cold meat fork—pastry servers—jelly servers—sugar spoons—lemon forks—cheese servers—and many other articles.

Store Closed Friday—Sale Starts Saturday 9 A. M.



UMBRELLAS AND SUN SHADES

All desirable colors with stubby handles.

\$ 6.50 Now \$3.05
\$10.00 Now \$4.65
\$12.50 Now \$5.85
\$15.00 Now \$6.45

The Few Prices Quoted In This Ad Give Some Idea Of The

BIG SAVINGS

Which Can Be Made During This Sale. We Urge You To Anticipate Your Gift Needs.

CLOCKS—All Going at Big Reductions



MANTEL CLOCK

\$11.50 Black Enamel 8-day, gilt ornamentation; hour and half hour strike on cathedral gong.

Close out price **\$6.90**

\$13.50 Mahogany Finish Clock, square shape; hour and half hour strike. Very special **\$8.95**

NOW IS THE TIME TO BUY YOUR CLOCK

Men's Watches

All the Well Known Makes

\$25.00 Men's Pocket Watch. American movement, jeweled, in an attractive case. SALE PRICE **\$18.70**

\$32.50 Men's Pocket Watch. Choice of Elgin or Waltham. 15 jewel, this model, in an attractive gold filled case. The ideal gift for graduation. SALE PRICE **\$24.35**

\$45.00 Men's Pocket Watch. Fancy design case, raised fig-

ure dial and a guaranteed timekeeper. SALE PRICE **\$33.05**

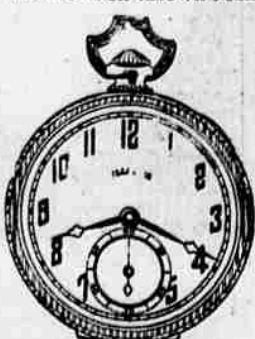
Choice of ELGIN or WALTHAM Strap Watches that sell regularly for \$17.50, now **\$13.25**

15 jewel ELGIN or WALTHAM strap watch, in attractive cases, our **\$14.85**

\$20 value, now **\$14.85**

\$22.50 ELGIN or WALTHAM with luminous dial and hands. SALE PRICE **\$16.85**

PRICE **\$16.85**



BIG PRICE CUTS IN SILVERWARE



Handsome Bread Tray, platinum finish, raised borders; \$6.00 value—NOW **\$2.95**
Sugar and Creamer Set, popular design, good quality \$7.50 regular—SALE PRICE **\$3.75**
Silver Meat Platter, well and tree design. \$25.00 regular—NOW **\$12.45**
Silver Water Pitcher, large size, plain design, very attractive. \$12.50 value—NOW **\$6.75**
Our regular \$7.50 Candle Sticks, pleasing design in butter finish; very special **\$3.70**
Silver Sandwich Trays, hammered design. A pleasing wedding gift. Regular \$5.00—SALE PRICE **\$2.45**

LOOK! READ! SAVE!

Never before; never again, an opportunity to fill in your sterling silverware patterns at the present prices. Save 20 per cent if you act at once. A list of a few patterns: Fairfax, Cinderella, Etruscan, Virginia Carvel, Colfax, Vanity Fair, Shelburne.

20% Off



Bristow's
FORMERLY
LUCKEY'S JEWELRY STORE



PRICES ON TABLE SILVER TAKE A DROP

24-piece set Stratford silver, made by Holmes and Edwards.

6 Knives 6 Forks
6 Dessert Spoons 6 Teas
Butter Knife and Sugar Shell
\$16.00 Set plated knives, NOW **\$10.65**
\$19.00 set stainless steel knives—NOW **\$12.65**
34-piece chest **\$16.15**
\$24.75—NOW

GLASSWARE — at Close-Out Prices



Well-known Foster glassware at notable reductions. Goblets, Sherberts, high and low Oyster Cocktail, Ice Tea, etc. \$2.49 regular price. NOW **\$2.20**
Sold in sets of 6 only.

\$4.50 green glassware etched design, in above pieces. Very Special NOW **\$2.95**

BUY GIFTS NOW



WRIST WATCHES

HUNDREDS OF DOLLARS WORTH OF HIGH GRADE WATCHES—ALL FULLY GUARANTEED. YOU SURELY WILL WANT ONE AT THESE PRICES.

Ladies' WALTHAM Wrist Watch; practical gift for graduation. SALE PRICE **\$13.45**

Ladies' ELGIN Watch, white gold filled quality, 8-piece case, regularly sold at \$20.00. SALE PRICE **\$22.45**

A handsome WALTHAM Watch in a white gold filled case. Our regular \$35.00 sellers—NOW **\$26.20**

A watch known for its fine time-keeping quality. 14k solid gold case. 15 jewel; rectangular case; and a \$40.00 value. SALE PRICE **\$29.95**