

**Furs Reduced 1/2 and Less.**

\$1.25 Scarfs for 75c; \$2.50 Stoles for \$1.90; \$5.00 Stoles for \$3.75; \$10 Stoles for \$7.50; \$12.50 Furs for \$9.50.

**KNITTING YARN REDUCED.**

Sunlight Knitting Yarn, a skein, 24c.  
Fleischer's Knitting Yarn, a skein, 24c.

**FRIENDLY'S**  
594 Willamette St., Eugene, Oregon

**GRAND SEMI-ANNUAL**

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594 Willamette St., Eugene, Oregon

**Every Article Reduced.**

Remember every article or piece of goods in this store is reduced some. Of course some more than others, and the things you need most right now are the ones that will be reduced most. We need every inch of room for our Spring stocks, and we think this the best time to clear our shelves of all winter merchandise.

**Red Letter Clearance Sale!**



**O**UR Semi-Annual Clearance Sale of Coats, Suits, Skirts, starts with dozens of stylish garments to choose from, and some that are not so stylish, but everlastingly good and cheap. Our business in this department this season has been away beyond our most sanguine expectations. We anticipate abig business next Fall, you say we are figuring a long time ahead. That's what we are, and that's the reason why we are quoting the prices below. We want to make a clean sweep of all this season's ready-made garments. We want to show you a fresh clean up-to-date stock of stylish garments next Fall.

**Childrens' Coats**

Ages 3 to 16 Years

\$3.00 Coats	\$1.50
\$4.00 Coats	\$2.00
\$6.00 Coats	\$3.00
\$8.00 Coats	\$4.00
10.00 Coats	\$5.00
15.00 Coats	\$7.50

1-4 off on all Women and Misses Skirts.

**Women's Suits**

\$10.00 Suits	\$5.00
\$12.00 Suits	\$6.87
\$15.00 Suits	\$8.50
\$24.00 Suits	\$12.00
\$30.00 Suits	\$15.00
\$15.00 Shower-proof Coats special	\$10.00
18 women's Jackets, Bishop sleeves, \$12.50 to \$20 coats, your choice while they last	\$3.19

**Exceptional Values in Women's and Misses' Winter Hosiery and Underwear**

25c Women's and Misses wool hose, a pr.	16c
20c Women's fleeced-lined hose, a pair	15c
35c Fancy hosiery, a pair	19c
50c Fancy hosiery, a pair	39c



35c Fleeced underwear now	25c
\$1.25 wool pants all sizes, per pair	88c
\$1.00 Union suits, each	88c
\$1.50 Union suits, each	\$1.19
\$2.50 Union suits each	\$1.69

**A Happy New Year!**

**T**O ALL OUR CUSTOMERS AND FRIENDS we extend our best wishes for a Happy and Prosperous Year. 1905 was a "hummer." It was a big year with us, a prosperous one for you. If we pull together for the betterment of the town and country, we can make 1906 a year of golden opportunities. We thank our customers for their patronage during 1905. Many new patrons have started trading with us, and we shall endeavor to merit the continued trade of all. Our best efforts will be used during this year to make this store more than ever the ideal place for you.

**The First Bargains of the Glad New Year**

We start the year with the determination to serve you better than ever before. We begin with every sale for a greater trade. As an evidence of our desire to serve our trade, we offer the firstbargains of the year. Read them. Make your decisions. Then use your judgment.

**Resolutions of Economy**

We wish you a Happy New Year. We wish you a prosperous New Year. You yourself have determined to increase your prosperity, because you have resolved to be more economical this year. Isn't that right? Now, ninety-nine per cent of the New Year resolutions die a lingering death. Most of them are forgotten before January has faded away. Let us urge you, this year, to live up to your resolutions of economy. That does not mean that you must merely exist. It does not mean that you must practice great self-denial and deny yourself all of the luxuries of life. But it does mean a wise judgment and careful discrimination in your expenditures. We urge you to this economy because we know that this store stands ahead of all others in this vicinity as an exponent good. It is not economy to buy poor merchandise. We believe that in your purchases you will practice the greatest economy by trading here. These few items will serve as an example and throughout the entire year we intend to show you.

**Our Great White Sale Starts**

**N**EVER in our whole history have we been so well prepared to serve you. Our selections of muslin underwear and linens are far ahead of anything we have ever purchased in this line. Never have we purchased such full values.

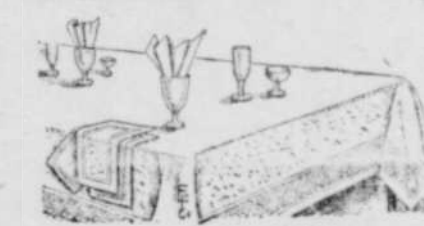
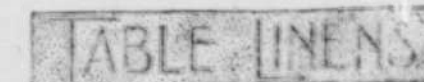
Our linens are of superior quality and in beautiful patterns. Every linen judge will recognize it at once as away ahead of anything ever seen in Eugene. We have been fortunate in securing for this sale some exceptional values in muslin underwear that will be shown Tuesday morning, January 2nd for the first time: skirts, drawers, night gowns, corset covers and chemise at one-quarter to one-third less than you usually pay.

We also show for the first time Tuesday morning some extra special values in hem-stitched linen scarfs, center pieces, tray cloths, lunch cloths and doilies. You will do well to anticipate your needs in these lines for the whole year; we advise early purchases for that means early choice.

Muslin Night Dresses	45c to \$7.50
Muslin Underskirts	45c to \$8.50
Muslin Drawers	35c to \$2.50
Muslin Corset Covers	25c to \$2.25
Muslin Chemis	\$1.25 to \$3.25



**Table Linens**



54 in. silver bleached Damask	25c yd.
58 in. silver bleached Damask	35c yd.
60 in. full bleached all linen Damask	50c yd.
68 in. all pure linen Damask 85c quality	69c yd.
72 in. all pure linen Damask \$1 quality	89c yd.
72 in. all pure linen Damask \$1.50 quality	\$1.29 yd.
72 in. all pure linen Damask \$2.00 quality	\$1.75 yd.

**Send Us Your Mail Orders. We Will Save You Many Dollars in a Year**



All mail orders will be carefully and promptly filled and you can rest assured that you will be given every advantage of special prices. We want your mail order trade—we are offering special inducements to get it and if good values and prompt service are considered (and we believe they are more than anything else) we will have it. Our guarantee of satisfaction or your money back, makes this store a safe place to trade. Send us your name and address and we will keep you advised when we have anything special to offer.

**Clearance Sale on Knit Goods and Silk and Satin Petticoats**

All of these were extra values, but we would sooner sell them at a little less, than invoice them at stock time February 1st.

25c knit hoods and fascinators	19c
50c knit hoods and fascinators	41c
75c knit hoods and fascinators	68c
\$1.00 knit hoods and fascinators	84c
\$1.25 knit hoods and fascinators	98c
\$1.50 shawls and fascinators	\$1.19
\$3.00 seewool shawls	\$2.39
\$9.00 colored and black silk skirts, special	\$6.28
75c black Mercerized sateen underskirts	50c
\$1.00 sateen petticoats	88c
\$1.50 sateen petticoats	\$1.19
\$2.00 sateen petticoats	\$1.69
\$3.00 sateen petticoats	\$2.39

This coupon is worth \$1.00 if you bring it with you when you come to buy merchandise in our store, provided your purchases amount to \$10.00. If you buy \$5.00 worth it is worth 50c. If you buy \$10.00 you pay only \$9.00, if you buy \$5.00 worth you pay only \$4.50. This coupon pays the balance. Good only until January 30, 1906. S. H. FRIENDLY.

**Clearance Sale on Ladies' Waists**

Ladies waists of special interest for they are all of this year's latest styles, pleated or plain back and front with full Leg O' Mutton sleeves, come in silk, mohair, albatros, Nuns veiling and linen. Every waist reduced one-fourth less than regular price.

\$1.50 waists for	\$1.13
2.00 waists for	\$1.50
3.00 waists for	\$2.25
5.00 waists for	.75
8.00 waists for	.00
10.00 waists for	.50

**Clearance Sale of Domestics**

This will be a splendid opportunity to buy domestics. It will pay every housekeeper to lay in her year's supply. Every item exceptional value; outing flannels, flannelettes, kimona cloth, toweling, towels, gingham, India linens, long cloth, etc.

10c outing flannels	7c yard
12 1-2 outing flannels	10c yard
15c flannelettes	10c yard
20c Kimona cloth	16c yard
100 pieces light and dark calico, special	5c yd
16 in. cotton toweling special per yd	5c
12 1-2c Russian cash toweling per yd	10c
15c Bleached linen toweling, per yd	12c
20c Bleached linen toweling, per yd	18c
20 doz. cotton fringed towels, each	5c
15c 18x40 turkish towels, each	1c
35c 22x54 turkish towels, each	24c
12 1-2 dress Gingham per yd.	10c
25c dress gingham per yd	19c
15c white Dimity per yd	12c
16 pieces white sudia lenon 27 in. wide at a yd	6c

**This Corset Sale Will Break All Records 2 Cents An Inch**

The best bargains, the best values you ever saw. Kid fitting corsets in white, drab and black. Four styles, long hip, medium bust, short hip, medium high bust, girdle and nursing corsets. These corsets are as good as any made, but owing to a difference in opinion between the manufacturer and ourselves, we are going to discontinue carrying them. We wish to close them out. The regular price is \$1, \$1.50 and \$2, sizes 18 to 30 and altogether there are about eight dozen. While they last, and we are safe in saying that they will not last long, your choice of the lot at



**2c An Inch**  
Size 18 will cost 36c, size 20 will cost 40c etc. If you can't come telephone or send by mail.

**Clearance Sale of Men's and Boys' Clothing**