

SATISFACTION

If there is anything unsatisfactory about your purchase at this store at any time, please remember it was quite unintentional on our part and we are as ready to make it right as you are.

If, however, you are well pleased, kindly advise your friends to come also and see us.

Yours truly,
S. H. FRIENDLY

FRIENDLY'S Seventh Semi-Annual FRIENDLY'S

Red Letter Clearance Sale

NEW YEAR

I saw on the hill of the morning
The form of the New Year arise,
He stood like a statue adorning
The world with a background
Of skies.

There were courage and grace
On his beautiful face,
And hope in his glorious eyes.

"I come from Time's boundless
forever."
He said, with a voice like a
song,
"I come as a friend to endeavor,
I come as a foe to all wrong.
To the sad and afraid I bring
promise of aid,
And the weak I will gird and
make strong."

"I bring you more blessings
than terrors,
I bring you more sunlight than
dawn,
I tear out your page of old
errors
And hide them away in Time's
tomb,
I reach you clean hands and
lead on to new lands
Where the lilies of peace are
in bloom."

—Ella Wheeler Wilcox

OUR GUARANTEE

That the prices of our goods shall be as low as the same quality are sold for anywhere in the country.

That the quality of goods is as represented.

That the full amount of cash paid will be refunded if the customers find the articles unsatisfactory, and return them unworn within a reasonable date of purchase.

S. H. FRIENDLY

Agents for Priestley's Dress Goods and Cravenettes

Clearance Sale Wool Dress Fabrics

We offer during this sale our entire stock of Staple and fancy Wool Dress Fabrics in both black and colors at 10 to 25 per cent less than regular prices.

60c Colored Goods 40c yd
15 pieces novelty Wool Dress Goods in plaids, checks and fancy mixtures, suitable for suits, skirts and waists. Values to 60c, your choice, yard, **40c yd**

\$1.00 Colored Goods 80c yd
10 pieces high grade imported novelty wool goods, new patterns and colorings in Panamas, serges, etc., values to \$1.00, your choice, yard, **80c yd**

\$1.25 & \$1.50 Colored Goods \$1.00
10 pieces novelty and plain colored Wool Goods in Panamas, serges, broadcloths, etc., in blues, greens, browns, grays, etc., suitable for tailored suits, skirts, etc., values to \$1.50, your choice, yard, **\$1.00 yd**

SUIT PATTERNS REDUCED 25 PCT.
All plain Wool Dress Goods, colored and black reduced 10 per cent and more.

A HAPPY NEW YEAR

To our customers and friends we extend our best wishes for a happy and prosperous New Year. We leave great old 1906 not without regret, nor will we soon forget him, not alone in this country, but throughout the whole world.

Speaking of our own business, not only have we done as much as we expected to, but it has increased beyond our most sanguine expectation. We thank you one and all for your patronage. We trust that our promise of **BEST VALUES, LOWEST PRICES, FAIR DEALING and OBLIGING SERVICE** has been fulfilled to your satisfaction, and are very desirous of a continuance of your trade.

Welcome 1907

And now we welcome 1907, and we all not only hope but believe that he will be as great if not greater than 1906. It behooves every community, every business enterprise and every individual, to make the best of this opportunity, and get every benefit they are entitled to.

The First Bargains of the Glad New Year

We begin determined to serve you better and prepared for a greater trade. We list here the first **BARGAINS** of the new year. (If you are not already one of our customers during this sale will be a splendid time for us to get acquainted.) Read them! Make your decisions! Then use your judgment.

Agents for Moneybak Silks

CLEARANCE SALE PLAIN AND FANCY SILKS

Eugene's silk store during this Clearance Sale quotes staple and novelty Silks in both colored and black at prices that will save you dollars on waist and suit patterns.

75c Changeable Silks 45c yd
10 pieces 19-in. changeable Taffeta Silk in all the staple shades, for suits, waists and petticoats, the very best 75c quality, your choice at this low price, yard, **45c yd**

\$1.00 to \$1.50 Fancy Silks 90c yd
Our entire stock of fancy Silks, stripes, checks, plaids and figured. Among these are some of the newest novelties for spring. Black and white checks and stripes, values to \$1.50 a yard, at this low price, yard, **90c yd**

\$1.00 Messeline Taffeta 88c
\$1.00 Messeline Taffeta, fashion's favorite for dressy waists and costumes for afternoon and evening wear, comes in white, cream and all evening shades, \$1.00 quality, a yard, **88c yd**

\$1.00 black Peau de Soie 75c yd
a yard, **75c yd**

75c Black Taffeta, 65c yd
a yard, **65c yd**

\$1.25 Black 27-in. Taffeta, 88c yd
a yard, **88c yd**

\$1.25 Black 36-in. Taffeta, \$1.00 yd



WILLIAM RANDOLPH HEARST, WHO TODAY RENEWED HIS CONTEST FOR MAYOR McCLELLAN'S OFFICE

RECEPTION AT WHITE HOUSE TODAY WELL ATTENDED

Washington, Jan. 1.—Each year the White House doors swing open to all the nation on January 1, and a heartier welcome was never extended to visitors than greeted the thousands who called to pay their respects to the chief executive. New Year's cheer banished all rank and class distinction, and the president met ambassadors and laborers with the same firm handshake. While the marine band played patriotic airs, the great throng moved slowly through the executive mansion and in the greeting of the president men and women of all ages and conditions found renewed devotion to the republic and its democratic basis.

The diplomatic corps, judiciary, army, navy and civil officials of the various departments were received in turn before the thousands of citizens, who had been standing in line for hours, and met the president, President and Mrs. Roosevelt, the vice president, and members of the cabinet and their wives exchanged New Year's greetings in the library, and later the entire party descended to the blue room, where the president and Mrs. Roosevelt and members of the cabinet and their wives received the visitors.

PURCHASED NEW PRESS FOR GUARD OFFICE

The Guard Printing Company has purchased a new news press to take the place of the machine which has been causing us so much trouble during the past six months. The new press should be in Eugene about Saturday, and will at once be placed in position by the expert press erector of the American Type Foundry, from whom the press was purchased. By the middle of next (Continued on Page Eight.)



MAYOR GEORGE B. McCLELLAN OF NEW YORK

Clearance Sale All Ready-to-wear Garments For Women, Men, Boys and Girls

Eugene's Principal Clothing Store Announces the Most Gigantic Reductions Ever Made on Reliable and Up-to-date Clothing

\$10.00 to \$17.50 Suits for \$9.75
and **\$14.75 for Suits worth \$15 to \$25**

We will make this the biggest Clothing Sale ever held in Eugene, and you owe it to yourself to come and let us convince you that you never before had an opportunity to buy Clothing for so little.

\$8.750 worth of stylish, up-to-date and dependable Clothing must be turned into cash at once. To do this we have included every suit in the house at either one of three prices:

LOT 1
Included in this lot are all suits valued up to \$17.50. Some blue and black serges, chevots, tweeds and homespuns. Coats are made either single or double breasted, center or side vents, worth up to **\$9.75**

LOT 2
In this we include absolutely every suit in the house, our finest Schloess and Steinhilber hand tailored suits, made of absolutely all wool materials and according to the very latest styles, every suit absolutely guaranteed—values up to **\$25.00**—values up to **\$14.75**

LOT 3
About 85 suits that are odds and ends, broken sizes and patterns, some of them good, desirable suits for every day wear, are made of all wool materials. We have all sizes from 34 to 42 in this lot, values from \$8 to \$15. **\$4.85**

Eugene's Foremost Cloak Store Offers Women's Tailored Suits less Half Price

\$15 to \$25 Suits for \$10.25
\$30 to \$40 Suits for \$19.75

150 Women's Misses' and Children's high grade Suits and Coats must be closed out at once. Every garment this season's latest fashion and materials, in red, navy, gray, black, plaid, checks and fancy mixtures, broadcloths, Panamas and tweeds. Garments made by the best manufacturers—beautifully made and finished throughout. All sizes. The biggest garment bargains we have ever offered at this season of the year. Come at once and take advantage of this exceptional opportunity.

Children's Cloth Coats

\$3.75 Coats.....\$2.25	\$ 8.00 Coats.....\$5.00
5.00 Coats..... 2.50	10.00 Coats..... 6.25
7.50 Coats..... 4.00	12.50 Coats..... 7.50

Women's Coats

\$16.50 Plain and Fancy Coats.....\$11.50
18.00 Tourist Coats for..... 14.00
30.00 Black and Colored Broadcloth Coats..... 19.75
50.00 Black and Colored Broadcloth Coats..... 25.00

Infants Bearskin and Eider-down Cloaks

\$6.00 Coat, Shawl Collar, age 6, for.....\$4.00
\$7.50 Coat, Shawl Collar, age 6, for..... 5.00
4.25 Coat, age 2, 3, 3, for..... 3.25
3.00 Eiderdown Coat age 6 for..... 2.25

Cravenette Rain Coats Reduced
One dozen 56-in. Rain Coats, sizes 32 to 46, in brown, green gray, etc., regular prices \$12.50 to \$18.00, while they last, each **\$8.50**

New Dress and Walking Skirts
We are showing a big assortment of stylish, new dress and walking Skirts in all the new cloths, volles, etc. **Prices \$5 to \$30**

S. H. Friendly
594 Willamette St., Eugene, Oregon

BILLY HEARST GOING AFTER M'CLELLAN'S JOB

Albany, an. 1.—The first paper served on the new attorney general, Jackson, today was an application for a rehearing on the petition of Wm.

Randolph Hearst for leave to begin warrant proceedings to test the title of George B. McClellan to the office of mayor of New York City, of which Hearst claims he has been deprived by fraud and violence in the election of 1905.

Washington, Jan. 1.—Today marks the beginning of the life of several legislative acts of congress. Among them are the free alcohol law, pure food law and anti-pass section Interstate commerce law, and modification

of the navigation laws to simplify third brigade, National Guard, of New York.

REPUBLICANS IN COMPLETE CONTROL

Harrisburg, Penn., an. 1.—The general assembly of the state of Pennsylvania convened at noon today. After organization and reading of Governor Pennypacker's last message a recess was taken until January 14. The Republicans have a majority in both houses. In his message

GOVERNOR HUGHES OF NEW YORK

Albany, an. 1.—Charles E. Hughes was inaugurated governor of New York in the presence of a large assemblage from all sections of the state today. The inauguration was preceded by a parade of the various companies and commands of the

Governor Pennypacker courted investigation of the charges of graft in connection with the \$12,500,000 state capitol building, recently completed.

Higgins Goes In.
Providence, R. I., Jan. 1.—James H. Higgins was inaugurated governor today with the usual ceremonies.

Mrs. Thomas. Emery, in memory of her husband, has given \$100,000 to the Cincinnati art museum.

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FACE

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