

BARGAINS IN DRESS GOODS, BARGAINS IN WASH GOODS, BARGAINS IN UNDERWEAR, BARGAINS IN SUITS, COATS, SKIRTS, BARGAINS IN MEN'S AND BOYS' CLOTHING.

Grand Red Letter Clearance Sale at Friendly's, Wonderful Bargains in All Departments

Bargains is the keynote of this Red-Letter Clearance Sale. Thousands of people wait for this event every season—it is a time when every article in Summer Merchandise must be sold—former prices are not considered. The object of this sale is to clear out all Summer Goods, and to make it more attractive, many new Fall lines, Outing Flannels, Sheetings, Muslins, Skirts, Suits, Waists, Hosiery, etc., are included at much lower prices than they can be bought at later in the season. Read this list of bargains, anticipate your future needs and buy now.

100 DOZ. HUCK AND TURKISH TOWELS AT BARGAIN PRICES DURING THIS SALE

- 15c Huck Towels, extra size, each... 11c
- 20c Bleached Turkish Towels, each... 12 1/2c
- 25c Bleached Turkish Towels, each... 18c
- 50c Bleached Turkish Towels, each... 42c
- 65c Bleached Turkish Towels, each... 50c

BLEACHED 9-4 SHEETING, THE YD. 24c UNBLEACHED 9-4 SHEETING, YARD. 22c

5 pieces only of this sheeting at this low price. It is the biggest bargain we have offered for a long time, both in Bleached and Unbleached Sheet-ing. Better buy early, as the quantity is limited.

COTTON BLANKETS AT THE PAIR. 50c GRAY WOOLEN BLANKETS, PAIR. \$2.75

Two extra specials in Blankets. Cotton Blankets in White, Tan and Gray; good size and only 50c pr. Full size wool Blankets, soft, fleecy finish; worth \$4.00 a pair; during this sale, the pair.... \$2.75

WONDERFUL BARGAINS IN WHITE, LT. GRAY AND PLAID WOOL BLANKETS. A PAIR, \$5.00, \$7.50, \$8.50 & \$10

These Blankets are made of fine Wools. Every pair guaranteed. Edges bound with silk tape. All are extra large size, fancy; pink, Blue and Yellow borders. Come in checks and plaids.

Friday & Saturday Only

- \$3.00 45-INCH SWISS FLOUNCING, THE YD. \$1.29
- \$2.00 45-INCH SWISS FLOUNCING, THE YARD, 68c
- \$1.00 27-INCH SWISS FLOUNCING, THE YARD, 45c

For Friday and Saturday we offer these specials in fine Swiss Floouncing; beautiful designs, for Dresses, Underskirts, Children's and Infants' Wear, Waists, etc. The best values we have ever offered in Embroidery. Sale begins Friday morning. Come early and get the best values. See display in show window. Buy all you want at these prices.... 45c, 68c and \$1.29

15c POINT DE PARIS LACE, SALE PRICE, THE YD. 5c

1000 yards fine Point de Paris Lace Insertion, to match patterns Suitable for Underwear, Dress Trimmings, Pillow Cases, etc. 3 to 9 in. wide; worth to 15c a yard; buy all you want at, yd. 5c

- Salt Water Pearl Buttons, all sizes, doz. 3c
- Children's Knit Underwaists, each. 12 1/2c
- Stocking Darners, 3 styles, 5c, 10c, 15c
- Capital Safety Pins, all sizes, card... 5c
- Wire Hair Pins, Special, the box... 5c, 10c
- Lawn Button Holes, extra qual., yard... 15c
- \$5.00 Kabo Corsets, good styles, pr. \$1.95
- 20c Ruffled Elastic, special, yard... 10c
- 7 Skeins Brainard & Armstrong Embroidery Silk; comes in all colors; for... 25c

THE NEW FALL SILKS ARE HERE
An immense variety of New Fall Silks came today, arriving by express. All the new shades and effects in plain and fancy weaves. We invite your inspection. They are priced at **\$1.00 to \$2.00 the Yard**

ALL PARASOLS NOW AT HALF PRICE
Our entire stock of Parasols, consisting of White and Colored Linen, Pongee, Colored and Black Silk, splendid variety to choose from; values to \$6; to be closed out now marked at **HALF PRICE**

SUMMER UNDERWEAR REDUCED 1-4
Our entire stock of Knit Summer Underwear, Vests, Drawers and Union Suits, all styles, for Women, Misses and Children; garments 15c to \$2.75, in Cotton, Lisle Thread and Silk; to close them out quick they have all been reduced **ONE-QUARTER**

S. H. Friendly
592-594 Willamette

Our Women's New Fall Tailored Suits to go at \$16.50 Stylish Fall Suits Worth to \$35.00, Red Letter Price \$25.00

50 New Fall and Winter Suits now on sale at Bargain Prices. Suits worth in many cases 50 per cent more; made of the latest materials; plain colors and fancy stripes. The cloths are Serges, Cheviots, Panamas, Broadcloths, Bedford, Homespins, Satin Cloths and an immense variety of fancy weaves. Coats made 36 to 48 inches long; plain tailored; self trimmed, and cuffs and collars made of Satin and fancy Persian Trimming; skirts plain and pleated; all beautifully and well tailored; splendid linings perfect fitting garments. We will be as glad to show you, whether you come to buy or look. Prices \$16.50 to \$25

Dress Skirts Specially Priced \$3.50, \$5.00 and \$10.00

Big Bargains in All Dress Skirts; all the new styles; made of the latest materials and shown in all the staple colors, Blues, Greens, Brown, Red, Gray, Black, etc. Come in regular and extra sizes. Skirts are made of all-wool cloths, and the prices range from \$5.00 to \$10.00

A Line of Linen, Cotton and Wool Suits and Dresses Worth Up To \$25.00 Your Choice at Just One Half Price

Our entire stock of Wash Suits and Dresses and White Serge Suits, to close them out quickly, have been reduced to **HALF PRICE**. The stock is small, and if you wish to take advantage you should come early.

\$1.25 and \$1.50 Percal and Chambra Wrappers Each 95c

5 Dozen Percal and Chambra Wrappers and Two-Piece Dresses in dark and light colors; come in all sizes, from 32 to 44; buy now at the extremely low price of, each 95c

Black Petticoats Our Special Each at 50c, 75c and \$1.00

Wonderful values in Cotton and Silk Petticoats, in Black and colors; Cotton Petticoats, made of Near Silk, Moire and Satteen, at the very low price of, each 50c, 75c and \$1.00 Colored and Black Silk Petticoats, made from guaranteed silk; deep silk flounce; dust ruffle of Heath-erblow. These Petticoats are worth \$7.00 and \$8.00; now on sale at the low price of, each \$6.28

\$2.50 \$3.50 Children's Pique Coats to close out at \$1.19 Ea



We Have the Home Journal Patterns Same as Cuts Shown Here New Fall Dress Goods Made in New Colors and New Weaves at These Prices 50c, \$1, \$1.25 yd

This showing of Fall Wool Dress Fabrics, plain and fancy weaves, Shadow Striped, in Satin Cloths, Bedford, Serges, etc. The new colors and staple shades. Cloths suitable for Skirts, Waists, Dresses, Suits for Women and Girls. Splendid values at these prices—the yard, 50c to \$1.25
54-in. Broadcloth, yd., \$1
Comes in Green, Blue, Brown, Black; worth \$1.25, now... \$1



Friday & Saturday Only

2000 YARDS FINE ENGLISH LONG CLOTH, VALUE TO 20c THE YARD, NOW ON SALE AT, YD. 12 1-2c
2000 yards soft Satin Finish English Long Cloth, 36 inches wide; extra fine close weave; beautiful cloth for fine Underwear and Children's wear; buy all you want Friday and Saturday at, the yard. 12 1-2c; piece \$1.50

18c FINE INDIA LINON, SALE PRICE, YARD, 12 1-2c
1000 yards India Linon, 29 inches wide; fine linen finish; splen-did white cloth for Women's and Children's Dresses and Waists, a cloth that will wash without getting that heavy muslin appearance. Buy all you want Friday and Saturday at, the yd. 12 1-2c

SALE OF WHITE HOSE AT, THE PAIR, 39c AND 19c
25 dozen White Lisle and Cotton Hose, in Plain and Lace; sizes 8 to 10; Friday and Saturday only at these low prices; 50c and 75c qualities, 39c; 25c and 35c values, the pair 19c
WE HAVE EXTRA VALUES IN PLAIN BLACK HOSE

SPECIAL FRENCH GOWNS, EACH, \$1.25

50 Dozen Women's French Nightgowns, made of fine Nainsook and Long Cloth, trimmed in embroi-ery, fine Val and Torchon Edging and Insertion and Wash Ribbon; made very full; short sleeves; are worth up to \$1.75; bargain price, each... \$1.25

CAMBRIC SKIRTS, EACH, 98c & \$2.98

Two Extra Specials in Fine Cambric Underskirts, trimmed in Lace or Embroidery and Insertion; splendidly made and exceptional values at these extremely low prices, each 98c and \$2.98

SWEATERS IN NEW FALL STYLES
Big assortment of Women's Sweaters in White, Oxford and Red; single and double-breasted; long and short; also complete line Children's Sweater Jackets. The prices:
\$1.00, \$1.25, \$2.00 up to \$8

ALL REMNANTS NOW AT HALF PRICE

Hundreds of Remnants of Wool and Silk Goods; lengths for Waists and Dresses; Outing Flannel, Curtain Goods, Wash Fabrics, etc. Take advantage now, while there are hundreds to make a selection from. Your choice now at **HALF PRICE**

LACE CURTAINS, PAIR, 50c to \$4.00

100 pairs of Lace Curtains in Net and Nottingham, splendid values; regular and extra sizes; Cream, Arab and Rahite; the pair... 50c to \$4.00

S. H. Friendly
592-594 Willamette

PERSONAL

(From Wednesday's Daily Guard)
A. R. Tiffany is at Newport.
H. P. Jenson, of Irving, was in Eugene today.
H. A. Miller went to Deerhorn today on an outing.
Frank Knox has returned from an outing at Newport.
Miss Nell Mulkey returned to Cres-well this afternoon.
Miss Grace Dunn is home from an outing at Newport.
Dr. W. Kuykendall returned last night from Portland.

G. P. Brown, of Corvallis, spent last night in the city.
J. W. Hobbs is on a trip to Lake and Klamath counties.
Miss Clara Wolf is visiting in Portland for a few days.
Miss Ruth Balderice is visiting with friends up the McKenzie.
J. W. Owen returned to Portland on the local last evening.
D. P. Peterson and family have gone to Newport for a stage passenger this morning for Deerhorn.
Mr. and Mrs. W. A. Bell have gone to Newport on an outing.
S. N. Farwell, of Medford, is trans-acting business in Eugene.
S. Fitzgerald, of Holyoke, Mass., arrived in Eugene last night.

NEW FLEECE BACK KIMONA FLANNEL-ETTE, EXTRA VALUES AT, YARD, 12 1/2c
50 Pieces new Kimona and Wrapper Cloth; all different patterns, Stripes, Figures, Dots, Persian and Japanese designs; light and dark; colors; these are extra values at this low price; yard, 12 1-2c

WHITE AND COLORED SUITING, YD. 12c
PLAIN 36-IN. LINEN SUITING, YARD, 19c
20c Cotton Suiting in Pink, Light Blue, Navy, Alice, Copenhagen, Black and White; 36 inches wide; fine linen finish; fast color; medium weight; marked at the very low price of, yd... 12c
36-inch Linen Suiting in all colors; solid and mixed effects; regular 35c quality, yard... 19c

25c FANCY LAWNS, ORGANDIES, ETC. 9c
60c SILK MULL, ORGANDIES, ETC. 39c
Grand clean-up of this Summer Goods; some very neat patterns left for Dresses, Kimonas; yard... 9c
Beautiful Silk Organdies and Mull, suitable for evening and afternoon Dresses; the yard... 39c

Miss Barbara Booth went to Port-land today on a visit.
Dr. T. W. Harris returned this after-noon from a trip north.
John F. Kelly arrived home this afternoon from a trip north.
Mr. and Mrs. Geo. T. Hall, Sr., left today for an extended trip East.
S. G. Spicer and wife left today for Seattle to take in the exposition.
Horace Harms came down from Cottage Grove on the noon local to-day.
Attorney E. O. Potter and wife went to Salem today for a few days' visit.

Wm. A. Vincent and wife left to-day for St. Johns, Nova Scotia, on a visit.
J. A. Nash went to Albany today to look after a building contract there.
Jas. Offutt left today for Pitts-burg, Pa., to be gone a couple of months.
J. E. P. Withers and daughter, Mrs. Cornelius, went to Irving today on a visit.
E. O. Samuels, of the Sunset Lum-ber Company, at Mabel, was in the city over night.
L. Anderson was among the stage passengers for Deerhorn this morn-ing on an outing.

F. J. Berger, the hardware mer-chant, took the stage this morning for McKenzie bridge.
T. C. Wheeler, cashier of the First National Bank of Cottage Grove, is in the city this afternoon.
Mrs. F. R. Schover has gone to San Francisco to see her sister, Mrs. J. W. Pricke, who is very ill.
O. V. Jennings was a stage passen-ger for Foley Springs and other upper McKenzie resorts this morning.
Mrs. B. L. Lucas arrived up from Portland this afternoon to visit at the home of Mr. and Mrs. R. McMurphy.
A. J. Johnson, ex-sheriff of Lane county, returned to Creswell this after-noon after a short visit in Eugene.
G. C. Hillied and Sam Collett, of Wells, Nev., and L. Salider, of Deeth, Nev., were arrivals in Eugene this morning.

O. J. Johnson, the railroad prom-oter, left today for his home in Min-nesota, to bring his family here to reside.
Mrs. E. Terpening and daughter, Achsa, left today for Richmondville, N. Y., on a visit of a couple of months' duration.
J. H. Shewry, superintendent of the Warren Construction Company's paving plants in Western Oregon, left today for points north.

Dr. W. R. Collins and wife, of Lake Crystal, Minn., after a visit at the home of Mrs. Collins' sister, Mrs. A. Svarverud, in Eugene, left for home today. They were accompa-nied by Henry Collins, who has been here for a year.

COULD NOT FIND THE CONTRACTORS
A number of men from Portland who came to Eugene for the purpose of working on the Natron extension have returned to Portland. They claim that they could not find the contractors, here, in Springfield, or Natron, and so were obliged to go back.

S. H. Friendly
592-594 Willamette