

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
gloom,
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

16 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 Beau de Sole a yard..... 75c yd

75c Black Tageta, a yard..... 65c yd

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

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

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, chevrons, tweeds and homespun. Coats are made either single or double breasted, center or side vents, worth up to \$17.50, sale price..... \$9.75

LOT 2

In this we include absolutely every suit in the house, our finest Schloss and Stein-Bloch 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..... \$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

\$4.85

S. H. Friendly

594 Willamette St., Eugene, Oregon

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 40, 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, voiles, etc.

Prices \$5 to \$30



BORN.

In Eugene, December 29, 1906, to Frank E. Taylor and wife, a son.

Attention, Baptists!

The annual business meeting, supper and roll call of the First Baptist church will be held Thursday, January 3d, beginning at 2:30 in the afternoon.

Too Late for Christmas.

Our Christmas Rockers arrived three days after Christmas; rather than carry them over we will sell them at a reduction in price.

CHAMBERS' HARDWARE.

REV. CARLISLE P. B. MARTIN, LL. D.,

of Waverly, Texas, writes: "Of a morning, when first arising, I often find a troublesome collection of phlegm which produces a rough and is very hard to dislodge, but a small quantity of Ballard's Horehound Syrup will at once dislodge it, and the trouble is over. I know of no medicine that is equal to it, and it is so pleasant to take. I can most cordially recommend it to all persons needing a medicine for throat or lung trouble." Sold by Linn Drug Co.

THE JOY

of living is to have good health. Use Herbine and you will have bushels of joy. You need not be blue, fretful and have that bad taste in your mouth. Try a bottle of Herbine, a positive cure for all liver complaints. E. Harrell, Austin, Texas, writes: "I have used Herbine for over a year, and find it a fine regulator. I gladly recommend it as a fine medium for dyspepsia." Sold by Linn Drug Co.

A Clean-up Sale At Watt's

We said we we were going to sell two thousand dollars worth of goods last week and we kept our word, now we are going to clean-up the remnant of our stock of Toilet sets, Manicure sets, Chinaware and Cloisoune.

Remember that these goods are going as we must have the room for other goods. The prices will not stand in the way if you need anything in these lines.

J. O. Watts

The Up-to-date Jeweler and Optician

Corner 9th and Willamette Sts.

Blank Books and Diaries For The New Year at Schwarzschild's

Wagon and Carriage Shop At the river bridge—burned—big loss, no insurance; to raise money to pay for new shop and tools give them work. Every little helps. Let them build you a new rig.

S. L. LONG

50 East Ninth Street. Phone Red 1271

HARDWARE AND IMPLEMENTS EXPERT PLUMBING, TINNING AND ROOFING

GOOD WORK AT RIGHT PRICES



IT IS A MIGHTY HARD CHEEK

any man would have to ask us to sell high grade groceries at lower prices than we name. Furnishing the best that the market affords, contented with a small margin of profit, we are in a position to compete with anybody seeking your patronage.

Just received, a full assortment of that Blue Granite Ware.

W. M. GREEN THE SQUARE DEAL GROCER
619 Willamette St. Phone Main 25

MARRIED.

December 30, 1906, at the residence of the officiating clergyman, Rev. J. S. McCallum, in Eugene, Clara B. Baker and Miss Clara Bosserman, both of Springfield.

December 31, 1906, at the Lennin restaurant in Eugene, John C. McCallum and Miss Donna Leda, both of Marcola, Rev. H. N. Mount officiating.

At the home of the bride's parents, Mr. and Mrs. F. L. Shove, December 30, 1906, Miss Nellie May Shove and Edward Keeler, T. A. Fountain, justice of the peace, officiating.

December 25, 1906, at the home of Rev. Phillip Workman, on the Mohawk, Burton E. Cobb and Miss Ella

Abeth A. Workman, Rev. Thos. A. Yost officiating.

December 26, 1906, at the home of H. D. Chamberlain, Edgar R. Roberts and Miss Maude A. Chamberlain, Rev. G. L. Lovell officiating.

December 24, 1906, at the home of the officiating clergyman, Rev. W. C. Sale, Emory Theodore Kruger and Miss Blanche Blagg.

December 24, 1906, at the residence of the officiating clergyman, Rev. M. F. Horn, in Eugene, Wm. Clayton Inman and Miss Florence Curtis.

December 24, 1906, at the home of S. B. Morse in Cottage Grove, David A. Rissee and Miss Anna E. Morse, Rev. C. H. Wallace officiating.

Into each life some sorrow must fall; Wise people don't sit down and bawl; Only fools suicide or take to flight; Smart people take Rocky Mountain Tea at night.

Linn Drug Co.

PERSONALS.

Dr. S. D. Read is in Portland. Miss Lillian T. Kidd, of Roseburg, is in Eugene.

Miss Inez White is here from Seattle visiting her relatives.

Earl Mount is here from Seattle, visiting his father, R. Mount.

Frank E. Ankeny is here from Klamath Falls, visiting his mother.

Miss Ida Noffsinger returned yesterday from her visit at Brownsville.

Thos. Fennell and wife, of Independence, are visiting at the home of Mr. and Mrs. J. M. Pipes.

Blossy Krouse, of Portland, is visiting at the home of Mrs. H. P. Hendershot, in this city.

Miss Marguerite Brund, of Florence, arrived up from Portland Sunday night on a visit with friends.

Alexander Martin, Jr., of Klamath Falls, is visiting at the home of his uncle, Geo. H. Smith, in Eugene.

Al Montgomery, wife and daughter, of Vida, left yesterday for Los Angeles, to spend the remainder of the winter there.

J. C. Abbott and wife went to Leland yesterday, after visiting Mr. Abbott's father, S. Y. Abbott, in Eugene. They recently arrived from Condon.

It will pay you to see our chairs in north show window whether you buy or not; they are the newest styles, direct from the factory.

CHAMBERS' HARDWARE.

CARRIE NATION certainly smashed a hole in the bar-room of Kansas, but Ballard's Horehound Syrup has smashed all records as a cure for coughs, bronchitis, influenza and pulmonary diseases.

T. C. H. Horton, Kansas, writes: "I have never found a medicine that would cure a cold so quickly as Ballard's Horehound Syrup. I have used it for years." Sold by Linn Drug Co.

BUSINESS BRIEFS.

Paint with Phoenix paint. Prestor & Hales, agents.

M. O. Warner tunes pianos. Leave orders at H. E. Morris' music store. Sweet Cream at the Palace of Sweets, 35c quart, delivered to any part of the city.

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THE TEXAS WONDER

Cures all kidney, bladder and rheumatic troubles; sold by all druggists or two months' treatment by mail for \$1. Dr. E. W. Hall, 2926 Olive street, St. Louis, Mo. Send for testimonials. Sold by Hull's Drug Store, d w tt