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

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

132 Muslin Underskirts $1.50 and $1.75 values for $1.25

An interesting sale of fine Cambric and Muslin Underskirts, splendidly made and beautifully trimmed with lace and embroidery and insertion, deep flounce ruffle and cluster of tucks, all sizes, 39 to 44, all made with waist band instead of draw string. You can't afford to miss this skirt sale Monday, so be here early $150 to $1.75 muslin unkerskirts each **$1.25**

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 $150, your choice, yard..... **$1.00 yd**

SUIT PATTERNS REDNCED 25 PCT.

All plain Wool Dress Goods, colored and black reduced 10 per cent and more.

Sale Knit Underwear

35c Women's Fleeced Underwear 25c

Fine white fleece lined pants and vests, silk tape at neck, neatly finished, 35c value, each **25c**

Sale Oneita Union Suits

All Oneita union suits reduced

25% to 30%

75c Union Suits 60c — $1.50 Union Suits $1.15
$1.00 Union Suits 80c — $2.50 Union Suits $1.80

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 Taffetta 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 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, **$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 stylins, 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, cheviots, tweeds and homespuns. 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

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 Eiderdown 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

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

ELI BANGS BUYS OUT A. C. RUBY

Eli Bangs, formerly in thel ivery stable business in Eugene and who recently sold out to Barnard & West and removed with his family to Lawen, in Eastern Oregon, is in the city for a few days on business. The Guard learns that he has just purchased the extensive stock yards and business of A. C. Ruby at Pendleton, and has taken charge, removing his family to that city to reside. Mr. Ruby, who is also formerly of Eugene, had one of the finest yards of stock in the country. He imported a large number of pure bred horses from Europe and some of them are now in the hands of Lane county farmers.

Mr. Bangs sold his stock farm at Lawen, taking as part payment a hotel at Ontario, Or. He did not conduct the hotel, but leased it to other parties and decided on the Pendleton deal.

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.

NOTICE

The Eugene Washing Powder and Soap Works will be continued at the old stand. Satisfaction in every way guaranteed by the only and sole proprietor,

WILLIAM REDANZ.

Get your meals at the theatre cafe. dtf

SCOBERT & DODGE MAKING CHANGE IN BUSINESS

Scobert & Dodge, as will be noticed in their advertisement in another column, will, as soon as they are able to sell off their present stock of goods, engage in wholesale produce and commission business. They will conduct their business at the same stand as at present, at the corner of West Eighth and Olive streets. This is one of Eugene's most successful business firms. A little less than five years ago they purchased a small grocery store, on West Eighth street, a few doors west of their present location. They remained there only a short time, as their business soon outgrew their quarters, and moved to the Hovey building on the corner. While they have made money in the grocery business alone, more was made in the produce and commission business which they conducted in connection, and they have finally decided to devote their entire attention to that branch.

The theatre cafe trys to please every one. dtf

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.

If you have any clothes that need cleaning, dyeing or pressing, give us a call. We do first-class work under guarantee. Eugene Steam Laundry. tf

ESTRAY NOTICE.

One Jersey calf came to my place at Mabel about November 15, 1906, marked with an underbit in each ear. Owner can have the same by paying for this advertisement and for keeping of the calf. Cal Hileman, Mabel, Ore. j15

Mrs. Cinderella Howard was this afternoon appointed administrator of the estate of her husband, Samuel N. Howard, the pioneer who died at his home, three miles north of the city, on December 28, 1906. The estimated value of the property is $17,500. The heirs are as follows: His wife, Cinderella Howard, and the following children: Emmett, DeWitt C., Dolpha M., Bessie, Jessie B. and Nellie C.

Accordion plaiting done by Mrs. Bert Vincent, 627 Hilyard street. dtf

CITY NEWS.

Weather Prediction.

Snow flurries and colder tonight; Sunday, probably cooler.

Dr. Lowe, the optician, will be in his Eugene office until next Wednesday evening.

The will of W. O. Jones has been filed for probate. The property of the estate is valued at $1000, and is left to his father, J. P. Jones, of Charlottesville, Va., and a nephew.

The stage lines are again operating on schedule time. Thursday's Siuslaw mail arrived last evening, a day late, but hereafter it is expected to come in on time.

Martha R. Bennett has been appointed administratrix of the estate of John R. Bennett, who died on December 23, 1906. The probable value of the property of the estate is $1700.

The material for the new Coburg bridge passed through the city today. It is to be of steel, like all the new structures being put in by the S. P.—Yesterday's Albany Democrat.

Professor Sweetser will deliver a special address Sunday to the Bible class in the east lecture room of the M. E. church at time of Sunday school on the subject, "The revelation of a book older than Genesis."

Mrs. Mary Goodrich today instituted divorce proceedings in the circuit court against her husband, David Goodrich, alleging cruel and inhuman treatment. They were married in New York state April 2, 1887. They have no children.

E. S. LaDuke, of Fairmount, is carrying one of his hands in a sling as the result of shooting through a finger. In attempting to shoot a rabbit with a pistol it went off too soon and the bullet went through the finger.

The Woodmen of the World installed their new officers in I. O. O. F. hall last night. Addresses were delivered by several members and a general good time was had. Congressman Hawley was to have been present but could not come on account of the flood.

W. L. Ford, proprietor of the Hazelwood restaurant and "soft drink" place, was placed under arrest last night, charged with conducting a disorderly place, and ordered to appear before Police Judge Dorris this morning. At the appointed hour he was on hand, but the complaint against him was dismissed.

The theatre cafe is the best in town. dtf

CHURCH SERVICES.

Christian church—J. S. McCallum, pastor, Bible school at 9:45. Preaching 11 a. m, and 7:30 p. m. Junior League at 3 C. E. at 6:15. Morning subject Pure Religion. Evening subject "Christ Our King."

Baptist church—O. C. Wright pastor. Bible school at 9:30; Morning sermon "A New Year's Message. B. Y. P. U. at 6:30. Popular evening service at 7:30 p. m. Subject "The Voice in the Wilderness" Fourth sermon in "The Man of Galilee" series. Stereopticon. Welcome to strangers.

First Church of Christ Scientists—Corner 9th and Pearl streets. Sunday service 11 a. m. Subject Life. Sunday school 12 m. Wednesday evening meeting 7:30 p. m. Free reading room open daily except Sunday from 2 to 4 p. m.

Congregational—Dr. Sheldon will lecture at 11 o'clock. A cordial invitation for you to attend.

Central Presbyterian—H. N. Mount pastor. S. S. at 10 a. m. C. E. at 6:30 p m Public worship with sermon by the pastor at 11 a m. and 7:30 p. m. The week of prayer will be observed each evening next week at 7:30.

United Brethren—Sunday school at 10 o'clock Preaching at 11 o'clock No other services.

All kinds of clothes cleaned, pressed and dyed at the Eugene Steam Laundry. tf

ALL THE WORLD

is a stage, and Ballard's Snow Liniment plays a most prominent part. It has no superior for rheumatism, stiff joints, cuts, sprains, and all pains. Buy it, try it and you will always use it. Anybody who has used Ballard's Snow Liniment is a living proof of what it does.

Buy a trial bottle. 25c, 50c and $1.00. Sold by Linn Drug Co.

To Cure a Cold in One Day.

Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.

Subscribe for the DAILY GUARD.

Shoe-buyers Get Best Values For Their Money

When you buy goods at our store you obtain good shoes of better quality for less money than elsewhere. We buy with judgment because we know leather and have had years of experience in shoemaking. You get this benefit free. Shoes repaired promptly

Miller's Shoe Store
41 West Eighth Street
East Room in Schneider Block — Half Block W of Postoffice

What the ticker says is keeping spectators guessing. What we say is, stop guessing when it comes to your tobacco taste. If you are looking for a really good cigar, one that has the sweet flavor that every lover of the weed longs for, you will find it in the MOUNT HOOD CIGAR.

The Luxury of Losing

Yours for less than they cost us, and thank you for making us poorer. We bought too many Toilet Sets for Christmas, and are paying for our blunder by selling them at less than their actual value. But it isn't clear loss—for we have an offset in the value of the experience

J. O. Watts
The Up-to-date Jeweler and Optician
Corner 9th and Willamette Sts.

Please your purse

By patronizing our shop, with its New Year cakes and pastry in such attractive array.

Nothing better than our bread.

Eugene Baking Co.

HALL & SHUMWAY,
Carry a full line of plumbing fixtures
Plumbing and sewer work.
Also general jobbing in tin and sheet iron work. Iron work promptly attended to.
phone Black 1201. 480 Willamette