

Agents Maish Comforts, Stork Rubber Goods, Moneybak Silks, Wayne Knit Hosiery, Kabo Corsets, Priestley's Dress Goods and Cravenettes

The Friendly Store Grand Annual Clearance Sale

This is by no means an event of ordinary importance. The thousands of people who have patronized these sales in seasons past and know the character of the proffered buying advantages, will come in great numbers to share again in the marvelous price savings. You will notice if you read the store news below that we have arranged price inducements of a very tempting nature--but the items printed here do not half tell the tale of the many bargains that are ready for you all over our two big stores. **OUR BUSINESS CREED---To do the Right Thing, at the Right Time, in the Right Way; To do Some Things Better Than They Were Ever Done Before;** to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for the love of work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

Clearance Sale Neckwear

Hundreds of pretty neck pieces to choose from, many of which were bought for the holiday trade, but came too late. You can buy them now at a great saving.

Turnovers and silk stocks in white and colors, each **10c**

An immense assortment of fancy Japots, stocks and fancy collars at each **25c**

Beautiful collection of the very latest effects in fancy Neckwear, white, black and colors; **48c**

Spangled and lace Cape collars at 1-2 regular prices.

All Coat Sets and Staple Neckwear reduced 10 per cent.

Clearance Sale Dress Goods

27-in. Tricot Flannel, in plain and snowflake effects, a yard **25c**

A big cut on 50c and 60c Novelty Dress Goods, 20 patterns, consisting of checks, stripes and plaids; your choice of the lot **33c**

Yard **33c**

\$1.25 and \$1.50 Dress Goods 95c

25 pieces Novelty Dress Goods, dark rich shades in red, blue, brown, and green combinations; every piece this season's pattern and sold regularly at \$1.25 and \$1.50; now **95c**

A yard **95c**

Suit Patterns Reduced 25%

All staple, plain colored Dress Goods in black, white and colors, reduced 10 PER CENT.

Clearance Sale Silks, Etc.

\$1 Messaline Silk yd 85c

Comes in white, cream, light blue, pink, Reseda, Lavender, navy, brown, etc. One of the prettiest and most fashionable silks for evening gowns, waists or street wear; buy now; \$1.00 quality, only, a yard **85c**

Novelty Silks reduced 25%

All novelty silks, plaids, stripes, checks, floral and Dresden effects, a very complete assortment; suitable for waists, dresses and trimmings; all reduced 1-4 of regular prices.

Staple Black and Colored Silks reduced 10%

Taffetas, Peau de Soie, Crepe de Chine, Japanese, Peau de Crepe, Peau de Chine, Surah, Habutata, etc., all at 10 per cent less.

Clearance Sale Knit Goods, Outing Flannels, Gowns

Fascinators, Shawls, both silk and wool, knee Skirts, infants' booties, hoods, etc. Children's Caps, etc., reduced.

25 PER CENT FROM REGULAR PRICES

\$1.00 Outing Flannel Gowns 78c

Come in stripes and checks, made of good grade of Outing flannel; sizes 15 to 18; regular \$1.00 values at **78c**

\$1.50 to \$2.00 Outing Flannel Gowns; made in three styles; V and square shaped necks and with collar; come in white, cream and stripe and checks; made very full and extra long; all reduced **20 PER CENT.**

Clearance Sale Hosiery and Underwear

15c Wool Hose pr 8c

Infant's black wool Hose, size 5 and 5 1-2; usually regular 15c quality, pair

25c Child's Wool Hose 18c

Sizes 6 to 9 1-2; extra heavy rib in black, only

—25c quality, a pair

Ladies' fleece lined Hose **15 and 25c**

Ladies' \$1.00 to \$5.00 Union Suits reduced 20% from regular prices

All other infants' children's and ladies' undergarments reduced 10 PER CENT from regular selling prices.

40c Hose 3 pairs for \$1.00

Clearance Sale Linens

Cotton Fringed Towels, special ea. **5c**

15c hemmed Union Huck Towels, special, each **11c**

25c large hemmed linen Huck Towels, each **17c**

35c large hemmed linen Huck Towels, each **28c**

50c large hemmed linen Huck Towels, each **40c**

7 1-2c cream crash Toweling, 37 in., yd **1-3c**

10c 19 inch Stevens Crash Toweling, yard **8 1-3c**

15c 19 inch Linen Crash Toweling, a yard **11c**

20c pink and blue and white linen Toweling, yd **16 2-3c**

15c Turkish Towels, special a pair **25c**

All table Linens, Napkins and separate Linen pieces reduced 10 per cent.

Annual Clearance Sale Ladies' and Children's Ready-to-Wear Apparel



Children's wearing apparel. Coats, Suits, Skirts. All fall and winter Suits and Coats must be closed out at once and have been marked at prices to move them quickly.

\$7.50 Long Coats, made of mixed cloths \$4.15

\$15.00 Long Coats, made of mixed cloths \$6.75

\$18.00 Cravenette Rain Coats, ea. \$7.00

\$20.00 Ladies' Tailored Suits, ea. \$9.00

\$25.00 Ladies' Tailored Suits, ea. \$14.75

\$12.00 Children's Coats, special ea. \$6.00

\$5.00 Children's Coats, special ea. \$2.50

Ladies' Dress Skirts reduced 25 per cent.

Ladies' evening Coats and light colored Broadcloth Coats reduced 1-3 from regular.

\$4.00 accordion pleated Sateen Petticoats reduced to, each \$2.08

Come in red, navy, green and black.

\$1.50 Shirtwaists \$1.15; \$3.00 Shirtwaists \$1.80; \$4.00 Shirtwaists \$2.85. All other Waists, silk and Peau de Soie and Heather-boom Petticoats reduced 10 per cent from regular selling prices.

Now is the time of year when we close out all ladies' and children's

Advance Sale of Lace Curtains Curtaining and Art Draperies

Hundreds of pairs of Nottingham and Brussels Net Curtains in Arab, cream and white; dozens of patterns, all new designs; anticipate your spring wants in Lace Curtains and buy now.

YOU'LL SAVE 25 PER CENT ON YOUR PURCHASE.

Plain and Fancy Silkolines, yd. 10c

Best 12 1-2 and 15c 36-inch Silkolines in plain and floral designs suitable for drapery and comfort covers; dark and light shades, special, yard

All other art goods reduced 10 per cent including art Ticking, art Denim, Curtain Net, etc.

Clearance Sale Flannelettes, Flannels and Outing Flannels

15c Kimona and Wrapper Goods 11c

All our Velours and Flannelette Wrapper and Kimona Cloths, about 25 pieces, all different patterns and colors; splendid assortment, 12 1-2c and 15c values, a yard

12 1-2c OUTINGS 10c. 10c OUTINGS 9c. 9c OUTINGS 8c

50c Wool Challies, the yard 43c

15 pieces all wool and mercerized Satin striped Challie; small floral sprays and floral designs; suitable for children or grown folks wearables, 50c quality, a yard

All plain wool Flannels in red, blue, grey and white reduced 10 per cent from regular prices.

Clearance Sale Comforts, Blankets and Bed Spreads

\$1.25 Full Size Comforts \$1.00

\$3.00 Full Size Comforts \$2.40

All white, gray, red, tan and mottled all wool Blankets, weighing 4 to 10 pounds; sold at \$3.00 to \$10.00, reduced 20 PER CENT

Cotton Blankets in white, gray and tan, sold at 60c to \$2.00

Reduced **10 PER CENT**

Extra special prices in Bed Spreads, white, pink and blue, regular prices 85c to \$7.50; reduced **10 TO 20 PER CENT**

Special Offering for Monday Only

36-in Lonsdale and Fruit of the Loom Muslin Special

11 cents yard

10 yards only to one person

15c English Long Cloth, 12 yard pieces **\$1.25 a piece**

20c English Long Cloth, 12 yard pieces **\$2.00 a piece**

Men's Furnishings Specially Priced for Monday

25c all wool Hose in gray, natural black and brown, sale price, 10c

20c Oxford wool Hose, size 9 1-2 to 11 1-2 **14c**

1.25 Golf Shirts, detached cuffs **85c**

50c Suspenders, all makes **10c**

15c Cotton Sox in tan and black **5 1-3c**

50c Work Shirts in dozens of neat, reversible patterns **45c**

\$3.00 Sterling brand Hats \$2.50

\$2.50 Lion brand Hats \$2.00

\$1.50 Hats \$1.25

All Boys' \$1.50 and \$1.75 Hats, brown, pearl, black and tan, sale price **\$1.25**

Clearance Sale Fancy Goods

Clark's O. N. T. 200 yd. spool Cotton, a spool **5c**

Charter Oak 200 yard spool cotton, 6 spools for **25c**

6 spools Clark's Luster Crochet thread **25c**

Best 10c English Pins, all sizes, a paper **5c**

35c and 40c mounted Shell Back Combs **25c**

Barning Cotton, all colors **2 spools for 5c**

Children's size Hose Supporters, a pair **10c**

Pearl Buttons, sizes 14 to 24, a dozen **5c**

Cotton Feather Bone, a yard **8c**

Silk covered Feather Bone, a yard **16c**

3c small Cub Pins, assorted colors, each **3c**

50c Hookon Hose Supporters **35c**

25c Hookon Hose Supporters **10c**

Wire Hair Pins, 2 bunches for **5c**

20 Dress Shields, a pair **10c**

Stephenson's Skirt and Waist Supporter, the ever ready adjuster, each **25c**

Land's all elastic Washable Daily Belt, metal, each **22c**

Clearance Sale Dress Trimmings for 1/2 and Less

1000 yards fine Braids and Appliques, sold regularly at 15c to 25c a yard, clearance price, yard **1c**

Another lot containing about 500 yards, selling regularly at 25c to 50c, to close out, a yard **5c**

Annual Clearance Sale Men's and Boys' Suits Overcoats, Trousers and Furnishing

With the exception of a few contract articles every item in our mens' shop reduced. We are making it a big object for you to do your January shopping here.

The Finest Hand Tailored Clothing Low Priced

Schloss Bros. College brand and Elk Brand Clothing at the following prices:

\$30.00 Suits, sale price	\$25.00
\$25.00 Suits, sale price	\$20.00
\$20.00 Suits, sale price	\$16.00
\$15.00 Suits, sale price	\$12.50
\$10.00 Suits, sale price	\$8.00
\$8.00 Suits, sale price	\$6.50
\$5.00 Suits, sale price	\$4.50

75 Overcoats worth up to \$12.50, sale price \$5.95

Monday we continue our Cravenette and Overcoat Sale. Twenty-five sold yesterday and today, but in the 75 remaining you can find many in your size in most any pattern either Overcoat or Cravenette. Sizes 30 to 44. **\$12.50 Overcoats and Cravenette, \$5.95**

Children's Overcoats, ages 2 1/2 to 10

\$7.50 Overcoats reduced to	\$6.25
\$6.00 Overcoats reduced to	\$4.75
\$4.50 Overcoats reduced to	\$4.00
\$3.00 Overcoats reduced to	\$3.25
\$1.50 Overcoats reduced to	\$1.00

Ten Overcoats, sizes 30, 32, 34, 35, that were worth up to \$15.00, sale price tomorrow **\$2.50**

Men's and Boys' Trousers Reduced

We guarantee every pair of trousers sold and satisfactory ones may be exchanged for new ones.

\$16.00 Trousers, sale price	\$7.50
\$8.00 Trousers, sale price	\$4.50
\$5.00 Trousers, sale price	\$3.25
\$4.00 Trousers, sale price	\$2.50
\$3.00 Trousers, sale price	\$2.25
\$2.00 Trousers, sale price	\$1.50
\$1.00 Trousers, sale price	\$0.75

Young Men's Overcoats, ages 8 to 20

\$15.00 Overcoats reduced to	\$12.00
\$12.50 Overcoats reduced to	\$10.00
\$10.00 Overcoats reduced to	\$8.00
\$8.00 Overcoats reduced to	\$6.50
\$7.50 Overcoats reduced to	\$6.00
\$5.00 Overcoats reduced to	\$4.00

Eugene's Largest and Best Store

The Friendly Store

See Window Display

592-594 Willemette St.

1000 Shirts, \$1.00 and \$1.25, Sale Price 92c

We place on sale Monday 1000 fine dress Shirts, detached collars and with Overcoat attached cuffs, all patterns and sizes, \$1.00 and \$1.25 Shirts, sale price **92c**