

The Friendly Store Annual Red Letter Clean Sweep Sale

The Greatest Sacrifice of Seasonable and Staple Merchandise Ever Offered In Eugene

Grand Annual 2-Price Clothing Sale next
Thursday, Friday and Saturday
Jan. 30th, 31st and Feb. 1st

Positively 3 Days Only

On next Thursday, Friday and Saturday, January 30th, 31st and February 1st we hold our Annual Grand Clean Up Sale of odds and ends. This year we will include absolutely every Suit, Overcoat or Cravenette regardless of cost at either one of two prices.

All Suits, Overcoats and Cravenettes valued at \$15, \$18, \$20, \$22.50, \$25 and \$27.50
During this sale reduced

\$14.85

All Suits, Overcoats and Cravenettes valued at \$8.50, \$10, \$11, \$12.40, \$12.50 and \$14
During this sale reduced to

\$7.85

IMPORTANT!! Although we will have extra salesmen and be better prepared in every way to handle the enormous crowds that always fill our store during this sale we suggest early buying. Don't wait till Saturday night. If inconvenient to come yourself. Telephone and mail orders will be carefully filled subject to exchange if unsatisfactory.

No Alterations made at Sale Prices without extra charge

Two Specials in Boys' Knee Pant Suits

\$5.00, \$6.00 and \$7.00 Suits
\$1.95

Absolutely all wool 3 piece suits, in sizes 7 to 16, well made and of good stylish patterns. To close out entire lot we make this price for three days only.

\$3.00, \$4.00, \$5.00 and \$6.00
Norfolk and Belted Coat Suits
Sale Price

\$2.20

Ages 3 to 10 and materials are all wool serge, cheviot, tweeds and casimers.

This is the Store That is Always Busy

Talk about hard times, financial flurry, tight money and all that pessimistic talk we hear about in certain quarters, just ponder over this: Since the first of the year 1908 our business has been almost double that of 1907 during the same time, and almost every day and all the time last year. Our business was a record-breaker in every department. All of which demonstrates that there is plenty of money in Eugene in the hands of the people, and that the people are willing to part with the money if the proper inducements are offered by a house in which the people have confidence. We are busy because we are offering the right kind of service, and because the people appreciate enterprise and square dealing.

The Friendly Store

\$1.25 Dress Goods 95c

10 pieces novelty Dress Goods in checks, stripes, etc. Dark, rich colorings in chevots, serges and panama weaves; all this season's best patterns, \$1.25 and \$1.50 values; sale price, yd.95c

50c Wool Waistings 35c

18 pieces wool waistings, stripes, checks, dots, figures, etc., in light and dark combinations; materials that will wash without fading; regular 50c sellers; Sale price yd.35c

12 1/2c Outing Flannels 8c

Come in dark and light stripes, checks, etc., also plain pink, blue, white, gray, brown, etc; extra 12 1-2c quality, sale price, a yard8c

25c Handkerchiefs 8 1/3c

20 dozen lace and insertion trimmed Handkerchiefs, fine linen lawn centers; these are somewhat soiled from being on display during the holidays; take your pick, while they last at ONE-THIRD the regular price.

Clean Sweep Sale All Ready-to-wear Apparel



Every garment must be closed out in the next ten days. The prices are less for the garment made than you would pay for the material in the coats, suits, etc., we are closing out, and they're all this seasons' best styles.

Childrens Coats \$1.50, \$2.50, \$4, \$6

Made of fancy mixed Cloth, plain Kersey and plush and Valour and Astrachan in colors and sizes 4 to 14 years. Coats that sold regularly at \$2.50 to \$5.00 at the low price of \$1.50 to \$4.00. Be first and get the best values.

Ladies' Long Cloth Coats at \$4.15

24 ladies' long cloth Coats, made of fancy mixed Cloakings, dark and light mixtures, sizes 22 to 44; sold regularly at \$7.50 to \$10.00; at the low price of, each \$4.15

\$30, \$35 and \$40 Broadcloth Coats \$16

Just 14 of these fine Chiffon Broadcloth Coats left; come in black, blue, green, red, brown and in street and evening shades; lined throughout with Skinner's satin; trimmed in tailor's Sautanche braids; regular prices \$30 to \$40; to close out quick, each \$16

Take Your Pick of Ladies' Suits \$8 and \$12

For the next ten days take your pick of any Ladies' Suit in our store for less than material alone would cost; about twenty styles made of fancy mixed Suiting and black serge or Panama; strictly tailored and the latest winter styles sold regularly \$20 to \$35; take your pick at each \$8 or \$12

Dress Skirts \$3.00 and \$5.00

Two grand specials in Ladies' Dress Skirts; come in pleated and gored styles in fancy mixtures and plain blue and black; values to \$8.50, for \$3.00 or \$5.00

\$4 Bl'k and Col'd Petticoats \$2.45

\$8.50 Silk Petticoats ea. \$6.25

Two grand specials in silk and sateen Petticoats; come in black and colors; \$4.00 Skirts \$2.45; \$8.50 Skirts at \$6.25



Waists

5 dozen ladies' Shirtwaists, made of striped and checked Waisting, regular \$1.50 and \$2.00 Waists, each \$1.15
3 dozen ladies' white and colored Waists, all this season's best styles; values to \$4.00; sale price \$2.45

Gowns

10 dozen women's Outing flannel Night Gowns, made of heavy Cloth, values to \$1.25, sale price 88c
Children's Outing Flannel Gowns, made of neat striped cloth, 50c and 60c values; Sale price, each 38c

Corset Covers

The greatest offering of fine lace and embroidery trimmed cambric Corset Covers, all sizes, 32 to 40; values to 50c; sale price, each 25c
75c Corset Covers, each 50c

Stockings

Ladies' 35c fleece lined Hose, fine mercerized finish, sale price 25c
20c fleece lined Hose, 2 pair for 25c
Children's heavy wool Hose, sizes 6 to 10; best 25c values, pair 17c
Rawhide Hose, a pair 12 1-2c

Union Suits

Extra values in Children's fleece-lined Union Suits 25c and 50c
Ladies' fleece lined Union Suits, 75c and \$1.00 values, sizes 4 to 6; special sale price, each 48c
Children's single garments, each 25c

Corsets

60 pairs Corsets, most all black, sizes 18, 19 and 20; sold at \$1.00 and \$1.50, special, a pair 10c
All styles in best make of Corsets, white or drab at these prices 50c to \$5.00

Knit Gloves

Ladies' and children's knit Gloves in black, white and colors; 35c values, Sale price 25c
\$1.25 Kid Gloves, a pair \$1.00
Come in all colors and black and white. All sizes.

Skirt Binding

35 boxes of Brush Edge Skirt binding, all colors and black and white; size of pieces 5 to 30 yards; sold at 10c to 15c a yard; to close out quick we will sell these by the piece, only, yard 2c

Wrist Bags

10 dozen Wrist or Hand Bags in black and brown, silk and leather lined; have coin purse to match; 75c values, sale price 50c
25 per cent off on all Leather Goods.

Furs

Our entire line of Furs, about 100 pieces in all; large and small Furs, dark and light colors, all reduced 1-4

Ginghams

300 yards Dress Ginghams in stripes and checks, pinks, blues, etc; regular 12 1-2c quality, yd. 9c
200 yards fine checked Ginghams and good quality calico in dark and light colorings; Regular 7c and 8c values, yd 5c

Towels

20 dozen Huck Towels, good large size, hemmed and ready for use; regular 15c value, each 11c
Fine fringed Turkish Towels, full bleached each 10c
35c extra large Turkish Towels, special 25c

Bear Skin Cloth

50 inch Bearskin Cloth in white, only, Yard \$2.20
50 inch Curl Cue Bear skin Cloth, in white, red and gray; \$3.00 quality, Special Clean-up Sale price \$2.40

Lace

5000 yards fine Plat. Val. Lace and Torchon Lace and Insertion; 1 to 3 inches wide; sold regularly at 5 to 10 cents a yard; buy now for trimming underwear; clean sweep price 3 1-2c yd.

Embroidery

2000 yards Cambric and Nainsook Embroidery and Insertion; 2 to 4 inches wide; values to 15c; sale price 15c yd
Big reduction on all Embroidery, Insertion and Allovers.

Blankets

Our entire stock of Cotton and Wool Blankets, white, gray, tan and mottled, reduced 10, 15 and 25 per cent. \$2.00 Mixed Wool Blankets \$1.40

Spool Cotton

Best six-cord Spool Cotton; all numbers; black and white only; six spools for 25c
Luster Cotton, all colors; best quality; 6 spools for 25c
Clark's O. N. T. Cotton, a spool 5c

Pongee Silk

27-inch pure silk Pongee; natural color; Ruff weave; \$1.00 quality; a yard \$2c
34-inch Pongee, extra \$1.25 quality; a yard \$1.10

Art Burlap

36-inch Art Burlap; in green, red, blue and natural; best yarn dyed burlap; special, a yard 15c
Curtain goods, Curtains, Silkolines, etc., all reduced during this clean sweep sale.

Lace Curtains

Our entire stock of lace curtains, dozens of pretty patterns in Nottingham and Brussels Nets, both white and ecru, all reduced 1-4 and more.

Remnants

Hundreds of Remnants of Silk Dress Goods, Waistings, Curtainings, Domestic Laces, Embroidery, etc., for half regular prices.

Sunlight Yarns

Sunlight Shetland Floss; all colors; black and white; pound box \$1.00
Sunlight German Knitting Yarn; black and white and all the staple colors; special during this clean sweep sale, at 25c

Sheeting, Muslins, Etc.

All wide Sheeting and Pillow Cases, yard-wide Muslins, Cambrics, Long Cloth, Nainsook, India Linen, Ticking, Skirting, Lining, Table Linen, Napkins, Towels reduced 10 per cent.

Trimmings

Hundreds of yards of pretty Applique Bands, Edges, etc., in lace, Persian and plain colors, all reduced 10 to 25 per cent from regular prices.
Fancy black and colored Braids and Appliques, a yard 25c

Knit Goods

Children's Hoods, Toques, Caps, Triclinators, Ladies' Shawls, Infants' Bonnets, Knit Skirts, Crib Blankets, all greatly reduced during this clean sweep sale.

EUGENE'S LARGEST AND BEST STORE
Your Money's Worth or Your Money Back
S. H. FRIENDLY
592-594 Willamette St.
Dozens of Other Bargains Equally as Good
Those Mentioned Here are Awaiting You