

The Friendly Store--12th Semi-Annual Clearance Sale

Grand Annual Clearance Sale of All Ready Made Garments Coats, Suits, Skirts, Dresses, Waists, Night Gowns--All at Bargain Prices

Wonderful values in all ready-to-wear apparel at Eugene's foremost Cloth and Suit Store--every garment reduced fully one-fourth and most garments are reduced one-half and more. Take advantage of this sale. Every garment a new fall style, made of Broadcloths, Kerseys and fancy Suitings, splendidly made and finished. Dozens for you to choose from.

\$8.00 Women's Coats Now \$3.75
\$15.00 Women's Coats Now \$7.50
\$25.00 Women's Coats Now \$12.50

Children's and Misses' Coats reduced one-half and less. About 150 Coats, ranging in sizes from 6 to 16 years. Made of Plain and Fancy Cloakings, some plain and others trimmed in braid and velvet lined, with satin and Farmers satin. Dozens of new stylish Coats to choose from in the different sizes and colors. Select now, while the stock is complete.



\$3.00 Children's Coats For \$1.50
\$5.00 Children's Coats For \$2.50
\$7.50 Children's Coats For \$3.75
\$10.00 Children's Coats For \$5.00

Infant's and Children's Bearskin Coats at much less than the usual low prices, come in ages from one to six years, and colors are red, white, blue, tan and gray.

\$8.50 to \$10.00 Bearskin Coats
Sizes 2 to 8 Now Priced at \$4.98
\$2.50 to \$4.00 Bearskin Coats
Sizes 2 to 5 Now Priced at \$2.10



\$3.00 Waists ea. \$1.85
3 dozen Women's Waists, made of Flannel, Batiste and fine Fancy Waists, tailored styles, white laundered collars; \$3 Waists now priced at \$1.85

Women's Suits reduced more than one-half; about eighteen suits in all. These suits are all this fall and winter styles; long coat suits, pointed and straight cuts; gored skirts with wide fold. Make your selection early.

\$50 Women's Tailored Suits \$25.00
\$25 Women's Tailored Suits \$14.75
\$12 Women's Tailored Suits \$5.00

50 Women's Skirts made of Panama serge and batiste; in plain blue and black, fancy checks, stripes and mixtures; pleated or ripple gored styles.

Walking Skirts Val. \$7.50 at \$3.75
Walking Skirts Val. \$15 at \$5.00

This is the greatest offering of Skirts we have ever made; in fact, most of these Skirts are priced at less than the material would cost you.

\$10 Fur Scarfs for \$5
\$20 Fur Scarfs for \$10

Three dozen Scarfs, 36 to 50 inches long, with one to four full tails and the better ones have heads very large, full and best quality fur; dark and light brown and the price now just one half regular prices.

75c Sateen Petticoats for 50c
\$1.00 Moreen Petticoats for 75c
\$8 Fine Silk Petticoats for \$4.98

All of these petticoats are made of good material--the best bargains we ever offered; come in all sizes.



Wonderful Values In Fine Silk and Wool Dress Goods and Suitings

The most wonderful sale of Dress goods we have ever had--Every piece of wool Dress Goods and Waistings reduced except one or two contract lines. This includes colored and black, in novelty and plain materials. Here are three special lots which have been priced very low:

Lot 1 Tricot Flannel in plain and snowflake dots, red, light blue, green, navy, black, Alice, reseda, etc.; the regular price of these goods is 30c and 35c a yard; now placed on sale at, a yard 25c

Lot 2 1000 yards of Novelty Suitings in checks, stripes, plaids and fancy mixtures; grand variety to choose from in dark and light colors, browns, blues, reds, greens, tans and grays; reg. prices 30c and 40c a yard; priced now, a yard 32c

Lot 3 600 yards Novelty Suitings, including the shower-proof cloths for coats and skirts; an immense range of colors and patterns in this lot; cloths suitable for all purposes; sold regularly at 90c to \$2.00 the yard; sale price now, a yard 59c

Broadcloth For \$1.00 a Yd
Fine Chiffon weight Broadcloth in navy, green, red, brown and black; beautiful finish; 32 inches wide; these goods worth \$1.50 a yard; sale price, a yard \$1

50c Flannel Waistings 35c
50c ank 60c Challie yd 45c
\$1.00 French Flannels 75c

Grand Clearance Sale of Flannel Waistings, Challies, etc., suitable for Waists, Kimonos, Children's wear; come in light and dark colors and a variety of new patterns

Send Us Your Mail Orders
For Samples or Merchandise



90c 19-in Taffeta Silk a Yard 69c

Our entire stock of 19-inch Taffeta Silk, sells regular at 90c a yard, and comes in all colors; red, brown, green, navy, light blue, pink, reseda, mals, yellow, lavender, old rose, tan, gray, smock, etc.; this is a splendid opportunity to buy a Silk Waist, Petticoat, Dress or lining and save 21c a yard; all of our 90c Silks now on sale at, the yard 69c

\$1 and \$1.25 Messaline
Silk Sale Price a yard 85c

Our entire stock of 20-inch Messaline and Novelty Crepe de Chine Silks, suitable for Waists, Dresses and Scarfs; come in dark and light shades and are just the thing for afternoon and evening wear. Take advantage now at this sale and select the material for your new gown or dress at this low price.

\$1.50 Black Taffeta Silk
36-in Guaranteed for \$1.25
\$1.25 36-in Silk yd \$1.00

Grand values in yard wide Black Taffeta Silk; these are the dependable kind and you can buy in safety; if they do not give satisfaction we will replace with new silk.

75 20-in Taffeta yd 52c
One piece only, 19-in Blk. Taffeta; 90c quality; yard 52c

Sole Agents for Kabo and Nemo Corsets
Mossyback Silks, Wayne Knit Hosiery,
Munsing Underwear, Dent Gloves.

S. H. FRIENDLY
592-592 Willamette St.

Eugene Agents for Ladies' Home Journal Patterns,
Ladies' Home Journal Monthly Style Book Free,
Quarterly Style Book and Pattern 20c.

PERSONAL

Charles Neal, of Vida, is in the city on business.
Daniel Daly, of Cottage Grove, was in Eugene over night.
R. G. Bakke left today for Washington points on business.
R. W. Veatch returned this noon from a trip to Cottage Grove.
W. W. Martin, of Salem, is in the city for a day or so on business.
Mrs. L. L. Masters is at Yoncalla visiting relatives and friends.
Mr. and Mrs. W. A. Dill returned yesterday from a trip to Portland.
E. E. Norton and Bowers, of Corvallis, are in the city on business.
W. E. Frasier, the well-known Portland horse buyer, is in the city.
A. J. Wood was in the city today from his home, ten miles west of Eugene.
Mrs. Chorpene, mother of C. D., is on a trip to Ohio and other Eastern states.
W. I. Bishop, B. O. Thorne and Frank Lane, of Lebanon, are in Eugene.
State School Superintendent J. Ackerman was in the city yesterday and today.
J. H. Turbow and W. H. Evans, of Junction City, spent last night in Eugene.
Ira L. Harding and Fred Wright arrived down from Walker on the local this morning.
B. A. Washburn of Springfield, was a passenger on the noon train today for Junction City.
Fred Moulien, the football player, is back from his home in California, where he spent the holidays.
Mrs. L. B. Brent of Hoquiam, Wash., went to Albany today and from there will return home.
F. A. Rankin is home from a trip to the South and east, having purchased

Constipation Hood's Pills

more serious troubles. It shows that the best medicine is the one that is gentle and purely vegetable in its action. It is made by Hood's Pills.
ed a carload of pianos in the Rev. I. G. McKays of Al an arrival in Eugene this from the north.
Floyd Booth went to Yoncalla to spend a few his brother, Roy, on the Miss Vernie Myers is from San Francisco tonight at the home of her father, Myers.
Mrs. M. E. Mundy returned to Eugene this afternoon with her daughter, Miss Eugene.
A. B. Wood, manager of the Southern Railway, down from Cottage Grove noon train today.
I. B. Cushman, the man, went to Portland interests of the movement the Stuslaw harbor.
Mrs. A. J. Goodman, Portland today, after the funeral of her son, Mrs. Mary Goodman.
Mr. and Mrs. Geo. M. home to Albany today with Mr. Miller's parents, Mrs. Martin Miller.
Henry Weltschelder, returned last night at Cottage Grove and his home near Leaburg.
Hon. and Mrs. L. E. John went to Salem till after the legislature Mr. Bean is a promise for the speakership of his many friends here be successful.
SUBSCRIBE FOR THE

Lyric Theatre

Our program tonight is unique and our feature picture

"The Girl and The Outlaw"

is worth the admission alone. Three fine pictures will be shown.

MR. ROY KING will sing "My Queen" also another selection.
MR. BRYAN will sing, "Comrade"

You will enjoy yourself should you come tonight and even if the picture is a little disagreeable you will be comfortable here as anywhere else. Spend an evening you will

CITY NEWS

The electric elevator is being installed in the new I. O. O. F. block.

A marriage license was granted this morning to Fern W. Ogram and Miss Irma Howe, both of Creswell.

Law & Devereaux, real estate dealers, have occupied rooms in the Garrett & Mitchell block, opposite The Guard office.

Dr. D. A. Paine has again opened an office in rooms adjoining the office of Justice of the Peace Bryson over Eaton's art and book store.

Judge Harris has granted a divorce to J. L. Morris from Iva Morris. The minor children, Charles W. and Jeanie S., are given to the husband.

Frank Friessell, a graduate of the University, distinguished himself at Pittsburg this week by beating sev-

eral famous stars in the broad jump.

The election to decide whether or not the Eugene school district will bond itself for \$40,000 to build a new grade school will be held next Monday. The election will be held at the clerk's office in the city hall building.

A car of feed for the Pollock Transfer Company, a car of hay for the Warnock Bros. and a carload of sewer pipe for Hall & Shumway were among the shipments into Eugene this morning.

The river is quite high, being near the top of its banks at Eugene and in some places overflowing. If the present rain continues high water is expected, as there is much snow in the mountains that will be melted by the rains.

Frank E. Dunn, the dry goods merchant, will inaugurate a sweeping clearance sale and anniversary sale tomorrow. Every article in the store will be affected by the price slash-

ing, which will extend to all departments.

W. M. Green, E. D. Matlock, W. A. Bell and Geo. T. Hall, Jr., are among the Eugene grocers who will go to Portland tonight to attend the annual convention of the state retail grocers. They will work for the next convention at Eugene.

The appraisers of the property of the estate of James Parvin, the Lane county pioneer, who died at Creswell a few days ago, have filed their report in the probate court. They found property valued at \$12,214.29.

Smith Taylor, government forest ranger, stationed at McKenzie Bridge, arrived down from there last night. He says the snow was falling thick and fast on the way down, and the ground is covered up to the McKenzie valley to a depth of several inches.

A police call in the shape of a red light will be installed on the telephone corner of the Matlock corner at Eighth and Willamette streets, at once. When any one wants the night police the operators at the telephone office will turn the light on and the police, upon seeing it, will call up central to ascertain where they are wanted.

R. S. Huston has received a postal card from Harvey Scott, who is now in the Philippine Islands with the U. S. navy. Mr. Scott's home is at Creswell. He was a member of Company C, Second Oregon Volunteers, during the Spanish-American war, and served with the regiment in the Philippines. He states in his message that he is taking in all the old familiar sights in the islands.

The names in the divorce case of Charles E. Rosen vs. Rebecca Rosen, mentioned by The Guard a few days ago, were returned to the clerk's office today for the attorney for the plaintiff today. The couple were married at Washou, Neb., on August 18, 1903.

and have two minor children, Mildred, aged 5 years, and Florence, aged 5. The plaintiff alleges desertion as ground for a legal separation.

Dr. Joseph Schafer addressed the University assembly this morning on the "British House of Commons. Besides a thorough observation of the great parliament of the motherland of the Anglo-Saxon race, the professor had a broad fund of humor in his lecture. The speaker has also just issued a pamphlet on the early discoveries and explorations of the Pacific Northwest. Some of the material was uncovered in the research made by the author last year in England.

Evangelist Jones was again in his pulpit last night and delivered a strong sermon to the splendid audience that braved the storm. The response to the appeal was gratifying and showed the deepening interest. Mrs. Spear sang the solo, adding very much to the service of song. The meetings for boys and girls are attracting a great deal of attention and Professor Spear is doing a splendid work in this series of services for them. He will hold meetings daily this week at 4 o'clock at the Baptist church. The union service at the Presbyterian church begins at 7:30 and continues every night this week, conducted by Jones and Spear.

A NEW CIGAR

Do you enjoy a good smoke? If so we can make smoking a pleasure to you. When you pay 15c for a cigar why not get a pure Havana. La Esmeralda is a pure Havana cigar. All first class dealers sell them. Sell two for 25c. Its up to you to try one. F. C. POTTS, Manufacturer.

"Imperial Car Cleaner" will take pitch or dirt of any kind off a painted or varnished surface without injuring the finish. Chambers Hardware Co.

HOSIERY AND GLOVE SALE

Our Children's Hosiery must be sold to make room for an entire new line of goods we have are all right, only odds and ends from different mills, and so very low price on them to move them.

LADIES' GOVES in Cashmere, Electra Wool, fleece-lined and Astoria are all good goods and right in the season, but they must go.

Children's Hosiery

Boys' Heavy School Stockings..... 15c
All 20 and 25c Hosiery..... 15c
All 15c Hosiery..... 10c
All 10c and 12c Hosiery..... 8c

We cannot promise these prices after these goods are sold. They may not last longer than this week, for these prices make them decided bargains.

Satine Shifts
Men's Black Satin
Shirts, the 60c
grade
75c

...Ladies' Glove

Ladies' Fleece Gloves
Ladies' 2-button Fleece
Ladies' Wool Cashmere
Ladies' Kid Gloves, with

These Gloves are 50c the regular prices and are son. We know they are and we want you to know

Murphy's Racket Store
35 EAST NINTH STREET



A Good Resolution

For New Year's Day is to open an account at the EUGENE LOAN AND SAVINGS BANK. Your first deposit will be the foundation of a new era of prosperity. Your money will always be ready for you in case of need and will draw interest if left on either time or demand certificates of deposit. If you have no account with us, we will be pleased to explain our modern methods and liberal terms.

The Eugene Loan and Savings Bank
CAPITAL AND SURPLUS, \$125,000.
ESTABLISHED 1902.