

The Friendly Store Spring Bulletin

This Store is Splendidly Ready for Spring Shopping

THIS IS THE STORE THAT IS ALWAYS BUSY

And we are looking forward to more business, and what is more to the point we are preparing for it. New lines and larger variety, more comfortable and convenient accommodations, better service, better values. A WORD ABOUT THIS STORE'S POLICY—Your idea in buying is the same as ours in selling. You want the greatest possible value for your money. We want you to have it, for upon your complete satisfaction rests our success. We feel sure that our goods are right in every way or we would not print in every one of our advertisements YOU MONEY'S WORTH OR YOUR MONEY BACK. Make this store your store; ask for what you want, even if we have not got it so as to be ready next time. You'd like a perfect store near you and we'd like to manage it.

FRIENDLY'S MAY SALES NOW

Four years ago we inaugurated these Annual May Sales, and they were a success from the very start. We start planning for this event a year ahead. This year we have brought together some of the greatest values ever offered in stylish Spring and Summer Wearables, House Furnishings, Etc. This is a wonderful trade opportunity that thousands will take advantage of either in person or by mail. We urge you to read this Spring Bulletin over carefully; it will aid you in deciding and help you economize, keep it for future reference, the special prices listed are good all the month of May. ALL MAIL ORDERS will receive full benefit of sale prices. Any mail order sent us will have as careful attention as if you were at the counter yourself. Samples submitted upon request.

Gingham Petticoats
50c, 75c, \$1, \$1.50

10 dozen striped Gingham Petticoats, made with flounce and dust ruffle in blue, blue and black stripes, graded values.

Heatherbloom and Pre de Soie Petticoats
\$2, \$2.50 and \$3.50

These are as light weight as silk, in fact have every feature that silk has, but made of cotton.

Silk Petticoats \$5.00

3 dozen fine Chiffon Taffeta Silk Underskirts; tailored effects, \$7.50; values, each \$5.00

\$15 Silk Petticoat \$10

Guaranteed Silk Underskirts in all good colors and black; four styles, deep flounce and dust ruffle, \$15 values, each \$10.00



THE FRIENDLY STORE

May Sale of Ladies' Tailored Suits

Ladies Suits' \$14, \$17, \$20, \$30

EUGENE'S LEADING CLOAK AND SUIT STORE OFFERS 100 OF THIS SEASON'S MOST FASHIONABLE SUITS AT A BIG SACRIFICE; SUITS MADE OF NOVELTY MATERIALS, PLAIN CLOTHS, SERGE, PANAMA, TAFFETA, RAJAH PANAMA IN THE NEWEST COLORINGS AND MODELS; DOUBLE BREASTED, SINGLE BREASTED, CUT-A-WAY, POINTED JACKETS, VESTS OF PERSIAN HEAD, BETTERLY SLEEVES AND PLAIN COAT SLEEVES; SUITS SUITABLE FOR DRESSY STREET WEAR AND THE PLAINER TAILORED EFFECTS. EVERY STITCH IN THESE SUITS IS MADE BY EXPERIENCED TAILORS; EVERY GARMENT MADE TO FIT AND STAY FIT. EVERY GARMENT LINED WITH THE BEST POSSIBLE LINING. SUITS OF MERIT IN EVERY PARTICULAR. WE DO NOT MENTION ANY PARTICULAR MAKER BUT ADVERTISE FRIENDLY'S SUITS BECAUSE IT IS FRIENDLY THAT SELLS THEM AND IT'S FRIENDLY'S GUARANTEE THAT GOES WITH EVERY SUIT, AND WHEN THE FRIENDLY STORE SAYS IT'S A BARGAIN YOU KNOW IT IS ONE. IF YOU WANT A SUIT DON'T WAIT FOR THEM WILL NOT LAST AT THESE PRICES.

- Suits Worth Up to \$17.50, Sale Price \$14.00
- Suits Worth Up to \$22.50, Sale Price \$17.00
- Suits Worth Up to \$35.00, Sale Price \$20.00
- Suits Worth Up to \$50.00, Sale Price \$30.00

Just a word about the Jackets, which come in tan, black, mixtures and white and the silk Coats and Jackets, all splendidly made and extra good values at \$5.00, \$7.50, \$10.00 and \$20.00

And the ladies' and misses' Skirts; new styles in gored and flare, with wide fold made of Voile, chiffon Panama, Panama, Serge and novelty materials, in black, white and colors, splendid values at \$5, \$7.50, \$10, \$12.50 and \$15 each

EXTRA CHARGE FOR ALTERING GARMENTS SOLD AT SALE PRICES
\$15 Jumper and Shirtwaist Suits, each \$10.00

Two dozen magnificent Silk Suits, made in two styles, Jumper and Shirtwaist, come in browns, blues and black; made of fine soft quality of Chiffon Taffeta silk, the kind that will wear well; all finely tailored with good full Skirts; values to \$15.00, each \$10

Grand May Sale of Colored and Black Dress Goods

- Novelty Wool Dress Goods**
Values to \$1.50 at 79c yard
- Special lot novelty Wool Goods, good styles and colors; 44 to 50 inches wide; sold at \$1.00 to \$1.50, special, a yard 79c
- Values to 75c for 50c a yard**
Beautiful assortment wool and mohair goods, stripes, checks and fancy mixtures shown in the very best spring colors at the yard 50c
- All Wool Batiste, a yard 50c**
Fine all wool Batiste, 36 in. wide in red, navy, green, light blue, brown, lavender, purple, pink, old rose, white, black. Splendid fabrics for spring and summer Dresses at the low price of, yard 50c
- Cream Wool Goods for Dressy and Tailored Suits, an immense variety to choose from a yard 50c to \$1.50**

Consette Wrappers and House Dresses

One and two-piece Wrappers, made of American Points, Percales and Gingham in stripes, figures and checks; the strong feature of our Wrappers is the splendid way in which they are made; good values at \$1.00, \$1.25 and \$3.50

Childrens' Wash Coats \$1.50 to \$4.50

We are showing this spring a beautiful line of children's Wash Jackets; made of Lawn and Duck in pink, light blue and white; also white, pink and blue trimmed in harmonizing color; made in 5 styles, sizes 2 to 10 years; all exceptional values at these prices.

Lingerie Waists Specially Priced

Our entire stock of Lingerie Waists specially priced; over 100 styles to choose from. Every one new this season. Some trimmed in embroidery but most of them trimmed in lace and in insertion and madelon. The Waists are made of fine hull and lawn. The reductions are:

60c Waists, 50c; 85c Waists, 75c
\$1.25 Lingerie Waists \$1.00
\$1.50 Lingerie Waists \$1.15
\$2.00 Lingerie Waists \$1.79
\$2.50 Lingerie Waists \$2.35
\$3.00 Lingerie Waists \$2.85
\$3.50 Lingerie Waists \$3.20
\$4.00 Lingerie Waists \$3.60
\$5.00 Lingerie Waists \$4.40
\$6.00 Lingerie Waists \$5.35
\$7.00 Lingerie Waists \$6.00
\$9.00 Lingerie Waists \$7.50
\$12.00 Lingerie Waists \$10.00

\$3-50 Silk Waists \$2.85
Black and white "Jap Silk" Waists, trimmed with lace, \$3.50 value; at \$2.85

Colored Silk Waists \$6
Made of Taffeta Silk; shown in blues, browns, black, etc.
Splendid assortment Tailored Waists with stiff collar and cuffs at \$1.50 to \$7.50

60c Fancy Japanese Silks, for a yard 38c

500 yards 23 inch soft finish Jap Silks, floral designs, check, dots, and stripes; suitable for waists, dresses and house gowns, 60c quality, yd 38c

\$1-50 Suiting Silks 85c
300 yards of this season's best, best weaves and patterns in novelty suitings, silks, foulards, Taffetas, etc.; 23 and 27 inches wide; all good colors, browns, bluish greens, etc; sold at \$1.25 to \$1.50 a yard; special 85c

Big Values in Bl'k Silks
Friendly's dependable black silks are known all over the country; every yard of yard wide silk at \$1.25 is guaranteed for six months; every yard of yard wide silk at \$1.50 or over is guaranteed for one year; black silks are all specially priced now.

NEWS ITEMS FROM BUSY SPRINGFIELD

Another business change was consummated this week wherein F. Whiteman became sole owner and proprietor of the Springfield Provision Company, having purchased Mr. Hardt's interest in the business. Mechen & Cobb shipped two carloads of stock from the new stock yards Wednesday, to the Portland market. This is the first shipment made from the new stockyards as they have just recently been completed.

C. A. Prior was in town Wednesday, arriving from Roseburg, where he has been employed in a barber shop since leaving Springfield. He is thinking some of locating in Eugene.

Frank Whiteman returned from a visit to his old home in England last Friday, after an absence of three months. He reports a very nice time considering all things, and found everything much as it was when he left some four years ago. He was glad to get back to Oregon and his business and says he is willing to settle down for another four years.

Geo. Dorris, the successful experimental farmer living one mile south of Springfield, shipped a car load of potatoes to Sacramento, Cal., this week from Springfield. It was one of the finest cars of potatoes that has ever been shipped out of this section of the country. Mr. Dorris is also marketing his asparagus, which is yielding heavily, and finding a good market.—News.

RAYMOND KERR PASSES NAVAL EXAMINATION

Word has been received by his relatives in Eugene from Raymond Kerr, of this city, who is an applicant for cadetship in the United States naval academy at Annapolis, that he has successfully passed the required examination for entrance into the institution, and he will at once take up his work there. Kerr is a well-known former student of the Eugene high school. His many friends here are glad to learn that he has been successful in the examinations.

There have been several Eugene boys in this academy during the past few years, prominent among them being Wayne Osburn, now an ensign in the navy, and Roy Davis, who is now in his senior year in the institution.

ANNOUNCEMENT

I will preach at Dexter next Monday evening, May 4th. I will begin a series of two weeks' meetings Tuesday, May 5th, at Rush Island, above Lowell. Let every one within reach attend these meetings.

D. E. BAKER, Missionary.

W. H. Burnett, a business man from Chicago, is here looking for a small tract near the city for an orchard and for a suburban home. He was brought here through the efforts of the Commercial club. He leaves for Portland tomorrow to bring some friends here and they also will probably locate in or near the city.

Simmons' Photo Tent—Oak street, near 9th. Stamps, postcards and photos at lowest prices.

Thousands of rolls of new wall paper just received.

CHAMBERS HARDWARE CO. SIMMONS' PHOTO TENT, Oak Street, between 9 and 10.

The department of the interior has handed down a decision affirming the decision of the Roseburg land office in dismissing the homestead contract of Clifford B. Edwards vs. Chester B. Baker, L. M. Travis and L. R. Edmondson were the attorneys for the homesteaders.

There is nothing better than Kodol for dyspepsia, indigestion, sour stomach, belching of gas and nervous headache. It digests what you eat. Sold by all druggists.

James A. Ebbert, of Springfield, was a pleasant caller at The Guard office yesterday.

DeWitt's Carbolized Witch Hazel Salve. It is especially good for piles. Sold by all druggists.

We still have our bargain counter, which includes hardware, furniture, rugs and matting. Don't wait until they are all gone.

CHAMBERS HARDWARE CO. Use stair pads under your stair carpet. We have them.

CHAMBERS HARDWARE CO. Emory Richardson is in the city from Walton.

Be sure and see the new short turn buggy before buying.

CHAMBERS HARDWARE CO.

in the mine
on the farm, in the woods or in the workshop, Levi's overalls are the most dependable. Levi Strauss & Co's Copper Riveted Overalls. The most dependable. Leases in the world for working men.

OBITUARY

Died at his home in Clatsop county, Oregon, April 22, 1904, after a week's illness, from pneumonia, James Parker.

James Parker was born in Columbus county, Ohio, March 19, 1842. While yet a child his parents moved to Indiana, and from there to Illinois. His parents died when he was fourteen years old, and in 1863 he and his younger brother, Joseph M. Parker, and two sisters, Mrs. James Parvin and Mrs. John Stearns, crossed the plains to Oregon, settling in Clatsop county, near the mouth of the Willamette river. In 1868 he bought and moved to the farm on which he lived until his death.

October 1, 1857, he was married to Phoebe E. Rigdon, who died July 14, 1904, and to them were born eleven children, eight sons and three daughters, nine of whom survive: hlm, Luella M. (deceased), Albert K., Lucien (deceased), Hortense L., Clarence A., Edith B., John C., James C., Leroy C., Guy W., and Augustus. One sister, Mrs. James Parvin, and three brothers, J. M. and W. R. Parker, of Dexter, this county, and Martin Parker, of Springfield, Missouri, survive him.

During the Russo Indian war he served as a teamster. He served this county as commissioner for four years as a Democrat, and was elected without making a canvass at the county, and against a very large Republican majority. Uncle Jim and Aunt Phoebe, as they were known by their many friends, were noted for their hospitality, and will be greatly missed by the community in which they lived so many years.

Hollister's Rocky Mountain Tonic tones the stomach, stimulates the liver; strengthens the bowels and makes their action easy and natural. The best tonic for the whole system. 35c, Tea or Tablets.

LINN DRUG CO. Thomas Walker, of Pleasant Hill, was a caller at The Guard office yesterday.

SICK HEADACHE

CARTER'S LITTLE LIVER PILLS. Positively cured by these Little Liver Pills. They also relieve Biliousness from Dyspepsia, Indigestion and Too Rich Eating. A perfect remedy for Dizziness, Nausea, Headache, Bad Taste in the Mouth, Constipation, Pain in the Side, TORPID LIVER. They regulate the Bowels. Purely Vegetable.

SMALL PILL. SMALL DOSE. SMALL PRICE.

CARTER'S LITTLE LIVER PILLS. Genuine Must Bear Fac-Simile Signature. *Bea Blood* REFUSE SUBSTITUTES

INSURE YOUR HEALTH AND COMFORT

on stormy days by wearing a **SLICKER**. Clean - Light Durable. Guaranteed Waterproof. \$3.98 Everywhere.

J. M. Morris V. P. Morris
J. W. Warren

The Red Star

Real Estate, Insurance, Investments, Loans
Property Listed and Sold at Owner's price
Room 4, McClung block, Corner 9th and Willamette Sts.
Phones—Office, Black 6271; Residence, Black 4402.
Eugene, Oregon

The Friendly Store--For Special Prices of Clothing, Domestic, Etc., see Pages 4, 9 and 10

LONDON SPRINGS NEWS OF GENERAL INTEREST
(Special Correspondence.)
London, April 28.—Spring with all her beauty is here and we certainly appreciate the nice sunshine after the rain.
The London bottling plant has stopped work for a few days, as the men are engaged in extending the water system, as the old one does not give them enough power.
I. P. Stultz, of Cottage Grove, has been stopping at the London Hotel for some time. He is gradually improving in health.
Quite a number of ladies gathered

at Grandma Beals' Monday to celebrate her 76th birthday. The day was spent in quilting and sewing carpet rags.
Misses Eva Sutherland and Alice Willis spent Sunday evening at Mr. and Mrs. Joe Powell's listening to the phonograph play.
Mrs. Petioley has her house in London almost ready to move in.
Frank Cooper and Albert Logg spent Sunday afternoon and evening in London.
Quite a number of the London people are planning to attend the show at Cottage Grove Friday.
The London boys are planning to

finish their dance platform this summer.
W. E. Shortridge has finished running lines. He has them all piled at Latnam.
Born—To Mr. and Mrs. Sanford, of London, April 27, a son.

W. D. Moore, J. W. Sukyson, of Portland, E. B. Smith and A. S. Grouk, of San Francisco, are guests at the London Hotel.
DeWitt's Little Early Risers, the famous little Liver Pills. For sale by all druggists.

Her hand this man could not get. His health was not as it should be. He had not used the "best as yet," Hollister's Rocky Mountain Tonic. LINN DRUG CO.
Geo. A. Dorris is home from a trip to Portland.

Kodol Guaranteed To Give Satisfaction or Your Money Back.
FOR INDIGESTION AND DYSPEPSIA. RELIEVES SOUR STOMACH, BELCHING, ETC. E. C. DeWITT & COMPANY, CHICAGO, ILL.

OFTEN HINDERED

THE purchase, sale or exchange of property is often hindered through a lack of ready money.
When the investment is both safe and judicious, we are always prepared to loan funds sufficient to enable parties to carry out their plans.
Always have your transfers of real estate made at this bank.
We have a new and improved system of holding deeds in escrow.
The Eugene Loan and Savings Bank
Capital and Surplus \$125,000.00
Established 1870