

The Friendly Store Wishes All a Merry Xmas

YEAR END SALE



Friendly's Grand Year End Sale

Four days of the biggest value giving we have ever offered. We are going to make the closing four days of 1908 as busy as the ones preceding. Come expecting to get bargains and you will not be disappointed.

\$30 Women's Long Coats \$7.50

Every coat in stock is marked for quick selling and the prices are 1-3 to 1-2 regular values. The lot above mentioned at \$7.50 contains about 20 coats in plain cloths and fancy mixtures and black; most all sizes; share in this grand offering; vals. to \$30, now \$7.50

Women's Pleated Skirts, Value to \$15.00 For This Low Price \$5.00

This lot of 35 Skirts are made of serge, Panama, chevrons, in black, blue, brown, green, tan and fancy mixtures; also a few voiles and black silks; the cloth in these skirts is worth more than we offer the skirts for \$5.00

\$2.50 Waists \$1.85 - - \$8.50 Net Waists \$5.00
Two Waist Specials—\$2.50 Waists, made of fine all-wool Batiste and striped Waisting, with white collar and cuffs, \$1.85; \$5.50 net and Messaline silk Waists, short sleeves, beautifully made and trimmed in lace at this price \$5.00

\$1.50 Outing Flannel Night Gowns, each at 90c

Thousands of Remnants 1/2 Price
Thousands of Remnants in wool Dress Goods and Waisting Silks; colors and black; Gingham, Calicoes, Outing Flannels, Flanellets, Muslins, Sheetings, Lace, Embroidery, Ribbon, etc. These remnants are the odds and ends of pieces left from this fall's sales; some of them have enough material left for a dress, others enough for a waist; all good lengths; take your choice at just HALF PRICE.

Golf Gloves, Colors and Black 25c Women's Cape Kid Gloves \$1.25 Big Values Leather Goods and Hdckf.

Hand Bags, Shopping Bags, Cigar and Cigarette Cases, pocketbooks, etc.; big variety; all now specially priced to reduce the stock. Jan. Home Journal Patterns now on sale. Monthly Style Book free.

Eugene's Foremost and Best Store—Your Money's Worth or Your Money Back. Good Goods Only.

S. H. FRIENDLY

595-595 Willamette Street.

Agents Kabo and Nemo Corsets, Moneybak Silks, Munsing Underwear, Wayne Knit Hosiery, Dent Gloves.

Read This List-Extra Specials

- 25 pieces dark and light colored Outing Flannel, yd. . . . 5c
- 10c dark and light colored Outing Flannel, yard. . . . 8c
- 12 1/2c extra heavy Outing Flannel, yard. . . . 10c
- Cotton and Wool Blankets reduced 25%
- Double Bed Comforts. . . . \$1.00, \$1.25, \$1.50, \$3.00
- \$1.00 Moreen Petticoats, black only, each. . . . 75c
- 75c Sateen Petticoats, black only, each. . . . 50c
- Entire Stock of Fur Scarfs, etc., 25% off
- 90c 19-inch Colored Taffeta Silks, yard. . . . 68c
- \$1.00 to \$1.50 Dress Goods, special, yard. . . . 65c
- 50c Novelty Wool Suiting, special, yard. . . . 35c
- \$1.00 Union Suits, all sizes, suit. . . . 39c
- Children's white or gray fleeced Underwear. . . . 25c
- Women's fleeced Hose, pair. . . . 15c and 25c
- White Shetland Floss, pound box. . . . 80c
- Lace worth up to 15c yard for. . . . 50c a dozen

New Christmas Pennants

Hundreds of College Club, Sorority, Fraternity and School Pennants—make splendid presents for young people. Oregon pennants and pillows in new designs. . . . 25c to \$5.00

Skiddoo Hats in green, red, white, blue and black, \$1 vals. . . . 75c

Received By Express Today New Holiday Neckwear

Thousands of pretty new Holiday Neckwear, in Four-in-hand, Bows, shields, etc., just received. . . . 25c, 50c, 75c, \$1.00

Ladies' and Men's Heavy White Sweater Coats

3 dozen heavy Shaker Knit Sweater Coats, with pockets; regular \$6 values, tomorrow. . . . \$5.00

Suit Cases and Trunks

An immense stock of Suit Cases, etc., from which to select. Nothing is more acceptable for Xmas. . . . \$1.50 to \$35.00

EASTERN PAPER BOOSTS EUGENE AND COUNTY

The Grant County Herald, of Lancaster, Wisconsin, published by B. J. Lowry, who spent some time here in the summer of 1907, boosts Eugene, in an editorial in the annual special Christmas issue of that paper, which, by the way, is an excellent edition, as follows:

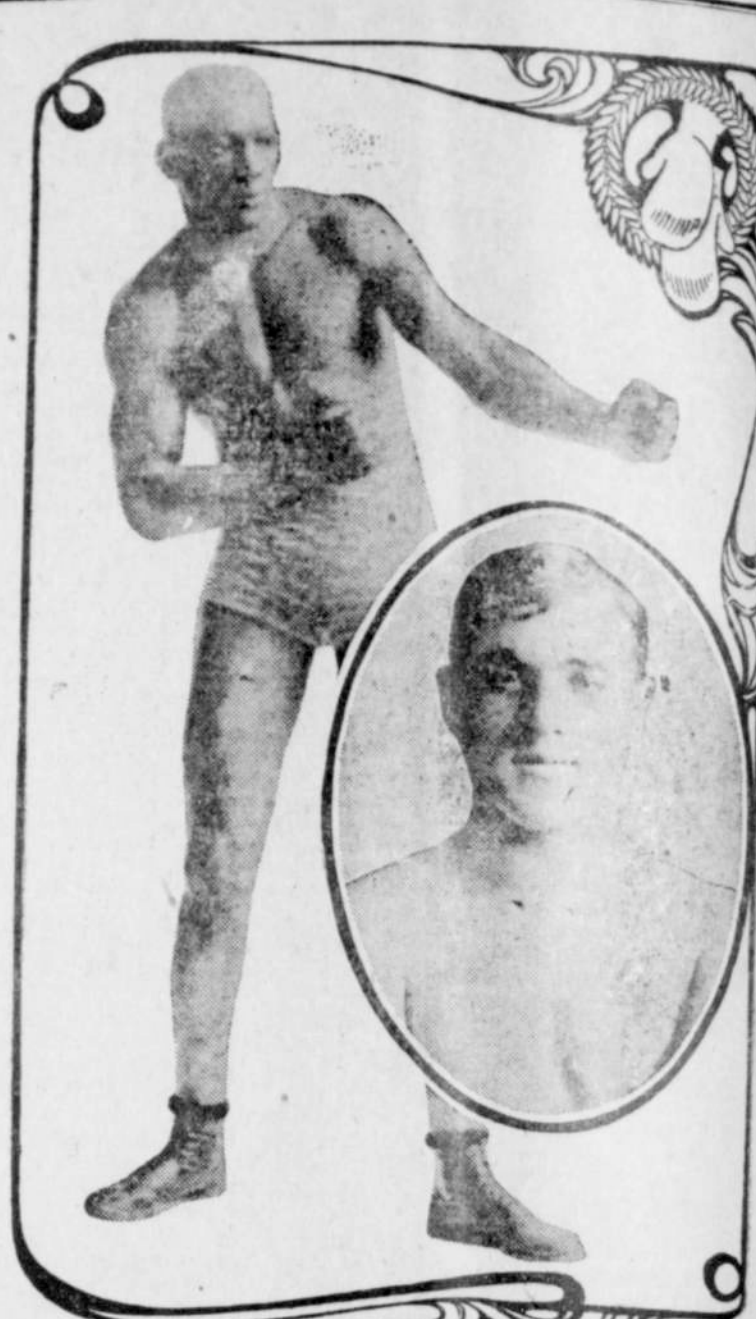
THE HUSTLING WEST
Does advertising pay?
There are a number of enterprising towns that would laugh at this query. They are proving every day that it does. For instance:

The people of Eugene, Or., recently raised \$15,000 to advertise the forests of the town and Lane county. Eugene has had one year's experience in promotion work, and found it a dividend payer on an investment of \$10,000 in 1907-8. The 1908-9 fund, raised on the eve of the presidential election, represents a contribution of \$15 for every voter in the town, and as compared with what other cities have done is probably the largest promotion fund, per capita, ever raised by any city in the United States for such a purpose. The money will be used in general advertising. Five thousand dollars has also been raised by the people of Goldendale, Wash., to exploit the resources of Klickitat county. Thirty-six hundred dollars was raised in the first 36 minutes of the campaign, made under the direction of Tom Richardson, secretary of the Portland Commercial Club, and C. C. Chapman, president of the Portland advertising League.

The editor of the Herald spent two weeks in and about Eugene in the summer of 1907, and can vouch that it is one of the prettiest and most progressive inland cities of Oregon. It is situated at the head of navigation on the Willamette river, 150 miles south of Portland, and from a business standpoint is the key to the great and rich Willamette valley. Ten years ago Eugene was a quiet and sleepy town of about 3000 population. It was not awake to its opportunities, but a few active men aroused it to the possibilities which were within its reach. The people became enthused and started to do things. The town took a mighty stride forward. Manufacturing industries were secured; the natural advantages of the town and surrounding country were advertised to the world; property values increased, population advanced by leaps and bounds; Eugene last year had become a busy and rapidly-growing city of 8000; had built an electric railway to traverse the principal streets of the city and reach out to surrounding towns and had raised the money for constructing a steam railroad to the coast, 100 miles away, to tap the immense bodies of timber lying between.

Today Eugene has a population of 10,000, and is still on the move. Its people are now alive; they advertise Eugene every day of the year, and it would be hard to find a man within the corporate limits who don't think that the kind of advertising they do pays and pays well. Here's an object lesson for good towns everywhere to study. Do you see the moral of the story?

Nate Hill has bought the VanOedel farm near Goshen for \$14,500. Geo. Fisher made the deal.



CHAMPION PUGILISTS WHO BATTLE FOR KING'S RANSOM.

Win or lose, Tommy Burns, the heavyweight pugilist, will receive at least \$40,000 for his share of the purse when he fights Jack Johnson, the giant negro, in Australia. In addition to being one of the cleverest fighters that ever drew on a padded glove, Burns is a shrewd business man. He forced Johnson to accept such terms as would insure him a fortune even should he lose.

BURNS GROWING RICH IN KANGAROO LAND

New York, Dec. 22.—It takes but a glance at the Australian papers to see how remarkable is the interest in the coming Burns-Johnson fight. Burns, the champion, has made a tremendous hit in Australia, the new Eldorado of pugilism. And Johnson, by his gigantic stature and his panther-like skill in boxing, has no doubt made himself an object of awe to the natives, although he has been training there only a month. That Johnson has made an impression is proved by the laconic statement, "Betting even." The negro's size has offset to a degree Burns' easy victories over Australian fighters.

Tommy has taken up the old stunt, invented by Bob Fitzsimmons, of charging admittance to his training quarters. No doubt seeing him in action is well worth whatever he charges. And even if this is only a small sum, the receipts from 6000

people daily for a month or more will add materially to the \$86,000 that he is cleaning up in Australia in his three fights and his few weeks of theatrical work at \$650 a night.

Besides the \$86,000 in direct earnings, he has this training camp money and the receipts from the moving picture films that he is to take to England soon after the fight. If he wins the fight he can easily make \$30,000 more in England, America and Canada with the moving pictures. The grand total of his receipts in that case will thus be about \$145,000, all for less than a year's work in the ring and on the stage. The Burns-Johnson fight comes off December 26.

Kodol is made of natural digestive juices found in a healthy stomach, and it digests all food completely. Kodol is pleasant to take, and is guaranteed to give relief in any case of stomach trouble. Sold by all druggists.

A marriage license was granted this afternoon to Ernest R. Dasser and Miss Mary H. Robertson.

PERSONAL

Wm. Landess is in the city this afternoon.

J. S. Barnett, of Creswell, spent last night in Eugene.

Miss Zaida Owens went to Halsey today on a short visit.

Mrs. Joel Ware has returned to Seattle after a visit here.

Mrs. Wm. Moffatt, of Seattle, is here visiting her relatives.

Paul C. Wilson and wife, of Salem, are in the city for a few days.

Mr. and Mrs. J. M. Peppard went to Portland today on a short visit.

Mr. and Mrs. E. F. Jenkins went to Mapleton on the stage last night.

L. A. Ross leaves tonight for Portland, where his sister is very ill.

Miss Maude Rucker was a stage passenger for Leaburg this morning.

H. N. Cockerline, the Albany insurance man, is in the city for a day or so.

Junius Jarvis came up from Portland this afternoon to visit his parents.

Mrs. Earl Bidwell is here from Olympia, Wash., visiting her mother, Mrs. Oulner.

D. T. Aubrey came down from Cottage Grove on the noon train today on business.

Ben. H. E. Kincaid returned home this afternoon from a business trip to Portland.

J. J. Butler, of Junction City, today filed his notary commission with the county clerk.

Mr. and Mrs. W. H. Abrams came down from Cottage Grove on the noon train today.

GOOD LIST OF PRIZES HUNG UP BY CO. A

Following are the prizes hung up by Co. A to be given away at the masquerade on New Year's eve:

To the best group of five or more, \$10 cash.

To the second best group, three or more, \$5 cash.

To the best dressed lady, cut glass dish, valued at \$7.

To the best dressed gentleman, suit case, valued at \$7.

To the best sustained character, lady or gentleman, pair of \$5 shoes.

To the most original character, lady or gentleman, umbrella valued at \$4.50.

To the most comical character, hat valued at \$3.

To the best dancing couple, each a pair of gloves, valued at \$2.

The prizes will be on display at Roberts Bros.' Toggery next Monday.

REASONABLE LODGING

Having completed the new addition to our lodging house, we are now prepared to serve the public with better accommodations than ever before. We have a well heated sitting room for the comfort of women and children. Everything clean and sanitary at Yates' Lodging house. Rates 25c and 30c per day. 70 East Seventh street. Mr. and Mrs. J. H. Yates, proprietors.

LOVES EUGENE BETTER THAN HIS MASTER

One hundred and twenty-five miles alone and on foot—is the trip that the greyhound of I. A. Smith took to get back to Eugene, even though his master and mistress were living in Portland. Dogs have been known to die of homesickness, to travel across the continent to be with a person, but this is the first instance where it is known that a dog just loved a town and would leave its master to go back to its old surroundings.

The beautiful greyhound returned last night. He was first noticed at St. V. and Martin's billiard parlors, where he is well acquainted. He was whining at the door, but when let in and given something to eat, he seemed content.

An effort will be made to learn how long the dog took to travel to Eugene. His master took him to Portland about a week ago. He is in good condition considering the weather and roads.

Coroner Cough, of Salem, received a telephone message from Aurora yesterday informing him that the body of an unknown man had been found hanging in an abandoned hop house near that place. Apparently the man committed suicide last August. There was nothing by which he could be identified.

Plumbers examining an elbow in a hot-air furnace in a house in Tompkinsville, S. I., which has been more or less clogged up for ten years, found the body of a petrified cat.

Fourfold fire screens in black and gilt. Chambers Hardware Co.

Ask Santa Claus for a Bank Book

showing your first deposit in the EUGENE LOAN & SAVINGS BANK.

It is one of the finest presents that you could receive.

It means the safety of your money, better standing among your business associates, easier, safer and cheaper way of transmitting money, and the prevention of disputes which checks insure.

The Eugene Loan and Savings Bank
CAPITAL AND SURPLUS, \$125,000.
ESTABLISHED 1892.

builders, mechanics
artisans and workers of all kinds wear

Levi Strauss & Co's
Copper Riveted Overalls

cut full selected denim strong and serviceable ask your dealer

Kodol Guaranteed To Give Satisfaction or Your Money Back

FOR INDIGESTION AND DYSPEPSIA. RELIEVES SOUR STOMACH, BELCHING, ETC. E. C. DEWITT & COMPANY, CHICAGO, ILL.

Christmas Greetings

ALBUMS
We have a nice line of Photograph Albums, ranging in price from 20c to \$2.50. They are beautiful and large and would make a handsome present.

DISHES
What is more beautiful than a pretty dish, and what would be a nicer present? We have salad bowls, from 25c to \$1.50. We have a large line of nearly everything and the prices are right.

BURNT WOOD
Ask to see the fine line of burnt wood we have. They are beautiful and have Racket prices.

Wire Clothes Line 15c

Murphey's Racket Store
35 EAST NINTH STREET

CANDY
We are glad to have so many people take advantage of our low price, 15c lb., which we have placed on our high grade warranted pure candy. Also our chocolate chips, bon bons, etc., at 30c lb. People are surprised to get such high grade goods at the price.

CURRY COMBS
We have good Curry Combs for 10c and a dandy for 15c. We also sell the best fiber brush for 15c. Just the thing to take mud off horses' joints.

SIEVES
We sell the old fashioned sieve for 15c. We also sell the new flour sifter the one you turn with a crank, for the same price, 15c.

HOSIERY
Our Children's Hosiery which we are selling at 15c, is a great winner. We are making this sale a very special cut price sale. The goods are all right.

NECKWEAR
Gentlemen's Silk Neckties all placed at the uniform price.

Pillow Tops . . 15c
Pillow Cords . . 15c