

# 4th and Last week of Friendly's Clearance Sale

This week we will create lively selling on all Summer Fabrics and Wash Goods, Waists, Wash Skirts, Kimonas, Underwear, Parasols, and to make this closing week of our July Clearance Sale of importance and interest we place on sale many staple articles at prices much less than regular. Read each line below very carefully, it may be worth dollars to you.

|                                                                                                                                                                                     |                                                                                                                                                                                           |                                                                                                                                                                                                  |                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>\$1.25 Union Suits 98c</b><br>Ladies fine lisle union suits, low neck, lace trimmed, ankle or knee lengths, regular \$1.25 quality, this week a suit 98c                         | <b>75c Union Suits 59c</b><br>Ladies' fine ribbed swiss union suits, square neck, best 75c values, each 59c<br><b>Union Suits at 22c and 43c</b>                                          | <b>50c Blk Lace Hose 44c</b><br>Ladies' fine lisle lace hose absolutely fast black, five patterns, 50c values a pair 44c<br>35c colored lace hose a pair 25c come in tan, pearl, white and black | <b>15 Children's Hose 10c</b><br>Best fast black children's hose sizes 5 to 10 regular 15c hose, special a pair 10c<br><b>Rawhide Hose a pair 12c</b>           |
| <b>15c Fancy Batiste 5c</b><br>500 yards of fine batiste in neat stripes and checks in pink, blue, tan and green, etc., big assortment of patterns for dresses and waists a yard 5c | <b>35c Wash Goods 15c</b><br>dozens of dainty patterns in dots, stripes, checks, etc., in voiles, swiss, organdies, fine French batiste, the newest colors and materials, only a yard 15c | <b>75c Novelty Silks 44c</b><br>20 pieces fine dress and waist silks, this season's newest and best colors and patterns, a yd 44c<br><b>\$1.35 36-in Black Taffeta 98c</b>                       | <b>12 1/2c A F C Gingham 9c</b><br>15 pieces fine A F C Gingham in pink and white stripes, 12 1/2c values a yard 9c<br><b>35c Linen Suitings 12c a yard</b>     |
| <b>15c Wash Belts 9c</b><br>5 dozen embroidered duck belts, gilt and nickel buckles, adjustable clasps, 15c values 9c<br><b>Children's Supporters 10c pair</b>                      | <b>\$6 Silk Waists \$3.75</b><br><b>\$4 Silk Waists \$2.00</b><br>Sample line ladies' Japanese silk waists, lace trimmed and embroidered \$2 and \$3.75                                   | <b>Kimonas Reduced 1/3</b><br>Our entire stock of kimonas made of figured lawns, batistes, etc., trimmed in plain material, splendidly made and washable, reduced 1/3                            | <b>Lawn Dresses at 1/3 Regular Prices</b><br>Just 12 of them left, made of fine white and colored lawn, \$15.00 values, each \$5.00                             |
| <b>\$1.50 Dress Skirts 95c</b><br>3 dozen white duck dress skirts, made very full, plain gored effects, \$1.50 values, ea. 95c<br><b>Gingham Petticoats 50c each</b>                | <b>65c Table Linens 50c</b><br><b>\$1.50 Linen Napkins \$1.15</b><br>5 pieces all pure linen table damask 65c values a yard 50c<br>21-in table napkins a doz \$1.15                       | <b>White Bed Spreads 75c, \$1, \$1.30, \$1.75</b><br>Full size white crochet bed spreads reduced about 25%, all hemmed and ready for use.                                                        | <b>15c Long Cloth 11c</b><br>50 pieces fine royal long cloth, soft finish, 36 inches wide, suitable for all kinds of undergarments, best 15c quality a yard 11c |
| <b>All Ready-Made Suits</b><br>Reduced 25% to 50%                                                                                                                                   | <b>All Ready-Made Skirts</b><br>Reduced 25% to 35%                                                                                                                                        | <b>All Ready-Made Wraps</b><br>Reduced 25% to 50%                                                                                                                                                | <b>All Black Dress Goods</b><br>plain and fancy<br>Reduced 25%                                                                                                  |

|                                                                                                                                                                                                |                                                                                                                                                                   |                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Men's \$25 Suits now \$17.85</b><br>Absolutely all wool suits, latest styles made of any desirable pattern and in sizes 34 to 42 inches, on sale during last week of clearance sale \$17.85 | <b>Men's \$10 Suits now \$6.50</b><br>75 men's \$10.00 suits, made of good serviceable materials in newest styles and patterns, sizes 33 to 44, sale price \$6.50 | <b>\$1.25 Shirts 88c</b><br>One hundred Faultless shirts, made of light and dark madras and oxford materials, in sizes 14 to 17, on sale during this week 88c                                    |
| <b>60c and 75c Shirts 48c</b><br>100 Shirts made of serviceable materials, cuffs attached or detached, sizes 14 to 17, light and dark patterns, sale price 48c                                 | <b>\$5.00 Suits for Boys \$1.65</b><br>50 boys' 3-piece suits, made of all wool materials in sizes 7 to 16 to close out, worth from \$3.50 to \$6.00 \$1.65       | <b>15c Half Hose 8 1/2c</b><br>100 dozen mens' half hose in tan and black absolutely fast colored, with double sole and made of long thread sea island cotton, sale price 8 1/2c or \$1.00 dozen |

Eugenes' Foremost and Best Store. Your money's worth or your money back

## S. H. FRIENDLY

Full assortment sizes in long black and white long kid gloves and chamoise skin gloves \$3.00 to \$4.00 a pair.

### CITY NEWS.

**Weather Prediction**  
 Fair tonight and Tuesday; continued warm.

A few early California grapes are on the market.

Dr. Lowe, the optician, will be in his Eugene office all week.

Saturday night Dr. Lowe goes south, to be absent until September 1st.

After next Saturday Dr. Lowe will be absent from Eugene until September 1st.

W. P. Bowles, who works in Carter's logging camp, was brought to town Saturday evening suffering

from a broken arm, the result of the top of a tree falling on him.

Mrs. F. S. Dunn, wife of Professor Dunn, is ill at her home on East Fourteenth street.

The exterior of J. W. White's grocery store at Fifth and Willamette streets is being repainted.

Boating on the mill race for about two weeks will be ruined, as the excelsior mill is running balm wood down the race.

J. Goldsmith today began moving his wholesale stock of goods to his new location in the former Renshaw building.

Gravel has been hauled by the street car company up to Alder street for the building of track. There it turns and goes up to Thirteenth.

Sloat and Ellico, who have con-

tracted to sink the big shaft at the Spencer Butte coal mine, began operations today by beginning to take their implements from this city.

Several Eugene people bought excursion tickets to Newport Sunday and went to Albany on the morning local, but when they got there found that no train would run to the coast.

A marriage license was issued today to Harry A. Matteson, aged 25 years, and a civil engineer by occupation, and Miss Grace Mae Lincoln, aged 17 years. They are both from Cottage Grove.

David Y. Allison, of Cottage Grove, has filed with A. C. Wintermeier, referee in bankruptcy, a voluntary petition in bankruptcy. His liabilities are about \$500 and his assets \$233.50.

The men who are improving the university grounds are making an early roadway in the form of an arc of a circle from the new library building to the lawns next to Villard hall.

While running on the sidewalk on Saturday evening, Wilfred, the six-year-old son of Martin Miller, fell and broke his right arm just above the elbow. Dr. Day attended the injury.

Assistant Postmaster Fred D. D. Stickle is confined to the Eugene hospital, he having been taken ill a few days ago while at his parent's home on Fern Ridge. He is some better today.

Fred Barnard was over in the hills above Coburg again yesterday to investigate those deer (?) tracks which he and Norbert Aya saw the week before. He says they were the real thing, but no deer were in sight.

S. W. Taylor has received a dispatch from his daughter, Mrs. Sam T. Thurston, at Alhambra, Arizona, stating that her husband is very low. Mr. Thurston was formerly a University of Oregon football star, and has been in Arizona for a couple of years suffering from consumption.

The Ax-Billy department store and S. H. Friendly each received a carload of sulphur for hop spraying today. E. J. McGlashan also brought in three cars of wood from off the C. & E. at Albany. Lane county has more timber than Linn., but evidently value it higher.

Ed Bushnell, of the Bushnell-Crane Real Estate Company, states that the

work of his partner, Wm. Crane, in the East, is already bringing results. This morning he received about 20 letters of inquiry and many others on the days before. The best part of the advertising scheme is that the whole of Lane county is benefited by the scheme.

J. E. Bowers, of Jersey Shore, Pa., and Chas. M. Miller, of Penfield, Pa., who have been up on the upper McKenzie for several weeks hunting, fishing and enjoying life generally, have returned to Eugene on their way home. They caught many hundreds of trout, salting down a barrel of them which they will take East, and killed two deer. They are loud in their praises of the upper McKenzie country as an outing place.

The boxing matches at Springfield Saturday night are reported as being a success. The six bouts were fast and lively, but no serious injuries were received by any of the contestants. The rounds were of two minutes each, three being in each go. Dan Kelly acted as referee and was generally commended for his work. As the fights were merely boxing matches, no decisions were made by the referee, most of the bouts being very even.

Three baking firms of Eugene, Dunn's, University Home Bakery and the Eugene Bakery, have raised their prices, making the straight wholesale price for bread four cents and the retail price five cents, not giving six loaves for a quarter and like bargains. The reason given is on account of increasing expenses in material and help. The raise will work little hardship on poor people, for they rarely buy more than one or two loaves at a time. The increase will affect restaurants, hotels and boarding houses more than any one else.

Mrs. Clara G. Esson, formerly assistant pastor of the First Christian church of Eugene, has accepted a similar position with the Rodney Avenue Christian church of Portland. She will begin her work September 1. Mrs. Esson graduated from the Eugene Divinity School, and she was regularly ordained to the ministry in June, 1901. She has been the president of the Sunday school department of the Christian church of Oregon since June, 1899. Mrs. Esson has been serving the Christian church at Ashland the past year acceptably, preaching half the time, superintending the Sunday school and doing pastoral work.

Porch and lawn furniture. CHAMBERS HARDWARE CO.

**Long Live the King.**  
 Is the popular cry throughout European countries; while in America the cry of the present day is "Long live Dr. King's New Discovery, King of throat and lung remedies, of which Mrs. Julia Ryder Paine, of Turo, Mass., says: "It never fails quickly cure a cough or cold." Mrs. Paine's opinion is shared by a majority of the inhabitants of this country. New Discovery cures weak lungs and sore throats after all other remedies have failed; and for coughs and colds it is the only sure cure. Guaranteed by W. L. DeLano, druggist, 50c and \$1.00. Trial bottle free.

**Guard Readers.**  
 The Guard's friends, when patronizing Guard advertisers, will confer a favor by mentioning that they saw the ad in The Guard.

Just received, a new line of Jewel self-generating gasoline stoves. It is as handy and as safe as gas. CHAMBERS HARDWARE CO.

Just received, a large shipment of 9x12 Ingrain rugs. CHAMBERS HARDWARE CO.

A Peerless ice cream freezer will freeze cream hard in three minutes. They turn easier than others. We can tell you why, also other good points. CHAMBERS HARDWARE CO.

**Wall Paper**  
 463 Willamette  
 Make your rooms sanitary and beautiful as small cost by using Wall Paper from  
**Murray & Cherry**  
 Paper Hanging, Tinting and SIGN WRITING A SPECIALTY

## Drinking is on the Increase..

at our fountain. We would not sell soda at all if we could not sell the kind that pleases people, brings them again, and causes them to bring others. Our soda quenches thirst, gratifies taste and is refreshing and nourishing. There may be people who require only that soda water be wet, but we prefer to cater to the trade of those who demand that soda have substantial and healthful qualities combined with the delicious natural flavors that pure fruits supply.

## Hull's Drug Store

17-19 E. 9th St. 537 Willamette St.

**The Ice Cream Girl**  
 says she is nothing like a dish of OTTO'S ICE CREAM for rich deliciousness, and when served with our pure fruit juices, or with soda water, there is nothing so refreshing, and "she knows whereof she speaks." Try our pure ice cream if you want to treat the family or the "ice cream girl."

**Otto's**



**CLOCKS**  
 Hall Clocks  
 Grand-Father Clocks  
 Large and small  
 Good times all  
 From \$1 to \$50  
 Call and see them  
**J. S. LUCKEY**  
 The Reliable Jeweler  
 Established 1869.



## Dyspeptics

Quickly relieves food stomach disorders, indigestion, nausea, and other ailments. Tablets, 10c or 25c. Prepared by H. H. Hood, Jr., Lowell, Mass.

## Cataracts

Give instant relief in the treatment of cataracts. H. H. Hood, Jr., Lowell, Mass.

## We're Out for the Dust.

and we take every speck of it from the garments entrusted to our care, and give them a thorough dry cleaning, which obviates any chance of the clothes shrinking. We do this work so thoroughly that the garments actually look as if they had been washed. Promptness in delivery is another of our strong points. Clothes dyed to any required shade. Moderate charges.

## Eugene Dye Works

Phone Red 2861  
 459 Willamette St., Eugene, Or.

## It Will Be

a pleasure for us to know we have suited you with glasses. Your pleasure comes with the wearing.

## J. O. WATTS

Scientific Optician  
 611 Willamette St.

## WATCHES

OUR SPECIALTY

We sell hundreds of watches and every customer is pleased with his or her purchase. The reason for this is that we keep an immense stock of all the best movements and cases to select from, and our prices are as low as good watches can be sold. Come in and let us show you.

## J. O. Watts

The Up-to-date Jeweler and Optician  
 Cor. 9th and Willamette Sts.