

# Friendly Red Letter Clean Sweep Sale

Surplus stocks and short lots of winter 1908 merchandise, disclosed by our recent yearly stock counting, are now being closed out at prices which make it a paying investment to buy whether the goods are required for immediate, or for future needs.

## The Woman, Miss or Child Needing a Coat or Suit

can buy a very handsome garment now, right up-to-date in style, for less than the cost of the materials. The remainder of winter 1908 apparel must go at once.

- \$4.15** All coats valued up to \$3.50, made of fancy mixed materials, dark and light colors, made long and extra full.
- \$16.00** This includes all fine broadcloth coats, in light and dark shades, suitable for evening or street wear, satin lined throughout, splendidly tailored, values to \$45.00; now only \$16.00.
- \$12.00** Take your pick of any suit in the house, while they last, colors or black, worth all the way from \$25.00 to \$35.00; extra charge for alteration.
- \$2.15** Children's coats; values up to \$6.00; big range of colors and patterns; ages 5 to 14 years. Come early and get the best values.

## A good Assortment of Women's Waists Remain

Two groups of 1907 styles in waists, made of stripe and check Batiste and wool waistings, woolen Batiste waists—in many good styles are now reduced at, each **\$2.47**  
Woolen waists—made of plain, all wool flannel waistings, reduced to each **\$1.15**

- Ladies' Fleece Hose, 2 pair for 25c**  
Twenty dozen ladies' fast black extra heavy fleeces lined hose; sizes 3 1/2 to 10; 20c values; two for **25c**
- 75c Ladies' Union Suits, each 38c**  
Ladies' fleeces lined union suits, gray in color, sizes 4 to 6; extra 75c quality; each **38c**
- \$1.00 Flannelette Night Dresses ea 78c**
- 1 1/2c Outing Flannels dark and light shades yd 8c**

Blankets, Comforts, Sheets, Muslins, Spreads, Linens all Under Priced.  
Thousands of Remnants of all kinds and odd lines to close out at Half Regular Selling Prices



## Unusually Large Reductions on Men's Overcoats, Suits and Furnishing Goods

Nearly 500 overcoats and cravenettes that were manufactured by the world's best makers included in this sale. The styles are Patot French coats, long box back coats, top coats and medium and extra long cravenettes; materials are worsteds, fancy tweeds and fine crepes.

Steinbloch, Schlosser, Bro. College Brand, and Elk Brand Suits for men and young men, made of the best obtainable fabrics and in the latest patterns, and in either single or double breasted styles, box or shaped backs. During the Red Letter Clearance Sale at following prices:

- \$30.00 overcoats, Red Letter Sale Price **\$22.50**
- \$25.00 overcoats, Red Letter Sale Price **\$18.00**
- \$20.00 overcoats, Red Letter Sale Price **\$14.00**
- \$15.00 overcoats, Red Letter Sale Price **\$10.75**
- \$10.00 overcoats, Red Letter Sale Price **\$8.00**
- \$5.00 overcoats, Red Letter Sale Price **\$3.50**
- \$30.00 Suits, Red Letter Price **\$22.50**
- \$25.00 Suits, Red Letter Price **\$18.00**
- \$20.00 Suits, Red Letter Price **\$15.00**
- \$15.00 Suits, Red Letter Price **\$11.00**
- \$12.50 Suits, Red Letter Price **\$8.50**
- \$10.00 Suits, Red Letter Price **\$6.50**

## Young Men's and Boys' Suits and Overcoats Reduced Almost Half

Snappy Suits for young men, 12 to 20 years old, made in original styles and of exclusive patterns, trousers made either peg-top or regular.

- \$20.00 Suits **\$15.00**
- \$15.00 Suits **\$11.00**
- \$12.50 Suits **\$9.00**
- \$10.00 Suits **\$8.00**
- \$8.00 Suits **\$5.50**
- \$6.00 Suits **\$4.50**
- \$5.00 Suits **\$4.00**
- \$4.00 Suits **\$3.00**
- \$3.50 Suits **\$2.50**

**\$3.00 Sterling Brand Hats \$2.45**      **\$1.50 Boys' Hats, Sale Price \$1.15**

# S. H. FRIENDLY

Eugene's Foremost and Best Store      Your Money's worth or your money back

592-594 Willamette St.

### PERSONALS

Amos Hill is down from Marcola. W. J. Clark is in town from Junction City.

Mrs. W. F. Mason, of Marcola, is in the city yesterday.

J. T. Lasselle, of Albany, was in the city yesterday.

C. R. Sylvester, of Jasper, spent last night in Eugene.

J. P. Wagner, of Cottage Grove, is in Eugene on business.

Mrs. Stephanie Behnecker went to Portland this morning.

Walter F. Platts, of Thurston, was in Eugene this morning.

Miss Josie Moorhead, of Junction City, is visiting here.

Miss Ruby Farrington is home from a visit in Montana.

Henry Mathews was in from his farm near Goshen today.

Miss Morrison is a Portland visitor attending the freshman glee.

Miss Sadie Noyes, a former varsity student, arrived this afternoon.

Mrs. W. O. Heckart is on her way to Shelton, Cal., on his visit.

Mrs. C. W. Love was a passenger to Portland on the floor last night.

Howard Latourrette arrived this afternoon to attend the freshman hop.

Dan O'Neil, of Portland, came in this afternoon to attend the freshman hop.

Dr. Henry Hopkins was called to Corvallis and Monroe yesterday, on business.

Samuel Kirt, of Missoula, Montana, is in Eugene and may decide to locate here.

Rev. A. J. Folsom, of Forest Grove, arrived today to be the guest of Rev. Pinkerton.

Misses White and Cox, of Independence, are visiting at President Campbell's.

Mrs. H. A. Nelson, of Albany, is in the city to visit her children at the University.

Stanley Kidder, of Roseburg, is visiting his sister, Miss Bessie Kidder, of the University.

A. J. Gillette, agent of the S. P. Co., is in Portland taking in the Scottish Rite meetings.

Miss Maude Davis went to her home at Sweet Home today. She has been visiting in town.

Miss Ruth Gibson and Miss Corn Campbell, of Roseburg, are the guests of the Kiosche Tillamook hall.

Misses Gerlie Rust and Nell Barker, of Roseburg, are attending the freshman hop here tonight.

R. A. Johnson, of Chicago, arrived in Eugene yesterday to look over the country with a view of locating.

Mrs. C. V. Oglesby went to Astoria this morning to attend the funeral of her grandmother, Mrs. Elizabeth Johnson.

Misses Alia Drain and Delle Smith, of Drain, are the guests of Miss Mada Drain at the University. They came up for the freshman glee.

Elmer Doolittle, of Cottage Grove, was in Eugene today. He is one of the veterans of the Spanish-American war who was wounded in the Philippines. He was a member of Company C, Second Oregon Volunteers.

### BOYS ASK TO BE SENT TO REFORMATORY

Deputy Sheriff C. C. Hammond took Frank Lube and James Linn, aged 15 and 16 years respectively, to the reform school today. The boys came from Tacoma, and are cast upon the world, they themselves desiring to be sent to the institution so as to learn a trade. They came from Cottage Grove, where they were picked up by the marshal.

The Cottage Grove officer telegraphed to Tacoma and found that the father of one of the boys, who answered to turn his boy loose and let him go.

As the juvenile laws in this state could not be applied to the man, the officers had but one recourse, to send the boys to the state institution. Despite their wish to learn a trade, the lads have evidently been in a very evil environment.

You can buy a fine umbrella for what you have to pay for a cheap one if you call at Watts' before they are all gone. These umbrellas are being closed out at cost. Corner Ninth and Willamette streets.

**MICRO**  
ITCHING SCALP  
DANDRUFF AND  
FALLING HAIR

are but outward signs of the evil done in secret by myriads of dandruff germs sapping the life blood of the hair. Micro kills the parasite, soothes the itching scalp, gives lustre to the hair and stops it falling out. A single application gives relief and proves its worth. Save your hair before too late. Micro prevents baldness. It is a delightful dressing for the hair, free from grease and sticky oils. Ask your druggist for free booklet.

HOYT CHEMICAL CO., PORTLAND, OREGON

### Women Worry

More than men, says Dr. McComb, one reason is that their nervous conditions are more delicate. True, and Sarsaparilla is just the nerve tonic, purgative, and blood-purifier that they need.

**Indigestion 3 Years**—I was cured with Sarsaparilla. I was a number of months in bed, cured. Mrs. J. H. Haver, Indian Wells, Mo.

**Nervous, In Pain, No Appetite**—I had poor health for years, pain in back and hips, with constant headache, nervousness and no appetite. Took Hood's Sarsaparilla and feel better than I have for years. Mrs. G. W. Givens, Moose Lake, Minn.

**Rheumatism**—I had rheumatism of my ankles, but Hood's Sarsaparilla gave me permanent relief. I was cured. Mrs. A. H. Haver, Indian Wells, Mo.

Hood's Sarsaparilla is sold everywhere in the usual liquid, or in tablet form. Sarsaparilla, 100 Doses One Dollar, prepared only by C. F. Hood Co., Lowell, Mass.

### GOOD WATER

All who want Refreshing and Pure Water can get it here by calling up Red 5394

**J. E. KILBORN**  
557 High St., Eugene

### MADAME DEAN'S FRENCH PILLS

A SAFE, CERTAIN REMEDY FOR ALL THE AFFECTIONS OF THE BOWELS AND URINARY TRACT. It is a safe, certain, and reliable remedy for all the ailments of the bowels and urinary tract. It is a safe, certain, and reliable remedy for all the ailments of the bowels and urinary tract.

UNITED MEDICAL CO., Box 74, Lancaster, Pa.

### CIGAR

**Julius Goldsmith**

## Umbrella Sale

We are going to close out our stock of Umbrellas. You can get a good silk cover, detachable handle as low as \$1.00.

This is a genuine Closing Out Sale of our entire stock of Umbrellas and you cannot afford to miss it. Come in and price and you will be convinced.

SEE WINDOW

**J. O. WATTS,**  
Cor. 9th and Willamette St.

### IS YOUR BREAD Made with PURE WHITE FLOUR

WASHINGTON MILLS  
HIGH PATENT  
PURE WHITE  
FLOUR

### PURE WHITE FLOUR

It is made of Selected Scotch Fife Wheat, by patent process and is strictly High Grade.

Use Pure White Flour for pastry and cakes as well as for bread—it satisfies or your money back.

Pure White Flour is Sale by the following Merchants, price \$1.00 per sack

Geo. T. Hall & Son  
W. M. Green  
W. A. Bell  
E. D. Matlock  
The Eugene Grocer  
C. B. Daniels  
Peter Johnson  
W. H. Dempster  
Cole & Wilson  
W. J. Gibson & Son  
Flegal & Ryback  
W. W. Fawcett  
Armitage & Davis  
Creswell Co.

### NEW CONTEST WITH FREE CANDY TO BEST GUESSEER

We have in our show window a display of a new kind of candy, also with a new name. We will give to the first five right guessers of the name a fine box of candy free. The first letter in the name is F. Buy some of the candy and you can guess much easier. Contest ends Saturday, January 25, at 12 p. m.

OTTO'S CONFECTIONERY.

### ROLL TOP DESK

For sale cheap. J. O. Watts, corner Ninth and Willamette streets.

### Petaluma Incubators and brooders at CHAMBERS HARDWARE CO

No sitting up with the Petaluma incubator. You light the lamp and it does the rest. All sizes at CHAMBERS HARDWARE CO.

Buy a Petaluma incubator from Chambers Hardware Co.

If you are going to use coal this winter it will pay you to get a Wilson Coal Heater.

### PERFECT PRINTING PLATES

IN ONE OR MANY COLORS

LARGEST FACILITIES IN THE WEST FOR THE PRODUCTION OF HIGH GRADE WORK

RATES AS LOW AS EASTERN HOUSES

**HICKS-CHATTEN ENGRAVING CO.**  
728 & Alder, PORTLAND, ORE.

### HOU FURNISHINGS

We now have the most complete line of stoves in Eugene Beds and Bedding, Rugs and Mattings, Shell Hardware and cutlery

67 W. Eighth St. EUGENE, OREGON.

### Dr. T. Felix Gouraud's ORIENTAL TOILET POWDER



A pure, antiseptic Toilet Powder for infants and adults. Equally perfumed, renders an excellent complexion and keeps the skin clear, soft and velvety. Relieves skin irritation and should be used freely after bathing and shaving, giving a delightful and refreshing effect. At dealers or by mail, 25 cents box. Prepared by

FERD. T. HOPKINS, N. Y. CITY,  
Proprietor of GOURAUD'S ORIENTAL CREAM  
FOR SALE AND RECOMMENDED BY

STANLEY'S,  
612 Willamette St., Eugene

### CITY NEWS

The night shift at the excelsior mill has been laid off for a few weeks.

Three carloads of wood arrived yesterday for the Williams Transfer Company and one carload for Pollock.

The dense clumps of old apple trees on the Booth property at the corner of Mill and Eleventh streets are being cut down.

Dr. Lowe, the optician, will be in his office all next week. Have him test your eyes for glasses. Eighteen years' experience.

A marriage license was issued to-

day to Arthur James Smith, aged 31, of Walker, and Miss Frances Willard Higgins, aged 21, of Springfield.

The Ellis ice cream parlors at Springfield, Albert Shaw proprietor, will move next week to 337 Main street, next door to Pickett's store.

In point of visitors the freshman glee, which will be held tonight at the armory, will be the biggest affair of the kind in the history of the University.

Mrs. C. F. Croner made a trip to Cottage Grove yesterday on horseback. Mrs. Croner is an expert horsewoman, and enjoys such little jaunts as that.

Fina L. Snodgrass was the recipient of a handsome W. O. W. emblem at the meeting of the Woodmen last night, as an appreciation of his work as captain of the degree team.

The council will hold an adjourn-

meeting Monday night. There is very little business of importance at the present time, the chief matter being the extension of Olive street.

T. F. Bennett, who formerly conducted a meat market in the building on Ninth street that was recently torn down to make room for Mrs. Patterson's new brick building, is now employed in Miller & Watkins' market.

Maurice Harper, Sherman Heller and John Gardner, appraisers of the property of the estate of Philip Heller, deceased, today filed with the probate court their inventory of the property. They found it to be valued at \$1795.25.

A petition is being circulated at the University requesting that the congressional delegation from Oregon aid in passing such laws as are needful to prohibit the shipping of any kind of alcoholic beverage into prohibition states. Among the students it has received quite a number of signatures.

A marriage license was issued today to Winfrey J. LaPorte, aged 25, residing at Baker City, and Miss Bertha Obenchain, aged 22, of Eugene.

Up to 3:30 o'clock this afternoon Registration Clerk McFarland had registered 313 voters, of which 278 are from Eugene. Besides these he has a large list which came by mail which he has not yet transferred to the great register.

Donald Lewis was elected president of the University Glee Club yesterday noon for the season of 1908. Harold Clifford, the present manager, was again elected to his position, due to his good work this year. Renben Stoelquist may be leader, as the club recommended him to the director, Professor Glen. All three men are Juniors.

An old man named Levi Worton, who has been staying in a tent near Judkins' Point for some time, was taken in charge by the county authorities today. He was very sick and now occupies a cot at the Eugene hospital. He was on his way from some point in California to Washington, when he was taken sick and could go no further.

The Springfield News goes away up in the air and says bad things about the Eugene correspondent to the Portland Telegram, who is also a reporter on The Guard, because he called Springfield a suburb of Eugene. We quote from Webster's dictionary: "Suburb—a smaller place adjacent to a city." Come "out at it," Beebe.

### It Is Prudent to Insure.

your life or your property.

Why is it not as important to insure against adversity in the future by keeping your funds in a bank account? Allow it to accumulate until a time comes when you need it badly—that is when you will appreciate its true worth.

Just as the value of your life insurance increases as you grow older, so will your bank account grow as you add to it weekly or monthly.

In fact, the possibilities of your bank account are limited only by your earning and saving capacity.

An account with this bank is good insurance.

**The Eugene Loan & Savings Bank**  
Established 1892

Capital and surplus, \$400,000

W. E. BROWN, President. F. W. OSBURN, Cashier.  
D. A. PAINE, Vice President. W. W. BROWN, Asst. Cashier.