

The Friendly Store Clean Sweep Sale

Sale closes next Saturday night. Anticipate your needs in Domestic, Hosiery, Underwear, Dress Goods, Silks, Etc., and buy now and save 10% to 20% on your purchase

Ladies' and Children's Underwear reduced 10% to 25%	\$25 to \$40 Ladies' Coats, each	\$16.00
12 1/2c Outing Flannel, a yard	\$25 to \$30 Ladies Suits, each	\$12.00
50c Wool Dress Goods, yard	\$4 black and colored sateen Skirts	\$2.45
36-in bleached Hope Muslin, yard	9 4 Bleached Sheeting, a yard	33c
	\$4 Ladies' Shirt Waists, each	\$2.40

Grand Annual 2-Price Clothing Sale next Thursday, Friday and Saturday Jan. 30th, 31st and Feb. 1st

Positively 3 Days Only

On next Thursday, Friday and Saturday, January 30th, 31st and February 1st we hold our Annual Grand Clean Up Sale of odds and ends. This year we will include absolutely every Suit, Overcoat or Cravenette regardless of cost at either one of two prices.

All Suits, Overcoats and Cravenettes valued at \$15, \$18, \$20, \$22.50, \$25 and \$27.50 During this sale reduced

\$14.85

All Suits, Overcoats and Cravenettes valued at \$8.50, \$10, \$11, \$12.40, \$12.50 and \$14 During this sale reduced to

\$7.85

IMPORTANT!! Although we will have extra salesmen and be better prepared in every way to handle the enormous crowds that always fill our store during this sale we suggest early buying. Don't wait till Saturday night. If inconvenient to come yourself! Telephone and mail orders will be carefully filled subject to exchange if unsatisfactory.

No Alterations made at Sale Prices without extra charge

Eugene's Largest and Best Store

S. H. FRIENDLY

Your Money's worth or your money back

592-594 Willamette St.

PERSONALS

S. A. Potter, of Ashland, is in the city.

J. D. Waring, of Salem, spent last night in the city.

Miss Yetta Wald is visiting in Albany a few days.

Dr. T. W. Harris is home from a trip to California.

C. O. Peterson went to Portland today on business.

R. R. Poppleton came in from the south this afternoon.

Banker John Bell, of Springfield, was in the city today.

Chas. Jackson, of Ontario, Or., is in the city on business.

Felix Wagner returned last evening from a trip south.

George Croner went to Salem on business this afternoon.

Kola Neis, the Salem hop buyer, is in the city on business.

Misses Gussie and Mae Baldwin spent Sunday in Portland.

L. L. Warnock made a business trip to Haines this afternoon.

Rev. T. S. Handsaker arrived up from Corvallis this afternoon.

Salem Journal: Miss Nellie Smith

and Miss Margaret Kunke left Saturday evening for Eugene, where they will visit friends.

Dr. A. Sharples returned to his farm near Goshen this afternoon.

Mr. and Mrs. J. P. Kelly returned last night from a visit in Portland.

Joe Goodfellow returned this afternoon from a trip to points north.

R. E. Mason, of Albany, was in the city today on one of his regular trips.

Mrs. J. Hanson returned this afternoon from a trip to Blue River, returned this morning from a trip to Coos Bay.

W. T. Bailey returned this afternoon from a visit at Cottage Grove.

W. T. Bailey returned this afternoon from a business trip to Roseburg.

Constable F. T. Plank went to Divide this afternoon on official business.

Mrs. Anna Hohl returned this afternoon from a short visit at Cottage Grove.

Mr. and Mrs. W. G. Allen are on a trip to Chicago and other Eastern points.

Miss Zelma Cruzan left this afternoon for Wildwood, after a visit in Eugene.

Mrs. V. B. Matthews, of Goshen, returned this afternoon from a trip to Portland.

W. D. Neeley and Montie Minor returned this afternoon from a trip to Cottage Grove.

turned this afternoon from a trip to Cottage Grove.

Mrs. Hiram Rayl and daughter, of Junction City, are visiting Mrs. C. J. Bayliss in Eugene.

C. L. Williams left this afternoon for the scene of his logging operations at Wildwood.

L. N. Roney has so far recovered from his recent illness as to be up and around the house.

H. E. Abbott and wife left this afternoon for St. Paul, Minn., where they will reside in the future.

Wm. D. Neeley and Montie Minor are in the mountains above Cottage Grove on a timber cruising trip.

Mrs. J. M. Roberts went to Portland today to visit her sister-in-law, Mrs. Weatherford, who is very ill.

Dick Richardson and "Pruney" Francis returned last night from Salem, where they have been visiting.

Attorney G. F. Skjvorth returned this afternoon from Junction, where he appeared as counsel in a civil suit.

Captain John Baker, of Salem, after a visit with his daughter, Mrs. L. N. Roney, in Eugene, returned home today.

Corvallis Gazette: Mrs. James Hamilton and daughter, Miss Edna, of Eugene, have been guests at the Baker home the past week.

E. O. Tobey and daughter, Myrtle, have returned from a trip to the East and South. They say there is no place like home and are very glad to get back.

Our Long Established Reputation

for safety and reliability and our prompt and satisfactory service has increased the number of our patrons, the volume of our business and made this one of the representative banks of the Willamette Valley.

We have unsurpassed facilities for handling all branches of commercial business and also issue interest-bearing certificates. Particulars will be furnished upon application.

The Eugene Loan & Savings Bank

Established 1892

Capital and surplus \$100,000

W. E. BROWN, President. F. W. OSBURN, Cashier.

D. A. PAINE, Vice President. W. W. BROWN, Asst. Cashier.

TEA

You think one tea as good as another? Why don't you buy at the lowest price you see in the window?

Your grocer returns your money if you don't like his tea. We pay him.

Petaluma incubators and brooders

CHAMBERS HARDWARE CO.

Buy a Petaluma incubator from Chambers Hardware Co.

CITY NEWS

Charity ball, armory, Friday, January 31.

Tickets for the charity ball at the armory Friday evening, \$1.

Attend the charity ball at the armory Friday evening, January 31. Tickets, \$1.

The Rebekah degree staff will meet for drill on Wednesday evening, January 29th.

Attend the charity ball at the armory Friday evening, January 31. Tickets, \$1.

Among the carload shipments of freight into Eugene today was a car of fruit spray for the Griffin Hardware Company.

The northbound Roseburg local was an hour late today on account of an engine being off the track at Roseburg, so the local could not pull out on time.

Professor John Straub has received word that his father, John Straub, Sr., has died at Philadelphia at the age of 82 years.

The funeral of Mrs. Della Woods, who died in Kansas, was held this afternoon and the remains interred in the I. O. O. F. cemetery.

The front of W. J. Hill's gun store in the Walton block received a new coat of paint today, improving the appearance of the place very much.

A room in the basement of the Central school will be fitted up instead of a room in the Christian church basement, as planned some time ago.

C. McAlpin, who has the contract for building the foundation of the new Hulls two-story brick building on East Ninth street, began delivering the stone today.

Mrs. J. W. Shumate is having her goods moved to her store room which was badly damaged by fire a few weeks ago and she intends resuming business in a few days.

W. L. Coppernoll today received his commission as second lieutenant of the Oregon National Guard. He is commissary and quartermaster officer of the separate battalion.

J. F. Robinson and J. M. Williams have been employed by the county to expert the county books from July 1, 1907, to January 1, 1908. They went over the books last fall up to July 1.

C. F. Keopke has commenced the erection of a two-story house on West Eleventh street. The foundation has been completed, and work on the house will be pushed as rapidly as the weather allows.

Homer Davenport, the cartoonist, will not be here Thursday night to deliver his lecture before the high school, as advertised. He has been called to New York and has had to cancel several engagements in this state.

Joe E. Russell, one of the members of Company C, smashed the great toe of one of his feet badly while at drill last night by letting a heavy rifle fall on it with great force. He will be compelled to go around on crutches for several days.

The contest case of Otto Kaufmann vs. Earl Prior, involving the latter's homestead entry upon the southeast quarter of section 32, township 18, south of range 6 west, was decided at the local office in favor of the contestant. J. N. Harbaugh was attorney for contestant.

The Orpheum was crowded last night for the opening entertainment. No one should fail to see "The First Ride" and the "Two Scamps," and enjoy a hearty laugh. Also enjoy the singing of Mr. Parker. There will be two shows tonight beginning at 8 o'clock.

The United Brethren Sunday school has elected officers as follows: Superintendent, H. W. Hall; ass't superintendent, E. H. Moore; secretary, Miss Orsa Hurd; assistant secretary, Miss Edith Gardner; treasurer, Mr. Marsters; librarian, Frank Scaife; organist, Miss Myrtle Bell.

Foreman Utterbach has four or five men at work building the switch at the car barn for the extension of the electric line toward Springfield. It is said a large force of men will be put to work about the first of the month and the line to Springfield rushed to completion.

Chief of Police Farrington has taken up and impounded two horses which have been running loose in the vicinity of the University. One is a brown gelding, weight about 1000 pounds and aged about five years, and the other is a sorrel mare, weight about 900 pounds and 10 or 12 years old.

Rev. T. S. Handsaker, pastor of the Christian church at Corvallis, arrived here this afternoon, bringing with him Mrs. Sears, a lady who will enter the old folks' home which the Christian church has established in Eugene. The old lady is a cripple and can hardly get around, being compelled to use crutches.

Herbert M. Myers, a government naturalization inspector, arrived in Eugene yesterday from Seattle, and spent some time yesterday and today at the court house inspecting the naturalization papers filed with the county clerk. He finds the records here in splendid shape and he compliments County Clerk Lee upon the manner in which they are kept.

E. M. Warren has just completed the work of installing a fine exhibit of

grains, grasses and fruits in the office of M. Svarverud, real estate broker. A part of the exhibit is from the Lane county exhibit at the state fair which won second premium last fall and a part is from Mr. Warren's private collection. He had previously installed exhibits in the offices of the Holtenbeck Real Estate Company and E. J. Fraiser in Eugene, and J. J. Bryan at Springfield, and will probably place others in several more offices in the city.

The Orpheum moving picture theatre in the Holden block on Willamette street was opened to the public last night with a big business. The Eugene band surprised Manager Mummy by appearing in front of the place at opening time and playing a few airs. Mr. Mummy has always taken an active interest in the affairs of the band, and this was done in appreciation of his work. The performance at the theatre was good and was worth more than the price of admission. The moving pictures were pleasing and the illustrated song by Mr. Parker was fine, the singer having a good voice for that work. The Orpheum promises to be a popular place of amusement.

EUGENE PROPERTY WILL GROW VALUABLE

Blair street addition property is sure to double in value within the next two years. Two electric railways are coming up the valley from Portland and both of them must enter the city from the west, and the line that will tap the Siuslaw country can not go out in any other direction. As sure as water runs down the hill, Eugene must build down the valley—because the business is there.

There are both acreage tracts and large lots in this addition, only a mile from the business center and three blocks from the Geary public school. Prices are very reasonable and you may make your own terms, a small payment down and monthly installments if you desire.

See the Oregon Land Co. at 412 Willamette street, or write them for particulars and prices.

NORMAL SCHOOL OFFERS SPECIAL OPPORTUNITIES

The Southern Oregon State Normal school at Ashland offers special opportunities for teachers to review for the teachers' examinations in February and August, and to take work in pedagogy and special methods in teaching the various grades of the training school. Since the public schools of Oregon are calling for teachers who can teach manual training, many are taking advantage of the industrial work lately installed in the school. Expenses of board and lodging and tuition nominal.

The State Normal School at Ashland is enjoying the largest appropriation of state funds ever granted a normal school in the history of Oregon. Catalogues sent on application to the president.

RANK FOOLISHNESS

When attacked by a cough or a cold, or when your throat is sore, it is rank foolishness to take any other medicine than Dr. King's New Discovery," says C. O. Eldridge, of Empire, Ga. "I have used New Discovery for seven years, and I know it is the best remedy on earth for coughs and colds, croup, and all throat and lung troubles. My children are subject to croup, but New Discovery quickly relieves every attack." Known the world over as the king of throat and lung remedies. Sold under guarantee at W. A. Kykendall's drug store. 50c and \$1. Trial bottle free.

Chickens for Profit

Now is the time to buy an incubator if you are going to raise chickens for next year. Start right by buying a PETALUMA, and you will have no trouble hatching the eggs. We have them in all sizes from the 56-egg to 500-egg in stock now. Also Petaluma brooders, 100 and 200 chick size. We carry a small stock of extras for these machines.

CHAMBERS HARDWARE CO.

Sealed bids will be received by J. B. Coleman, Eugene, Oregon, up to 5 p. m., February 10th, 1908, for office and hotel building 35x114, two stories. Plans and specifications may be secured at the office of John Hanziker, architect.

Owner reserves all rights. 15

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

Nature paints in colors bright. Our cheeks and lips so fine. Assist nature to paint for thee. By using Rocky Mountain Tea. Linn Drug Co.

Car of spray for the Lane County Fruit and Vegetable Growers' Association has arrived and can be had at 51 East 9th street. J. O. HAIN, Secretary.

William Odgers today filed with the county clerk notice of location of "Confidence" and "Providence" mining claims in the Willamette district.

Tickets for the charity ball at the armory Friday evening, \$1.

SUBSCRIBE FOR THE GUARD NEW TODAY.

WANTED—Plain sewing, reasonable rates. 244 Emerald Avenue. Phone Red 2297. 74

FOR SALE—Chopped feed at feed mill, 359 West Eighth street. 712

WANTED—Stenographer desires position; two years' experience; references furnished. State salary. Address M. A. box 260, Salem, Or. 719

REV. TRIMBLE TO SPEAK ON WATER BAPTISM

At the 10:30 a. m. service at the M. E. Church next Sunday Rev. D. H. Trimble will speak on water baptism as a Christian ordinance, and will at the close of the service baptize all who desire to be baptized by "affusion." At 3 p. m. the same day the pastor will administer the sacrament of baptism to those who elect to be baptized by "immersion."

Let all interested parties take notice and it would be well to confer with the pastor on or before Friday evening. If you are confused as to proper mode of baptism, or proper subjects for it hear this address Sunday next at 10:30 a. m.

WILLIAMS' CARBOLIC SALVE WITH ARNICA AND WITCH HAZEL

The best salve in the world for cuts, bruises, sores, ulcers, salt rheum, tetter, chapped hands and all skin eruptions. Guaranteed to give satisfaction or money refunded. Sold by Linn Drug Co. Williams Mfg Co., props.

TO CURE A COLD IN ONE DAY

Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.

Mr. London writes: "If I owned your Tea, I would guarantee a cure or refund their money. I say it's Nature's cure and the only one for the blood." Hollister's Rocky Mountain Tea cured him where other remedies failed. "Nuff said." Linn Drug Co.

LADIES

Solid Gold Case, Swiss Movement \$7.50

Gold Filled Case, New England Movement \$9.00

Filled Cases, Elgin or Waltham Movement \$13.50 to \$30

Solid Gold Case, Elgin or Waltham Movement \$25 to \$40

GENTLEMEN

Sterling Silver Case, Swiss 15 Jeweled Movement \$15.00

20 year Case, 17 Jeweled, Elgin or Waltham \$14.00

35 year Case, 15 Jeweled, Hampden \$18.50

25 year Case, very thin model \$20.00

These are only a few of the good values you can find here. We want you to come and price.

J. O. WATTS, Corner 9th and Willamette

..WATCH SNAPS..

LADIES

Solid Gold Case, Swiss Movement \$7.50

Gold Filled Case, New England Movement \$9.00

Filled Cases, Elgin or Waltham Movement \$13.50 to \$30

Solid Gold Case, Elgin or Waltham Movement \$25 to \$40

GENTLEMEN

Sterling Silver Case, Swiss 15 Jeweled Movement \$15.00

20 year Case, 17 Jeweled, Elgin or Waltham \$14.00

35 year Case, 15 Jeweled, Hampden \$18.50

25 year Case, very thin model \$20.00

These are only a few of the good values you can find here. We want you to come and price.

J. O. WATTS, Corner 9th and Willamette

..GROCERIES.. WE HAVE THEM

A full line of Groceries, Flour and Feed, Tin and Graniteware. Headquarters for White River Flour

Candies, Nuts and Oranges

J. W. WHITE, The Grocer

Corner 5th and Willamette Sts. Phone Red 4611

IS YOUR BREAD Made with PURE WHITE FLOUR

If it IS you already know all we can tell you about it. If it ISN'T, you want PURE WHITE FLOUR in your Kitchen Next Baking Day. It makes the Whitest, Lightest Bread.

PURE WHITE FLOUR

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 for Sale by the following Merchants, price \$1.50 per sack

Geo. T. Hall & Son.

W. M. Green.

W. A. Bell.

E. D. Matlock.

The Eugene Grocery Co.

C. B. Daniels.

Peter Johnson.

W. H. Dempster.

Cole & Wilson.

W. J. Gilson & Son.

University Home Bakery.

Flegal & Rychard, Springfield, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.

W. W. Fawc, Irving, Ore.

Armitage & Davis, Crowell, Ore.