

One day more of 'The Friendly Stores' January Clean Sweep Sales
Unusually large price reductions will make it well worth your while to shop here.

Only One More Day Of Annual Clothing Sale

Tomorrow we offer values in clothing that are positively less than actual cost of manufacturing and you owe to yourself at least to investigate before 10 p. m, tomorrow night when sale closes.



Today the crowds were so great that we could not wait on everybody, but tomorrow we will have an extra salesman and thus be better prepared to serve you. If you were disappointed today, come tomorrow errly.

Tomorrow only, we offer

all \$18.00, \$20.00, \$22.50 \$25.00, \$27.50,

Suits, Overcoats and Cravenettes for

\$14.85

and all \$8.50, \$10.00, \$12.50, \$13.50 and \$14.00,

Suits, Overcoats and Cravenettes

\$7.85

Absolutely every Suit, Overcoat and Cravenette in the store, included at either one of these two prices, Steinbloch, Schloss Bros., College Brand and Elk Brand, and among the suits you will find dozens of the latest patterns and styles.

We make no alterations at sale prices without extra charge.

1 Days More of Reduction on Ladies' Ready-to-Wear Apparel

75c Union Suits 38c

Ladies' fleece lined union suits; 75c values, each 38c
Muslins, dress goods, silks, underwear, linens, etc., all specially priced during this sale.

\$4.00 Waists \$1.48

Three dozen ladies' shirtwaists, in light and dark shades, all wool, Batiste, flannel, etc. Values to \$4.00; sale price, \$1.48

\$1.50 Kid Gloves pair 78c

Five dozen pairs fine dressed kid gloves, in colors and white; sizes 5 1/4, 5 3/4, 6, 6 1/4 and 7 1/4; values to \$1.50; a pair 78c.
Long silk gloves, a pair \$1.50
Infants' wool hose, pair 5c

\$8.50 Coats ea. \$4.15

Fifteen ladies' coats made of heavy mixed cloaking; sizes 34 to 42; values to \$8.00; now \$4.15

Ladies' Dress Skirts Reduced 1/4

250 stylish dress skirts, in plain and fancy wool materials, pleated and gored effects; choose from the entire stock for three days at 1/4 less than regular prices.

\$30.00 Suits \$12.00

Just 12 of these stylish suits left; values to \$30.00; now \$12.00

Your Money's Worth or
Your Money Back.
GOOD GOODS ONLY

S. H. FRIENDLY

592-594 Willamette St.

STETSON HATS
DENT'S GLOVES
COOPERS UNDERWEAR
STERLING BRAND HATS

PERSONALS

M. J. Drury, of Marcola, was in the city today.
Rev. M. C. Wire has returned from a trip to Coos Bay.
Shelby Coffman returned today from a visit at Cottage Grove.
F. J. Hard went to Cottage Grove this afternoon on business.
Mrs. W. T. Campbell returned today from a visit at Creswell.
Duke Knox went to Cottage Grove this afternoon on business.
G. L. Gilbert and wife returned home today from the north.
O. Crane and A. C. Allard, of Marcola, were in the city today.
W. L. Butler and wife are down from Wendling for a few days.
F. W. Titus, of Fremont, Mich., is in the city, having arrived yesterday.
Harry Stewart, of Springfield merchant, was in the city on business today.
F. Ogden arrived here yesterday.

from Portland with the expectation of locating.
Father O'Farrell went to Cottage Grove today to visit a day or so with Father Fitzpatrick.
Mrs. G. M. Whitney left today for Payette, Idaho, to visit her daughter, Mrs. J. H. Weider.
E. Hawley and wife arrived here last night from Portland and expect to reside in this city.
Mr. and Mrs. W. H. Abrams returned this afternoon to Cottage Grove, after a visit in Eugene.
Professor H. C. Howe, of the University, was a passenger to Portland on the noon train today.
Mrs. Budd Kompp arrived up from Junction this afternoon to attend the funeral of Grandma Sovern.
F. Robbins and E. D. Duncan, of Astec, N. M., are here looking for a suitable farm or stock ranch.
Mrs. Claud Gaby and Mrs. Lizzie Clow came up from Portland today to attend the funeral of Grandma Sovern.
Wiley Francis, a Southern Pacific engineer, now running out of Sacramento, is here visiting his folks for a few days.
Miss Lucille Yoraa accompanied Miss Ruth Davis to her home at Creswell today and will spend a few days with her.
Or were other large violators of the fencing law disturbed, either by civil or criminal proceedings.
Mrs. Carnahan, of Medford, after a short visit with her parents, Mr. and Mrs. S. K. George, in Eugene, went to Portland today.
W. Waddell returned last night from a trip to Carson Mineral Springs, Wash., where he has been recuperating for a couple of weeks.
Andrew Svarverud went to Cottage Grove this afternoon to play at a dance there tonight. He was joined on the train by Alf Dillard, who came up from Salem.
Dugald and James Campbell, of Bismark, N. D., arrived here today to visit Mr. Mersdorf. They are on a tour of the coast and will go to Southern California before returning home.
Attorney G. F. Skipworth went to Portland today on business. He is one of the attorneys in the case of H. C. Mahon, of Eugene, vs. M. B. Rankin, to recover \$42,000 as commission on a timber land sale. The case comes up next Wednesday.
S. P. Shortridge, who resides near London, this county, was in town today, enroute home from Salem. While in the Capital City he underwent an operation upon his eyes, which have been seriously afflicted for some time past, and hopes now to fully recover his sight.

One good act done today is worth a thousand in contemplation for some future time. Buy a ticket for the charity ball.
The long indoor life of winter makes the blood weak, and the system easily catches cold and disease. Hollister's Rocky Mountain Tea is the greatest winter remedy; prevents colds and disease, keeps you well all winter. 25c. Tea or Tablets.
Lyon Drug Co.
Buy a Petaluma incubator from Chambers Hardware Co.

BORN

At Payette, Idaho, January 29, 1908, to J. Harry Welder and wife, formerly of Eugene, a son.
In Eugene, January 27, 1908, to George A. Peret and wife, a daughter.
"Tis a very good world we live in. To tend or to spend, or to give in! But to beg or to borrow or get a man's own."
"Tis the very worst world that ever was known."
Charity ball tonight.
S. W. B. Haynes, the barber, will move his shop Monday from the Hodes building to his old location in the McFarland building on West 8th street, next door to Finnegan's blacksmith shop. Patrons will please take notice.
The Theatre Cafe is now serving a dish of delicious fresh shrimp with every order of oysters. Come and eat oysters.
"The best time to perform a good deed is when you first have the opportunity. Charity ball, Friday, January 31."
Charity Ball
Charity Ball
Charity Ball
January 31st, 1908
January 31st, 1908
January 31st, 1908
At the armory.
Skating at the Underwood Rink tonight. Come and enjoy yourself, a pleasant time assured.
"So long as you can contribute to the pleasure, happiness or comfort of any human being, you are of importance in the world, and no longer. Remember the charity ball tonight."

UNDER ARREST FOR SELLING CIGARS TO A MINOR

John Brookmyer, owner of a sawmill at Spores' station, on the Wendling branch of the Southern Pacific railway, was notified by Constable Plank today to appear before Justice of the Peace Bryson in this city to answer to the charge of selling tobacco to a minor. The boy to whom it is alleged that Brookmyer sold the tobacco is Archie Hill, the 15-year-old son of Charles Hill, residing in the vicinity of Spores. Brookmyer conducts a store in connection with his sawmill, and it appears that the Hill boy has bought a large number of cigars there and had them charged to his father's account. His father swore to the complaint against Brookmyer, who has promised to be down on this evening's train.
It is the policy of the juvenile officers to enforce the law against selling tobacco to minors, and other arrests may follow soon.

CITY NEWS

Charity ball, armory, Friday, January 31.
Tickets for the charity ball at the armory Friday evening, \$1.
A. J. Pickard today shipped a car load of hogs to San Francisco.
Attend the charity ball at the armory Friday evening, January 31. Tickets, \$1.
Chinese new year begins tonight. The local chinks will have no elaborate celebration.
Two car loads of hogs were loaded at Friendly's warehouse today for shipment to the East.
Another car load of stone for the new Divinity school building arrived, from Oakland last night.
Dr. Olive Waller, osteopath, can now be found in her office in the Merchants' bank building.
Last night was the coldest of the winter and the ground was frozen hard. A cold north wind blew all night.
Don't miss the big dance to be given by Company C. O. N. G., on Saturday, February 8, after their annual inspection. A good time assured.
L. L. Marsters, of Yoncalla, will soon commence the erection of a fine two-story residence on West Eleventh street between Lawrence and Washington.
The fine hardwood counter that has been in use in E. J. Frasier's real estate office was today installed in the Hotel Smeede to take the place of the old one.
Major P. A. Hantz, department commander of the Knights Militant, I. O. O. F., arrived here today to muster and inspect Canton Hovey, No. 4, tonight.
The Second Chapter of Epworth League will give a social at the home of Prof. Lyons on College Hill Saturday evening, February 1. Please bring a valentine.
A. O. Knowles, an employee of the First National bank, has purchased an acre tract in the Blair street addition and will build a residence there some time this coming spring.
The Eugene Theatre company has awarded the contract for cementing the exterior of the theatre block to Charles Rivett. He will commence the work early in the spring.
All children under twelve years of age will be admitted free to the matinee at the Orpheum on Saturday, February 1st, when accompanied by some older person. Performance at 2:30 p. m.
J. W. Kirk, who has been attending the Eugene Business College for some time past, has secured a position as bookkeeper in the big store of Garman, Hemenway & Co., at Cottage Grove.
Work on the foundation for the new Halla block was begun this morning. W. H. Mumma will begin work on the superstructure of the building as soon as the foundation is completed.
Colonel Jas. Jackson will inspect Companies A and C of this city Friday and Saturday nights respectively of next week. Major Hammond will inspect Company C next Monday night.
Rev. Trimble requests those who wish to get the full address on "Water Baptism as a Christian Ordinance" at 10:30 a. m. Sunday to bring their Bibles. It will be the Bible way throughout.
Samuel Roome, the agent for Wells-Fargo Express Co., has let the contract to W. O. Heckart for the erection of a handsome eight-room residence on West Eleventh street, next to the one being built by N. M. Clem.
Mrs. Lillie M. Potter has begun work on the divorce case against Herbert W. Potter for divorce. They were married at Ashland, Oregon, May 6, 1899, and have no children. Mrs. Potter alleges that in January, 1901, her husband deserted her without cause or just provocation and has

since lived separate and apart from her, failing and neglecting to provide for her. S. D. Allen is attorney for the plaintiff.

Track Manager Ormond R. Bean of the University of Oregon has received the contract for a dual field meet with Whitman College, and with this step everything is completed for the Oregon track team to invade the Inland Empire in the spring. Contracts with Pullman had already been signed.

Roseburg Review: Hon. J. J. Walton was here from Eugene on business today. He tells us the Odd Fellows there contemplate the erection of a four or five-story brick block, 54x112 feet in size, this year, for lodge and business purposes. About 40 blocks more of bitulithic street pavement are also to be laid this season in Eugene.

The Modern Woodmen and their families enjoyed a social evening in the theatre lodge hall last night. A splendid program of recitations, vocal and instrumental music and speeches was rendered, after which dancing was indulged in and refreshments were served. A number of new applications for membership were taken in during the evening.

The Underwood skating rink basketball team left here today for Corvallis, where they will play the team from there, and from that city will go to Dallas to play the rink team there also. The team consists of the following: Malvern Tingley, centre; Vera Aaperson, forward; Doan Hawkins, forward; Louis Bellshaw, guard; Carl Williams, guard; W. E. Boddy, manager, and Lloyd Wilson, who will act as referee, accompanied the team.

Professor Alderman has delivered to the Commercial Club several loads of letters written at the club's request by the pupils of the Eugene schools to friends East. The task of going through all these letters and selecting the best ones is not an easy one, and will take several days, when the prize-winners will be announced in The Guard and the winning letters published. The letters are tastefully decorated with rose leaves, violets or other flowers, and many of these decorations are decidedly artistic.

Service next Sunday 10:30 a. m. in the United Norwegian Lutheran Trinity church, corner 6th and Pearl streets. M. P. Dommersnes, pastor.

Wm. W. Moore, the old-time printer, but who has been farming for the past several years, today sold, through McMurphy & Rugh, his splendid little farm of 25 acres four or five miles below Eugene, in the river bottom, to M. B. and U. H. McKinney, of Lane county, for \$2500. Mr. Moore will remove to the city and will probably take a position with the street car company soon.

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.

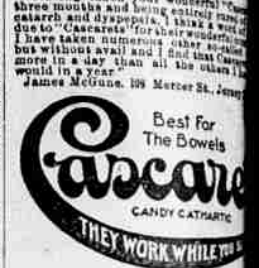
No sitting up with the Petaluma incubator. You light the lamp and it does the rest. All sizes at
CHAMBERS HARDWARE CO.

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

Peptiron Pills
Ironize the blood, feed nerves and tone the stomach, aid digestion and restful sleep. Especially beneficial in nervousness and anemia. One box, pleasant to take. 50c. Druggists or mail.

Hood's Act on Pills
the liver and bowels, cure biliousness, constipation, morning and sick headache, colds, relieve uncomfortable after dinner. Putlock's cathartic. C. I. HOOD CO., Lowell, Mass.

DYSPEPSIS
"Having taken your wonderful Peptiron Pills, I have gained three months and being cured of my chronic dyspepsia, I have a new lease on life. I have taken numerous other cathartics but without avail. I had that cathartic more in a day than all the others in a year."
James McLean, 128 Mercer St., Jersey City, N. J.



Best for The Bowels
Cascara
THEY WORK WHILE YOU SLEEP
CANDY CATHARTIC

Pleasant, Palatable, Potent, Tasteless, Never Sickens, Weakens or Grips, Sold in Bulk. The genuine name is guaranteed to cure or your money refunded.
Sterling Remedy Co., Chicago
ANNUAL SALE, TEN MILLION



Booster Says

"The hand that rocks the cradle rules the world," said the booster. He says the hand rocks the washing machine. We carry a complete line of laundry machines. Every needed to convert Blue Mountain into a day of comparative ease. We have many labor-saving devices that are also indispensable to the well regulated household.

Our "Gee-Whizz" and "en-zee" are the best machines the market affords. We have wringers, too—\$2 to \$5, in so many different styles that we can please yours for business.

CHAMBERS HARDWARE CO.

GRIFFIN Hardware Co.

"To pity distress is human. To pity it is god-like." Charity day, January 31st.



IS YOUR BREAD Madew

PURE WHITE FLOUR

If it IS you already know all we can tell you about it. If it IS'NT, you want PURE WHITE FLOUR in 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 Sale by the following Merchants, price \$5 per sack

University Home Bakery, Geo. T. Hall & Son, W. M. Green, W. A. Bell, E. D. Matlock, The Eugene Grocery Co., C. J. B. Daniels, Peter Johnson, W. H. Dempster, Cole & Wilson, W. J. Gibson & Son, J. W. White, Fountain Grocery, Flegat & Ryehard, Springfield, W. W. Fawk, Irving, Armitage & Davis.

WADHAMS & KERR BROS. DISTRIBUTERS

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 of deposit.
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.