

No matter what the attractions may be elsewhere—No matter what bargain news you may read, Bear in Mind "Friendly's" Styles and Values Always Win

Business is Good and Getting Better

We have heard it said many times during the past few months the Presidential year is always an off year for all lines of business. Look out for 1908—it will be a hard one, etc., etc. Well, from a business standpoint, all we can say is we wish every year was a Presidential year. It is our belief there is always plenty of business for those who are enterprising enough to reach out for it, and that the public will always support the store that is enterprising, that has its confidence, and that sells reliable merchandise of the right kind at fair prices.

Our business is growing all the time. We have the confidence of our patrons because we give them the very newest and best at the very lowest prices.

The Friendly Store

Ladies' New Belts, each 50c

Beautiful line of ladies' belts in leather, silk and elastic; neat buckles and back ornaments in colors, black and white; all new styles, just in by express, each 50c

Beautiful New Neckwear

The arrivals for the past two days comprise GIBSON STOCKS with and without Jabots attached, made of lace and fine lawn, each 25c to \$1.00 STIFF LINEN COLLARS, embroidered and plain, bows to match, each 25c and 50c NOVELTY BOWS of net lace, silk, etc. Many new effects, each 15c to 50c COAT AND REVERE SETS, of lace and embroidery, in a wide range of styles, set 50c to \$5.00

Sale of Kabo and La Marguerette Corsets

Style 1056 Kabo \$3.00 Corset for \$1.75 Medium high bust, long hip, two pair hose supporters, no brass eyelets; \$3.00 corset for \$1.75 Style 1045 Kabo \$3.50 Corset \$2.35 1045, made for medium, full figure; high back, hose supporters; special \$2.35 Style 1051 Kabo \$3.50 Corset \$2.35 1051, made of fine Batiste; long hip, medium bust; \$3.50 corset \$2.35 Style UUI La Marguerette ea. \$2.35 U. U. 1 in. made of fine cantil and bound with real whale-bone; \$3.50 corset \$2.35 Style MM4 La Marguerette ea. \$3.40 One of the new French models; long hip; medium bust; \$5.00 corset, each \$3.40



New Dress Goods, New Silks, New Trimmings, New Underwear. New Suits, Skirts, Jackets, Waists, New Muslin Underwear, New Gloves, New Laces, New Ribbons. It's interesting to see these new things—Let us show them to you.

Nazareth Waist SKETCHING CONTEST 5000 PRIZES TO CHILDREN



Great

Excitement in Town

Here is something that will interest every youngster in the county—a sketching contest. It is open to every child not over 14 years of age. All you have to do is to draw a picture of the famous NAZARETH WAIST—the great knitted children's underwaist ever made. You don't have to be an artist, but if you have a little talent for drawing, you stand a chance of winning one of the best prizes. The manufacturers will award

5,000 Prizes To the Boys and Girls

who submit the most novel and interesting sketches, but every child competing will receive a prize. The first prize will, of course, go to those sending in the best sketches, but every child competing will receive a prize. CALL FOR BOLDER containing all the rules and full details at the Corset Counter.

Contest Closes May 1st. You can't start to soon.

Eugene's Largest and Best Store. Your Money's Worth or Your Money Back.

25c Lace and Embroidery Hose 15c

2 1/2 dozen ladies' lace and embroidered Hose, black with colored embroidered figures; 25c values. Special, a pair, only 15c

Special Lot Embroidered Hose 25c

50c Split Foot Hose, a pair 35c 10 dozen celebrated Wayne Knit Brand white foot and sole Hose; made of fine Mocco yarn for men; none better at any price; 50c quality at this low price, for two days only, a pair 35c

\$1.25 Fine Wool Voile 75c

43 inch fine Marguerite all wool Voile; one of the most fashionable dress fabrics for spring wear; comes in dark green, Reseda green, light blue, grey, cream, black etc; all good fashionable shades and only one piece of each \$1.25 quality, a yard 75c

60c Fancy Mohairs, yd 50c

Come in white and colors, stripes, checks and figures; splendid values, special, a yard 50c

\$1.25 White Lawn Waists, each 98c

10 dozen new white lawn waists, short and long sleeves; open front or back; trimmed in lace or embroidery; all sizes 32 to 44; \$1.25 values, each 98c



College Men

know more about good clothes than anybody else. They wear

College Brand Clothes

If you can't go to college you can go to College Brand Clothes and have that smart appearance.

Suits \$15.00 to \$35.00

Our newest colors are browns, tans and blue grays. We have varsity HATS to match. \$3.00

College Brand Clothes MADE IN NEW YORK CITY "The Clothes that KEEP Men Young"

Agents for Moneybak Silks, Wayne Knit Hosiery, Dent Gloves, Schloss and College Brand Clothing.

S. H. FRIENDLY

592-594 Willamette St.

CITY NEWS

Dr. Phillip Bartle, who is at Acme suffering from appendicitis, is reported considerably better.

The work of building H. J. Reynolds' new residence on West Sixth street near Olive has begun.

The Presbyterian ladies held a cake and apron sale in J. W. Kay's furniture store today. It was quite a success.

The new floor of the Eugene Gun Company's store has been completed and the place is being straightened up once more.

J. O. Bray has sold his short order restaurant in the Barhite building to W. L. White, lately of Middleton, near Portland.

Household goods for B. B. Deltz arrived here last night from Marcola. Mr. Deltz and family removing from there to Eugene to reside.

Dr. L. E. McDougall and Dr. J. P. Titus have formed a partnership for the practice of medicine and will

have offices in the Preston building, where Dr. McDougall's office is now located.

Company C gives another big dance on Thursday, March 12. Dancing starts at 8:45 sharp. Everybody come.

Superintendent L. R. Fields, of the S. P. Co. was in Eugene today looking after the improvements being made by the company at the depot grounds. He came up last night in his private car, "California."

The work of moving the Wells-Fargo express house was begun today. It will stand at the end of the street until the new depot is finished. The express company will erect a much better building and it will stand somewhere east of the depot.

The lot purchased by the Beaver Club, the new students' organization, which is to at once build a fine chapter house on East Twelfth street, was formerly owned by J. C. Goodale, Jr., formerly of Eugene but now residing in Salem. S. R. Williams made the sale.

One of the street cars ran over a young dog in front of the Torgery on Willamette street early this morning. The dog was from the country, and

becoming bewildered at the approach of the car, ran under it, and the rear wheels ran across the middle of its body.

The past few days of pleasant weather has served to bring out the wild flowers in profusion and the woods adjacent to town are beginning to become beautiful with flowers and the new green of spring. Farmers generally are rejoicing over the fine weather as it gives them an opportunity to get out and do out door work.

Stanley's store at 612 Willamette street was crowded all day today with hundreds of shoppers who took advantage of the great reduction sale which began this morning at 9 o'clock, and which has been advertised in The Guard exclusively. Long before the sale began a great crowd of shoppers thronged the sidewalk in front of the store waiting to gain entrance.

The Sunday school of the Christian church has ordered 100 new chairs to accommodate the increase in membership recently.

The promotion department of the Commercial Club is receiving many letters in answer to the ads published in the several leading papers in the Middle West. The advertisement is placed in the Sunday editions only, and the answers come during the last of the same week in which they are printed. Yesterday there were 34 letters in the club's mail in answer to the ads and this morning there were over 50.

According to the city authorities the number of hobos traveling southward has materially lessened, and while the number is yet great, it is not nearly what it was immediately following the money scare. Many of the sawmills and logging camps in the northwest are now opening up again and this gives the men employment at good wages and does away with the necessity of traveling around hunting for work. Conditions all over the coast are now one hundred per cent better than they were a few weeks ago.

Sunshine Washing Machines drive away the blues. See it at CHAMBERS HARDWARE CO.

PERSONALS

J. J. Murray left today for points north.

N. G. Hyland went to Portland today on business.

J. B. Rouse, of Cottage Grove, was in Eugene today.

Miss Edna White went to Portland today on a short visit.

Bud Kompf came up from Junction City this afternoon.

Mayor J. D. Matlock went to Goshen this afternoon on business.

P. C. Walters, the Elmira lumberman, was in the city over night.

Mrs. J. A. Archambeau went to Oakland today on a short visit.

W. W. Martin went to Cottage Grove this afternoon on business.

Harry M. Holden arrived up from Portland today to visit his mother.

Mrs. Stephanie Schaecker went to Portland on the noon train today.

R. C. Roney came down from Goshen on the Roseburg local today.

Mr. and Mrs. Lester Tuxler went to Creswell today on a week's visit.

Mr. and Mrs. J. W. Collier returned last night from ma trip to points north.

for a week's outing. Pug Huntley has not yet started on his trip to Alaska, as reported, but expects to soon.

Rev. C. A. Woody, of Portland, arrived here today and is the guest of Rev. O. C. Wright.

Mr. and Mrs. C. L. Winter will leave tomorrow for Seattle, where they expect to reside.

Mrs. J. W. Gilkey and two children came down from Wendling on the local last evening.

Mr. and Mrs. Geo. J. Wilhelm, Jr., came up from Harrisburg this afternoon to spend Sunday here.

Mrs. C. W. Letson and two children returned this afternoon from an extended visit to Yaquina.

Mrs. Jerry Bronaugh came up from Portland today to visit her parents, Hon. and Mrs. Geo. B. Dorris.

Miss Hazel Graman came up from Portland on the local last night to prove up on her timber claim.

Miss Myrtle Smith came up from Portland today to visit at the home of her parents, Mr. and Mrs. C. Stuart.

William Empey and family have arrived here from Larned, Kansas, and will make their home in Eugene.

Misses Ada Orrell and Myra Brown former residents of this city, arrived here today to visit friends a few days.

Mrs. A. K. Patterson, Mrs. J. H. McClung and Miss Ida McClung have left for Southern California on a vacation trip.

Mr. and Mrs. H. H. Kirk, of Halsey, after a visit with their daughter, Mrs. C. E. Gulliford, in Eugene, returned home today.

Mrs. Herbert Eakin, after a visit at the home of Mr. and Mrs. S. B. Eakin in Eugene, returned to Cottage Grove this afternoon.

Mrs. Dora Mode has so far recovered from her operation as to be taken from the General hospital to her home on East Fourteenth street.

Morgan, Colo., arrived here yesterday and expect to locate in this vicinity.

E. T. Shaffer, of Klamath Falls, is in the city on business.

Mrs. May Morris and daughter, of Corvallis, after a visit with Mrs. Morris' aunt, Mrs. A. W. Gilbert, in Eugene, returned home today. Mrs. Morris was taken ill while here and remained so over two weeks.

On Thursday, March 12 Company C will give another big dance. Dancing commences at 8:45 sharp. Everybody come.

Dammion & Sternberg are located just west of Rankin's music store on West Sixth street with a photo tent and are now ready to accommodate the public with photos or groups. Stamps and cards a specialty. m14

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J. M. Howe is still selling best tailored suits on the coast from Continental Tailoring Company, of Chicago, at 542 Willamette street. if

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Make your hens lay by feeding Security Poultry Powder. CHAMBERS HARDWARE CO.

Big game of basket ball between Company C and Drain at the armory March 12. After the game a big dance will be given. Game called at 7:45 sharp. Dancing commences at 8:45 sharp.

Best Diamond Chick food for little chickens. CHAMBERS HARDWARE CO.

Agents for Petaluma Incubators and Brooders. CHAMBERS HARDWARE CO.

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Union Set. CHAMBERS HARDWARE CO.

SOCIALISTS CALL COUNTY CONVENTION

The Socialists of Lane county hereby called to meet in convention at Frank's hall, on Friday, April 2, at 10 o'clock, the purpose of nominating a full slate of candidates for the coming year. Such other business as may come before said convention. All Socialists are urgently requested to be present. H. M. MANVILLE, Chairman Co. Central Com. E. C. COLE, Sec. Co. Central Com.

TILMON FORD REMEMBERS HIS EUGENE FRIENDS

Tilmon Ford, the Salem politician, who died last week, left an estate of \$200,000 and will bequeath \$100,000 to the Willamette University and \$100,000 to the Eugene Chamber of Commerce. He also provided for the distribution of 25 gold watches to the members among them being Judge L. T. Harris, A. C. Woodcock and Dr. Marquam, of Eugene.

CITY ELECTION

I am directed by the commission to give notice that the election of the city of Eugene is held April 6th, 1908, at 10 o'clock from each ward of the city. The dates for that office should be nominating petitions with the recorder on or before the 21st of March, 1908. S. D. ALLEN, City Attorney.

WILLIAMS' KIDNEY PILLS

Have you neglected your kidneys? Have you overworked your system and caused trouble with kidneys and bladder? Have pains in the loins, side, back, or under the eyes? Too frequent urination to pass urine? If so, Williams' Pink Pills will cure you. Sold by Drug Co., price 50 cents. Williams' Pink Pills, Cleveland, Ohio.

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Large stock portieres just received. Also lace curtains. CHAMBERS HARDWARE CO.

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New spring patterns of valises just received. Last year's cost. Call and see. CHAMBERS HARDWARE CO.

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We use all the latest methods of cleaning and dyeing at the Dye Works, corner Sixth and W. ette street. Phone Red 1841. 281, Eugene, Or.

Big game of basket ball between Company C and Drain at the armory March 12. After the game a big dance will be given. Game called at 7:45 sharp. Dancing commences at 8:45 sharp.

Dr. Frank Leslie Hard, of this city, is in Portland on business and will return Monday evening at his office in the Chamber of Commerce on regular hours Tuesday.

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Mr. and Mrs. Dell Bland, of Marcola, are visiting at the home of Mr. Biddle's father, Dr. Bland, Eugene.

Rev. Silas Swallow, of Portland, prohibition candidate in 1904, is critically ill.

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NEW TODAY

NOTICE—You are invited to the Bible school of the church every Lord's Day at 10 a. m. Special for March 12. Sing song by the ladies. Also great whistling school for boys. Average attendance every Sunday, 500.

RETURN THE PACKAGES—TIES having ice cream parties their homes belonging to the ace of Spades will play a game of 1231 we will be glad to get same. Palace of Sports.

Scott's Santal-Pepsin Cure A POSITIVE CURE FOR ALL GRADES OF GRAVEL, GOUT, NEURALGIA, RHEUMATISM, MIGRAINE, BRUISES, SWELLINGS, AND ALL AFFECTIONS OF THE URINARY TRACT. Sold by W. L. DE LANE.

