

The Friendly Store--Midsummer Clearance Sale

Store Open Tonight Until 9 O'Clock. Extra Specials in all Departments

\$1.50 Silk Gloves 98c
Long black and white silk gloves, double tips fingers, celebrated Niagara make, \$1.50 quality **98c**

35c Neckwear 16c
4 dozen sample neckwear samples, bows, jabots, ties, etc., all up-to-date novelties, values to 35c, each **16c**

Embroidered Hose 15c
Ladies' black cotton hose, neatly embroidered, seamless foot, double sole, high spliced heel, 25c grade for **15c**

25c Handkerchiefs ea 10c
25 dozen ladies' lace trimmed linen handkerchiefs, these are slightly mussed, 25c values, special each **10c**

Parasols Half-Price
All colored parasols, to close out, will be sold at half price.
Pearl Belt Buckles, four 50c
styles, each **35c and 50c**

Thousand Yards Staple Black and Colors and Fancy Silks Less a Half and a Quarter

800 Yards Black Silks
19, 27 and 36 inches wide, beautiful soft highly finished Taffetas, Mousselines, Peau de Chine, Peau de Sole, Jean de Croupe, Habotia, Louisine, etc. at prices that every economical buyer should consider.
\$1.00 yard wide Taffeta Silk **72c**
All \$1.00 black Silks, yard **87c**
All \$1.25 black Silks, yard **\$1.00**
\$1.50 yard wide Silks, yard **\$1.30**
\$2.00 Moneybak Silks **\$1.60**

\$1.50 Novelty Silks, yd. \$1.15
\$1.25 Novelty Silks, yd. \$1.00
\$1.00 Novelty Silks, yd. 70c

This includes Pekin and Shadow stripes, Messelines and Louisines, Persians, high grade Bonnette Taffetas, Foulards, etc. Beautiful assortment of dark effects for street wear and light shades for evening gowns and waists, such as pink, blue, mauve, lavender, reseda, Old Rose, Helo and white. Shop mornings when it is cool.

Fancy Silks Half Price
Odd patterns and pieces of fancy figured silk dress and waist lengths, plaids, stripes and figures, dots, etc. Light and dark combinations, all good patterns; prices regularly 60c to \$1.00; your choice, yd **38c**

90c Plain Taffetas, a yard 72c
15 pieces high colored 19 Taffeta silks, celebrated Greff quality, suitable for Dresses, Waists, Petticoats, drop Skirts, linings and trimmings. All have the new rich high luster. Buy all you want at per yard **72c**

7-inch Rajah Silks, 60c yd
27-inch Shanti Silks, 46c yd
In black, mauve, green, blue and cream; beautiful, soft, rich, washable silk, for costumes and waists, 27 and 36 inches wide.

27-inch Cream Japanese Silk
Only about 500 yards of this silk at these last prices. Get your share.
50c 27 inch Japanese silk, yd **43c**
75c 27 inch Japanese Silk, yd **63c**
\$1.00 27 inch Japanese Silk, yd **83c**
\$1.50 27 inch Japanese Silk, yd **\$1.23**

Final Clean-Up on Women's Tailored Suits



Let us say at the start there is only 18 of these suits left, sizes 32, 34 and 36, the styles are 25-in. jackets and Eton effects; all this spring's styles in fancy mixed cloths, blues, grays and browns, pleated and gored skirts, all long sleeves; regular prices were \$12 to \$20. Your choice at

Each \$4.00 and \$8.00

Women's Walking Skirts made of mannish cloths, values to \$15.00. Sale price each **\$4.50**

Women's Long Silk Coats 1/2 Price
Beautiful Line Silk Dresses, \$15 values, each **\$10.00**

All Duck Skirts, Lingerie Dresses, Wrappers, Kimonos, Waists, Children's Wash Coats, Dusters, Etc., specially priced during this Midsummer Clearance Sale. Gingham Petticoats, Silk and Cotton Underskirts almost every color and all specially priced. A Money-Saving Event.

Wayne Knit Hosiery for Women and Children are the Best.

Children's Hose 10c, 12 1/2c & 25c
Rawhide hose 15c, two pair for 25c; Pony hose, 3 weights 25c pr Children's Hose in white, tan, pink and blue, a pair **25c**

Ladies' Hose 8 1/2c, 15c and 25c pr.
Black hose 8 1/2c, 3 pairs 25c; Black and fancy hose, a pair 15c Big assortment tan, white, grey, fancy and black hose 25c Pair **40c Hose, 3 pairs \$1.00 | 50c Hose, 4 pairs \$1.50**
The celebrated Wayne Knit Brand, fine Lisle thread, reinforced soles; high spliced heel all white sole hose same prices. Full line black and colored, extra size hose **25c, 35c and 50c**

Women's 50c Sleeveless Vests 34c ea
10 Dozen Swiss ribbed sleeveless vests, plain taped neck and lace trimmed, sizes 4, 5 and 6, **34c** extra good quality at 50c; Midsummer Clearance Sale price, each

Ladies' Vests 7 1/2c, 15c and 20c
Extra specials in women's Sleeveless Vests, trimmed and plain, Swiss ribbed; sizes 4 to 6; also special values in extra size garments, 7, 8, and 9 at 3 for 50c and, each **50c**

Children's and Infants' Shirts, Union Suits, Lace trimmed Pantalets, at **10c to 35c** each
Women's Union Suits **25c to \$2.50**
Women's Knee and Arm length Drawers **25c**
All of these garments fine Swiss ribbed. Grand values.



20c Thin Wash Dress Fabrics yd 12 1/2c

20 pieces, all different patterns, pongee shades, blues, pinks, greens, blacks, etc.; 32 inches wide, neat patterns, all new designs. Don't delay coming for these, they went last at the price, cool thin materials, all of them, only yard **12 1/2c**

48-in Border Batiste, 60c quality Special yd. 46c
Comes in stripes and deep cross bar stripe, pink, lavender, blue and light green only. This is one of the newest features in cotton dress fabrics.

Galatea Cloth, yd. 18c
Comes in light blue, pink, navy, black, Copenhagen, white, tan and figures.
A. F. C. GINGHAMS, YARD **12 1-2c**
36 in best quality Percalé **12 1-2c**
American Prints, a yard **7 1-2c**
Amoskag Apron Gingham **7 1-2c**
Yard wide Muslins, Sheetings, Outings, etc. Specially priced.
India Linon **5, 8, 11, and 18c yd**

Women's Muslin Underskirts and Gowns

50c, 90c, \$1.19, \$1.78, \$2.19 and \$3.60

Worth 15c to 50c each more than they are marked; splendidly made and neatly trimmed in lace and embroidery. The body of these garments is made of fine muslin and cambric. Dozens of styles and all sizes

Are You Going to the Mountains or Beach?

If so you may need towels, blankets, pillows or some table linens, or perhaps a khaki outing suit, but no matter what it is, in the dry goods line, we have it and will sell it as low--maybe a little lower in price for the same article than you can get it elsewhere. It will do no harm to compare prices anyway. You'll find us willing. Suppose you try this on our other lines, too.

Buy Splendidly Tailored Stylish Suits Here

During this Month at a Big Saving



Our policy has always been to buy and sell nothing but the best. Our customers know when they buy at Friendly's that they are getting the greatest value that money can buy. Our regular prices are low and every garment is marked in plain figures.

- \$30.00 Suits Reduced to **\$22.00**
- \$27.50 Suits Reduced to **\$20.00**
- \$25.00 Suits Reduced to **\$18.00**
- \$22.50 Suits Reduced to **\$17.50**
- \$20.00 Suits Reduced to **\$15.00**
- \$18.00 Suits Reduced to **\$13.50**
- \$15.00 Suits Reduced to **\$11.50**
- \$12.50 Suits Reduced to **\$ 9.75**
- \$ 7.50 Suits Reduced to **\$ 4.85**

Panama, Straw and Sailor Hats greatly reduced this week. Only a few left and they must be closed out regardless of cost.

Young Men's Suits--July Sale

Age 12 to 20 Long Pants

Absolutely every Boys' Suit in stock including the new browns that arrived a few days ago.

- \$20.00 Suits, sale price, **\$15.00** | \$12.50 Suits, sale price, **\$ 8.75**
- \$18.00 Suits, sale price, **\$13.50** | \$10.00 Suits, sale price, **\$ 7.00**
- \$17.50 Suits, sale price, **\$13.00** | \$ 8.00 Suits, sale price, **\$ 6.00**
- \$15.00 Suits, sale price, **\$11.50** | \$ 6.00 Suits, sale price, **\$ 4.50**

S.H. Friendly

Embroideries, Laces and Trimmings Reduced One-Third
Thousands of yards of beautiful Persian appliques, bands and edges, plain braids, dainty lace edges and bands in cream and white, narrow and wide embroideries and insertions suitable for dresses. All on sale at one-third less than regular prices

S.H. Friendly

PERSONAL
W. A. White was in the city from Portland last night.
Raleigh Jones was in the city from Goshen today.
Mrs. W. G. Kennedy, of Yoncalla, is visiting in the city.
I. B. Cushman, wife and daughter, of Acme, are in the city.
Ho Smith returned on the noon train today from a trip south.
James Hayes, of Junction City, was in Eugene on business today.
Henry Gray is home from Portland improved somewhat in health.
Fred Applegate came down from Yoncalla on the noon train today.
Oscar Fuhrer was a passenger to Portland on the noon train today.
Miss Edith Paddock went to Albany this noon to visit friends over Sunday.
Fred Stroud, a prosperous farmer of Pleasant Hill, was in the city yesterday and made The Guard a social call.
Martin Tolson, of MITTS, was transacting business in Eugene today.
Misses Kate Kelly and Helen Washburn went to Portland today on a visit.
Deputy Sheriff C. C. Hammond made a flying trip to Junction City today.
J. W. Stone and M. G. Stone, of Crockett, were in the city today on business.
Corey Washnet, a leading photographer of Seattle, is visiting relatives in Eugene.
Professor Briggs of the Deane Normal school, was an arrival on the noon train today.
Mr. and Mrs. Lon H. Patterson and Dr. Blanche Maxwell are here from Portland, and in company with Percy P. Patterson left this morning

for the upper Willamette on a fishing trip.
Rev. H. N. Mount went to Portland today, and from there will go to Newport on an outing.
J. E. P. Wilkes left this morning for Townsend, Mont., where he will visit his daughter.
Misses Mildred Rhodes and Grace Fawk, of Salem, visited in Eugene yesterday and today.
Miss Grace Chisholm, of Portland, is visiting the Misses Dunn in Eugene for a few days.
N. E. Blair is down from McKenzie Bridge in a few days. He is putting in a sawmill here.
Misses Dorothy Knox and Cordelia Pipes were passengers to Portland on the noon train today.
Miss Edith Chisholm, of Portland, returned to that city yesterday after a visit at the home of Mr. and Mrs. Frank Test.
Mrs. Gordon Kilborn has arrived here from local, Cal., to visit her mother, Mrs. Julia Day. She will re-

main only a short time and will leave soon for Los Angeles to join her husband there.
Miss Thomson and wife, Miss Cora Thomson and Miss Agnes Mather, of Clackamas, returned home this morning after a trip up the McKenzie.
Mrs. Mary H. White, S. S. White and wife and Miss Margaret White, of Phoenix, Ariz., after a trip up the McKenzie, left last night for home.
Attorneys Percy Young and William Barrett, of Albany, were arrivals in Eugene last night on their way to the Upper McKenzie summer resorts.
F. A. Worchert and wife, of San Francisco, and R. M. Cooper and wife, of Seattle, left here this morning for McKenzie Bridge on an outing.
Edward Beebe and Rev. H. A. Green were passengers to Portland on the noon train today. Mr. Beebe is to preach at the Olive church tomorrow.
Mrs. M. G. Dixon, who sang at the armory last winter on the occasion of

the presentation of the military flag by Governor Chamberlain, will sing morning and evening tomorrow at the Methodist church.
Wilson J. Mays, a former University of Oregon student, is visiting friends here. He has recently been in Eastern Oregon.
Mr. and Mrs. O. B. Stubbs, Miss R. Wagner and Kenneth Drake, of Portland, arrived in Eugene last night and left on this morning's train for McKenzie Bridge. Mr. Stubbs built a summer cottage there last season.
Albany Democrat, Clayton Watson, of Eugene, is in the city, en route to Arlington to work during the summer. The Watson boys will be in Seattle well scattered this summer during vacation. The other boys being in Idaho and Salem.
Last Sunday a quartet consisting of W. C. Dixon, Miss Daisy Gilbert, Mrs. A. C. Dixon and Bert Prescott, occupied the choir loft of the Methodist church. They did excellent work and

NEW MILLINERY AT OTTO'S CONFECTIONERY
Look at the Merry Widow hats at Otto's tonight.

R. C. MORGAN'S FURNITURE FACTORY
Furniture manufactured for wholesale and retail trade. Satisfaction guaranteed. Factory at Mt. St. Helens. Repairing, painting, etc. Phone Black 3391. Residence phone

Electric and Theatrical Monday night, July 13 and Britton's Promenade
The "Leopard" Ghost, the "Blue" gene.

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CITY NEWS
Household goods for W. from Oakland, Cal., arriving tonight.
The volunteer firemen's cream at Otto's and the Sweets last night.
The Warren Construction Co. has begun work on a 2.5 mile driveway.
The Eugene Business Co. closed yesterday for the summer. It will reopen in September.
The east end of the dam has been leveled off, and gain an idea as to how long when nicely paraded.
The Campbell-Fellman team will play the Coburg Coburg tomorrow. Springs play the Halsey team at 10.
The heating plant at the sewer depot was fired up this morning. It worked under M. Barr, the Salem plumber.
A. W. Lewis, the ad man old billboard that was set up at the depot grounds at Point, where it has been along the road.
O. M. Foster, a recent from Michigan, has begun preparing a residence on East Second between Alder and Hill street.
The Beaver clubhouse street, between Alder and being covered with a gravel finish on the outside is the first finish of its kind.
The walls for the stone Bible University are up stories without the roof. Equate idea of what the be like when the structure is completed.
W. M. Dixon, a member of the bridge crew working on the bridge at Cottage Grove, to Eugene yesterday for a layoff, he having run a one of his hands.
The work of fencing the at the new fair grounds, E. C. Willis has tract to build the fence stalls. The hay on the all been cut and disposed.
Wild blackberries are plentiful in spots. The ally speaking are not locally as last year, when were so plentiful. Some have been made lately.
Among the car load to Eugene yesterday was a car of lumber from the fair grounds, a car for the paving company and mill feed for the William Co.
The front of the new block on East Seventh is being put in. The large new block will be occupied class grill room to be put in the fall, and the small be used by him in the some of his stock.
Roscoe Stewart, upon item in yesterday's Guard girl picking over 300 pounds at the Reynolds on day, telephones that he pounds in the Turpentine the same length of time, her record.
F. Ludford has purchased of R. S. Haskell and wall paper store of Haskell at the corner of and West Eighth streets. Ludford will continue the old stand, the firm having large trade, and does a lot of work on contract.
Whilom visitors to Eugene may be interested in the business to transact in the city, may be interested in J. Van Zante has been judge of the municipal place of George J. Calvert retired to assume the position of attorney, to which was elected at the recent
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