

Agents Warner's Redfern and Rust Proof Corsets, Gossard Front Lacing and Nemo Self Reducing Corsets April Ladies' Home Journal Patterns Now In

S. H. FRIENDLY, The Leading Store

Grand Display of Easter Merchandise Collected for the Occasion From the Best Markets and Manufacturers in the World. Don't Fail to Attend This Pre Easter Sale



Mens' Section

Mere style will not sell men's and young men's clothing. But such clothing made by the most dependable fabrics, intelligently tailored, combined with true style will please the most critical of buyers. That's the kind we carry. Our Spring line is the most complete and exclusive ever shown in Eugene and is now ready for your inspection.

Imperial Hats
Eagle Hats

Ladies' Section

Grand Pre Easter Showing of Ladies and Misses Suits, Coats and Capes. Here we show one of the many styles which we are showing from \$13.50 to \$40.00. Perfect fits guaranteed.



Children's Capes

For the little tots, from 7 years up. From \$5.00 to \$6.50, all good shades. We are also showing the DAUGHTERS of the REGIMENT CAPE. Something new. Come in and see them. Special for this Sale \$10.00

FEW EASTER NECKWEAR.

S. H. FRIENDLY
592-594 Willamette St.

Big Shipment. Natural Pongee 85c to \$1.75 per yard

ASSESSING FARM LANDS AT \$100 PER ACRE

Assessor Boosts Values of Land That Was Assessed Last Year at \$15 and \$20

A resident of Eugene who owns a farm of over 100 acres in extent near Coburg today informed a Guard reporter that Carl Hopkins, deputy assessor for that precinct, is assessing farm lands at \$100 per acre, telling the farmers that he is acting under the direction of Assessor Keeney, who ordered all his deputies to assess all property this year as near its cash value as possible. This gentleman stated that upon inquiry he learned that many other farms besides his in that locality are being assessed at the same figure. He says he does not consider that his farm is worth that much per acre, and that if any one was to offer him that much he would sell very quickly.

Last year Lane county farming lands were assessed at from \$15 to \$20 per acre, which figure was considered too low, but the increase to \$100 per acre is bound to cause great complaint.

Just across the line in Linn county the farms are being assessed at the old figure, and the Linn county farmers are joshing their neighbors in Lane county about the sudden great increase in the value of their lands.

BORN

In Eugene, March 20, 1910, to S. M. Calkins and wife, a son.

Jaunita, and grand-daughter, Hazel McIntyre, went to Portland today.

Miss Morris, head nurse at the Eugene hospital, accompanied a patient to Portland on the noon train today. Samuel H. Roome and family are in the city from Portland, visiting Mr. Roome's parents, Mr. and Mrs. S. Roome.

W. H. Jenkins, travelling passenger agent of the S. P. Co., was in the city today, returning north on the noon train.

Chris Peterson, a former Eugene baker, arrived here this afternoon from Canby where he is now in the creamery business.

Mrs. W. I. Vawter of Medford, spent Sunday in Eugene visiting her son Vernon, who is a student at the University of Oregon.

W. S. McFadden, deputy prosecuting attorney, spent Sunday at his home in Corvallis, returning to Eugene this morning.

D. L. Harden went to Pleasant Hill this afternoon to look after his farm on which he has planted fifteen acres of walnut trees.

H. C. Darby of Roseburg, was in the city over Sunday visiting friends. J. M. Rennie and wife, of Walterville, were in the city Sunday.

Mrs. L. N. Roney and Misses Neura and Zula Richardson spent Sunday in Roseburg, where the father of the Misses Richardson is quite ill.

Mrs. Henry Hohl and children returned to Drain this afternoon. They were accompanied by Mrs. Hohl's sister, Miss Cooper, who will visit there for a while.

Mrs. F. A. Page and Mrs. Adelaide Lilley left today for Lowell, Mass., where they will visit for awhile. Mrs. Lilley expects to sail on April 16 for Europe to join the Potter party.

Mrs. J. F. Robinson, after a visit with friends in Eugene, went to Albany Saturday evening to visit her daughter, Mrs. C. V. Littler, there before returning to her home in Portland.

Pay your water bill and the water won't be shut off.



Do You Care An Added Profit Your Dairy Business \$10 More Per C

The Sharples Tubular Separator will save for you. It takes the fat all out.

It makes skimmed milk worth per 100 pounds.

Call and See The

1887 CHAMBERS HARDWARE AND FURNITURE 522 Willamette Street Phone Main

The Only Exclusive Seed and Implement House in Eugene

Fresh Garden Seeds In Bulk Weber Wagons Canton Plows Osborne Tillage Tools Superior Drills.

Blais Impement & Seed 65 East 9th St. Eugene

Use Wyatt's Vermin Exterminator

For Your Chicken House 25c and 50c Packages

DILLON DRUG COMPANY HOTEL SMEDE BLDG Free Delivery Phone Main

To The Investor

IN OUR LIST OF PROPERTY FOR SALE

We have improved and unimproved farms of all descriptions, with or without stock and machinery. We also have good list of city property.

Special Bargains

Fifty lots in Fairmount; this location affords splendid view, and a quiet home. Don't fail to see them.

East 8th St. Factory Property \$2700.00
8-room House, 1 acre of ground \$2800.00

H. F. Kilborn & Son REAL ESTATE DEALERS Phone Black 5441

PERSONALS

S. F. Jackson of Lorane, was in the city today.

J. D. Mason of Coburg, was in the city yesterday.

Rev. F. E. Billington went to Brownsville today.

Dr. and Mrs. F. E. Selover spent Sunday in Portland.

J. W. Shumate went to Portland today on business.

E. B. Moxley and wife, of Creswell, are in the city.

N. S. Hays took the stage this morning for Florence.

L. A. Noel was a stage passenger this morning for Elmira.

Joseph Fellman returned home from Portland yesterday.

R. M. Perry came down from Creswell on the noon train today.

C. H. Cramer was a stage passenger this morning for Hale.

Miss Mabel Wilson was a stage passenger this morning for Hale.

Mike Kebbels returned to Deerhorn on this morning's stage.

C. O. Peterson was a passenger on the noon train today for Portland.

Rev. M. C. Wire returned this afternoon from a trip to Brownsville.

Mrs. M. J. Clark of Grants Pass, is visiting in the city for a few days.

Clyde Nettleton of Eu Claire, Wis was an arrival in Eugene Saturday.

D. P. Newton and wife of Portland, are in the city for a few days.

John Buoy, the real estate dealer, is home from a trip to Grants Pass.

W. H. Blair and J. E. Lewis, of Cottage Grove, were in the city today.

J. W. Hatfield returned this afternoon from a short visit at Creswell.

Mrs. L. L. Warnock went to Portland this morning to visit her parents.

J. H. Bartels and wife of Cottage Grove, were in the city today on business.

Miss Lizzie and Frank Knox went to Cottage Grove this afternoon on a short visit.

J. W. Hobbs, deputy internal revenue collector, left this afternoon for points north.

Clone Vansant of Shenandoah, Iowa, is expected here in a day or so to reside here.

Mrs. H. A. Apaltage went to Creswell this afternoon to visit her son, Guy Armitage.

Miss Ethel Gilbertson returned to Lebanon today after a visit with friends in Eugene.

Miss Carrie Bennett, of Albany, after a visit in the city, returned home this afternoon.

J. W. Owen returned to Portland this afternoon after one of his regular trips to Eugene.

Dr. J. W. Harris went to London Springs this afternoon to visit his brother for a few days.

R. W. Logan returned to Halsey this afternoon, after a short visit with friends in Eugene.

Miss Ella Jones arrived here this afternoon from Aurora to visit friends for a few days.

Chas. Griswold left for points south this afternoon to sell real estate for Sterling Foster.

J. W. Holmes left this afternoon for Glendale on one of his regular trips to Southern Oregon.

Mr. and Mrs. Frank Bowers and Mrs. Alvira Sparks spent Sunday with relatives at Harrisburg.

Mrs. A. H. Lajoie, of Wending, was in the city today, returning home on the afternoon train.

Miss Jane Whittle, of Astoria, arrived in Eugene yesterday to visit Miss Agnes McKinney a few days.

J. H. McCormick, daughter, Miss

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SPECIAL SALE
Diamonds
APRIL BIRTHSTONES

On April 1 we will be one year old, being incorporated April 1st, 1909, and diamonds being the birth stone for April, we will from now until May 1st offer all our loose and mounted diamonds at from 10% to 25% discount.

Maurer & Coppernoll Jewelry Company Inc.

542 Willamette St.

Eugene, Oregon

\$10.00 Will Buy

Two shares of capital stock in the NEW WEST PUBLISHING COMPANY and five years' subscription to THE NEW WEST. These two shares of stock will be worth \$50.00 in two years. Five years' subscription to THE NEW WEST is now worth \$7.50. You can't afford not to invest \$10.00 in the biggest magazine and publishing business ever started on the Pacific coast.

Send in your ten dollars at once, or write for our booklet, "WHY FORTUNES ARE MADE IN THE MAGAZINE BUSINESS."

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We are in a position to gratify your every wish in

TEAS AND COFFEES

Our teas and coffees represent the fullest amount of genuine quality you can secure for the amount you spend. A few of our brands:

FANCY SPIDER LEG TEA, lb. 75c

FANCY GUNPOWDER TEA, lb. 75c

FANCY MOCHA AND JAVA

COFFEE, lb. 40c

512 BLEND COFFEE, lb. 25c

Try one of the above and you will agree with us that we're selling the best.

W. M. GREEN

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Oh! You Elk's Minstrel

EUGENE THEATRE
Tuesday and Wednesday, March 22nd and 23rd

Eugene Lodge No. 357 Presents This

B.P.O. ELKS MINSTRELS



New Songs,
New Jokes,
New Dances,
New Acts.

Big Male
Eight End
Six Solists
Sixteen D

SEE great transformation first part "The Man from Alabama" "The Dusky Bells & Beaux" "Hulda Hawkin's Ball"

Don't Miss Seeing the Big Parade Tuesday

Sale of reserved seats now on at Theatre Box Office. Prices: 50c and \$1.00. Direction of Miller & Draper.