

GENE'S FIRE LOSS IN 1910 WAS OVER \$10,000

(Continued from page 1)

ected stovepipe at Ninth and Lamette streets.

March 28.—Fire on roof, First and Ferson streets; loss, \$25.

March 30.—False alarm, Fifth and Lamette streets.

March 30.—Alarm of fire on Willamette street, between Twelfth and Thirteenth.

April 30.—Fire in Coleman's block Park street, caused from heating and carelessness; loss, \$100.

April 30.—Fire in barn at north 1 of Jefferson street, caused from children playing with matches; loss, \$5.

May 16.—Fire destroyed office of lines' tannery, east end of Eighth street; cause of fire unknown; loss, \$0.

May 17.—Fire which destroyed a building on West Seventh street, near y limits, caused from kerosene lamp; loss, \$1000.

May 17.—Fire in dry kiln, Fourth and Lawrence streets; loss, \$20.

May 26.—Fire in business house Willamette street, between Ninth and Tenth; cause, incendiary; loss, \$0.

June 13.—Fire in basement of post office, Sixth and Willamette streets; cause unknown.

June 13.—Fire in barn on Willamette street, near Fourteenth, caused from children playing with matches; loss, \$150.

July 5.—Grass fire on Skinner's street.

July 5.—Fire in Roney building, Fifth and Willamette streets, cause unknown; loss, \$300.

July 26.—The neighboring city of Springfield asked for help to fight a fire that had destroyed one building and had a good start for the entire business section of the city, but which was extinguished by good work of the Springfield department before the arrival of the Eugene department.

July 27.—The city of Junction requested our assistance in fighting a fire, to which the Rescue and one hose company responded, but owing to the best of work by the Junction fire department our services were not needed.

August 11.—Fire in a paint store and a grocery store at West Eighth and Charnelton streets, caused by spontaneous combustion, caused a loss to buildings and stock of \$200.

August 17.—Fire in a barn owned by Cherry Bros., probably caused by lamps, at Sixth and Pearl streets; loss, \$20.

August 18.—Fire in barn in Gross addition, half a mile from water; loss, \$300.

August 20.—Fire destroyed a blacksmith shop near the wagon bridge across the Willamette, caused by an incendiary; loss, \$1000.

August 24.—Roof fire Eighth and Jefferson streets; loss, \$50.

September 8.—Alarm caused by rolling tar, Seventh and Willamette streets.

September 20.—Burning flue in Beckwith building, Seventh and Willamette streets.

December 16.—Fire in basement of Cockerline & Wetherbee building, at Eighth and Willamette streets; cause unknown; loss, \$300.

Number of fires, 19; total fire loss, \$10,860.

Number of fires at which hose was used, 16; number of hydrants, 101; feet of rubber fire hose in first-class condition, 2 1-2 inch, 1300; feet of cotton rubber-lined fire hose in first-class condition, 2 1-2 inch, 2250; feet of cotton rubber-lined fire hose in first-class condition, 2 inch, 400; feet of cotton rubber-lined fire hose in first-class condition, 3-4 inch, 200.

Number of hose carts, 5; combination hose and chemical hose drawn, 1; men in fire department on full pay, 1; men in fire department on half pay, 1; horses owned by fire department, 2; lengths of hose burst during the year while in service, 1.

Cost of Maintenance of Fire Department

Hook and ladder company, \$26; Chemical Engine company, No. 1, \$1,626; Rescue Hose company, \$56; Cyclone Hose company, \$35; Fairmont Hose company, bell, stove and house, \$336; board of fire delegates, \$30; care of hose after fires, \$28; new hose, \$472. Total cost of fire department for the year 1910, \$2629.

Recommendations of the Chief Engineer

First—Would renew last year's recommendations, that a 12-inch main be laid from the reservoirs, as far south as Twelfth street and that no more 4-inch mains be laid within one mile of the reservoirs; new modern hydrants be substituted for the antiquated hydrants now in use in the business portion of the city, and that fire hydrants be used or no other purpose than for firemen's use and that the fire department be changed to a paid department as quickly as possible.

Second—Enact the ordinance presented by the mayor some months since in relation to explosives, and to the storage of gasoline and oil, as soon as possible. Salem, Or., had a \$25,000 fire during the past year caused from a gasoline fire. During the last year I have found in stock at one place of business 2500 pounds of giant powder and at the same time and place 800 pounds of blasting powder.

Third—Purchase a nozzle for use in basement fires and enact an ordinance making it possible to have the basements kept clean of trash.

Fourth—Enact an ordinance to protect the fire team from automobiles.

Fifth—Enact an ordinance protecting fire apparatus. During the past year at least \$150 worth of serviceable hose has been destroyed making the fire department that much short.

Sixth—Have the fire limit impartially enforced.

Seventh—Paint the three fire hydrants that failed to receive a coating of paint last year, and all the hydrants should have one more coating of white paint the coming summer.

Eighth—Would recommend that the firemen have their pay warrants the same as other city employees.

White Sales--Lace and Embroidery Sales--1911 Goods Arriving Daily--Muslin Underwear Sales Daily All Month--Agt. Thompson's Glove Fitting Corsets, Uireal Underwear

Our January Sale Features Rare Values In Every Section

We Announce, Starting Friday at 8:30 a. m.

An Astounding Sale Of Ladies' Suits, Coats, Dresses, Skirts, Capes--- Misses' Suits, Coats---Child's Coats and Capes



Whatever remains on hand in Women's and Children's Coats, Suits, Capes, Skirts, etc., is to be closed out this month at prices that are in many instances not only flat cost, but at prices considerable less than cost, presenting an opportunity that should be grasped by every one in need of such goods.

Ladies' \$12.50, \$15.00 & \$18.00

Broadcloth Coats at only \$5.90

We now have on hand eight or ten Broadcloth Coats in different styles and colors; some are full satin lined and sold regularly at \$18.00. The regular price of others were \$12.50 and \$15.00. The lot goes on sale Friday morning at, each, \$5.90

Ladies' Long Black Kersey Coats Selling at only \$3.90

These Coats are great bargains at this price. Only a few left; come early for best selection.

Ladies' \$15.00 Rain Coats at \$8.25

\$12.50 Rain Coats Now Only \$7.90

Ladies' \$20.00 and \$22.50 Suits for \$12.50

Extra Quality \$15.00 Serge Suits Now \$8.90

Children's Coats, \$4.50 and \$5.00 values, special \$3.50

Juvenile Coats, sizes 6 to 14, \$3.50 values for \$2.50

Children's Bearskin Coats reduced to up from \$1.65

Bargain prices on all Ladies' Skirts during this month

The Above Statment Means Just This

We have a lot of new and seasonable merchandise which we do not want to carry over and we would rather give our customers the profit on these goods now than to take a loss later on in the season.

Wonderful Values Will be Offered All This Month, Beginning Friday Morning, Jan'y 13th

All through the month of January we will offer unusual values in good, clean, desirable merchandise—bargains that are worthy of your consideration. We cannot tell you of all the good things in this advertisement—we can only print a few. What you want is here, and when you visit the store you will see it at a good deal less than you would have to pay at any other store in the city.

GREAT BARGAINS IN LACE CURTAINS AND CURTAIN MATERIALS ALL THIS MONTH

A big purchase direct from the mill enables us to offer you your choice of a lot of Lace Curtains in full size and beautiful designs that are actually worth from 25 to 40 per cent more than our sale prices this month.

We have on sale this month a very pretty Arabian Curtain, 2 1-2 yards; good 75-cent value, at, the pair, 59c. One lot white and Arabian Curtains; extra wide and full three yards long—would be good value at \$1.75—new and beautiful designs. Sale price, per pair \$1.35

Others at \$1.75, \$1.90, \$2.25 and \$2.50 per pair. Visit the store early for best selections in these goods.

Beautiful New Reversible Scrims and Curtain Swiss, 36 Inches Wide, Just Received

These new Curtain goods were bought especially for our January sales—and we have them marked at real bargain prices. A lot of new colors and designs. Sale prices, yd., 12 1-2c to 35c

Remarkable January Offering Heatherbloom and Taffeta Silk Petticoats

\$4.00 Silk Petticoats in Black and Colors, \$3.18

Friday morning we will put on sale about one hundred Silk Petticoats in black and all wanted colors. They are well made from a splendid quality and are extra good \$4.00 Skirts. They will give entire satisfaction. Each \$3.18

\$3.90 Silk Petticoats, \$2.98

One lot of Silk Petticoats. Our \$3.90 special. Comes in black \$2.98 only. While they last at \$2.98



Imitation Heatherbloom Petticoats at 58 Cts.

Not the kind of a Petticoat you expect to get for this price. 58c. They are good 75c values. Black only. Choice while they last 58c

\$1.25 Heatherbloom Petticoats, Special 90c

A washable \$1.25 light, striped Heatherbloom Petticoat that will give entire satisfaction. Splendid bargain at the price. 90c

Bargains in Lawn, Linen and Silk Waists

A splendid assortment of all kinds of Waists go on sale and are cut deep in price. We believe this is one of the best offerings ever made in such values as these. We invite your comparison of them.

\$1.50, \$2 Waists, 98c

We have about twenty-five white Lawn Waists—excellent quality—regular prices were \$1.50 and \$2.00. Each 98c

Silk Waists Reduced

\$5.50 Silk Waists on sale at \$4.90
\$4.50 Silk Waists on sale at \$3.90
\$3.90 Net Waists on sale at \$2.98
\$4.50 Net Waists on sale at \$3.90

White Sale--Lace and Embroidery Sales

The Waited and Welcomed Annual Opportunity to Most Economically Purchase Lace, Embroidery and White Goods of All Kinds is Here

We now have on display and sale beautiful 1911 embroideries, including the newest Swiss designs, worked out in baby Irish effects—Maltese and cluny patterns with insertions and all-overs to match—different widths of same design—some of which are nearly two yards wide, and probably one of the greatest displays of fine Embroideries ever seen in Lane county. They come to us from the largest and finest mills of Switzerland—the designs and patterns are exclusive with us and will be shown by no other Eugene store. The prices are very special for these qualities, being about half 40c to \$2.25

We are holding Embroidery sales daily this month. The prices per yard of the different lots are 5c, 10c, 12 1/2c, 15c, 20c, 25c, 35c, 40c and up. You will find here during this month any width and any kind that you wish on sale, and at bargain prices

Our 5c Lace Caunter

worth more than double our sale price.

On this counter you will find all kinds of Laces. Some are actually worth 10c and 12 1-2c the yard. Wide pillow case patterns—4 to 6 inches wide. Linen, Torchons, Fine French Valenciennes Laces worth up to 10 cents the yard.

White Goods

The new 1911 White Goods of all kinds are all ready for the grand opening on Friday morning—with new arrivals coming in almost daily—and all are marked at January sale prices.

A BIG SALE ON GOOD HOSIERY HERE NOW

All of our fine Elreal, Burson and High school Hosiery will be included in this sale at reduced prices.

35-cent quality Silk Lisle Hosiery, the pair 23c

Burson Wool Stocking—the very best made anywhere for the price. 25-cent quality for 22 1/2c

50-cent quality for 45c

LADIES' HAND BAGS AND PURSES ON SALE

Ladies' Hand Bags and Purses left over from the holiday trade are to be closed out at reduced prices. Everyone cut in price for this sale.

CLOSING OUT OF FURS

If you can make use of a nice Neck Piece or Muff attend this sale. Many will be offered at really HALF PRICE

A SALE IN \$1.25 KID GLOVES AT 98 CENTS

Beginning Friday morning, we will place on sale our stock of \$1.25 Kid Gloves. They are excellent values at the regular price. Blacks and colors selling at, per pair 98c

Our very best \$1.50 Kid Gloves—black and colors—selling at, per pair \$1.35

CALICOES & PRINTS ON SALE THIS MONTH AT, PER YARD 5 CTS.

12 1-2c Flanellette 10c

Here is an excellent good bargain in the best quality of Flanellette—good, heavy fleeces and many choice patterns from which to select. Our January sale price, the yard 10c

CLOSING OUT SALE IN SWEATERS FOR THE LADIES, MISSES AND CHILDREN NOW ON

Great bargains being offered this month in all kinds of Sweaters. Children's 75c Sweaters 49c Ladies' \$2.25 Sweaters \$1.65 Misses' \$1.90 Sweaters \$1.65

And the balance of this Sweater stock at just as big price reductions. Visit the store and see.

25c and 35c FANCY WAISTINGS & DRESS GOODS SPECIAL, 19c

A nice lot of silk finish and wool finish Waistings, worth 25c the yard, and a lot of Dress Goods worth 35 cents a yard is to be closed out this month at 19c

January Sale of Ribbons
January Sale of Neckwear
January Sale Handkerchiefs

Jan. Sale Men's Clothing WHATEVER REMAINS ON HAND IN MEN'S AND BOYS' CLOTHING TO BE CLOSED OUT THIS MONTH AT GREAT PRICE REDUCTIONS

All of our men's and young men's very best \$5.50 will be closed out this month at \$5.90

Men's Suits, made from the best all-wool imported worsteds, and our very best \$20 values, the suit, only \$15.00

Our very best \$17.50 all-wool Suits, now on sale at \$12.50

\$1.25 MEN'S SHIRTS AT 98 CENTS

We have gone through our stocks of men's Shirts and all broken lines of our very best \$1.25 Shirts have been sorted out and put into one lot to close out at 98c

WE ARE CLOSING OUT THE FOLLOWING GOODS THIS MONTH

Men's and Boys' Sweaters, Men's and Boys' Hats and Caps, Odds and Ends in all kinds of Underwear and a lot of Different Kinds of Shirts at all Prices are in the assortment.

Snow White Undermuslins Underpriced This Month

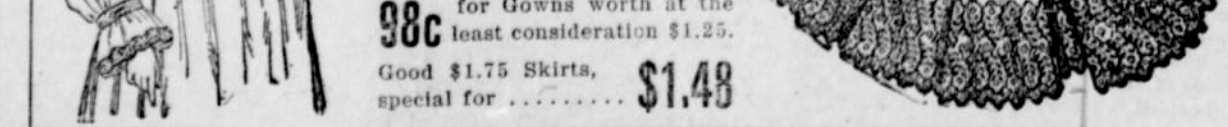
We wish to call your especial attention to the quality of Muslin Underwear in this sale—made of Splendid quality Muslin and French Cambrics—trimmed in lace and embroidery with insertions to match.

Next Friday morning, January 13th, we start our grand White Sale of Muslin Underwear—every garment is priced for this sale at 10 per cent to 20 per cent below the actual value—in many instances the material in these garments would cost you more than our sale price.

25c CORSET COVERS GOING NOW AT 19c

98c for Gowns worth at the least consideration \$1.25.

Good \$1.75 Skirts, special for \$1.48



R. W. NEWLAND

26 EAST NINTH STREET EUGENE, OREGON

Silk Sale

Beginning Friday morning, January 13th, for eight days, Newland's Store will hold a Silk Sale—about two thousand yards of fine Silks in the lot.

2000 Yards of Silk to be Sold in 8 Days

Here are the prices at which we offer them to you:

\$1.25 Black Taffeta, 36-inch 90c

\$1.50 Bl. Taffeta Silk, full yd. wide \$1.18

25c Jap Silks, per yard 18c

Cobe and Oyama Silks, per yard 28c

We will also have on sale one special lot of Silks, which are desirable for all kinds of wear—some are silk and linen mixed, silk and wool mixed—in a lot of different colors and patterns; the regular prices were 50c, 60c, 65c, and 75c the yard; they go on sale Friday morning for eight days, per yard 45c