Cockerline & Wetherbee's General Clearance Sale

Saturday, January 7th to February 1st

This Sale will be conducted just as we have conducted our business in the past HONEST AND STRAIGHT FORWARD. Every article in the house will be reduced.

No re-arranging of prices for the occasion. No advantage taken of anyone. We are simply cleaning out so as to make room for our **SPRING STOCK.** Which will be one of the prettiest and best ever shown in Eugene.

In order to do this we will offer our entire stock at prices so low there will be no doubt as to the real bargains. It will be out of question to itemize every article at this issue, so WATCH THE DAILY PAPERS FOR OUR SPECIAL SNAPS.

Dress Goods
$1.00 38-in. Henrietta, sale... 65c
$1.00 46-in. Storm Serge, sale. 78c
$1.00 44-in. Nuns' Veiling, sale. 78c
$1.00 44-in. Black Friegga, sale 75c
$1.25 42-in. Black Braead, sale. 75c
$1.50 52-in. Tiballne, sale 75c
$1.50 54-in. Black Repp, sale $1.15

Outing Flannel
All best grades 9c

Ginghams
All 15c grades 11c
All 25c grades 19c

Percales
All 15c grades 11c

Ladies' Underwear
60c Union Suits, sale 48c
$1.00 1-2 wool Union Suits.. 72c
$1.25 1-2 wool Union Suits.. 98c
$1.50 All-wool Union Suits.. $1.19
$2.50 Silk & wool Union Suits $1.78
$3.50 Silk & wool Union Suits $2.65

Children's and Misses'
35c Union Suits 22c
50c Union Suits 42c
65c Union Suits 53c
75c Union Suits 62c

Ladies' & Mises' Coats
$15.00 Blue Broadcloth... $ 9.50
$ 9.00 Black Broadacloth.. $ 4.75
$17.50 Tan Covert, sale ... $10.00
$12.00 Tan Whipcord, sale. $ 7.75
$16.50 Brown Broadacloth. $10.00
$35.00 Silk-wool Cravenette $21.00
$15.00 Rubberized Raincoat $10.65
$13.50 Rubberized Raincoat $ 9.15

Ladies' Dress Skirts
$6.50 Brown Mix. all wool.. $3.50
$7.50 All wool, black $4.75
$6.50 Gray, all wool $4.25
$3.50 Half wool, Plaid.... $2.50
$6.00 Gray Plaid $4.50
$5.50 Black Voile $4.10
$6.00 Black Voile $4.50

Ladies' Black Petticoats
$1.00 Line, sale 78c
$1.25 Line, sale 98c
$1.50 Line, sale $1.27

Ladies' Furs
$ 6.50 Mink Collar $4.15
$11.50 Mink Collar $7.75
$16.50 Mink Collar $10.60
$15.00 Fox $9.75
$22.50 Mink $16.50
$ 6.00 Mink Muff $3.90
$ 7.50 Mink Muff $4.95
$ 9.50 Mink Muff $6.15
$16.00 Mink Muff $10.60

Men's Clothing
$10.00 All wool Suits ..... $ 8.50
$12.50 Worsted $10.00
$13.50 All wool $10.00
$16.50 All wool $13.75
$15.00 All wool $11.50
$18.00 All wool $15.50
$20.00 All wool $15.50
$22.50 All wool $17.50
$25.00 All wool $18.50
$27.50 All wool $20.00

These goods are new, clean stock, in late styles, and the best of workmanship, and when sold at the regular prices they are then real bargains.

Smoking Jackets
$5.00 Line $3.00
$5.00 Line $3.95
$7.50 Line $4.50

Watch the Windows and Counter Displays for your chance to make and save money on Embroideries, Laces and Ribbons.

Men's Dress Shirts
75c Line 62 1-2c
$1.00 Line 75c
$1.25 Line 98c
$1.50 Line $1.15

Men's Night Gowns
$1.00 Linie 87c
$1.25 Line $1.00
$1.50 Line $1.15

Men's Rain Coats
$15.00 All wool ..... $ 9.25
$16.50 Cravenetted $12.25
$15.00 Cravenetted $11.50
$13.50 Cravenetted $10.25
$12.50 London Slip-on..... $10.25
$18.00 London Slip-on..... $14.75
$25.00 London Slip-on..... $20.65

Men's Overcoats
$ 8.00 Gray, all-wool $5.50
$ 6.00 Fancy Shripe $4.75
$ 7.50 Brown Plaid $5.25
$12.50 Fancy Stripe $9.75
$13.50 Fancy Stripe $10.25

Men's Neck Ties
25c Lines 19c
35c Lines 23c
50 Lines 35c
75c Lines 48c

Men's Hats
$3.00 Line $2.45
$2.50 Line $2.00
$2.00 Line $1.45
$1.50 Line $1.15
50c Cape 42c

Men's Underwear
$1.00 Camels' Hair 75c
50c Derby Rib 42 1-2c
$1.25 All wool $1.00
$1.50 All wool $1.15
$2.50 Silk and wool $1.98

Boys' Two-Piece Suits
$3.50 Line $2.75
$4.00 Line $3.25
$5.00 Line $4.25
$6.50 Line $4.95

Lace Curtains
$1.50 Swiss, 3 1-2 in. Ruff 97c
$1.75 Swiss, 4 in. Ruff..... $1.24
$2.00 Swiss, 4 in. Ruff..... $1.38
85c Lace 63c
$1.15 Lace 89c
$1.75 52x130 in. $1.37
$22.50 60x130 in. $1.87
$3.50 Extra large $2.63
$4.00 Extra value $3.48
$7.00 Extra value $5.35

Outing Flan. Blankets
60c Quality 10-4 ..... 48c
85c Quality 10-4 ..... 68c
$1.00 Quality 10-4 ..... 82c
$1.75 Quality 10-4 ..... $1.45

All-Wool Blankets
$4.00 Mottled $2.65
$4.00 Plain Gray $2.65
$4.25 Vicuna $2.85
$ 6.25 11-4 White silk bound $5.25
$12.50 12-4 White silk bound $9.45
$10.00 11-4 White silk bound $7.35
$ 3.50 Wool finished, a hummer $2.85
15c Bleached Crasha Towels ... 10c

25% Off on All Trunks, Suit Cases, & Hand Bags

Quilts
$1.50 Quality $1.15
$1.75 Quality $1.35
$2.50 Quality $1.95

Remember, these quilts are made of good clean cotton Batting and non-fading Silkolene

Table Linens
85c 72-in. Mercerized, sale ... 65c
60c 64-in. Mercerized, sale ... 49c
50c 60-in. Mercerized, sale. 37 1-2c
60c 62-in. 1-2 Bleached Linen.. 47c
75c 64-in. Bleached Pure Linen 54c
85c 72-in. Bleached Pure Linen 62c
$1.25 66-in. Bl. Ex. Heavy.... 97c
$1.50 72-in. Bl. Ex. Heavy.. $1.13

Oil Cloth
Fancy 15c
White and Marble 18c
Regular price, 20c and 25c

Towels & Toweling
1000 yards 1-2 Bleached Crash Toweling, regular 15c, sale.. 9c
1000 yards Bleached Crash Toweling, regular 15c, sale 9c
25c Bleached Turkish Towels.. 19c
25c Unbleached Turk. Towels.. 19c

This is the second sale we have conducted in our eight years of business here in Eugene---and we are giving you the best values for the money that have ever been offered you in this city. The success of our business is due to the fact that we have always given our customers the best of goods at the lowest possible price---that is just what is being done at this sale. We are simply cutting the price of goods to suit the occasion---regardless of cost. Remember, we will continue to slaughter the prices of our entire stock all through the month of January.

Yours truly and for business COCKERLINE & WETHERBEE

DR. B. F. PARSONS—Optometrist and magnetic treatments of chronic diseases. Consultation free. Office and residence: 65 Lawrence street, Eugene, Or. j7

HAVE YOUR FRUIT TREES Sprayed by Hdel & Dunkel, 531 Willamette street, upstairs. Phone Main 700 or Black 6331. j11

Boiled water served at the Hotel Osburn at all times tf

Photos—photos—photos.
Any style.
Any price.
Any color.
Where?
At the Tollman Studio. tf

Oriental rugs on exhibit and for sale at Hotel Osburn by Naj Hanief. j4

Good brooms at the Racket Store for 25 cents. tf

PAGE
Woven Wire Fence
BEST ON
THE ROAD

First—It is the strongest fence, made of the strongest wire.

Second—It is the most elastic fence and it springs back when released from any strain. Every wire tight and right.

Third—It is not controlled by the wire trust or any other trust. And It is double the strength of any common soft wire you are used to, by actual test. Are you from Missouri? I am here to show you.

Fourth—Fits the roughest ground as well as the smoothest.

Fifth—Only takes one-third as many posts and don't bag or sag.

Sixth—It is the only wire with loop ends. No trouble to splice. Always even at ends.

Seventh — It has the best weave, and only Knot that that holds fast and stays. Runs from top to bottom.

Eighth—It is the government standard fence.

Quackenbush & Sons, Eugene; Shay-Waymire Co., Cottage Grove; Creswell Hardware Company, Creswell.

SPRINGFIELD

SPRINGFIELD STORE KEEPERS ASK BETTER POLICE PROTECTION

Springfield, Jan. 5.—To demand that a night watchman be employed by the city of Springfield to protect their stores the Merchants' Protective association decided at a meeting one night this week to attend the meeting of the city council next Monday night and make their demand as a body. An all night watchman has long been asked for and the action of the merchants' body is directly the result of the robbery of the Anderson & Yockey grocery store of a small quantity of provisions and partly of a number of midnight street fights that have disturbed the peace of the city.

Practically no other business was taken up at this meeting of the association other than the postponement of the election of officers for two weeks because of the very small attendance present last evening.

BURGLARS ENTER SPRINGFIELD GROCERY AND STEAL GOODS

Springfield, Jan. 5.—Burglars a few nights ago entered the Anderson & Yockey store from the rear and stole a quantity of goods, including a couple of sacks of flour, ham, eggs, lard and other provisions. No money was taken, for none was left in the store. The entrance was made through a window in the woodshed by removing a glass. It is thought by the proprietors that the work was done by some local person who has a knowledge of the store and that the purpose of the robbery was not for money but for provisions. The things were taken away in gunny sacks, for one of the sacks of flour had a large hole in it and aside from the spot where the flour was apparently put in a second such there was no flour spilled.

GAS MAY NOT BE SUPPLIED THIS YEAR AT LEAST

Springfield, Jan. 5.—Because the city council asked too much in a franchise from the gas company it is announced from the office of the Oregon Power company that it will no construct gas mains from its plant in Eugene to this city, as it previously intended. It seems that the city demanded a permanent bond for the repair of the streets and to this, with a number of other details, the company refused to comply and when the council would not give ground the company changed its plans and gas will not be delivered to Springfield this year, at least. The matter of franchise has been up for several months.

CENSUS BUREAU GIVES OUT POPULATION OF 17 CALIFORNIA TOWNS

Washington, Jan. 5.—The population of the following cities and towns of California has been announced by the census bureau: Stockton, 23,253; Fresno, 24,892; Eureka, 11,845; Santa Rosa, 7817; Santa Cruz, 11,146; Santa Barbara, 11,659; Santa Ana, 8429; San Rafael, 5934; San Luis Obispo, 5157; San Bernardino, 12,779; Riverside, 15,212; Richmond, 6802; Redlands, 10,449; Petaluma, 5880; Napa, 5791; Marysville, 5430; Bakersfield, 12,727.

MOVE TO CURTAIL TOBACCO OUTPUT

Lexington, Ky., Jan. 5.—A convention composed of delegates from Kentcky, West Virginia, Ohio, Indiana and Missouri, representing the tobacco growers of these state began here today to consider the question of curtailing the tobacco output. A definite organization will be effected and officers chosen. The tobacco growers of these states have already agreed to pool their 1911 crops and to raise no crops in 1912, has already been reached. More than one hundred thousand growers representing a combined business of 300,000,000 pounds annually are affected by the new organization.

BARGAIN DAY ALL THIS MONTH

During the present month, January, 1911, the Daily Guard will give special bargain rates as an inducement to both old and new subscribers to pay in advance for six months or a year. The price will be for this month, Daily Guard, delivered in Eugene or Springfield by carrier, $2.00 for six months or $4.00 per year. The Daily Guard by mail will be sent out, during this month only, for $2.50 a year. These rates will hold good for this month only and are given as an inducement for subscribers to pay in advance at the beginning of the year, saving the publisher the cost of collecting.

READ THIS

If you are troubled with any Kidney, bladder or rheumatic trouble you will find 60 days treatment in $1.00 bottle of Hall's Texts Wonder and seldom one bottle fails to cure. Send for testimonials. Dr. E. W. Hall, 2926 Olive Street, St Louis, Mo. Sold by The Red Cross Drug Store

MARX DRY CLEANING

The art of Dry Cleaning is comparatively new, and is misunderstood by a great part of the public. Much of the co-called Dry Cleaning is "dry" but not "cleaning."

The inferior work is the result of the method employed by many small places who have no machinery or proper equipment for doing the work and consists merely in brushing the material, either by hand or with a small apparatus [so-called vacuum cleaning], and sponging the surface with a liquid other than water. This method cleans the surface of the goods to some extent, but leaves all the dirt and grease on the reverse side and in the center of the cloth, and in the case of coats, jackets and other lined garments, the dirt is left in the inter-lining, padding, etc., and in a short time will work out to the surface and the garment is as soiled looking as it was before it was cleaned.

Dry Cleaning in its proper sense means an absolute and thorough cleaning of an article, through and through, without the use of water.

This is done by the employment of expensive and specially constructed machinery and appliances, with spirits and other solvents, the use and action of which are only properly understood by the chemist.

EUGENE DYEING AND CLEANING WORKS
Everything Possible in Cleaning and Dyeing
425 East Ninth St. Phone Main 122

Hats, cleaned, blocked and dyed by Millern, the Hatter at Cats, the Tailor's. Opposite post office. tf

See our complete stock of Edison and Victor Talking Machines and Records for holiday trade. Roach Music House, Tenth and Willamette streets. tf

HAVE YOU EVER TRIED TORIC LENSES?

Try them once and you will have no others.

They conform to the shape of the eye, set close to the face without the lashes touching and give a much wider field of vision than the flat lens.

We put them up in any kind of mounts and at reasonable prices.

WATTS OPTICAL PARLORS.
611 Willamette St.

You Can Work Near a Window

in winter when you have a Perfection Oil Heater. It is a portable radiator which can be moved to any part of a room, or to any room in a house. When you have a

PERFECTION SMOKELESS OIL HEATER

Absolutely smokeless and odorless

you do not have to work close to the stove, which is usually far from the window. You can work where you wish, and be warm. You can work on dull winter days in the full light near the window, without being chilled to the bone.

The Perfection Oil Heater quickly gives heat, and with one filling of the font burns steadily for nine hours, without smoke or smell. An indicator always shows the amount of oil in the font. The filler-cap, put in like a cork in a bottle, is attached by a chain. This heater has a cool handle and a damper top.

The Perfection Oil Heater has an **automatic-locking flame spreader,** which prevents the wick from being turned high enough to smoke, and is easy to remove and drop back, so the wick can be quickly cleaned. The burner body or gallery cannot become wedged and can be unscrewed in an instant for rewicking. The Perfection Oil Heater is finished in japan or nickel, is strong, durable, well-made, built for service, and yet light and ornamental.

Dealers Everywhere. If not at yours, write the nearest agency of the

Standard Oil Company
(Incorporated)

Not Good

for everything, Snowgrass's Eagle Eye Salve is good for nothing but the eyes. If you use it and are not satisfied, come back and get your 25c. You be the judge. Sold by Collins Drug Co.

WARREN STUDIO

Mandolin, guitar and banjo instructions at $1.00 per hour, 50 cents per half hour. Club meets at 7 p.m. Mondays. Instruments loaned to pupils free of charge. 56 East Eleventh street. Phone Black 1431. tf

A one dollar purchase in the tea and coffee department of the Racket Store entitles you to a beautiful water color picture absolutely free. Many have taken advantage of this

Don't Forget

That half pound of pure baking powder given away by the Central Coffee Co., 550 Olive street. tf

Victor and Edison phonographs at Eugene Gun Co. Duck hunters, buy your shotgun shells from the Eugene Gun Co. tf

Ask your druggist for a free Peruna Almanac for 1911.