

This Cold Snap

Will Remind You of Cockerline & Wetherbee's JANUARY CLEARANCE SALE

And of the MANY REAL WARM BARGAINS they are offering you in Men's, Boys', and Ladies' Sweaters, Misses' and Ladies' Furs, Men's, Boys', Ladies' and Misses' Underwear, Overcoats, Ladies' Coats, and Men's and Boys' Suits.

LADIES' FURS		LADIES' COATS		MEN'S SUITS	
\$ 7.50 Cooney Muff	\$ 4.95	\$20.00 Coats	\$13.75	\$27.00 Line	\$20.50
\$11.50 Mink Collar	\$ 7.75	\$22.50 Coats	\$14.50	\$20.00 Line	\$15.50
\$12.50 Fox Muff	\$ 9.10	\$38.50 Coats	\$21.00	\$15.00 Line	\$10.50
\$16.50 Mink Muff	\$10.60	\$ 7.50 Coats	\$ 4.75	\$12.50 Line	\$ 8.00
\$20.00 Red Fox Set	\$13.50	\$15.00 Coats	\$ 9.50	\$ 7.50 Line	\$ 4.75
\$22.00 Mink Collar	\$16.50				
LADIES' SWEATERS		MEN'S OVERCOATS		MEN'S SWEATERS	
\$1.50 Line	\$1.23	\$16.50 Line	\$12.50	\$1.00 Line	\$.78
\$2.25 Line	\$1.85	\$12.50 Line	\$ 9.75	\$1.25 Line	\$.98
\$2.50 Line	\$2.00	\$ 8.50 Line	\$ 6.98	\$2.00 Line	\$1.38
\$4.00 Line	\$3.15	\$25.00 Line	\$20.65	\$2.25 Line	\$1.73
Toques and Tam 'o Shanters, in all colors and Qualities		\$ 8.00 Boy's	\$ 6.35	\$2.25 Line	\$1.89
		\$ 6.00 Boys'	\$ 4.75	\$2.50 Line	\$2.05
				\$3.00 Line	\$2.69
BLANKETS		QUILTS			
\$15.00 Fancy Lambs Wool	\$11.35	\$1.75 Quality	\$1.37		
\$10.00 White Wool, sink finish	\$ 7.35	\$2.00 Quality	\$1.63		
\$ 8.00 11-4, fancy	\$ 6.65	\$2.50 Quality	\$2.05		
\$ 3.50 11-4, extra quality	\$ 2.85	\$3.00 Quality	\$2.65		
Family Lounging Blankets	\$ 1.63	We have a large assortment from which to select from.			

Remember, the above items are only a few of the many good, clean bargains we have to offer. Call and see us.

Cockerline & Wetherbee

WHICH CITY HAD THE MOST SNOW?

The Albany Democrat says Eugene had more snow than Albany. While the boys were skating and throwing snowballs in that city, the snow was all gone and the weather was very mild in Eugene. The snow here was at no time deeper than an inch the sleighing was impossible. Neither was the ice more than a quarter of an inch thick. The following is from the Albany Herald yesterday and shows how much different the weather was there than here:

"The people of Albany, both young and old, were accorded an unusual opportunity last week for ice skating and the ponds in the southern part of the city for the past few days have been the scene of many large gatherings of the devotees of the exhilarating sport. Snow-balling has also been a prominent form of pastime for the past few days and many a pedestrian on his way down town served as a target for the youngsters—many of whom were expert marksmen—and very seldom missed fire. Many sleighs were in evidence and they looked decidedly out of place in this wintry state of ours where roses bloom in the winter in the yards throughout the city. But the snow, while it is an unusual occurrence in Oregon, never does a great amount of damage and disappears in a few days, the only objection to the beautiful being the delaying of cars and general traffic."

TALES ABOUT PEOPLE

Miss Sophie Pankhurst, daughter of the militant English suffragette, Mrs. Emmeline Pankhurst, says that she is exceedingly proud of her prison record for the cause of woman votes.

Judge E. H. Gary, who is said to be responsible for the resignation of W. E. Corey from the Steel Trust recently, is opposed to liquor in all its forms, and no employee of the United Steel Corporation who uses it, will be encouraged to continue his services with that company.

Mrs. James Bryce, wife of the British Ambassador at Washington, has established a new fad for society. At her afternoon teas, instead of serving sandwiches and fancy cakes, she has hot bread. Steaming milk toast and hot muffins are served, prepared from Mrs. Bryce's own recipes.

Garry Hermann, who was recently elected chairman of the national baseball commission at Cincinnati,

We Give Away Absolutely Free of Cost

The People's Common Sense Medical Adviser, in Plain English, or Medicine Simplified, by R. V. Pierce, M. D., Chief Consulting Physician to the Invalids' Hotel and Surgical Institute at Buffalo, a book of 1008 large pages and over 700 illustrations, in strong paper covers, to any one sending 21 one-cent stamps to cover cost of mailing only, or, in French Cloth binding for 31 stamps. Over 680,000 copies of this complete Family Doctor Book were sold in cloth binding at regular price of \$1.50. Afterwards, one and a half million copies were given away as above. A new, up-to-date revised edition is now ready for mailing. Better send NOW, before all are gone. Address WORLD'S DISPENSARY MEDICAL ASSOCIATION, R. V. Pierce, M. D., President, Buffalo, N. Y.

DR. PIERCE'S FAVORITE PRESCRIPTION

THE ONE REMEDY for women's peculiar ailments good enough that its makers are not afraid to print on its outside wrapper its every ingredient. No Secrets—No Deception.

THE ONE REMEDY for women which contains no alcohol and no habit-forming drugs. Made from native medicinal forest roots of well established curative value.

LOUIE SAYS:—

"I can fix up your soles without hurting your pocketbook or your feelings (or feet.)"

The
Royal Blue Shoe Store
WILCOX BROTHERS

487 WILLAMETTE ST.

PHONE MAIN 837

First National Bank

CREDIT AND FINANCIAL STANDING

It strengthens the credit and financial standing of a business to have an account with this old, conservative banking institution.

Accounts subject to check are invited.

Established 1883

Largest Bank in Lane County

has served in the same capacity seven times before.

Mrs. John McLean of Washington, who is giving a ball for Miss Helen Taft, tonight, is exceptionally fond of her people. She is known in Washington as the hostess who repays every invitation, but never accepts one.

THE DODGE DEPT. STORE

Continues to make Great Price Reductions on their New and Immense Stock of Seasonable Merchandise---To avoid Invoicing Prices are Mercilessly Slaughtered in All Depts.

Our method of buying is saving our customers from 15 to 50 per cent they would have to pay at other stores. Our rent and expense in operating is low and we therefore mark all goods at a small profit margin. Our representative in the East does the buying. He knows how to buy, and certainly buys right. Come to the store tomorrow and get our reduced prices on ladies' Coats, Suits and Dresses, men's Suits and Overcoats, Dress Goods, Underwear, Hats and other furnishings

3 Big Specials in Hose

25c ladies' Hose in cashmere, three pairs for only . 50c
25c split foot cotton Hose at just half price . . . 12 1/2c
25c corduroy Hose for boys and girls; the kind that wear well; at just half, or 12 1/2c

LADIES' SPRING SUITS JUST FROM FACTORY

These Suits come in all colors and are the very latest styles. Some of our competitors are showing tight-fitting backs and long coats for spring styles. If you ladies will look our stock over, you will find the very latest styles in Suits in semi-fitting backs, medium short coats, tube skirts for young ladies. Most of our suits have been out of the factory only about ten days. A shipment of ladies' Dresses in Henrietta, neatly trimmed with soutache braid, \$25.00 and up to \$30.00 values for . . . \$15.00
\$15.00 Suits; all wool; excellent values; for only . . . \$7.43
\$20.00 Suits; all wool; various styles and patterns \$9.98
\$25.00 Suits; all wool; newest styles; at . . . \$12.48

Our Pure Food Specials

Our famous Mt. Hood Flour is the best on the market. Others will say they have just as good, but our big increase in sales proves to our satisfaction there's none better; per sack . . . \$1.13
40c Gunpowder Tea . . . 20c
40c English Breakfast . . . 20c
60c Spiderleg Tea, only 40c
20 lbs. Rice or Cereal \$1.00
16 lbs. Rice, head, for \$1.00
10 lbs. Pure Lard for \$1.40
5 lbs. Pure Lard, only . . . 75c

Blankets Sp'c'ly Pric'd

Thousands of pairs of Blankets at the lowest prices ever quoted:

75c Double Blankets . . . 40c
\$1.50 Blankets, double. . . 73c
\$2 Double Blankets. . . \$1.23
\$5 Double Blankets. . . \$2.98
In fact, all Blankets reduced

Dress Shirts for Men

The celebrated Jackrabbit Dress Shirts for men are on sale at the big reductions of:

75c Shirts, all colors . . . 48c
\$1.00 Coat Shirts, only. . . 73c
\$1.25 Coat Shirts, only. . . 98c

These Shirts are all the very latest colors and come in soft golf, with or without collars. We also have an extensive line of Work Shirts in both wool and cotton at unusually low prices. In fact, our prices are always the lowest.



Some Great Reductions in Men's Clothing Dept.

\$15.00 AND \$16.00 SUITS FOR ONLY \$9.50

\$10.00 AND \$12.00 SUITS AT ONLY \$5.00

OVERCOATS GREATLY REDUCED NOW

Our \$15.00 and \$16.00 Suits are of the newest patterns, varied and many styles to select from. These Suits were bought direct by our shipping representative and are the biggest values on the market at the regular prices. Our January clearance price is only, the Suit . . . \$9.50

\$10.00 and \$12.00 Suits; extra good values. These were also bought direct. During the big January clearance sale they go at, the Suit, only . . . \$5.00

MEN'S WORK CLOTHES ARE REDUCED

\$1.00 grade Overalls reduced to . . . 75c
\$2.00 Flannel Shirts reduced to . . . 98c
\$3.00 Flannel Shirts reduced to . . . \$1.50
40c Wool Sox, per pair, only . . . 23c

MEN'S UNDERWEAR SPECIALS

\$1.00 Lambsdown Suits at . . . 75c
65c heavy Cotton; pink, blue, brown 48c
\$1.25 Australian Wool . . . 73c
\$1.25 Health Garment . . . 73c
\$1.50 Pure Wool; all colors . . . 98c
Heavy Eagle . . . \$1.23

MEN'S HOSIERY AT CLEARANCE

At these low prices we advise you to lay in a big supply for future use. Prices:

Good Cotton, pair . . . 5c
Fine dress Sox, three pair for . . . 25c
25c Split Foot Sox, two pair for . . . 25c
25c Black Wool Sox . . . 12 1/2c
40c Heavy Wool . . . 23c

Child's Hosiery Free

3000 more pairs of children's Hose to be given away to those purchasing the famous Corduroy Hose. These are a good 25c Hose. We give one pair free with every pair you purchase. This is a factory special to introduce this celebrated line of Hosiery.

DRESS GOODS PRICES GREATLY REDUCED

65c and 75c Dress Goods, in blue, black, gray and brown, consisting of mohair, tweeds and serges; all on sale at the low price per yard of . . . 48c
50c Dress Goods; nothing to equal it in the city . . . 25c
\$1.50 Dress Goods; all wool; in serges, tweeds, Henrietta; colors red, blue, brown, tan, gray and black; extra good values at regular prices; January clearance price, yard 98c
Other special reductions in Dress Goods that are not mentioned in this ad. Do not overlook this opportunity to buy.

Barg'ns in Men's Hats

\$1.50 and \$2.00 Hats for men in all styles, new and nobby, during our January sale 98c
\$2.50 Hats, all styles \$1.48
\$3.00 Hats, all styles \$2.48
Jno. B. Stetson Hats \$3.50
50c Caps reduced to . . . 23c
You will find styles most complete in all lines here. We can save you money on new and up-to-date headgear

Presto Collar Raincoats

This has been an unusually good year for Raincoats and such garments are necessary during the winter season. You will notice hundreds of them on our streets daily. Our regular prices are low, but note the sale prices here: \$10 Raincoats only . . . \$5.98
\$12 Raincoats only . . . \$7.48
\$20 Raincoats only . . . \$9.98

Many Sweater Specials

For men, women and children; all sizes in grays, brown, blues' maroons, white, green, reds, stripes and the fancies:

75c Children's Sweaters 48c
\$1 Children's Sweaters 75c
75c Men's heavy ribbed 48c
\$1 Men's heavy Ribbed 73c
\$2 Men's heavy Ribbed 98c
\$3.50 Men's h'vy rib. \$2.48
75c Ladies' Sweaters at 48c
\$3 Ladies' Sweaters \$1.98

The people tell us they like our methods of conducting sales. We are making new friends and patrons every day. We are not satisfied with a transaction that's unsatisfactory to you

The Dodge Department Store.

Main 484

The Value Giving Store.

8th & Olive

We make many broad assertions in our ads. We have the goods at prices to verify every offer we make. We invite you to our store, where are bargains marked in plain figures