

More New Goods

The inflow of new goods is like the spring freshet in the mountain rivers. If price is an OBJECT, your OBJECT is to price our goods.

SPRING STYLES FOR CAREFUL DRESSERS

More New Goods

And the out-flow is steady, strong, splendid, carrying satisfaction, good service and sound economy all through the community. AX BILLY'S NEWEST OF NEW STYLES.

Our Grand Easter Opening Monday, April 10, 1911

IN ALL THE DEPARTMENTS OF THE BIG STORE, CORNER OF TENTH AND WILLAMETTE STREETS —

THE CHOICEST OF THE SEASON'S FASHIONS—Millinery, Gowns, Dresses, Suits, Coats and Costumes. Infants' wear. Our great first and second floor apparel displays of the new Easter merchandise will be most satisfactorily complete in assortment and varied so that any price, color, or style preference is easily complied with. AX BILLY'S PRICES are the lowest and always leave a balance in your purse.

MILLINERY FOR EASTER —

Whether it be the new bonnets in lace or straw, or the more unique novelties known as the extreme styles, here all will be found in complete detail, embracing all the newest colors, at \$2.50 to \$9.08

LACES AND EMBROIDERIES —

You may depend upon us for the best of everything in Laces, Embroideries and Insertions, at Ax Billy's littlest prices. You will need just what our assortment embraces for the making of your summer wear. We are not sure that you have called and made your purchase, but WE ARE SURE that if you do you will call again.

THE HANDSOME WHITE COSTUMES

Suitable for graduation and evening functions. White Shirt Waists and White Shirts for general warm weather wear. Every garment is fancy made and you are assured of perfection of fit and finish. Your taste can be satisfied as to style and price from our assortment at \$2.50 to \$13.50

EASTER WEEK SPECIALS BEGINNING ON MONDAY, APRIL 10TH —

\$1.50 guaranteed Taffeta Silk, black..... \$1.10
65c Fancy Ribbon, widths up to No. 200 25c
\$2.00 Tulle Linens, yard \$1.00
\$1.68 Table Linens, yard \$1.39
58-inch Imported Mercerized Damask, extra quality, pretty patterns, yard..... 44c
25c Kobe Silks, suitable for your summer dresses, all colors, yard 25c
Ladies' \$1.25 White Lawn Waists, all styles, now selling at 80c

Ladies' Black Mousseline Petticoats 50c
\$2.00 Muslin Gown \$1.50
\$1.50 Muslin Gown \$1.19
75-cent Muslin Corset Cover 50c
60-cent Muslin Corset Cover 45c
\$2.50 Muslin Petticoats \$1.08
\$2.00 Muslin Petticoats \$1.50
\$5.00 Silk Petticoats, Persian designs, in a variety of colors, also black \$3.80

One good number of Ladies' Easter Suits, special Easter week \$11.70
Ladies' Linen Wash Suits, special Easter week \$3.10
35-cent pure silk Four-in-hand Ties, special 25c
Men's Pure Silk Hose, tans grays and blacks only 39c
\$1.00 Dress Shirts 85c

AX BILLY'S BARGAIN SQUARE SPECIALS FOR MONDAY, APRIL 3RD —

No. 40 Black Taffeta Silk Ribbon, yard 8c
Boys' Wash Suits, ages 3 to 12 years 48c
72x90 Sheets 35c
Two-quart Sauce Pan 9c

The Greater Ax Billy Department Store

You Could Have Bought It Cheaper at Ax Billy's

A MUNIFICENT GIFT

Continued from Page 10, Section 2.

there," remarked Charlie, as having left instruction to call at the hotel for his suits, they drove on.

"They do some fine work," replied uncle. "Thirteen years in the business, in the largest establishment on the coast, is Mr. Mar's record, and he certainly knows how to clean and dye clothes to perfection. His specialty, if you can call it such, is the cleaning of ladies' fine toilets, for that department receives special attention. But then all his departments are presided over by experienced men, direct from the cities, and the reason he does more cleaning, pressing and dyeing than all the other firms here put together, is because he has earned his reputation by honest, careful work. He's done well my pressing and cleaning for years."

"While we are along here," said uncle, "let us stop for a few moments, as I want to introduce you to Dr. W. M. Ruble, in the First National Bank building, our well known doctor of mechano-therapy. I was feeling pretty badly last winter, but I went to Dr. Ruble, and thanks to him, I never felt better in my life than I do now. He is doing a whole lot of good around here, too. I know a lot of people here who have cured, after they had given up experimenting and doctoring with drugs, and they all swear by him."

While waiting a few moments in the cozy parlor, uncle continued: "The doctor is becoming well-known in this part of the state, coming here from Chicago, Ill., where he graduated from the American College of Mechano-Therapy, and since coming here he has enjoyed the patronage of our very best people."

After spending a few moments chatting with the genial doctor, they once more entered the auto and drove up the street.

"I liked Dr. Ruble very much," remarked Nellie. "He seemed so pleasant and I like the way he

smiles at one. I don't like cross, gloomy doctors."

"I'd tell a man," sentimentally remarked uncle, "Dr. Ruble is well liked here, for he has taken many a patient, who was told that his case was almost incurable and had them well in no time without resorting to the knife."

"Is Mechano-Therapy akin to other forms of drugless healing?" inquired Charlie. "Yes," replied uncle. "Dr. Ruble has been to some pains to explain their system to me carefully, and I am convinced it covers the field of other natural methods more thoroughly and to greater length. He certainly put me on my feet in no time, and I firmly believe in the adage that 'By their fruits ye shall know them.'"

"Uncle Henry," said Nellie, as they left Dr. Ruble, "I want a facial massage. Is there anyone in town who gives it?"

"I should say so," replied uncle. "Both the Miss Millers, of the Eugene hair dressing parlors, 44 East Ninth street, are experts, and I know you'll get satisfaction, so we'll ride up and leave you for a while, and I guess Charlie and I can find some innocent amusement while you are in their skillful hands."

Entering Miss Miller's an hour later, Charlie averred that he would hardly have recognized Nellie, if he hadn't left her there, her face looked so fresh and pretty from her massage.

"Miss Jennie treated me so pleasantly, too," remarked Nellie, as they drove on, "and her prices were so reasonable. I had a lovely shampoo. It just feels fine. I'm going there often, for I like their work very much."

"Did you have your nails manicured, too?" inquired uncle.

"Of course," replied she. "Don't they look pretty? I never had a better manicure in my life. For Miss Miller took such pains with them."

"Without question," remarked uncle, "Miss Miller has the best appointed beauty parlors in the city, and I have heard several ladies speak very highly of their facial massage and the artistic coiffures they construct. Then they make all kinds of hair goods and puffs in all the latest

modes, and with their fine line of toilet preparations, hairdresses and combs, they have, without question, the leading establishment in the city, which is patronized by the very best class of people."

While Nellie was busily engaged in conversation with Miss Miller, Uncle Henry, somewhat to Charlie's confusion, indulged in a half serious criticism of his personal appearance. "See here, maybe I'm getting sprucer as I grow older, and that suit you have on is all right for business, but I want you to have a nice Sunday suit, and some dress clothes, and if you are going to live in Eugene you'll have to do as the rest of the men do and go to H. Cato, the fashionable tailor, 443 Willamette street, and get fitted for a suit of clothes. He's got a swell trade, and it's right he should have, for he is one of the best cutters in the country, and he'll fit you like a glove."

After meeting Mr. Cato uncle exclaimed: "Look at those swell suits! Aren't they swell? They are the most exclusive designs in foreign importations you can find in the city, and are the same stuffings the New York and Chicago tailors are showing this spring."

"Nice way he has of treating a customer," remarked Charlie as they left.

"He's the same way with everybody," replied uncle. "Mr. Cato has a lot of friends here and he's won the confidence of the best men in Eugene by his high grade - of work. Then again, he makes the very highest grade tailored suits for women also, among whom he has a large trade. Then he does cleaning and pressing in a very satisfactory manner and is one of the few men who can renovate an old hat and make it look like new."

"Say, Uncle Henry," remarked Charlie, "I've been using up gray matter for an hour or more, trying to figure out that bee puzzle you gave us this morning. Why is a bee like a bad potato?"

"Why," laughingly replied the old man, "a bee is a beeholder, isn't it? And a beeholder is a spectator, isn't he? And isn't a spec-tato a bad potato?"

"That will cost you four good cigars," replied Charlie, "for Nellie and I are too young to stand for a joke like that."

"Nevertheless," chuckled the old man, "I consider that a pretty good joke, and it's on you."

"Well, this has been a pretty strenuous day," remarked Nellie, as they were having dinner. "But I've had a most delightful time."

"I thought you might find it a little bit tiresome," laughingly replied Henry, his eyes twinkling with admiration of Nellie's efforts to "brace up" after a hard grueling day of shopping. "So I've sort of reserved a little treat for you tonight."

"What on earth can it be?" exclaimed Nellie. "You have me interested!"

"I'm going to take you to the Aloha theater," replied the old man. "They have a fine show. I heard."

"They arrived at the Aloha just as a film was being finished, and during the short intermission Uncle Henry remarked:

"You can say what you please, but I like moving pictures like they show them here. I've been in a good many similar theaters, but to my mind the Aloha is the best house of its kind between Portland and Sacramento. Did you notice how clear that last picture was? Well, they are all like that, absolutely flickerless, and I certainly admire Mr. Walker's taste in giving their many patrons pictures that pleasantly instruct, amuse and interest one without the slightest touch of vulgarity. Now comes the vaudeville, and I know you'll enjoy it."

As they were walking home after the performance, Nellie remarked:

"Well, I certainly enjoyed that hour. It was a treat, but is it always crowded like that?"

"It's just the same every night. Mr. Walker runs both the Aloha and Shell theaters, and you can always bank on the Aloha having several of the best vaudeville acts on the road. They change the entire program twice a week, and you will soon see several acts he has contracted for direct from the Orpheum at Portland. The Shell theater has no vaudeville, but they give three big reels of films there, changing them three times a week."

"I must cost something to get up a film," interrupted Charlie. "I guess it does," responded the old man, "but expense is no object when a good film has to be produced. Yes, good films and good clever vaudeville acts cost money, and it's the constant search for and the showing of these good films and acts that has made the Aloha and Shell so popular."

They entered the hotel that evening too tired and weary for words.

"Well, Nellie, we sure did do some hunting today, didn't we?" inquired Uncle Henry.

"Indeed we did, uncle," replied she, "and honestly, I don't know how we are ever going to repay your loving kindness. It was so good of you and we met so many nice people here! One thing is certain," she firmly declared, going up to the old man and putting her young soft arms around his neck, "when we get our house finished, the biggest, best and most comfy room of all is going to be yours, for keeps. Good night, uncle dear!" and kissing him, she whispered, "How could any one help loving you?"

The old man gazed after her retreating figure as she entered the elevator, then throwing back his shoulders as though he had discovered a new world, murmured: "And I'm twenty years younger tonight with those kids loving me, if I'm a day. God bless 'em!"

You will never be offered a better opportunity than now, to get a well known plan for your home, at a specially low price, and on easy terms. The Stevens & Hullin Piano House, Commercial club block.

CEMENT WALKS AND CURBINGS

This is the time of year to have cement work done. First class work guaranteed. Put a curb around your lot in the cemetery. Fuller & Cherry, Phone 880-1, 269 Ferry str. A-15

WOOD & HATHAWAY BROS. Carpenters and Builders

HEATING AND PLUMBING

We use in the plumbing line best grade standard goods; five years guarantee.

71 West Seventh Street

Job work in each line.

DR. A. BURSSELL

Physician and Surgeon, 210 White Temple, Phone Main 678. Residence 863 Harrison avenue, Phone Main 684. Graduate lady nurse in attendance 2-3 p. m., except Saturday and Sunday.

The Real Estate Exchange

611 Ninth and Willamette Sts.

CRESWELL NEWS OF GENERAL INTEREST

John Petty's Team Runs Four Miles Without Breaking Anything

Teams have been busy for several days hauling lumber from the Briggs mill south of town for the residence to be erected by John Martin.

The Bottis & McCune butcher shop has taken temporary quarters in the Gossett building on Front street until their building on Oregon avenue is completed.

O. W. Shinn, the Eugene signwriter, was in Creswell Tuesday with two of his men doing sign work for the Creswell Orchard Co. and the Orchard Homes Land Co. At a meeting of the Eugene-Creswell Extension Telephone Co., held here last Saturday, E. H. Ross was elected president; H. V. Thompson, secretary and treasurer, and A. Sharon, James Soots and John Gilroy directors.

E. H. Tryon, who recently bought stock in the Fruit Growers' bank of this place, also purchased four lots in the Bohrmstedt addition, and will erect an eight-room bungalow on his property. The residence will be modern in every detail and will prove a handsome addition to that desirable residence section.

Workmen started work Tuesday morning tearing down the building on Oregon avenue which has been used as a butcher shop. The pool hall which joined the building will be moved at once to the corner just one block west. This occupied by these two buildings and several feet in addition will be occupied by the new concrete building to be erected by R. H. Parsons.

J. Kouwe and family, A. L. Gove and family, H. H. Powers and wife, E. Anderson and family, George Dan- Jensen and family, all of Minnesota, and R. Groshouse and family of Ar- villa, North Dakota, are expected to arrive in Creswell the first of next week to make this place their home. All of the parties named have bought property here and several will erect residences in town. These are all substantial citizens and Creswell is glad to welcome them.

A team belonging to John Petty got away from him yesterday morning in front of Land & Thompson's feed store, and ran for a distance of four miles north on the county road, where they were caught by Frank Schmitt. The seat of the gravel wagon, to which the horses were hitched, fell down and threw Mr. Petty out over on the front wheel, but did not injure him. This frightened the horses and caused them to run. They remained hitched to the wagon the entire four miles and not a part of the wagon or harness was broken.—Chronicle.

"Moore" cleaning—less work. Its not how much dirt you get out of a carpet—its how much you leave on. A vacuum cleaner with a pull. Moore, the carpet cleaner. Phone 462-J.

Vote for M. S. Barker, independent candidate for mayor.

Now is the Time to Get Busy

Before actual work begins on

our new railroads, fortune fa-

vors him who gets there first.

Come and see us today, for we

have some fine properties, im-

proved and unimproved. Just

about as certain to see rises in

value as the sun is to rise and

set. Think it over, then do a

little acting. There is no time

to lose if you want to get in on

the ground floor this spring on

bargains in building lots, homes

business property or farms.

Ask us about these properties.

The Real Estate Exchange

611 Ninth and Willamette Sts.



Just to Illustrate

The customers of this store are satisfied customers. Satisfied because they know that we carry the best of everything. Everything that they buy here gives perfect satisfaction. As we said at the start: "Just to Illustrate." We carry the Preferred Stock brand of canned peaches. This brand not only gives absolute satisfaction—it does better. When you buy canned peaches you don't generally think of them as being as fresh, dairy and delicious as those freshly picked from the tree.

Here is where there is a treat in store for you. Preferred Stock Dessert Peaches are grown among the highlands of California. Here are grown the finest and best peaches in all the world. When these peaches reach a state of perfect ripeness—when they are juicy and spiky and altogether delicious—neither too ripe nor too green—they are picked—

always in the morning—they are hand-peeled and canned the same day. All of their exquisite freshness and deliciousness is retained. When you serve Preferred Stock Dessert Peaches you serve the very best.

The entire line of Preferred Stock Canned Goods always measures up to this same high standard.



MATLOCK'S -- 31 Ninth East Street Phone 60

See the Anatomy of a Watch

In our south window we have a watch taken down just as it is taken down when we clean it.

We want you to see this display and study it carefully.

Our watchmaker is an expert, having years of experience on railroad watches, and our prices are the lowest you can afford to pay for genuine material and the finest workmanship.

All Work Guaranteed

We want every lady to come in and register tomorrow. The lucky one will get a fine watch.

Watts Jewelry Co.

564 WILLAMETTE STREET

EUGENE, OREGON

Homes For Homeseekers

WE ARE THE OWNERS, NOT AGENTS, FOR THE CHEAPEST LAND IN OREGON

From \$10 to \$50 per acre, within one-half mile of A LIVE TOWN

Improved and unimproved City and Country property.

Land for fruit, garden, grazing and farming

Timber Lands and Insurance.

Terms are made to suit you, because we own the land.

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ALBANY, OREGON

Electric Freight Elevators

Better and Cheaper than Hydraulic

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Hoists, Scrapers, Graders Washers, Etc.

Allis-Chalmers Motors