

## THE EUGENE WEEKLY GUARD

CHARLES H. FISHER, Editor and Publisher  
AN INDEPENDENT PAPEREntered at Eugene, Oregon, postoffice as second-class matter  
Published every Thursday at Eugene, Oregon.  
Subscription price, \$1.50 per year, if paid in advance; \$2.00 at end  
of year.

THURSDAY, FEB. 17, 1910

## PROMOTER FREEMAN'S STATEMENT

The Guard prints today a statement, written by Promoter Freeman, and signed by the members of the board, in which an attempt is made to justify the turning over of the entire matter of printing and advertising to the Southern Pacific Railroad Co. We hope the statement will be carefully read because it fully justifies the criticisms made by this paper.

The Guard took this matter up because it was a subject of grave public interest, and not from any desire to personally attack any man or set of men. In fact, we were disinclined to enter into the discussion, having no desire to engender discord in the work of promoting Eugene's progress, and furthermore because the matter of printing and advertising is something in which we are directly interested, and we have made it a rule not to air our private business grievances through The Guard. Were it not for the fact that a principle was involved, as well as the most effective method of continuing Eugene's publicity campaign, we should have been satisfied to let the transaction pass and allow those responsible for it to learn by experience that partnership with a railroad company is generally beneficial only to the corporation.

The explanation that the railroad company will spend five dollars for every one it receives from Eugene sounds like a clumsy attempt to be funny over a serious question. Railroads are not in the habit of doing such things and philanthropy is not a common virtue among them—at least, it is not of such a pronounced character as to be visible to the naked eye. We know that the railroad is interested in bringing homeseekers to the coast, to the extent that it is after their fares and freight business, but that it will spend its own money to work up business as long as the gullible communities will foot the bill, is passing belief. In fact, it is the rule of the railroad to pluck the newcomer, as well as the community which invites him. Scarcely a car of household goods is shipped into Eugene from the East upon which the newcomer is not handed an extra charge of about \$50 before he is allowed to unload his goods, although he may have a receipt for his freight paid in full from the shipping point. Most of these immigrants pay this excess charge, rather than celebrate their arrival among strangers by the institution of a lawsuit with the railroad. If it is really true that the company loves Eugene so dearly that it purposes to spend five dollars in order to get one dollar of our money, it may be it has created a deficiency fund to meet the outlay with the money filched from the immigrant on his arrival among us. If this be true we should think it would inure more to the benefit of Eugene to spend our own money for advertising and if possible attempt to secure a pledge from the railroad company to treat the strangers fairly and honestly when they arrive here.

As to the value of railroad advertising for a town, a friend at our elbow suggests that if he is feeling ill he may take his choice of paying 50 cents or \$1.00 for a bottle of patent cure-all, or go to a physician, possibly pay more, but receive a remedy for his particular case. In its action, the promotion board has decided to buy a treatment of "Dr. Wm. Bite-em Wells' General Restorative for Run-Down Towns; warranted to produce immigrants, start industries, kill mossbacks, banish that tired feeling, prevent the organization of Nesmith county, pave streets, and, in fact, cure all the ills from which the Oregon country suffers; warranted to stand in any climate, and mixed to the queen's taste, requiring no shaking before taking; manufactured and guaranteed solely by the Philanthropy Department of the Southern Pacific Company, U. S. A." Possibly this nostrum will hit the right spot—sometimes these cure-alls do. Eugene took \$600 worth of it a few years ago and lived through it. Roseburg's treatment lasted two years and at the end of that time that city was strong enough to take up publicity work on its own account. This remarkable testimonial is given freely and permission is granted to use it in any of the company's publications. Some communities have never used any other tonic, and are said to have lost all desire for publicity since using this prescription.

As for the beneficent Southern Pacific Company spending part of this money in Eugene, after they get it into the treasury, it will be awful nice of them to do it. We, of course, should be thankful for small favors; but why should the promotion committee delegate the spending of money in Eugene to the Southern Pacific Company? Do they feel the need of a guardian to handle the money of the people? If local people are to be employed, why does not the committee employ them direct, instead of requiring them to deal with the railroad offices in San Francisco? And then some of the printing is to be let to competitive bids in Portland. Glorious news! Portland needs Eugene's money, since the supply is short there—they are making loans at 4 per cent. In Eugene we pay 8 and 10 per cent—because, of course, we are richer here and can afford to pay higher rates. Every subscriber to the fund will be tickled to death to know officially that the Portland printing houses were taken care of in the deal—a less considerate board might have had all that work done in Eugene and not once thought of those poor printers in Portland. Foreign missionary work is one of the noblest attributes of modern civilization.

Portland is, after five years of original and effective advertising, to take up the railroad scheme, we are told. This does not mean that Portland has not been remarkably successful in its methods of the past five years—its growth has been the marvel of the country. It does mean, however, that it has taken five years for the railroad to secure influence enough in the board to make a get-away with the promotion fund, just as it has taken two years to accomplish the same purpose in the smaller city of Eugene. Let the papers report that any town on the coast has raised a promotion fund of any size worth while,

and the next train is sure to bring one of the sleek-tongued advertising fakirs of the Southern Pacific—the same class of men who sold lightning rods before they moved West to ply a not dissimilar vocation here. They camp on the trail of those dollars contributed by the progressive element of that community until it is garnered into the capacious treasury at San Francisco and their commission rake-off jingles in their pockets. Portland will grow in the future in spite of its advertising by the railroad—and we sincerely hope Eugene will do so. However, it is an old saying that where one partner furnishes the experience and the other the money, at the end of the partnership the relative positions are frequently reversed. Eugene, we gravely fear, is buying experience.

The official statement neglects to say so, but we presume that in this comprehensive contract with the Southern Pacific, which includes about everything except our reciprocal tariff relations with foreign countries, that the corporation guarantees to prevent the secession of Nesmith county, which is about the most vital matter confronting Eugene at present. The local papers might, with considerable loss of business to themselves, be induced by the patriotism that is characteristic of such institutions, to bear the brunt of this campaign, but, since the printing and patronage of the Commercial Club is now placed solely at the disposal of the Southern Pacific Company, we presume this sacrifice will not be required of them. Thus every cloud has its silver lining, even for the newspaper man, who is popularly supposed to receive the reward for his many trials and tribulations only when he shuffles off this mortal coil and joins the invisible choir in those regions where promotion committees are unknown, and railroad railroad corporations cannot break in and swipe his harp and crown.

## PATRONIZE HOME INDUSTRIES

Eugene's woolen mills are making the finest blankets ever put on the market in the West. That may seem a broad statement, but an inspection of the goods will prove that it is not overdrawn—and few Eugene people are aware of the fact. There is too much of a tendency to undervalue the work going on around us, or to overlook it entirely.

Eugene has, in fact, many industries worthy of support and encouragement. Those of her people who indulge in the smoking habit will find no better domestic cigars anywhere than those turned out in Eugene—and those are brands the local smoker ought to call for.

We have an excelsior factory that runs night and day, and employs many hands. Some of the finest cutlery in the world is made in Barr Bros' knife factory, and its product is in demand and is shipped to foreign countries. Incubator factories are exporting large quantities of goods, and we have iron foundries and machine shops, flouring mills, sawmills, planing mills and sash and door factories, creamery, fruit canning and packing house, which combined employ many hands, and in the aggregate furnish an extensive payroll.

To these industries may be added the printing offices and newspapers, with a combined payroll of at least \$500 a week, and probably a number of other industries that have been overlooked in this hasty summary.

For our building operations local brick plants have been kept more than busy in the past three years, and to meet the pressing demand the Fairmount Brick Company is installing the most modern machinery it is possible to secure, and will employ a force of fifteen or twenty men when they are in running order.

What The Guard desires to impress upon its readers is that we have already in Eugene the foundation laid for a large manufacturing business that should grow with increasing population, and that it is the duty of every resident of the city to encourage such enterprises with his patronage whenever it is possible to do so. Take these industries away from Eugene and there would be little left here. We have the raw material at hand which will justify other industries, and have only one serious handicap—that of unjust discrimination in freight rates on the part of the Southern Pacific Company. This drawback must be overcome by a fight for better treatment that will last until it is settled right, and in our favor, or by standing together in favor of a railroad to the coast, which will effectually settle the problem for all time to come.

It is along the line of the building up of our present industries and the securing of new ones that our commercial bodies ought to work untiringly. When the people all come to realize that we must have railroads and industries to make a real city, and the two must come together, then the battle will be more than half won.

The worst trouble we have to contend with now is that so many people do not recognize that fact; they seem to think that in some way, they hardly know how, the city, like the irrepressible Topsy, will "just grow up." They must come to understand that it must be built up by determined and concerted effort.

## SOUTHERN PACIFIC HINDER'S EUGENE'S PROGRESS

What the Southern Pacific Company should do for Eugene is to substantially recognize the city by giving it adequate train service. The Wendling branch trains should be operated out of Eugene, as well as the trains over the Woodburn-Springfield branch. Further than this, Eugene should be made the actual construction headquarters of the Natron extension. The railroad company professes to be interested in the upbuilding of the Oregon country. Its representatives urge the people in every town to wake up, improve their streets, advertise for people and industries, and in every way to be enterprising and progressive. Then it proceeds to make their work next to impossible by discriminating freight rates that allow no factories to exist outside of Portland, and by refusing to help with train facilities city-like Eugene, whose people during the past three years have spent hundreds of thousands of dollars in public and private improvements. If the Southern Pacific will not give the people proper train service over its main line and the branches centering at Eugene, how can we expect to secure the enlarged trade area necessary to justify increasing population?

If the railroad company will only give Eugene the practical recognition its situation and importance among Oregon towns deserves, no one here will ask them to spend five dollars to one of ours for advertising purposes. We are willing and able to do our own advertising in our own way, if the railroad as a common carrier will but do its duty to a town that is paying its tens of

thousands monthly in freight and fares; it need not go into the printing and advertising business in order to get new people here.

The Guard would emphasize the fact, again and again, that what Eugene needs most—what it absolutely must have before it can become a real city—is additional transportation facilities. If these cannot be furnished by the Southern Pacific Company we must unite in an untiring effort to reach the coast, only seventy or eighty miles distant, and thus put an end for all time to railroad monopoly. Eugene and Lane county, with over \$23,000,000 of taxable property and several millions of deposits in the banks, would have no difficulty in building or securing the means to build, such a road if the people would get together and pull in a single direction.

The "Eugene way" should be a highway of steel to the coast, and cannot be construed to mean an advertising and printing partnership with the Southern Pacific Company as long as that corporation is admittedly the greatest obstacle in the way of our permanent growth and advancement.

## VIEWS OF A SUCCESSFUL "BOOSTER"

The growth of Boise, Idaho, has been one of the marvels in Western city building, and this fact makes the views of its Commercial Club manager, Reilly Atkinson, of special interest to all ambitious towns. Speaking before the Walla Walla Commercial Club recently Mr. Atkinson said:

Booster is a word I do not like, but I do not know of a synonym. It means putting the truth about a country before a whole lot of people and letting them act according to their convictions. I had a letter from Mr. Meacham a few days ago which made me sore. It said that some people in Walla Walla were sore because there had not been a large influx of settlers in Walla Walla during the past year. A letter like that always makes me hot. What would you do with a big influx of settlers? How would such a condition help your city? What would the people do after they had arrived here? You must have employment for the home-seekers who come to your locality, or they will turn around and go right out again.

"This cannot be accomplished in a single year, any more than a man can build up a gigantic clothing business, shoe trade, or any other commercial establishment in that length of time. A publicity movement must grow from the foundation up, and not from the top down. There are people who believe publicity means a Fourth of July celebration, with lots of noise as an accompaniment, but I wish to tell you that such is not the case. It is the same as any commercial enterprise, and must be built up gradually.

One way to build up a city is to build up the territory upon which it depends for support. You do not want more merchants until you have the suburban residents to buy their goods. We have absolutely ceased advertising Boise City. I would not give \$5 for the best magazine advertisement in the country for our city. We are featuring our surrounding territory. So you must proceed in the upbuilding of Walla Walla—increase the number of residents in your territory, and they in turn are bound to help the city. During the past year we have spent several thousand dollars for publicity in the following ways: First, for the exploitation of the Boise valley. Second, for the improvement of Southern Idaho. This territory, as it grows in population and improvement will throw money into Boise, through the wholesaler and retailers, and that's building a city.

Mr. Atkinson called the attention of Commercial Club members to the vacant land available for fruit growing in that valley, and said:

If we had that land in the Boise valley it would be supporting 500 families; all making an easy, comfortable living. You have the schools, the churches, the theatres—everything that makes for enjoyment of life and contentment. For heaven's sake forget Walla Walla. Tell the world that you have ten and twenty-acre tracts for sale at reasonable figures. The easterners want to come—but they must know what you have before they will venture the change.

When a man tells me I'm a hot-air artist I feel like telling him he's a liar. It's my duty to let those Easterners know how they can better their condition; how they can give their wives and children a square deal. But it takes money to do those things.

It must be admitted there is a good deal of originality, and a whole lot of horse sense in what this practical "booster" says. Like Walla Walla and many other Western cities, Eugene needs more prosperous people on small farms. A Lane county ranch of 525 acres was yesterday sold to an Eastern man, when such a tract should really provide homes for at least ten families. This it can do, however, only when better means of transportation are acquired. Not only do we need a steam railroad to the coast in order to reduce freight rates, but we must build or secure the building out of Eugene as a centre, in order to make a city here, of electric railways, which will place the farmer close to market. Not till that time comes will the cultivation of small tracts pay sufficient returns to justify the sub-division of large tracts.

The keynote of Mr. Atkinson's address is that if you develop the resources of a community and its people are prosperous and contented, that fact is an advertisement which will bring constantly increasing population, and consequent growth of business.

GLAVIS PARRIES  
DIRECT QUERIES  
OF ATTORNEY

Washington, Feb. 15.—The proceedings of the Ballinger-Pinchot investigation today were dull. Verdicts, counsel for Ballinger, continued the cross-examination of Glavis, and the committee was in executive session forty minutes discussing the admissibility, at this time, of a report from Seattle, giving details of the alleged discovery among Glavis' effects of 24 letters, which have been missing from the official files of the land office there. No decision was announced, but a number of subpoenas for Seattle people were issued.

Glavis fenced with the attorneys skillfully and apparently is a match for all of them. He parries their questions, and when directed to answer "yes" or "no" he always stands upon the right accorded him to follow this up with an explanation, which may run on five or ten minutes or more, and in the course of which he usually takes advantage of the opportunity to say that he was thus convinced that "Ballinger was unfit for the office he holds, is unfaithful to his trust and not loyal to the interests of the people."

J. H. and F. J. Bartels today began suit in the circuit court against Fred Herren for the restitution of certain personal property or to recover damages in the sum of \$200. J. C. Johnson is attorney for plaintiff.

MISS KELLAR  
FIRST WITNESS  
BEFORE JURY

Kansas City, Mo., Feb. 15.—Miss Pearl Kellar, the nurse, who gave the most damaging testimony at the inquest over the body of Colonel Thomas H. Swope, was the first witness called today by the special grand jury investigating the death of the millionaire. Miss Kellar will probably be before the jury two days.

The testimony of Dr. Frank Hall, bacteriologist, who assisted in the autopsy of Colonel Swope's body, given yesterday in a deposition in the office of Frank P. Walsh, has added a new element of doubt to the Swope mystery which it is believed will cause the prosecuting attorney to subject every witness before the grand jury to a severe course of questioning.

Dr. Hall admitted yesterday that the vital organs of Swope were not entirely normal when removed. He said the brain was "cracked" slightly, and that the kidneys were not perfect, and admitted that death might have been caused from uraemic poisoning. He also said in cases of strychnine poisoning death ensued in from two to six hours. Colonel Swope did not die for eleven hours after Dr. Hyde had given a certain white capsule, said to contain strychnine.

Miss Ina Cramer of Portland, is visiting student friends here for a few days.



## Stops Lameness

Much of the chronic lameness in horses is due to neglect. See that your horse is not allowed to go lame. Keep Sloan's Liniment on hand and apply at the first sign of stiffness. It's wonderfully penetrating—goes right to the spot—relieves the soreness—limbers up the joints and makes the muscles elastic and pliant.

## Here's the Proof.

Mr. G. T. Roberts of Resaca, Ga., R.F.D. No. 1, Box 41, writes:—"I have used your Liniment on a horse for some time and effected a thorough cure. I also removed a spavin on a mule. This spavin was as large as a guinea egg. In my estimation the best remedy for lameness and soreness is

Sloan's  
Liniment

Mr. H. M. Gibbs, of Lawrence, Kans., R.F.D. No. 3, writes:—"Your Liniment is the best that I have ever used. I had a mare with an abscess on her neck and one year bottle of Sloan's Liniment entirely cured her. I kept it around all the time for galls and small swellings and for everything about the stock."

Sloan's Liniment will kill a spavin, curb or splint, reduce wind puffs and swollen joints, and is a sure and speedy remedy for fistula, sweency, founder and thrush.

Price 50c. and \$1.00  
Sloan's Liniment  
Solely made in  
Boston, Mass., U. S. A.

BIG CEMENT PLANT  
FOR MAKING TILING  
AND BUILDING BLOCKS

In The Guard's report of the meeting of the East Eugene Improvement Club a few evenings ago it was stated that a gentleman desired to locate a factory here for the manufacture of cement sewer tile and building blocks. This gentleman is Thos. Sellers, a resident of Eugene, who has bought property here and will become a permanent citizen. He has a plant that will make as fine sewer tile as there is made in the country and he claims that it is far superior to the clay tile in use now. The longer the sewer tile is in the ground the longer it lasts, it is said. Mr. Sellers desires the city council to give him the contract to furnish the tile for the new sewer system in Fairmount and he says that after his tile is given a trial he will do a big business with his plant. He says if his product is given a thorough test he will be able to work up a business that will employ fifteen or more men steadily.

Mr. Sellers asks for no bonus, as he owns his own machinery and is plenty able to erect buildings for the plant.

This is an industry that should be encouraged. There is a big field for such a plant here, as a great deal of tiling and building material are used.

L. R. Wilcox and wife, G. M. Wilcox and Jay G. Wilcox arrived here last night from Murray, Ind., and will locate in this vicinity.

MADAME DEAN'S  
FRENCH PILLS  
FEMALE PILLS  
A SAFE, CERTAIN REMEDY FOR ALL MENSTRUAL TROUBLES. NEED KNOW TO FAIL. SOLD EVERYWHERE.

WHITE & CLEAN  
FINE AND PURE

A CLEAN GROCERY  
Recently been collecting all the dust, dirt, etc.  
A visit to this establishment will convince you absolutely of the superior cleanliness of it—and also of the completeness of our stocks. Better still, a trial purchase will convince us to the cleanliness, purity and excellence of our goods.

W. M. GREEN  
Phone Main 25 619 Willamette