

# EUGENE DAILY GUARD

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AN INDEPENDENT PAPER.

WEDNESDAY, JUNE 6

## Newspaper Advertising

Newspaper advertising has a two-fold benefit. It helps the man who thus gives publicity to the advantages he offers the buyers, and it creates a favorable impression of a city by showing to all readers of the paper the live, wide-awake character of its business men. Ben Hampton, a very observing New York business man, has the following interesting observations about newspapers and the practical effects they produce in a community:

"Can you imagine for a minute what life would be without the daily newspaper? It goes into the home, and office, the factory, the shop, and the cars, on trains—wherever you find human beings there will you find newspapers.

"More than that, you will find the newspaper is read carefully, not only for the news of people and events that it gives each day, but for the interesting news of stores.

"I have made many interesting experiments to satisfy myself as to just how a daily newspaper is read. I know that other people have done this and I am pretty sure that the experience of every man who makes any investigations along this line will prove that the first thing that is read in a daily paper published in a small city is the news of a personal and purely local character. I am speaking now of the women readers. They are the ones who buy the goods and they are the ones that we are particularly interested in.

"After the personal information and local news is read, a woman may glance through to see what the big news events of the day are about—that is just about as far as her interest goes. Then she reads the ads, if, indeed, she hasn't read them before. The ads. are to her just as interesting as any other part of the newspaper, and I suspect many times they are more interesting than most of the columns of the average daily newspaper.

"The store news as given in the advertising columns is not only of interest to the thrifty, intelligent housewife, but it is absolutely an important part of her daily business. She wants to keep posted on the newest things; also, she must keep informed as to the best places to buy the articles of merchandise that she needs in conducting her household. All this information she gets from the advertising columns of the newspaper.

"No one need ever question the ability of the advertisement to get itself read. That's the easiest thing in the world. Every advertisement of fair size is sure to attract some attention. If the ad. is well put together typographically, if the headlines are properly written and properly displayed, and if the text matter is prepared with thought and attention; if—in other words—it is made interesting news, the ad. itself will be read with all the care that is needed.

"After that everything depends on the message that the ad. carries. If that message is one of interest to the woman, if it promises her a good piece of merchandise at a fair price, the chances are that she will buy that merchandise if she needs it.

"There has been such an atmosphere of mystery and romance thrown around advertising that I think many people are often confused by what is, after all, one of the simplest propositions in business.

is sure to build up a bigger business, to build it on a more solid foundation and to place it beyond the reach of competition."

Abuse in political campaigns is becoming almost obsolete, so far as intelligent political managers are concerned. They know that it does not change votes or influence fair-minded men. Take Douglas county for example, where the dirtiest political paper in the state turned its mud batteries on Agee, the Democratic candidate for clerk, with the result that he carried that strong Republican county by 750 majority. And many other instances might be given.

How would it do now for the board of regents to take the Agricultural College out of politics for good? Evidently that is what a majority of the people voted for.

The Guard is going to make some marked improvements very soon and in every way endeavor to merit the splendid patronage it receives from the public.

There are some newspapers in the state that would be willing to dispose of a large stock of ante election forecasts at a remarkably low figure.

Will the weather bureau kindly notify Jupiter Pluvius that Lane county has "gone dry"? The old fellow might take the hint.

If Commissioner Edwards should pull in ahead by the skin of his teeth, he ought to heed the warning that the result conveys.

Get down to business again. Don't waste your time listening to the wise ones explain just how it happened.

If we do have a closed town we can at least keep an open road to the Blue River mines.

The electric railway franchise is still pending before the city council.

## Humor and Philosophy

By DUNCAN M. SMITH

### PERT PARAGRAPHS.

It is only the man who can put them up to the house who never worries about expenses.

When a man goes to law his poor relations who have been standing around waiting for him to die might as well go to work.

Try hard as he may to conceal it, those who associate with him will discover his secret if a man has a good opinion of himself.



The girl who takes the cake, Clarence, is the one who knows how to bake it.

There are two sides to everything except the lawsuit in which you happen to be engaged.

We can't help regretting the time we wasted being polite to the millionaire who didn't pan out.

It is hard to believe it of some men that you see that they were once cute babies.

When coming events cast their shadows before in the form of a press agent the shadow always leaves the impression that the event is really a shadow to him.

### How You Feel About It.

Oh, joy, oh, sorrow, what are you? They tell me just a state of mind, And maybe that is more than true, Though to it I am somewhat blind, If that's the case, I'd think one could Arrange a wire or dynamo And touch a button and feel good Although his luck were running low.

How pleasant everything would be If we could only make the choice, From sorrow be forever free And all the living day rejoice! We'd wrap our troubles up in a sack And to our comrades in a can And tell them never to come back On this great think—you're—happy plan.

When we had lost our watch and chain Or some real money in a deal We would not at our luck complain, But would quite blithe and happy feel.

And when the bill for wife's dress Came rolling in and found us broke, Although it laugh us might surprise, We'd say it was a dandy joke.

If thinking brought the thing about, We'd laugh until our sides were sore If we had notharbs or the goat, And if we came looking for a bet, We'd sell a show-down mighty quick, For if we were to lose that bet, That few of us can turn the trick!

## O. R. & N. THE BEST TIME SAVER

### Chicago Seventeen Hours Nearer via This Popular Columbia River Route.

Franklin was right when he said: "Lost time is never found again." The O. R. & N., in addition to giving you 200 miles along the matchless Columbia river, saves you 17 hours to Chicago. It is the Short line to Lewiston. Short line to the Palouse country. Short line to Spokane. Short line to the Coeur d'Alene country.

Short line to Salt Lake City. Short line to Denver. Short line to Kansas City. Short line to Omaha. Short line to Chicago. Short line to all points east. Three trains east daily, 9:15 a. m., 8:15 and 6:15 p. m. The "Chicago-Portland Special" is as fine as the finest. Every comfort of home.

For particulars ask any agent of the Southern Pacific Company or write, A. L. CRAIG, General Passenger Agent, Portland, Or.

### Residence With Barn for Sale

Six-room residence in good repair throughout, with roomy barn, for sale. Price, \$1200, part on time if desired. Within convenient distance of business part of town. Inquire of J. R. Campbell at Guard office.

### L. N. RONEY, CONTRACTOR.

Dealer in cement, lime and hard wall plaster

## Made in Oregon.

# The MOUNT HOOD

## Cigar F.C. POTTS MANUFACTURER.

## CALL UP PHONE MAIN 68

And get your MEAT delivered to any part of the city at any time of the day by special delivery.

## E. T. BUSHNELL

277 13th and Patterson Sts.

### LOGGERS WANTED

Wanted, 25 loggers, \$2.25 to \$3.25 per day. Spaulding Logging Co., Salem, Oregon

### MEN WANTED

Mill hands and yard men wanted, \$1.75 to \$2.50 per day. Willamette Valley Lumber Co., Dallas, Oregon.

### MEN WANTED

Mill hands and yard men wanted, \$1.75 to \$2.50 per day. W. W. Johnson Lumber Co., Dallas, Oregon.

### LOGGERS WANTED

Wanted, 20 loggers, at \$2.25 to \$3.25 per day.

M. McLaughlin, WALTERVILLE, OREGON.

### Eugene Transfer Co.

Successor to Clark's

All kind of hauling and team work. Piano moving & specialty Wood for Sale. Storage.

Office—1st St. & 1/2 way south of Loan and Savings Bldg. Office "Phone-Red 1211. Res. "Phone-Black 62.



### Slightly Building Locations

If you want a home building place where you have plenty of room—are not crowded by neighbors yet within ten minutes walk of the business part of town, see J. H. Campbell about those two slightly lots where you first will strike the raise of College hill, turning west by Chapman's planing mill, then south to get there. Good sidewalk to property and streets on both sides of lots graded and leveled. The grading on both sides leaves the lots one to two feet above the grade with a gentle slope on both streets. Splendid view of the valley, mountains and town from the location. An ordinary gait in walking will take you there from the business part of town in ten minutes. At end of lengthwise board walk on left.

### Woodsawing

Have your wood sawed by a gasoline wood saw. It furnishes its own fuel and does not burn yours—see the point? Saws by a gauge. For prompt service ring up Red 1771 or call at 775 Ferry street. W. E. BODDY

### W. S. BUMPS

VIOLINIST, LEADER OF BAND AND ORCHESTRA  
Late leader of Washington Theatre, Spokane. Instructions given; music furnished for parties, etc. 284 Madison St.

### CHAPPELL & GIRARD

Successors to G. W. Taylor  
**HOUSE MOVING**  
Of all kinds and descriptions. Prices reasonable. Give us a chance to give you an estimate on your work. 131 West 3d Street. Phone Red 272. EUGENE, OREGON

### First National Bank OF EUGENE

Paid up cash capital and surplus..... \$150,000  
A GENERAL BANKING BUSINESS  
Done on reasonable terms. Sight drafts on Chicago, San Francisco and Portland. Bills of Exchange sold up or certificate of deposit. All collections returned to us will receive prompt attention.  
T. G. HENDRICKS, President. S. E. KAKIN, Vice Pres  
W. E. SNODGRASS, Cashier. L. H. POTTER, Asst. Cash.

### Mr. J. Mon Foo,

an experienced compounder of Chinese Medicines,  
Successor to the late Hong Wo Tong, of Albany, Oregon, is now prepared to furnish Chinese medicines to all. The undersigned recommends him and guarantees satisfaction.  
Call or write him at No. 117 West Second Street, Albany, Oregon, JIM WESTFALL.

### A. LOMBARD,

Dealer in  
**Cement, Lime, Hard Wall Plaster.**  
Contractor for all kinds of mason work.  
Enquire of Billmie Bros., Draymen.

### FOR CIGARS

JULIUS GOLDSMITH

### J. ALAUX CO. Merchant Tailors

8 East 9th St., Eugene, Ore.  
Men's Suits to order, perfect fitting. Best quality. Latest novelties at the lowest prices.  
We do repairing and cleaning in gentlemen's and ladies' clothing. Very neatly done.  
We want Your Trade Not Only for One Day, But Forever.

### THE NEW CHINESE ENAMEL

For FLOORS, FURNITURE, BATH ROOMS, ETC.



## CLASSIFIED COLUMN

### FOR SALE

**FOR SALE**—Two acres, mostly bottom land, convenient to schools and university, new house of six rooms, chicken house, etc. Some fruit set out. \$1200. Owner, 733 East Eleventh street, Eugene.

**FARM FOR SALE**—A 147 acre farm for sale. Across the first Fall Creek bridge, 16 miles from Eugene. Part bottom land. Address Theodore Gaspey, Jasper, Oregon.

**FOR SALE**—House of nine rooms, with bath and fruit rooms and woodshed attached good well of water; lot rod for irrigation; lot 90 feet front by 180 feet back; small barn; number of fruit trees; good garden. A bargain if taken soon. 319 East Ninth street. j11

**FOR SALE**—A good refrigerator—New Perfection—at a bargain. Must be sold soon. Call at 650 Lawrence street. tf

### FOR RENT

**FOR RENT**—House and barn on West Sixth street. Apply to S. Smeeds, 195 West Tenth street, phone Red 2791. j8

**FOR RENT**—Nine rooms, with bath and closet. 53 East Ninth street. All outside rooms. \$15 per month. Apply John Davies, 29 East Ninth street. tf

**FOR RENT**—Furnished or unfurnished rooms for rent in our new brick block at 67 East Ninth street. Building is equipped with electric lights, toilets, baths and all modern improvements. Geo. T. Hall & Son.

**FOR RENT**—A 11-room flat, newly arranged, papered and painted in brick on Ninth street, for less than \$1.50 a room per month, or separate to suit tenant. Enquire E. H. Ingham, phone Main 9.3. tf

### MISCELLANEOUS

**WANTED**—Three unfurnished rooms for family of three grown people. Enquire at this office at once. j9

**RUGS WOVEN TO ORDER**—From your old carpets. Prices reasonable and work guaranteed equal to best. Freight charges paid. Prompt execution of orders. Write today for particulars. A. L. Ferrington, Albany, Or. tf

**WANTED**—Girl for housework wanted by Mrs. Frissel at McKenzie Bridge. Apply to Mrs. Geo. Croner, 81 East Tenth street. tf

**COOK WANTED**—At the Hotel Sparks immediately. Write Dexter Sparks, Blue River, Oregon. tf

**PURE WATER**—Pure water from bed-rock wells. I can bore or drill one for you cheaply. Why not have the best water? Call on or address J. E. Kilborn, 219 Jefferson street, or C. E. Gardiner, 118 1/2 Villard avenue, Fairmount. Telephone Red 4734.

**MONEY TO LOAN**—On real estate at low rates. Jesse G. Wells, attorney-at-law, room 6, 507 Willamette street, Eugene, Or.

**Fine Hall for Rent**  
The large hall over Newland's store, Ninth street, suitable for societies, for rent. Is 38x100 feet and can be partitioned to suit. Will be vacant June 1. Inquire of J. N. Davies at Eaton's book store.

### For Sale

300 acre ranch situated twelve miles east of Eugene, four and a half miles from S. P. R. R. station, well improved; 50 acres orchard; on McKenzie river; loamy soil; mostly seven-year old apples of best commercial varieties adapted to this valley. Low interest and easy terms to suit purchaser. For particulars inquire E. H. INGHAM, phone Main 23, Eugene. j8

### Wool Wanted

Your wool wanted at the highest cash price at the Eugene Woolen Mills. tf

### Eighth Grade Examinations

The final eighth grade examination for the public schools will be held on May 17 and 18, June 14 and 15, 1906. Teachers who have pupils ready for the examination should notify the chairman of the school board, whose duty it is to conduct the examinations in person or appoint some one other than the teacher, and notify me of the number of questions and who is to conduct the said examination so the examiner may receive the questions in time.  
W. B. DILLARD, County Superintendent.

### Death From Lockjaw

never follows an injury dressed with Bucklen's Arnica Salve. Its antiseptic and healing properties prevent blood poisoning. Chas. Oswald, merchant, of Rensselaersville, N. Y., writes: "It cured Seth Burch, of this place, of the ugliest sore on his neck I ever saw." Cures cuts, wounds, burns and sores. 25c at W. L. Delano's drug store.

### Wool and Mohair

Geo. T. Hall & Son will pay the highest price for wool and mohair.  
GEO. T. HALL & SON

Come and get some of our bargains before they are all gone, as everything is going fast at  
JENNINGS & EDWARDS.

Wool, wool, wool. At Eugene, Oregon.

### HALL & SHUMWAY,

Carry a full line of plumbing material. Also general plumbing and sewer work. Sheet iron work. Iron work promptly attended to.  
Phone Black 1201. 189 Willamette.

### DAY & HENDERSON

Undertakers and Embalmers  
Corner Willamette and Seventh Streets

### W. T. GORDON, Funeral Director

STATE LICENSED EMBALMER  
Residence 625 Olive St. Phone Black 1201  
Office in Gordon Block, 9th and 10th

### S. E. STEVENS,

Will attend to Piano and Organ and repairing  
Careful work and reasonable charges. Leave orders at Rankin's Music or residence, 134 West Twelfth. Phone, Red 795

### When you break your bike

Just take a hike  
And look for Mike.  
He will fix it good for you.

### MIKE WALD'S Repair Shop.

In rear of Chambers' Hardware Store  
152 Olive Street

### PROFESSIONAL COLUMN

### DR. F. E. SELOVE

General Practitioner.  
Office and residence in Beckwith Building.  
Telephone Red 1591.

### DR. McDOUGAL

PHYSICIAN AND SURGEON  
In addition to general practice special attention given to diseases of women and children.  
Office over Preston & Hale.  
Phone Black 100.

### W. O. PROSSER,

PHYSICIAN AND SURGEON  
In addition to general practice of surgery, special attention to all diseases of throat and eye.  
Residence, corner 17th and First streets.  
Office, Beckwith building.  
Telephones—Office, Black 1201; Residence, Black 1202.

### Mrs. Anna Maurer

Osteopath physician. All diseases treated. Women and children a specialty. Offices over J. Dunn's. Phone Red 1601.

### Dr. M. G. E. BENNE

Successor to Dr. H. E. Prater  
**Osteopathic Physician**  
Acute and Chronic Diseases Treated.  
Office corner Seventh and Willamette.  
Phone Red 1831.

### M. R. C. V. S. EDENBURGH, D.D.S.

**Dr. J. CHRISTIA**  
Veterinary Surgeon.  
Secretary and treasurer of the Board of Medical Examiners. Diseases of animals treated on recent principles.  
Located at Bangs' Stable, Eugene.  
Res. Corner 1st and Olive. Phone Red 100.

### GEO. B. MORRIS,

Attorney-at-Law  
Office west of Willamette between 10th and Tenth

### LEON R. EDMUNDS

ATTORNEY-AT-LAW  
Rooms 1 and 2, Eugene Loan and Savings Bank.

### J. M. Williams

**Williams & Bean**  
Attorneys-at-Law  
Practice in all the courts of the state and before the U. S. District Court. Offices 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

### I. N. HARBAUGH,

Special attention to disposition of estates. Agents Continental and North British Insurance Companies, Room 5, First Bank Building, Eugene, Ore.

### A. C. Woodcock

**WOODCOCK & POTTS**  
Attorneys-at-Law  
Office—One-half block east of downtown Block, Eugene, Ore.

### J. J. Walton

**WALTON & NEW**  
Attorneys-at-Law  
Will practice in all the courts of the state. Office—Room 30, downtown Block, Eugene, Ore.

### L. BILYEU,

Attorney-at-Law  
Office over Yoran's Shoe Store, Eugene, Ore.

### L. M. TRAVIS,

Attorney-at-Law  
Office—Over Eugene Loan and Savings Bank, Eugene, Ore.

### Helmetis W. Thompson

**THOMPSON & HALL**  
Attorneys-at-Law  
Office over Yoran's Shoe Store, Eugene, Ore.  
Practice in all the courts of the state.

### S. O. ALLEN,

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