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AN INDEPENDENT PAPER.

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SATURDAY, MARCH 16

NEWSPAPERS AS INDUSTRIES.

The Daily Guard is carrying twice as much advertising as it was a year ago and its business in twelve months has increased 100 percent or over in every department. This is a remarkable growth, but only reflects the growth and prosperity of Eugene and the territory tributary to it, and the prosperity of the newspapers in a town benefits the city by advertising to every exchange upon its list the fact that Eugene is a splendid town. Only live communities are able to support live newspapers. This is where the business man who advertises in the newspapers secures a double benefit—he gets the direct returns from the publicity given among the readers of the paper and helps to advertise his community by enabling the newspaper to enlarge and expand its influence, thereby deriving further benefit from the increasing population of the town and surrounding country.

The old, erroneous idea that newspapers are a burden upon the communities in which they are published and have to be "supported" has been banished from every intelligent mind. They are now recognized as legitimate business institutions, as essential to the life of a community as mercantile houses or banks, selling the news and their advertising space at fixed rates, and giving value received for all the money paid them. The first thing that is deemed necessary nowadays in founding a town is the establishment of a newspaper, and the shrewd investor as a rule scans the newspapers closely to judge of the advantages and enterprise of a city before investing his money in it. Further than this, newspapers and printing offices are now regarded as important industries, contributing their full share to the local payroll. Take the Guard as an example—its weekly pay roll amounts to \$200, all of which is distributed by its employees among the people of Eugene—there being few industries here that contribute so much regularly to the support of our wage-earning population. The receipts to meet this expense are less than half contributed by the citizens of Eugene, the remainder coming from a wide expanse of country to be expended in the upbuilding of Eugene's commercial interests. Scarcely a businessman of the city pays the Guard more for advertising or job work than he gets back, directly or indirectly, through some channel of business, because of the large amount of money paid out by this newspaper.

Some persons there are who never thought of these things before, because if they had there would be fewer billboard patrons and more newspaper advertisers. The cities of Butte and Anaconda have found that they could afford to part with nearly any of their industries rather than lose their newspapers, once they were given an object lesson—and it would be the same in Eugene.

In an interview at Binghamton, New York, the other day, Wm. J. Bryan expressed his views on the railroad situation as follows: "The

most interesting phase of the situation is the refusal of the people to lend money freely to the railroads. The railroad managers say this is due to hostile legislation, but this is a mistake. There has been no hostile legislation of sufficient severity to impair the real value of railroad securities, if the railroads have been honestly conducted upon an honest capitalization. If the investing public is alarmed, it is because the railroad managers, in a vain effort to terrorize the legislatures, have carried matters too far. If any other reason is needed for the hesitancy on the part of investors, the investigations furnish it, for the inquiries have shown to what extent railroad stocks have been watered. But what is the alternative? Must the government refuse to investigate rotten management for fear the mis-managed roads will no longer be able to fool the public into buying inflated securities? The sooner the railroads are put on an honest basis the more secure will the investing public feel."

There is a general sentiment in favor of the organization of a band in Eugene, the businessmen, almost without exception, showing a disposition to extend liberal support for its maintenance. This city formerly had the best band in the state, and there is no good reason why it should not be so again if an organization is effected with that end in view. The hastily improvised band that paraded the streets the other day showed that there is ample musical talent here, and leadership is all that is lacking.

The promises of the Southern Pacific to build that new depot in Eugene this summer sure would cause more general satisfaction if it had not been promised with unfailing regularity for several years past. It has come to be regarded merely as one of the early signs that spring is coming, gentle Annie.

Inasmuch as the Porto Ricans have less general prosperity than they had under Spanish rule, they are not over enthusiastic in expressions of love for the American regime. There should be no connection between pockets and patriotism, but there is, just the same.

Good people can prepare to be disgusted as B. H. Shaw, the cantankerous knocker of ideals, is writing a play around our Gorge Washington. England had better look out for "strained relations," and furnish Ambassador Bryce a big explanation fund.

With street paving and electric railroad building Eugene ought to be the liveliest city in Oregon this summer. And then there are university building additions and a government building to add to the long list of improvements that are definitely settled upon.

Former Senator Chandler's assertion that "Mrs. Eddy is syndicated" gives a tip to the senatorial Chautauqua bunch, though the process of syndicating an individual is yet to be explained.

Governor Deneen, of Illinois, is ambitious of taking a hand in the squeezing of some of the water out of the securities of railroads in his state. A very worthy ambition it is, too.

A syndicate of expert witnesses may be expected to act on the Thaw trial tip and establish an agency for the sale of "brain storm" to murderers able to put up the price.

Having won his bid for three-cent fares Mayor Tom Johnson, of Cleveland, is now out for free street cars. No wonder they can't beat him for office in his town.

Yesterday was the anniversary of the birthday of Andrew Jackson—for whom a good many Democrats are still voting, although he died 62 years ago.

Ashland is the latest Oregon town to raise a big fund for a rousing publicity campaign. The era of progress is dawning sure enough.

Congressman Hepburn, of Iowa, recently tossed this lemon to the railroad branch of high finance: "I believe that Harriman is the living

The Hope Of Reaching the North Pole

By Dr. FRITJOF NANSEN, Veteran Polar Explorer



MANY people doubtless will ask what prospects there are of ACTUALLY ATTAINING the north pole after Peary's latest experience. The distance Peary covered from his base toward the pole was about 280 miles, and there still remained about 203 miles. Thus he traversed between a half and two-thirds of the distance between the northern coast of Grant Land and the pole. It seems that Peary himself thinks that the year was an UNFAVORABLE one, in consequence of the mildness of the weather. It is not so much the mildness of the season as the wind and currents which break up the ice AND MOVE IT.

IT IS IN THIS WAY THAT THE EXPLORER IS MOST HAMPERED IN HIS JOURNEY ACROSS THE DRIFTING POLAR ICE.

One consequently must be prepared every year to meet similar conditions in the north, and sledge journeys across the polar ice, therefore, are always more or less difficult as compared with sledge journeys ALONG THE COAST of arctic lands or across the inland ice of Greenland. One cannot expect to cover such great distances daily in the north polar sea as is possible, for instance, during journeys over ice along coasts, and this is the case even if one travels across the polar sea IN THE BEST SEASON, which is the early spring. Later in the summer the difficulties are greatly increased, as the ice is then broken up in floes, with channels between, which are not soon covered by ice, as the temperature of the air rises too high.

But what makes the sledge traveling across the north polar ice so difficult is not only the open water lanes and channels, which have evidently caused Peary much trouble, but it is also the UNEVEN SURFACE of the ice which is formed by the ice pressures piling up the ice into "pressure ridges and hummocks," as was especially experienced by Markham. These are difficult to cross, with heavy sledges, which generally have to be carried.

We thus see that a sledge expedition, say, Grant Land, Greenland, or pe the west, stretching farther north, DIFFICULTIES. None the less, a sledge traveler like Peary, above all, with good dogs AND PEOPLE to accomplish the task.

A sledge expedition across the MOST KNOWN LAND to the all an impossibility, and if ANY one to carry it out it is certainly Peary, see this expedition carried out, on northward and one "drifting expedition." PEARY'S LAST WONDERFUL HOPE OF FURTHER SUCCESS.

A Hymn

THE ANGEL

By Edmund Hamilton

THIS, the most poetic of all the Christmas carols, was written by the American, Edmund Hamilton Sears, Weston, Mass., Jan. 11, 1855. It is a graduate of Union college, Schenectady, N. Y., and a member of the Episcopal church. Although the hymn is popular, and its use in church service universal, along with the older hymns in England and in the colonies Christmas day.

It came upon the midnight clear,
That glorious song of old,
From angels bending near the earth,
To touch their harps of gold:
"Peace to the earth, good will to men,
From heaven's all gracious king!"
The earth in solemn stillness lay
To hear the angels sing.

Still through the cloven skies they come,
With peaceful wings unfurled,
And still celestial music floats
O'er all the weary world.
Above us and below us
They bend on heavenly wings,
And ever o'er its hallel sounds
The blessed angels sing.

Justification of all the railroad legislation we have enacted and all we attempted to enact, and that by his own admission we should have passed laws much more drastic than we did pass."

The Albany Democrat says that the hotels there got full several nights this week. Prohibition in Linn county seems a failure also.

The Discontented Man.
He wooed and won a pretty girl
With hair of shining gold;
She loved him with a loyalty
Quite touching to behold.
But other people's wives he used
Approximately to count;
And growl and grumble at his own—
The discontented man.

His business prospered every day,
Another store he leased.
He bought a house and motor car
His bank account increased.
But still he wore a gloomy face.
"White Jones is in the van,
My trade is going back," he claimed.

The discontented man.
His children in and out of school
Were well behaved and bright;
They reached the head of every class
And studied day and night.
"It didn't take me half so long
To learn when I began;
I wasn't such a duffer," complained
The discontented man.

He went abroad and viewed unmoved
The Rhine's majestic flow;
The snowy splendor of the Alps
The matchless lakes below.
"I want to get a steamer home
As quickly as I can;
There's nothing here worth seeing,"
cried
The discontented man.

At last he left his earthly cares
To mount the starry skies
And knock upon the pearly gates
That lead to Paradise.
And, though to find the portals wide
St. Peter nimbly ran,
"You're long enough about it," said
The discontented man.

—Lubbock's Weekly.

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per word first issue, 1/2 cent
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One month per line 25 cents.

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FOR SALE

WOOD FOR SALE—Enquire at Yoran's shoe store. m

FOR SALE—Second-hand typewriter, good as new; phone Main 29. m16

FOR SALE—A small single mill cheap for cash. Call on or address T. C. Thomson, Vida, Or. m

FOR SALE OR TRADE—Fine stock ranch with plenty of spring water for irrigating purposes. See Lee Hoselton, Oregon Cigar Store. m

FOR SALE—The best located board-barn; must be sold in next few days in Springfield; a great three days. Address Flegel & Ryehard, Springfield, Or. m16

FOR SALE—High and dry lots at your own price. Lots 1 and 2, block 4, Rees addition to Eugene. Address owner, John T. Wilkins, Wonslow, Wash. m17

FOR SALE—7 rooms, pantry and bath, two acres, 75x810, garden ground at 725 East Eleventh st., large outbuildings, including two barns, fruit trees, small fruits in abundance. \$1800 cash. Inquire on the premises. m13

WANTED

WANTED—A man to wash dishes and assist in kitchen. Willamette House, West Eighth street. m16

WANTED—A first-class waitress. Willamette House, West Eighth street. m16

WANTED—20 goats. Enquire at Barker's sawmill or M. D. Bissell, 252 East Fifteenth street. m22

WANTED—At the Eugene brick yard, man to drive team and woman to cook. Man and wife preferred. W. A. Cook, Phone Farmers 85. m

WANTED—To trade for Eugene property, an elegant home with 4 lots in Salem. Enquire of S. Merlan, 546 Washington street, corner Seventh. m16

WANTED—Three salesmen for our new county, township and railroad surveys of Oregon. These surveys are a splendid compilation of facts, figures and drawings, and of wonderful value. Counties and towns are fully indexed, and population of each is given; railroads plainly shown and distances between all stations also shown; congressional districts outlined, numbered, and populations given. Other features too numerous to mention. A splendid opportunity for energetic men. Rand, McNally & Co., Chicago, Ill. m1

LOST AND FOUND

LOST—Black lace scarf on Olive street, between Fifth and Sixth. Leave at Guard office and get reward. m15

FOR RENT

TO RENT—By week, month or season, a most desirable, well-furnished five-roomed cottage pleasantly located at Nye creek, Or. For particulars call at Hampton Bros' store. m15

Logan Berry Roots.

I have some fine logan berry roots for sale; also some of the Logan or Mammoth blackberry roots. They are large, with but few small seeds. Call or address D. R. Lakin, 179 East Eighth street, Eugene. m16w11

NOTICE

All water and light bills are now past due. Please call at our office and make settlement. This means all who are delinquent—no exceptions. Must close up last month's business. m20 WILLAMETTE VALLEY CO.

I want timber direct from owners. No brokers. Can pay cash for real bargains. No tract too big, none too small, to be considered. In answering give location, cruise, percentage, distance from water and transportation, title and rock bottom price. If price is too high you will never hear from me. Address "X," care Guard, Eugene, Oregon. m9-13-16

M. O. Warner tunes pianos. Leave orders at H. E. Morris' music store.

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DR. J. F. TITUS, office Matlock building. Residence, 632 Pearl street. Office phone Red 1091. Residence phone, Red 4981.

MRS. ANNA MAURER, osteopathic physician. All curable diseases treated. Women and children a specialty. Office over F. E. Dunn's. Phone Red 1631.

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S. D. ALLEN, Attorney-at-law, 616 Willamette street, Eugene, Oregon.

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LEON R. EDMUNSON, Attorney-at-law. Rooms 1 and 2, Eugene Loan and Savings Bank.

WILLIAMS & BEAN, Attorneys-at-law. J. M. Williams, L. E. Bean. Practice in all courts of the state and before the U. S. Land Office. Offices 12, 13, 14 and 15 McClung Building.

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L. BILYEU, Attorney-at-law. Office over Yoran's shoe store, Eugene, Oregon.

L. M. TRAVIS, Attorney-at-law. Office over Eugene Loan and Savings Bank, Eugene, Oregon.

WOODCOCK & POTTER, Attorneys-at-law. A. C. Woodcock and E. O. Potter. Office one block south of Chalmers block, Eugene, Oregon.

WALTON & NESS, Attorneys-at-law. J. J. Walton and S. P. Ness. Will practice in all the courts in the state. Office, room 3, Walton Block, Eugene, Oregon.

BOWER & MARTIN, Attorneys-at-law. J. H. Bower and W. G. Martin. Will practice in all courts. Office over Chambers-Bristow Bank, Eugene, Oregon.

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"I had one hundred acres of land near Union, Oregon, and the squirrels came in from the hills in such numbers that it seemed impossible to do anything with them. Fleeting good reports of 'Woodcock' Squirrel Poison I purchased six cans which I did off the entire drove completely. The squirrels lay dead over the field by hundreds. Now I have a great crop on the land, the best I ever raised. 'Woodcock' poison kills them all. You may be sure I shall use no other."

S. S. BOOTH, Union, Oregon.

The above letter explains what "Woodcock" Squirrel Poison does. It is certain death to Ground Squirrels, Prairie Dogs, Gophers and Sage Rats.

Joseph Wells of Weippe, Idaho, killed 150 squirrels with the contents of a single can.

It costs a little more than some others because it is better. Every Package Guaranteed.

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