

Grand Embroidery Sale

Thousands of yards of bright new Embroideries came in last Saturday, many of the new designs are exclusive for us and will be shown by no other store in Eugene this year.

One Lot on Sale Friday and Saturday, at yard . . . 5c

Friday morning, Newland's will put on sale hundreds of yards of new embroideries at the smallest price ever known in Eugene for such values as these. To miss this sale is to miss an opportunity to buy for five pennies embroideries that are actually worth 10 cents the yard, 12 1/2 cents the yard and some would be good value at 15 cents the yard.

Some of these embroideries are now on display in our west show window, we want you to see them and then attend the sale which begins Friday morning, January 31st, at 9 o'clock, for two days sale price the yard. **5c**

Other Embroideries on Sale

Thousands of yards of other embroideries will be on sale Friday and Saturday. Great values will be offered for the two days at different prices.

10c, 12 1/2c, 15c, 20c and 25c the yard

All This Week Splendid Bargains at NEWLAND'S

5c will buy fine wide lace worth 10c, 12 1/2c and 15c the yard



All this week we offer this beautiful waist worth 1/2 more at **\$1.48** This waist and dozens of others on sale all this week at ea. **\$2.48**

Men Can Save Money at Newland's

ALL THIS WEEK
\$2, \$2.50 and \$2.75 Sweaters now **\$1.50**
All Men's Shirts, none held back, worth \$1.25 this week **90c**
Another lot of Golf Shirts, worth \$1.00, sale **75c**

Newland's Department Store

..WATCH SNAPS..

LADIES
Solid Gold Case, Swiss Movement \$7.00
Gold Filled Case, New England Movement \$9.00
Filled Cases, Elgin or Waltham Movement \$13.50 to \$30
Solid Gold Case, Elgin or Waltham Movement \$25 to \$40

GENTLEMEN
Sterling Silver Case, Swiss 15 Jeweled Movement \$15.00
30 year Case, 17 Jeweled, Elgin or Waltham \$14.00
35 year Case, 15 Jeweled, Hampden \$18.50
45 year Case, very thin model \$20.00

These are only a few of the good values you can find here. We want you to come and price.

J. O. WATTS, Corner 9th and Willamette

IF YOU NEED

..GROCERIES..

WE HAVE THEM

A full line of Groceries, Flour and Feed, Tin and Graniteware. Headquarters for White River Flour
Candies, Nuts and Oranges

D. W. WHITE, The Grocer
Corner 5th and Willamette Sts. Phone Red 4611

WHITSON AND GILSTRAP FOR REPRESENTATIVES

The Guard learns from reliable sources that among the Republican candidates for the nomination of representative to the legislature from Lane county are Dr. L. L. Whitson and W. G. Gilstrap. The friends of each are said to be urging them to run and each is said to have a strong backing. Dr. Whitson is president of the Commercial Club and Mr. Gilstrap is editor of the Register. Captain C. J. Dodd, of Springfield, has already filed his petition for nomination, but so far no others have been prominently mentioned as far as The Guard can learn.

HOSPITAL OPEN TO PUBLIC TOMORROW

The new general hospital on College Hill will be opened for public inspection tomorrow afternoon at 2:30 o'clock. All the fixtures have been placed and the institution is now ready to receive patients. The public is invited to visit the hospital from 2:30 in the afternoon till evening.

BIG PIE SOCIAL AT LOWELL LAST WEEK

(Special Correspondence.) Lowell, Jan. 29.—School closed in Rush Island district Friday with a program of exercises. There will be one month's vacation, then four months more of school the present school year, with Miss Martha Howard teacher.

The social held the night of the 26th inst was a grand success. Fifteen young ladies baked pies and numbered them, each one keeping the number of their pie, which was sold to the highest bidder. The lowest price paid was \$1.50, the highest price being \$2.50. The fifteen pies sold for \$29, which will be used to re-seat the schoolhouse. There was not enough pies to go around, and some of the young men did not have pie for supper, although they made those who loved pie pay for it. After the pies were sold there was a collection taken for a sick man and his family in Winberry, and the response was \$22.

There were quite a number of our people attending the revival meetings at Lost Creek.

Joe Hills started work at his logging camp near Rush Island Monday the 27th inst.

We are having some frosty nights, but the days are ideal for work.

Joseph Blakeley made a trip to Eugene last week to be treated by the physicians for stomach trouble and thinks he has been greatly benefited.

Mrs. Bowman and daughter, of Washington, have been at Hazel Dell visiting Mrs. Bowman's father, David Wilhelm, for some time, and also visited Mrs. Maggie Cain, her aunt, living at Rush Island. She departed Monday morning for Oakland, Cal., where she will permanently locate.

Miss Martha Howard, the Rush Island school teacher, will visit her parents, living near Oakland, Douglas county, during vacation. She will attend the institute at Eugene the middle of February.

A FRUITFUL REVIVAL AT LOST VALLEY

(Special Correspondence.) Lost Valley, Jan. 29.—Since Rev. Baker commenced revival services here on the 13th inst he has preached to crowded houses. His sermons were powerful and his pleas such that those who did not respond were very weary. About twenty-five are the fruits of Rev. Baker's efforts in this valley. The meeting closed Sunday with a service before baptism. Those applicants for baptism who were not prepared Sunday will be baptized on Monday, Baker's next visit.

A mission station of the Creswell Baptist church was organized here with a membership of over thirty-five.

Several of the neighbors got together last Friday and succeeded in killing a large cougar watch measured seven and a half feet. E. T. Templeton was the lucky shot.

Mr. and Mrs. John Crall, of Middle Fork, were in the valley over Sunday.

TEA

There's plenty of humbug in tea; not one ounce in a ton Schilling's Best.

Your grocer returns your money if you don't like it, we say him

IT DOES THE BUSINESS

Mr. E. E. Chamberlain, of Clifton, Me., says of Bucklen's Arnica Salve: "It does the business; I have used it for piles and cured them. Used it for chapped hands and it cured them. Applied it to an old sore and it healed it without leaving a scar behind." 25 cents at W. A. Kuykendall's drug store.

WILLIAMS' CARBOLIC SALVE WITH ARNICA AND WITCH HAZEL

The best salve in the world for cuts, bruises, sores, ulcers, salt rheum, tetters, chapped hands and all skin eruptions. Guaranteed to give satisfaction or money refunded. Sold by Linn Drug Co., Williams Mfg. Co., props.

"The poor we have always with us." Buy a ticket for the charity ball. Tickets for the charity ball, \$1 a couple. 129

NEW TODAY.

DO YOU WANT A HOUSE BUILT?—If you want the best end of the bargain, contract with us by day or job. A new owner. L. S. 350 West Fifth street. 11

COLONIST RATES IN EFFECT MARCH 1.

Every property holder and every citizen in the State of Oregon is indebted to the newspapers, the commercial bodies, the schools and the business men for conducting an advertising campaign through 1907 which brought 27,215 people to this state as a result of the colonist rate in March and April, September and October.

No greater return has ever been achieved as a result of community organization and co-operative advertising. This record of 27,215 people for every day for 120 days is almost without a parallel in the history of immigration effort anywhere in this country. During the same months of 1906, the colonist rates brought 9,001, or in round figures 50 per cent.

The colonist rates go into effect again on March 1st, and continue until April 30th, and if the same energetic campaign can be carried on in 1908, even this large influx of new people can be increased and it is certainly worth while.

The colonist rates were the central feature around which the seventy-six bodies composing the Oregon Development League carried on their campaign, and the chief credit for this result is given to the newspapers, to whom it belongs.

The direct benefit of the colonist rate is that it brings people to every section, and builds up the country around all the towns rather than increasing the population of the larger cities. And it has been conclusively proven that immigration comes to communities in direct proportion to the effort expended by them.

During the winter months, January and February particularly, the farmer in the great Middle West (from whence comes our greatest immigration) does his greatest reading, and we want to be sure that he reads the story of Oregon. During the past year more than five million copies of printed matter were circulated from this state, and in all of these the special rate was promoted. It has been the constant effort of the Portland Commercial Club in its correspondence throughout the state to impress upon all the people of Oregon that this low fare applies to all points the same as to Portland, and in all advertising this fact has been emphasized.

Immediate organization should be commenced everywhere by the commercial bodies and through the schools. Oregon needs no one thing more than additional population.

Present rates are \$30 from Kansas City, St. Paul and all the Middle West; \$35 from St. Louis and important points in the Mississippi Valley; \$38 from Chicago; \$55 from New York; and a proportionate rate from every portion of the United States. The rate is \$2.50 less to Umatilla and all points East.

RANK FOOLISHNES

When attacked by a cough or a cold, or when your throat is sore, it is rank foolishness to take any other medicine than Dr. King's New Discovery," says C. O. Eldridge, of Empire, Ga. "I have used New Discovery for seven years, and I know it is the best remedy on earth for coughs and colds, croup, and all throat and lung troubles. My children are subject to croup, but New Discovery quickly relieves every attack." Know the world over as the king of throat and lung remedies. Sold under guarantee at W. A. Kuykendall's drug store. 50c and \$1. Trial bottle free.

Charity Ball
Charity Ball
Charity Ball
January 31st, 1908
January 31st, 1908
January 31st, 1908
At the army. 129

ACCESSIONS TO CHRISTIAN CHURCH NOW 126

Before a large audience again last night Dr. S. M. Martin exhibited his wonderful power in delivering God's message in the most impressive manner.

In an intensely interesting sermon on "Men Pleasing" we were made to see how the blessed gospel may be in direct opposition to man's unenlightened desires, yet if it be accepted with the whole heart then the desires will be transplanted into purer and nobler channels. In other words, the gospel may not at first be man-pleasing, but if it is received it will prove man redeeming.

Man's great turning point is his displeasure with his own deeds. When the gospel calls mankind to look higher it offers to those who heed its call the garlands of victory and the blessings of eternity.

Up to this time the number of accessions is 126. Great interest is being manifested.

Be sure to hear the sermon this evening on "Infant Baptism—Man's Invention." Splendid song service under the leadership of Professor Davis. All welcome. Come early. Begins at 7:30.

HIS PARLORS JAMMED

Chesterfield, the Clairvoyant, Has a Klondike of His Own.

Grant Chesterfield, the clairvoyant and palmist, evidently is having a carnival of his own in his parlors at 642 Willamette street. So many were the engagements made to see the celebrated enigma that he was obliged to refuse any more applications until he learned definitely just how long he will remain in Eugene.

All day long yesterday carriages were stopping in front of his place of business and it seemed as though everybody was restless to consult him.

Chesterfield was talking like a steam engine and one after another the long string of people passed through the consultation room, the majority emerging with smiles on their faces, and many were turned away, unable to see him. It is said by the most prominent men and women of Eugene that his clairvoyant readings are accurate and reliable, and that he actually tells you your name in full, your age and the date of your birth. He announced that he would remain several days longer in this city. His parlors remain open evenings. The fee asked is 50 cents.

NORMAL SCHOOL OFFERS SPECIAL OPPORTUNITIES

The Southern Oregon State Normal school at Ashland offers special opportunities for teachers to review for the teachers' examinations in February and August, and to take work in pedagogy and special methods in teaching the various grades of the training school. Since the public schools of Oregon are calling for teachers who can teach manual training, many are taking advantage of the industrial work lately installed in the school. Expenses of board and lodging and tuition nominal.

The State Normal School at Ashland is enjoying the largest appropriation of state funds ever granted a normal school in the history of Oregon. Catalogues sent on application to the president. 131

The long indoor life of winter makes the blood weak, and the system easily catches cold and disease. Hollister's Rocky Mountain Tea is the greatest winter remedy; prevents colds and disease, keeps you well all winter. 35c, Tea or Tablets. Linn Drug Co.

Buy a ticket for the charity ball and show your interest in humanity.

Miller's Shoe Store

Most any body can sell you a shoe for summer but

FOR WINTER WEAR GO TO A SHOEMAKER

who understands the leather and knows what he is selling you. We have a **Repairing Department**, fitted up with everything that's modern in the way of machinery for doing the best of repair work.

MILLER, The Shoe Man.

West 8th street.
The Home of Good Shoes

EUGENE HOSPITAL

Medical and Surgical STAFF
W. Kuykendall, M. D.
W. O. Prosser, M. D.
P. J. Bartle, M. D.
B. F. Sciale, M. D.
D. A. Paine, M. D.
Geo. O'B. DeBar, M. D.
L. E. McDougall, M. D.

For the care and treatment of Medical and Surgical Cases
Modern operating room and equipment.
Appliances for X ray work.
Sputum and blood examinations.
Full corps of trained nurses.
Rates on application.

..Training School for Nurses..

Regular course of lectures by the faculty and practical training in the hospital. The medical and surgical staff of the hospital constitutes the faculty. For rates or information address **W. KUYKENDALL, M.D., Supt.**

GOOD BLOOD

NATURE'S PROTECTION AGAINST DISEASE

The preservation of health and prevention against disease is almost entirely dependent upon pure, healthy blood; every organ, tissue, nerve and sinew of the body draws on this vital fluid for nourishment and strength. Poisons, humors and germs from various sources often get into the blood, and then this great life-stream becomes a source of infection and disease. Instead of a nourishing, health-sustaining fluid, Heredity is likewise an important factor, regulating the quality of the blood. Some persons are born with tainted blood from diseased ancestry, and Scrofula in one of its numerous forms is sure to crop out some time in life. Not only poisons in the blood are responsible for disease, but when the circulation is run down and becomes poor and weak in quality, then we see the effect in a general bad condition of health, such as weakness, sallow complexions, boils, and various skin eruptions. All blood troubles require a tonic and blood-purifier, and none other equals S. S. S. It goes down to the very foundation of the trouble, and removes every particle of the poison or impurity from the blood. And not only does S. S. S. antidote the poisons, humors and germs, but it possesses health-giving, tonic properties, which build up and strengthen weak, impoverished blood, and fortifies the system against disease. S. S. S. permanently cures Rheumatism, Catarrh, Sores and Ulcers, Scrofula, Eczema, Tetter, and all other skin diseases and disorders. Book on the blood and any medical advice free.

S.S.S.

PURELY VEGETABLE

THE SWIFT SPECIFIC CO., ATLANTA, GA.

This Coupon

is Worth \$1.70 to You

\$2.70

worth of **SANTOL**

for a \$1.00 bill

Cut out this coupon in upper right hand corner and send to The Sanitol Chemical Laboratory Company, of St. Louis, with a \$1.00 bill and our name, and they will deliver you through us the complete assortment of ten full size packages of Santol as illustrated. These are the most satisfactory toilet preparations in the world and the regular total retail price of these articles is \$2.70.



REAL Estate

Mc Kaphy & Rugh
22 West 8th St., Eugene, Ore.

A FULL LINE OF..

New Graniteware just in Stoves, Ranges and Heaters of the Leading Makes at

S. L. LONG HARDWARE STORE
50 East Ninth Street