

THE EUGENE DAILY GUARD. PUBLISHED EVERY DAY OF THE WEEK, SUNDAYS EXCEPTED. ADDRESS ALL COMMUNICATIONS AND MAKE ALL REMITTANCES PAYABLE TO THE EUGENE GUARD, 200 BROADWAY, EUGENE, OREGON.

moral drawn for the retailer was "advertisin'." In a telling address, J. P. Wheat of Cherokee, secretary of the Northwestern Retail Lumbermen's Association, told the 130 lumbermen at the convention that by liberal, persistent and untiring advertising—and newspaper advertising largely—alone could they hope for success against the mail order competitor.

He advocated the use of the same cuts, the same reading matter and the same or better prices by the retailer in his newson—advertisin'—that the mail order house had in its catalogue. The people of America are all readers of the daily papers and naturally look to them for guidance in their buying of all commodities required about the home, whether it be food or raiment. The man that advertises intelligently and liberally is the man that gets the trade and the medium for transmitting this intelligence to the public is the paper that goes to the home—the local daily. It is no experiment, but has been tried times without number and always with the best of success. No good advertiser ever goes broke. It is the fellow whom everybody knows and who doesn't need to advertise that invariably falls into the hands of the bankruptcy courts. If you want the trade you must go after it in the same manner that is followed by the mail order houses—and the goods and prices must be right. You can't fool the people all the time, no matter how successful you may be in fooling them once. It is the goods and the low prices that count along with wide publicity of these facts.

Secretary of Agriculture Wilson has made an estimate of wheat still on hand in this country, and statistics bearing the date of March 9 show that there is still on hand of the old crop some 148,721,000 bushels. One hundred and forty-eight million bushels seems like a lot, but it is well to compare the figures with the amount on hand a year ago at the same time. We learn that March 9, 1907, there were 206,644,000 bushels of old wheat in the country. While we have enough to make us a few loaves of bread, still our reserve has been diminished.

Statistics of the agricultural department show one of our greatest sources of wealth to be the livestock of this nation. Its total value on January 1, 1938, was placed by statistics at \$4,331,230,000. The figures show that there has been a decrease in values per head of horses, mules, cows, beef cattle and swine, while there has been a slight increase in the price of sheep since 1907 began. In the total value of livestock we have a loss of almost \$36,500,000 in a single year.

A woman in Los Angeles has been adjudged insane because she arose in a theatre at that city and demanded that one of the acts of the play be omitted. Did the janney commission first attend the theatre before taking action? If not it is possible that they have done that woman a great wrong.

We surely must be getting a flatter crop of modifiers, when Hiltless says: "Rockley over here to tell their troubles and ask us to help them to drive the English out of India. Still, it may be only because they know their history. England was never made to turn loose but one country, you know."

Congressman Coudrey, of Missouri, thinks ex-presidents should be honorary senators for life, at \$25,000 a year for life, and has introduced a bill to that effect. This seems to be another attempt to knock the seals by landing "Teddy" therein.

A prohibition exchange wants to know why, if saloons are such a good thing, they are closed on election day? We give it up, unless it is for the reason there is danger sometimes of getting too much of a good thing.

Well, at any rate, those who predicted from the fact that the battleship fleet was headed for Japan may have the satisfaction of handing out a few "I-told-you-so's."

An army chaplain died the other day from excessive blowing of his own horn. The warning should not be ignored by those addicted to the habit of blabbering.

If congress is really going to get after the vagrants in Washington, the law should be so drawn as to include lobbyists whose means of support are not visible.

The train bands of the Johnson boom are not having any trouble with her boxes—it's not moving fast enough to make 'em.

MOTHER'S KITCHEN Seventh and Oak streets, has opened under new management. Good board and room by the day, week or month. First-class home cooking. Chicken dinner every Sunday. MRS. S. Y. ABBOTT.



GEORGE J. GOULD.

Receiverships for two Gould lines are attributed by the financier to federal and state anti-railway legislation and not to the antagonism of other high financial interests, as has been stated in some quarters. Mr. Gould, who inherited much of his father's genius for great financial undertakings, has been the controlling and guiding hand in the management of the fortune left by the late Jay Gould and has been remarkably successful. His recent reverses, his friends assert, are only of a temporary nature.

TWILIGHT TOWN

Over dar in Twilight Town, When de sun goes drifin' down— Drifin' to his place of rest. 'Mungat de shadows in de west— Dat's what things appear to me jes' like what a town should be, Castles risin' foh yoh view— Shifflin', changin', always new, Walls of crimson, seas of light, Golden streets to lef' an' right, Wouldn't I jes' like to go Dar and not come back no mo'!

Dat's de place where all is gay— While yoh look it dies away! Dat's de way wif all yoh dreams— Dat's de way wif all yoh schemes— Glorious foh a little while, Den clean faded, like a smile, Or a d-d-widow or a rose, Dat's de way de story goes, Castles ris an' tumble down— Same as dar in Twilight Town. —Washington Star.

THE LIGHTER SIDE

A Similarity. Sam Johnson—Am dat story 'bout George Washington and de cherry tree in de Bible? Parson Jackson—Suttinly not! Sam Johnson—Wal, ain't dat story 'bout Jonah and de whale in de Bible? Parson Jackson—It suttinly am, why? Sam Johnson—Why, I thought probably de same reporter wrote 'em both.

The Belle Mill. The veteran stroked his long, white whiskers, looked over the landscape with uttering eyes. "That," he said emphatically, "there's where we fought and bled 'em. Masses an' pes' way of the rebel of de mill'ry."

An Appraisement. A woman fell from a ferryboat crossing over to Camden the other day and a poor Irishman sprang over and rescued her. When she was safely landed on the deck her husband, who had been a calm spectator of the accident, handed the brave fellow a quarter.

Some of the bystanders expressing indignation Pat said: "Arrah, don't blame de gentleman—he knows best. Perhaps if I hadn't saved her he'd have given me a dollar."

Wrong Business Principles. "Here's good news," granted Gobsa Guide. "That roll of notes I lost has been found by a clerk out of work."

He thrust the letter in his pocket and fell upon the ham and eggs more heartily than before. "Better give him a job," said Mrs. Gobsa, as she recalled her husband's job.

"Fish! not me!" said he. "Don't want any food in my business."

Peer Teacher. The other day the head of a boarding school looked upon the boys wiping his knife upon the tablecloth. "Is that what you do at home?" he asked indignantly.

"Oh, no," answered the boy, quickly: "we have clean knives."

One Way Out. "Listen!" said the man of middle age. "I was bendin' over de palmist, who was scoldin' in her ear."

"Listen!" said again. "My wife is comin' to see this afternoon to have her fortune told, and if you want to make some money on the side—"

He laid a banknote on the stuffed owl's head. "Tell her on no account to buy a motor car, because you read in her palm that she is doomed to be killed in an automobile accident."

"Well, Pat, after a year at de automobile school I suppose you understand everything?" "All but one thing, sir."

"What's that?" "What de devil makes de thing go without horses."—Life.

TAILOR SHOP REMOVAL NOTICE

D. S. McDougal, the tailor, has moved his shop from the Pratt building on Willamette street to the room one door east of the Yerington drug store on East Ninth street, where he will be found by all his customers. If

IF YOU KNEW

The merits of the Texas Wander, you would never suffer from kidney, bladder or rheumatic trouble. \$1 a bottle (two months' treatment). Sold by O. J. Hall, or by mail. Send for testimonials. Dr. S. W. Hall, 2823 Olive street, St. Louis.

FOR SALE—Second growth fir wood. W. L. Coppertoll, at Watt's Jewelry store. IF FOR SALE—Team, wagon and harness, \$150. Address or call on P. O. Box 146, Caburg, Ore. a4 FOR SALE—Cheap, good second-hand Studebaker 3-hack wagon. Enquire at Eugene grocery. 71

WOOD FOR SALE—16-inch oak wood. Phone Farmers 286 or inquire at Sterner's grocery store. a8 FOR SALE—Buff Orpington eggs, 13 for \$1. W. B. Hampton, 1102 Columbia avenue, corner 19th st.

FOR SALE—Loose and baled chest hay; also oat straw. Phone Farmers 1389. Squire Smith, Irving. a15 FOR SALE—One No. 3 Oliver Type-writer; also one No. 7 Pay-Sho; both machines in good order. C. S. Frank. 11

FOR SALE—National school, used one season; in good condition. Will sell cheap. Call at 478 East 13th street. 11 HAY FOR SALE—Three or four tons of mixed vetch and alfalfa hay for sale. Herman Dubeck, one mile north of Eugene. a1

FOR SALE—A fine piano, slightly used; a big bargain at \$192. At Stevens & Hullin's piano house, Commercial Club block. BUFF LEGHORN EGGS—Pure bred, \$1 per setting. Geo. Melvin Miller, room 29, McClung Block. Phone Red 1461. 11

FOR SALE—Some high grade second hand organs at bargain prices at Stevens & Hullin's piano house, Commercial Club block. 11

FOR SALE—Barred Plymouth Rock, Golden Wyandotte and Black Minorca eggs, \$1.00 per setting. Address, A. Wood, Saginaw, Or. a26

FOR SALE—Barred Plymouth Rock eggs, \$1.00 per setting. Cheaper rates in incubator lots. Address G. W. Spores, Springfield, O. o

OAK WOOD FOR SALE—Small oak wood; can be used for cook stove without splitting; sawed to 16-inch length. Phone Farmers' 286 or enquire at Sterner's grocery. a30

FOR SALE—Good 8-room house; lot 6x210; close in; good barn; chicken park; garden; fruit trees, berries, etc. Address "H," care Guard. 11

FOR SALE—A modern up-to-date cottage of nine rooms, large barn; all nearly new; all kinds of fruit, berries and flowers; one of the best locations in Eugene. Inquire 766 High street. 11

FOR SALE—A 3-1-4 wide tire wagon and one bay horse, weight about 1250 pounds and nine years old. Enquire of Squire Smith, Phone Farmers 1389. a18

FOR SALE—Snap for short time only. One and a half acres, unimproved, adjoining city limits. Cash or terms. Howe & Buoy, office in Maurer's jewelry store. 11

FOR SALE—Portable sawmill, traction engine, threshing machine; machinery practically new and in good condition. Price for entire outfit \$2500 if sold soon. Address "E. P.," care of Guard. a5

FOR SALE—Bale wheat and loose vetch hay for sale; also 16-inch and 4-foot maple wood, well seasoned. Address Louis C. Vitis, Junction H. F. D. No. 2, Oregon. Phone Farmers' 129. a5

FOR SALE—By owner—One new 5-room cottage, close in; modern; lot 66 2-3x162; also one 9-room house, deep well; plastered; rock foundation; corner lot, 68x120. Will sell at a bargain. Inquire at this office. 11

FOR SALE—One of the best retail general merchandise country stores in Lane county, having large logging and farm trade. If you are looking for a chance to make money investigate this opening. Address "X," this office. a20

FOR SALE—20 acres of river bottom land; 24 acres in full bearing orchard; one mile from city limits; new 8-room house and first-class improvements. Will sell as a whole or will sub-divide. Enquire at this office. 11

FOR SALE OR TRADE—320 acres of timber and mineral land, 19 south, 1 east; half mile from military road and river; will trade for accounts of delinquent banks of Portland or property, or make a cash offer. H. Moore, 594 Goldsmith street, Portland, Or. a4

FOR SALE OR EXCHANGE—Three mining claims in El Dorado Canon district, 12 miles from Searchlight, Nev. Assays as high as \$7 per ton in gold and silver; will trade for real estate. Price, \$2,500. George H. Newman, 795 Pearl street, Eugene, Or. a11

FOR SALE—Large 6-room modern house must be sold in 14 days—splendidly improved; has city water, gas, electricity, beautiful yard, choice shrubbery and many other attractions; offer owner is now making is good for 14 days only. For particulars and terms apply to this office at once, as the price will soon dispose of the property, which is but three blocks from main line and in heart of residence district. 11

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

THE MARKET FOR REAL ESTATE IS AT McMURPHEY & RUGH'S 22 west 8th St WE BUY WE SELL WE RENT WE EXCHANGE

CLASSIFIED COLUMNS

WANTED—(Continued) DR. ANNA MAUBER, Osteopathic physician. All curable diseases treated. Women and children a specialty. Office over F. R. Dunn's. Phone Red 1631. DR. OLIVE C. WALLER, Osteopathic physician. Office hours, 9 a. m. to 12; 1:30 p. m. to 4:30. Hampton building, 7th and Willamette streets. Residence and office phone 6171. DR. H. L. STUDLEY—Osteopathic physician. Offices over Chambers' store, 518 Willamette street. Phone Black 1226. Consultation free. Residence 734 Ferry street. Phone Red 3197. C. H. CANNON, M. D.—Homeopathic physician and surgeon. Chronic diseases and diseases of women and children a specialty. Electrical vibratory and light treatment. Office, Suite 1, 2 and 3, Dunn building. Phone Main 540. Boards Hoffman House, Phone Main 11. J. FRANK TITUS, M. D.—Homeopathic physician and surgeon. Chronic diseases and diseases of women and children given special attention. Faradic galvanic, static, X-ray and vibratory electrical treatments given. Office, corner Willamette and Eighth streets, Matlock bldg. Residence 633 Pearl street. Office phone, Red 4981. ATTORNEYS-AT-LAW L. M. TRAVIS, Attorney-at-law. Office over Eugene Loan & Savings Bank, Eugene, Oregon. DORRIS & SKIPWORTH, Attorneys-at-law. Office in Hovey building, over Chambers-Bristow bank. D. ALLEN, Attorney-at-law, 616 Willamette street, Eugene, Oregon. L. BILYEU, Attorney-at-law. Office over Yoran's shoe store, Eugene, Oregon. C. A. WINTERMEIER, Attorney-at-law. Lane titles and probate specialties. Office over Chambers-Bristow Bank. WOODCOCK & POTTER, Attorneys-at-law. A. C. Woodcock and E. O. Potter. Office one block south of Chrisman block, Eugene, Oregon. LEON R. EDMUNSON, Attorney-at-law. Rooms 1 and 2, Eugene Loan and Savings Bank. 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. WILLIAMS & BEAN, Attorneys-at-law. J. W. 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. I. N. HARBAUGH, Special attention given to divorce and settlement of estates. Agent for Continental Insurance Company, Room 5, First National Bank Building, Eugene, Oregon. JESSE G. WELLS, Lawyer, No. 25 West Eighth street, Eugene, Or. opposite postoffice. Gives special attention to the examination of abstracts, drafting wills, settling estates, conveyances and collections. Also in all pension matters. Phone Red 1176. ARCHITECT FREE THOMAS—Architect. Sketches and plans drawn, blue prints and specifications. General supervision over buildings in course of construction. If thinking of building, large or small, see me. Terms reasonable. Room 7, Chrisman block.

MISCELLANEOUS DRESSMAKING—Misses Sullivan & Miller, 368 Washington street. Phone Red 5106. a21 ACCORDION PLEATING—Done by Mrs. Bert Vincent at 627 Hilyard street, near East Ninth, on reasonable terms. Phone Red 3302. 11

IF YOU WANT—A blue print on cloth of the lands opened for entry April 9th and 14th, send 50 cents each to Roseburg Abstract Company, Roseburg, Or. a15

IF YOU WANT TO SELL your property tell the Oregon Land Company about it and they will do the rest. 412 Willamette street, Eugene, Or. 11

GOLD AND SILVER PLATING—On knives, forks and all household articles that do not look like new. Write the Oregon Plating Works, 128 Lowndale street, Portland, Oregon, for prices.

DON'T fail to see Chezem if you want bargains in real estate. We buy and sell farm and city property. Improved and unimproved. Timber and mining stock. H. Chezem, Room 41, Walton Bldg. 11

NOTICE—Having recovered from my injury I have resumed my business of horseshoeing and general blacksmithing. C. D. Holoway, East Eleventh street, Fairmount, Or. 11

\$10 CASH AND \$10 PER MONTH—You buy a beautiful California vineyard, the income from which will be sufficient to make you independent for life. Handsome pamphlet, valuable information and contract free. F. B. Robinson, general agent, Pacific Grove, Cal. 11

INTERNATIONAL CORRESPONDENCE SCHOOLS—"The Busy Man's University." Gives a thorough training at your own home in nearly all the trades and professions. Text books and instruments when required furnished free. Full information and circulars at the local enrollment office, 45 W. Eighth street, R. J. Kirkwood, representative. 11

FOR RENT—8-room house on North High street. Electric lighted and modernly equipped. Inquire at this office. a2

FOR RENT—A large front room, furnished; electric light and bath; hot and cold water. 521 Lincoln street, three blocks west of postoffice. 11

LOST AND FOUND LOST—Saturday evening on the streets, a brown purse containing a money order for \$5, \$10 in cash, a gold cross and some small change. Finder please leave at Guard office and receive reward. 11

LOST—Large, heavy, gold belt buckle. Please leave at this office and receive reward. a3

PROFESSIONAL COLUMN REAL ESTATE AGENTS J. L. CLARK & CO.—Dealers in real estate, Creswell, Or. 11

ABSTRACTORS THE LANE COUNTY ABSTRACT CO., Rooms 2 and 3, Warren Block, Eugene, Or. Prices reasonable. 11

MINING ENGINEERS HERBERT LEIGH, mining engineer and expert metallurgist. Reliable information furnished to intending investors. Examinations and reports on mines and ore treatment. Eugene, Oregon. 11

UNDERTAKERS J. W. KAYS & CO., undertakers and funeral directors. Eugene, Or. 11

DAY & HENDERSON, undertakers and embalmers. Corner Willamette and Seventh streets. 11

W. T. GORDON, funeral director. State licensed embalmer. Office and residence, Tenth and Olive streets. Phone Red 4481. 11

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.

WANTED—Girl for light housework. Call at 208 East Fifteenth street.



Appreciates smoking good cigars. It gives him relaxation. The Mount Hood Cigar is a favorite among all thinking men. It is positively the best 10c Cigar on the market.

Easter Post Cards at SCHWARZSCHILD'S Book Store