

THE EUGENE DAILY GUARD

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FRIDAY, DECEMBER 11, 1908

THE CHRISTMAS SPIRIT.

In the blue of the golden weather, Ah, why should we dream of woe! On the sunny side together, It is up and let us go! For the sunny side is laughter, And lure of the lighthouse gleam, With song and sweet thereafter, Sleep, and a little dream! In the blue of the golden weather, With the mist of the gold above, On feet that are light as feather, It is up and away, my love! For the sunny side of gladness, And lilies that lead to light; We have had enough of sadness, We have known too much of night! —Selected.

DOCTORS AND ADVERTISING

The Lane county physicians have passed resolutions dis-courteuing all kinds of advertising in the newspapers, even to the mention of a physician's or surgeon's name in connection with an operation or case of illness. Nobody outside of the profession can reasonably object to this action on the part of the association, since it is assumed that the extremely modest and retiring members thereof know what they want, or, in this case, what they don't want, and it really concerns the public very little. Duly apologizing for "butting in" The Guard recalls an article on the subject printed in an exchange some time ago in which it was asserted that the strictly "ethical" physician is the only business man who deems it disgraceful to advertise what he has for sale. He has skill and professional knowledge in stock, but he refuses to inform the public of the fact. How long would any other business last if it were conducted on that principle?

To relinquish the advantages of advertising to the so-called "quacks" is merely to give the specialists the tremendous benefits derived from judicious publicity. In nearly all other lines of business than medicine there is the keenest rivalry in the matter of advertising. In that profession men reprehend what nearly all other business men deem vital in the conduct of their business.

It is encouraging to note that there are signs of an awakening even among the "ethical" physicians in other cities. In his address before the Illinois Medical Society at Rockford, Dr. Percy, of Galesburg, the president, recognized the situation.

"We must change our attitude toward the public on the subject of advertising," he said. "The irregulars use the press extensively, and they educate the public to the injury of all real scientific advance. We must use the same means to forward the true aims and objects of science." Dr. Percy, in short, does not believe that it is wise to leave the devil in control of the good music.

When his confreres make up their minds to accept and exemplify his views there will be less talk of "advertising quacks." When advertising ceases to be stigmatized as quackery—which it is not—physicians will employ the same mediums of publicity that are used by other men and will profit by them.

Railroad men of prominence and others who are in a position to know state that Eugene would be the most popular convention city in the state if two wants were supplied. One of these is a modern hotel and the other a suitable assembly hall, both of which may be secured within the next year if the "pull together" spirit is allowed to dominate. What if the proposed hotel is not located just where we may personally want it, or constructed entirely in accordance with our own ideas? If any individual or company is willing to put a large amount of money into such an enterprise, why not allow those most interested to settle the details and make their own plans, giving them at least all the moral support at our command. We may now secure a hotel that will be a credit to the city for several years to come if the knockers will put away their hammers and be good boosters, as they should be. The idea that has made Eugene grow for the past two years is, if you can't get what you want, boost for the best there is in sight.

Mr. Roosevelt's Ananias Club has received two very valuable acquisitions recently in the persons of the editors of the Indianapolis News and the New York Sun. Both of these gentlemen are accused of distorting the truth and for this common offense among the newspaper fraternity they are classed with the great-liars known to sacred or profane history. But let them console themselves with the reflection that there are others belonging to the same club, and some of them are very distinguished personages, too.

Mrs. Langtry is up against a case of son-in-law. He refused to let her attend the christening of her first grandson and has not let her see her daughter since he married her. Sin, you know, has other wages than death, and this Scotch son-in-law has taken on the job of paymaster.

Japanese editors do not agree on just what the recent ex-

change of notes means. For that matter, neither do American editors. Still, if it serves to keep the "open door" in Oriental commerce and peace, editorial disagreement need not worry anybody in either country.

As Senator Tillman has repeatedly declared that he believed in trying to get a slice for his state whenever a national melon was cut, he isn't likely to join in the criticism of the Florida Democrats who are asking for the protection of Sea Island cotton.

This story of a rabbit's playing the piano in a New York house, into which it was chased by hounds, hasn't got anything on the everyday occurrence of lambs playing the market in Wall street, while being chased by bulls and bears.

Not a word of complaint has been heard from one of the 15,000 fourth-class postmasters placed under civil service rules by the president. The jobs are not big, but the holders wanted them and are willing to keep them.

Senator Bourne has been conferring with Mr. Taft again, but he has not yet started a boom for a "second elective" term for him. However, he seems to have landed the Portland post-mastership in some way.

"Tariff revision calls for the best statesmanship," says the Washington Post. True, but there have been revisions when the noise of private interests drowned the call. But, of course, that will not happen again.

Well, suppose Pierpont Morgan has paid \$75,000 for a Chinese rug for his library? Comparatively speaking, that isn't a bit more extravagant than it would be for the most of us to pay 79 cents for one.

It's the "one best bet" that the movement for women juries in all cases in which women are principals will not be O. K.'d by the bunch of angel-faced devils who have been acquitted by male juries.

Talk about man-chasing. The Detroit lady who chased her hubby 4000 miles to sue him for non-support holds the record, whether she gets the support or not.

The last Indian medicine man died the other day, but we fear the makers of bad medicine among the pale faces are increasing all the time.

BUY IT IN EUGENE.

Of the stores and Shops Advertising in The Guard. IT WILL PAY YOU

DIED

Mrs. Eleanor A. Baxter, better known as "Grandma" Baxter, died at the family home on Mohawk Thursday, December 10, at 1:20 a. m., at the ripe age of 80 years, 4 months and 19 days.

Born in West Virginia in 1828, she moved at an early age with her parents to Missouri, locating in what was then the wilderness of the Platte Purchase.

In 1847 she was married to Rev. B. R. Baxter, who died in 1894. With her husband and family she came from Montana to Oregon in 1868, living the greater part of the time in Lane county.

She was the mother of thirteen children, 4 of whom survive her, Henry, Rose and Charles Baxter and Mrs. F. M. Stafford, of Mohawk, and Alex Baxter, of Silver Lake.

Interment will be made at the Baxter cemetery, Friday, December 11, at 11 a. m.

Mrs. Elizabeth Irwin, wife of A. Irvin, died this morning at 2 o'clock at her home in Riverview between Eugene and Junction, aged 70 years. Besides her husband, four daughters survive her, two of whom are living in Lane County, and the other two in California. She was born in Missouri, and came to California in an early day. Her home has been in Oregon about ten years. The funeral services will be held at Santa Clara at 10:30. Rev. D. C. Kellemis will have charge of the funeral. Interment will be made in the Masonic cemetery. The many friends of the family are requested to be there.

MARRIED

At the home of the groom on the Mohawk, December 9, 1908, C. W. Pettijohn and Mrs. Filsia B. Shackelford, Justice of the Peace, J. E. McKibben officiating.

At Vancouver, Wash., a few days ago, Orval Gilstrap and Mrs. Lillian Goodenow Gilstrap, both of this city.

BORN

In Eugene, Dec. 11, 1908, to Daniel A. Muth and wife, a daughter.

NEW SERIAL BEGINS TOMORROW.

The sensational serial story, "The Devil" will begin in Saturday's Guard and continue in weekly installments until completed. The opening chapters tomorrow should not be overlooked.

BOY SCRATCHED DAY AND NIGHT

Eczema Began When a Tiny Baby and Lasted 7 Years—Tore Crusts from Face Till It was All Raw—Screamed with Pain and Could not Sleep—Though Specialists Failed

CUTICURA EFFECTED A WONDERFUL CURE

"When my little boy was six weeks old an eruption broke out on his face. I took him to a doctor and got ointments and medicines but his face kept on getting worse until it got so bad that no one could look at him. His whole face was one crust and must have been very painful. He scratched day and night until his face sometimes looked like a raw piece of meat. I was nearly insane with his scratching day and night. Then I took him to all the best specialists in skin diseases but they could not do much for him. He sometimes screamed with pain when I put on the salve they gave me. "When he was two years old the eczema got on his arms and legs so that I had to keep them bandaged up and I made gloves for his hands so the nails could not poison him worse. We could not get a night's sleep in months and my husband and I were all broken up. Then my mother asked why I did not give up the doctors and try Cuticura. So I got a set and he felt relieved the first time I used them. He used to wake up and ask for Cuticura to be put on when he itched so badly that he could not sleep, and he would say, 'Oh! Mama, that makes my sores feel so good!' I gave the Cuticura Remedies a good trial and gradually the eczema healed all up and now he is as well as any other children." He is now seven years old and the cure has lasted two months, so I think it will never return. I can't tell you how glad I am that Cuticura did such wonderful work in our case and I shall recommend it everywhere. Mrs. John G. Klump, 80 Niagara St., Newark, N. J., Oct. 17 and 22, 1907."

Well Drilling For up-to-date well drilling see LaDuke & Leffler Co. Well Drillers Telephone Red 5121 999 Villard Boulevard

MANY CANDIDATES FOR GREAT SEATTLE TRIP

The Guard Contest: Nine young ladies to go to the Seattle-Yukon-Alaskan fair. A ten days' trip and all expenses paid.

The arrangements have all been completed in regard to entertaining the young ladies in the Guard contest at the Seattle Fair. The date on which the party shall leave for Seattle is not yet determined, but no doubt, it will be sometime in July as that is one of the prettiest months on the Sound country. The winners will be brought to Eugene and entertained by a committee before leaving for Seattle. The next stop will be Portland where they will be given a royal good time, and then off to the Seattle Fair, where a committee of the Fair association

APPLICATION COUPON. Miss Address Vouched for by Good for 50 votes.

will meet the party, and with the chaperone, see that the young ladies are entertained and are comfortably located. Special attention will be given to all young ladies representing Lane County, and they are to represent Oregon's garden spot, there will be no question but that they will demand great attention. Thousands of people go to Worlds' Fairs, such as the one to be at Seattle, never see one-half of the Fair, for the simple reason that by the time they are located in their quarters and yet do not get to see one-half of the Fair.

ART EXHIBITS Tuesday Is Opening Day

The time between now and Christmas is too short to hold separately a number of exhibits that we have been planning, and we shall therefore make one big exhibit to open Tuesday, December 8th, and close Saturday evening, showing our books, stationery and art goods. Mosher Books, Paul Elder Publications, Alfred Bartlett's printing, children's books, Rockwood, Grueby, Van Briggie, Tecco Pottery, American water colors, Curtis photographs, Copler and Holler prints, Kiser's Northwest views, Klamath Indian baskets, Eugene and Oregon scenes, Jarvie metal work, Navajo blankets, Oriental rugs, Wilro leather work, copper, silver and enamels by Miss Watkins, Japanese towels, Japanese color prints and many other things of quality at reasonable prices. ALLEN EATON. Count on Luckey, the Jeweler for good goods. Co. A is planning big things for their masquerade ball on New Year's eve. Don't fail to be there.

A Sensible Xmas Singer Sewing Machine 615 Willamette Street. J. KAVANAUGH, Manager.

Holiday Goods On Sale ..at.. The Toggery. It is easy to select suitable CHRISTMAS PRESENTS FOR MEN (young or old) If you will stop in our store and ask to see some of the following articles: Bath Robes and Smoking Jackets at \$5.00 to \$8.00 Dents and H & P Gloves \$1.50 to \$2.50 Fancy Suspenders 50c to \$1.50 Fancy Arm Bands and Garters 25c to \$1.00 Holeproof Hosiery, in Xmas packages of 1/2 doz. pairs \$1.80 Leather Collar Boxes \$2.00 to \$3.00 A new assortment of Fancy Neckwear 25c to \$1.00 DON'T OVERLOOK OUR SPECIAL SALE OF MEN'S SUITS MALLORY HATS SUTTON SHOES ROBERTS BROS. 554