

THE EUGENE DAILY GUARD

GUARD PRINTING CO., INC.
Charles H. Fisher

MEMBER OF ASSOCIATED PRESS

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Agents for The Guard

The following are authorized to take and receipt for subscriptions or transact any other business for The Daily and Weekly Guard:

Greawell—J. L. Clark.

Coburg—George A. Drury.

All postmasters are authorized to receive and receipt for subscriptions to The Daily and Weekly Guard.

FRIDAY, APRIL 23, 1909

LEARN THE WAY.

Don't envy the man who masters you,
But find out the method to do it,
too;
When the old ways fail, find ways
anew.
Success holds her altar
Against those who falter
And welcomes the seeker whose cour-
age is true.
The great gifts are given
To those who have striven;
The fighter unfeeling will always
come through.
The most of achieving
lies in self-believing;
Stop scheming and dreaming—and
start in to do.
Herbert Kaufman.

SPEND EUGENE'S MONEY IN EUGENE

Yesterday a local news item in The Guard called attention to the fact that the advertising matter for the coming Elks' entertainment was all printed in Portland, even to the small window cards. It is announced, however, that an advertising sheet called the "11 O'clock Roast" will be issued here, probably because it will be filled with the advertisements of local business men, making it inconvenient to send away.

Does any businessman, and we presume some of the Elks are businessmen, conceive of any possible way to build up Eugene, unless the principle of spending Eugene money at home is adhered to?

The printing offices and newspapers of this city are among its largest payroll institutions. They employ many persons at good wages, and advocate strenuously the cutting out of the mail order business and the spending of money with Eugene merchants. They have rights which every businessman should recognize—we speak particularly of this incident because it comes in our line and we know the facts. The Merchants' Protective Association has recognized the rights, as well as the value of local newspapers, wisely deciding to cut out all "fake" advertising schemes, and patronize legitimate publications exclusively.

Still they will be "bled" by the solicitors of the "11 O'clock Roast," which "will be printed here," although everything else connected with the show has been sent to Portland and paid for with their money.

Perhaps the local houses could not suit the fastidious gentleman who is running the Elks' show for 50 per cent or some similar rake-off of the gross proceeds. That is just the reason given by local people who shop in Portland or elsewhere—they want "something better" than their home merchants are able to supply. They don't always get it, but most of them think they do because it comes "from the city." Businessmen want the newspapers to combat this idea and they generally respond nobly, because loyalty to the home town is a characteristic of the real newspaper. They devote more space to "boosting" than to anything else, and the business men reap the harvest. The Guard, for instance, insisted that the big White Temple be furnished by Eugene merchants and the Y. M. C. A. building be planned and built from the ground up by Eugene workmen, and that is just what is being done.

What would the people think if the board of trustees had purchased the lumber, hardware and other material for the new school houses from out-of-town firms, and imported workmen to build them?

This printing incident may be a small matter, but it is of small affairs that the great things are made; the principle involved is the same that is involved in the struggle between the mail order store and the local merchant. Any business man who dares to defend the action of this theatrical manager says in effect that he endorses the buying away from home idea, or else he is selfish and inconsistent, and only objects to out-of-town shopping when it affects his particular line.

Is it not time for Eugene people to stand together for Eugene?

Not altogether is the stranger who is managing this show to blame. He is not a resident of Eugene, and his sole interest is in the size of his percentage, which as a rule amounts to more than the benefit fund received by the local order. There are those who are interested here who should have compelled him to recognize home institutions and Eugene industries.

The Daily Guard wishes to again call attention to the fact that its bona fide circulation of 2250 is the largest of any newspaper in the state outside of Portland. On the accepted basis of five readers for each regular subscriber, The Guard is read by 11,250 persons every day. Weekly Guard has 1800 regular paid subscribers, making a combined circulation of the two editions of 4050, or a regular family of readers numbering 20,250, ninety-five per cent of them residing in Lane county. These figures are absolutely correct and may be verified by any advertiser—all of whom have a right to know what they are getting for the money they spend.

As there is very little editorial jealousy displayed toward it, we fear that Senator LaFollette's publication isn't very much on the boom. That's one of the invariable accompaniments of striking editorial success.

FALLING HAIR is the forerunner of baldness. If you wish to prevent it, start in now to use

Hay's Hair Health

and see how quickly the new hairs will begin to come in; good strong healthy ones too. The old hairs will stop falling out, and dandruff, the cause of baldness, will disappear. Then you will have a head of hair to be proud of.

IS NOT A DYE.

31 AND 50c BOTTLES. AT DRUGGISTS. Hay's Hairina Soap cures Eczema, red, rough and chapped hands, and all skin diseases. Keeps skin fine and soft. 25c drugists. Send for free book, "The Care of the Skin," "The Care of the Hair," "The Care of the Face." Philo Hay Spec. Co., Newark, N. J.



You make a "worth while" saving—if you trade with us continually. Taking advantage of all our special offerings in staple and fancy groceries—giving a little more value than you would naturally expect for the money means your steady patronage—large sales and small profits.

We please ourselves just by pleasing you.

Try us on this week's order.

W. M. Green

The Square Deal
Grocer

Phone M. 25. 619 Willamette St.

CHICHESTER'S PILLS

THE DIAMOND BRAND. Indigestion, constipation, biliousness, headache, neuralgia, rheumatism, etc. Take no other. Box of your own. Sold by all druggists. CHICHESTER'S PILLS. 25c. Sold by all druggists. CHICHESTER'S PILLS. 25c. Sold by all druggists.

SAVE YOUR TEETH

We do not advocate the extraction of any tooth as possible to save. Even old broken down roots so treated as to make them valuable, both from an and useful standpoint. Consult us before having your teeth out.

No Charge for Examination or Advice

Boston Dental Parlor

Over Dunn's Dry Goods Store

Willamette Street, Eugene, Ore.
Between 8th and 9th Sts.

Hours—8:30 a. m. to 5:30 p.

Open Evenings 'till 8. Sundays until noon

Work Guaranteed For 10 Years
LADY ATTENDANT

PRICES

Gold Crown, 22 karat
Gold Crown, 22 karat, reinforced
Porcelain Crowns (Logan)
Porcelain Crown, Detachable pin
Bridge work, per tooth
Bridge work, reinforced, per tooth
Gold Fillings
Gold Inlays
Silver Fillings
Cement Fillings
Enamel Fillings
A good Rubber Plate
Best Rubber Plate
Combination Gold Plate
\$12

BIDS WANTED

Bids will be received by H. C. Wheeler, at Pleasant Hill, Or., up to the 8th day of May, 1909, for building a schoolhouse in Trent district. Plans and specifications for which can be seen at the residence of H. C. Wheeler and at the office of John Hanziker, Eugene, Or. A certified check for 10 per cent of the amount bid must accompany all bids. The right will be reserved to reject any and all bids.

H. C. WHEELER,
Clerk.

PLEASANT HILL BLDG.

To the Public:
I am now located in Hill blacksmith shop, to do all kinds of blacksmithing, wagon, buggy and machine work. Horse shoeing a specialty. Guaranteed. Your patronage solicited.
LOUIE
A27 d&w

"Dance of the Seven Veils"
Bell Theatre, every night
Direct from the Orpheum

Your Credit
is GoodSee Us and
Buy Right

Special For You

For Three Days or Till All Chairs Are Gone

Large Full Size Turkish Rocker covered with genuine leather mohogany frame
value at \$35.00, special only \$22.95
9x12 Columbia Brussels Rugs, only \$13.97
1000 yards 40c, 35c and 30c Matting at 25c

All the above are unusual values—better buy now and save money

WINDOW SHADES

For Your New House You Should Have New Window Shades

We have a big stock of the best hand made shade cloths and manufacture and deliver them to you immediately. All our shades are hung by experts and are thoroughly guaranteed.

You save money and save time, and at the same time you get a better shade here for less money than when you send away or order shades from sample, sometimes waiting weary weeks for your order to come.

There is another thing: Our goods are here to be seen in bolts, while the sample you order goods shipped from look different when they come. Again, when you buy manufactured-in-Eugene shades you help employ competent help and build a greater Eugene.

Campbell-Fellman
Company

EUGENE'S BIG HOUSEFURNISHERS

Phone Main 43

Corner Eighth and Olive Streets

You can Secure
ANYTHING
From Us Needed
in the House—
Furnishing Line at
Better Prices
Than Elsewhere

See Our Big Line
of Carpets, Rugs,
Matting and
Linoleums
We are not over-
stocked but more
than room