

NEWLAND'S January Sale

Through the month of January Newland's Store will offer very best of values in good, clean, desirable merchandise. The best bargains will be offered in new 1910 goods, which are now in. Come to the store any day for bargains in all departments.

Wonderful Laces for the Money

Friday morning at 8:30 we will hold a most remarkable sale in lace. Laces of all kinds at 5 cents a yard. Among the lot will be about 100 yards of fine French Val., some of which would be extra good at 12 1/2 cents and 15 cents the yard. You can get good values every day at our 5-cent counters, but Saturday and Sunday will be lace days. See our show window. They are wonderful.

5c yd

This Great Clearance Sale of Ladies Suits, Capes, Coats

Every Suit, Cape, Coat and Waist reduced. Every Fur, Sweater, Skirt and Skirt Reduced. Every Child's Garment reduced.

Suits Selling Regularly to \$25.00

Clearance Price \$12.50

Many suits left in this lot. All are winter models and are great values at the price.

Long Winter Coats Worth to \$8.50

Clearance Price \$3.98

Unheard-of values. This lot includes rubberized Rain Coats worth \$6.50, Misses' Coats.

Dress Goods Worth to 75c

Clearance Price 48c

Men's and Boys Clothing Now on Sale at

Clearance Prices

Men's Suits Regular Price \$25.00

Clearance Price \$15.00

Bargains here this month in Men's Clothing and all kinds of hats and furnishings. Visit the store at once for best selections.



Instruments of all kinds
Sheet Music
Teachers' Supplies
OUR VICTOR TALKING
CHINE Department
ROACH
Music House
St. Phone Black 1027

NEW YEAR GIFTS

There is a line of New Gifts both useful and novel. We are going to give very cheap for the next few days as we want to get before we take our inventory. Every lady who comes Wednesday, Friday or Saturday will receive a beautiful souvenir.

E. Scott Co.

Business address: Booth-Kelly Lib. Co., 5th and Willamette.
Residence 245 W. Seventh st.

THE SALT-PEPSIN CO.
Salem, Ore.
W. A. Kerkdall.

FURNITURE FACTORY
Repairing and reupholstering of all furniture and cabinet work.
Eugene and Oregon avenue

AUTOMOBILE CLUBMEN GIVE DINNER TO ARCTIC HERO

New York, Jan. 8.—Commander Robert E. Peary, the alleged discoverer of the top of the earth, is in our midst today and will be given a square meal by the automobile crowd at the Union Club. The gallant naval commander who carried the stars and stripes to the north pole (somehow, that doesn't sound quite original, but it is still good for tremendous applause when orated at a banquet) will be wine and dined and praised, and there will be no wedding Cook to spoil the dinner.

Many automobile advertising men will be present, and they should be able to get some valuable pointers from the gallant, etc. The truism that "it pays to advertise," should appeal to Commander Peary, who has recently shown himself a past master of the art. In a single issue of a prominent magazine for this month appear seventeen advertisements, most of them full page, in which the discoverer lends his name to the booming of the products advertised. It is to be presumed that these testimonials were voluntarily written by Mr. Peary, without hope of reward, but there are some who doubt it.

First on the list of Peary products is an encyclopedia and atlas, which he has "found invaluable in his explorations." Next comes a flat globe of the world, personally edited by Mr. Peary, which he modestly alleges is "the most accurate and up-to-date system of geographical reference in existence." A certain variety of bottle he found to be of "great utility," and hastens to spread its praises to a waiting world.

Nor are we left in ignorance to the kind of razor the brave explorer used in shaving himself "with much satisfaction on board the good ship Roosevelt." We are distinctly informed, in a double-page advertisement, as to the make of camera used by Peary in the North. "We know the kind of pencils he used in writing his records, although the signature to this testimonial appears to have been written with pen and ink. Another communication, now made public, tells how he investigated the merits of various kinds of aluminum cooking utensils, finally deciding upon a certain brand as the best.

After reading another published testimonial, we know what kind of rifle and cartridges should be used in polar expeditions. On the next page Peary is quoted as praising a certain New York department store, where one may "equip himself for an arctic trip." The sledge that carried Peary to the pole prints the testimony of the explorer.

We know the brand of tobacco which "assisted materially in passing many an hour of the long dark winter night." The "ideal disinfectant and deodorant" had to be satisfied with a testimonial from the captain of the Roosevelt. His chief apparently suffering from writer's cramp, Mr. Peary knew he would have to have a having brush that would last, and as he selected a certain superior kind, and testified to its merits. Another letter praises the merits of a certain kind of powder, not face.

From the advertising column we learn Peary's preference in breakfast foods, and as he selected a certain superior kind, and testified to its merits. Another letter praises the merits of a certain kind of powder, not face.

The public is left in doubt as regards but a very few things. We do know the variety of gumdrops he used, the whiskey he drank, or the soap with which he washed himself. If at all. Mayhap this information will come out in due time.

Mrs. O. H. P. Belmont has en-

gaged a suite at the Ten Eyck, Albany, from next Saturday and intend to spend a month in the capital city carrying on a suffrage campaign among legislators and prominent politicians. She will make this a social campaign and is arranging to give a series of receptions and teas for the "votes for women" propaganda.

A convention of the Laymen's Missionary Movement is to be held in this city next week. It is in connection with a world-wide movement which will culminate in May in Chicago. It is unconnected with any church, and is in the hands of laymen. Its avowed object is the Christianizing of the entire world within the present generation.

A sum of \$30,000,000 has been asked for, and every Christian country has assumed a part of this burden. It seeks to aid both native and foreign missions, and to work through existing missionary agencies. It has not created any new organization and neither collects nor administers funds, but it endeavors to arouse members of the different churches to support the missions already sent out by their own bodies.

The idea behind the movement is that the history of the world is moving in such a way as to open the door to missions, and that if the opportunity is not seized at once no such favorable opening may again be offered.

ADVERTISED LETTERS

January 5, 1910.

Bauer, M. H.
Beck, Mrs. Geo. T.
Beck, W. H.
Beyna, Miss Bessie.
Bromley, E.
Brown, Miss Sibyl.
Bush, Mrs. Ellen.
Byers, A. V.
Church, S. C.
Coffey, Mrs. W. F.
Fisher, Mrs. C. M.
Hall, Joe.
Hall, A.
Hartog, Mrs. J. M.
Hayes, Miss Marie.
Kall, Karl.
Maguire, Harry.
Marlin, W. B.
Miller, Mrs. Ross.
Obers, L.
Olson, C. R.
Olson, H. P.
Polley, Aaron.
Reagan, E. B.
Richmond, Levi.
Holand, Mrs. Flora.
Saulfahn, Nellie.
Smith, Miss Helen V.
Taylor, H. J.
Walker, Laurence.
Wallace, Mrs. Alice.
Welch, Mrs. Della.
West, Clinton.
W. R. H.

Foreign
Geigars, Quilamun.
Olson, L. F.
Yakobson, Yahn.
J. L. PAGE, P. M.

WAGON UMBRELLAS

AGAIN RECEIVED.

The Stevens & Hullin P. and house just received today another big shipment of those popular umbrellas of the best material, good for rain or sunshine. A shipment don't last long, so call soon if you intend getting one.

Chicken tamales made fresh every day at the Palace of Sweets.

THE DRAMA

(By William S. Brewster.)
New York, Jan. 8.—In "A Little Brother of the Rich" last night at Wallack's Theatre Joseph Medill Patterson and Harold Ford made a contribution to divorce statistics which should set a pace even in New York. Only those in the play escaped being unhitched who had avoided taking the necessary preliminary step. With the apt phrase "Marry in haste and divorce at leisure" as the moral emphasized throughout, three very nice men might be justified in doubting Vincent Serrano's mental balance when even so charming an argument as Ida Conquest could convince him that matrimony was to be trusted.

With the exception of Miss Conquest, whose reputation remained unscathed, three game cocks and a stage cab were the only respectable members of the cast.

But if the people are unwholesome the play has the saving grace of over reaching the intended satire on manners and morals of the wealthy and arriving at genuine burlesque.

When the atmosphere is murky with what Dr. Parkhurst so delicately terms "tandem polygamy," the audience goes into hysterics and sin is foisted.

The play runs smoothly and has its claim to be considered. In the first act in the Savoy Theatre last night a young army scout who wanted \$1,000 to save him from wreck in Wall Street, bargained crudely over a woman's good name with a mine owner out in Roosevelt City, Nev. So opened Theodore Burt Sayre's melodrama in four acts, "The Commanding Officer." The woman was the young and pretty wife of the colonel commanding at Fort Butler, and the mine owner had been her lover before her marriage.

The colonel's wife had really been a little fellow in an absence of her husband which follows a morning's quarrel. Into her folly she drags a dear old friend, so that at length two good names are involved. A play thus built about the reputations of two innocent persons. In such things "The Commanding Officer" abounds. It is melodrama pure and simple, depending on feverish climaxes for its life. By the simple measure of the effective curtain, it is a creditable piece of work.

A lesson in unselfishness is taught with many laughs and a tear or two in Francis Wilson's comedy, "The Bachelor's Baby," which he presented at the Criterion Theatre. For a play written by its star this was remarkably well balanced.

Mr. Wilson played Thomas Beach, a bachelor and hill hater. A five-year-old girl is thrust upon him by the death of his twin brother. Gradually the child wins his heart. A love story of another sort also has Beach for its central figure. It is a wonder that even a hardened bachelor like Beach could have withstood for a moment the winsomeness of Martha Calvert Beach, played by a little boy called Baby Davis on the program.

EXCAVATING AND GRADING CONTRACTORS

Yergle, Simmons, McMillan & Co. are prepared to execute all orders for excavating, grading, hauling sand and gravel, brick, etc. Teaming of all kinds. Let us bid on your work. Phones Red 4291, Black 4562, Black 4101. Residence 944 East Fifteenth street; 585 West Seventh street. If

TAXIDERMIST & FURRIER.

By improved methods I mount true to nature big game heads, fish, birds and mammals. Make fur rugs and garments, clean and remodel them. Express and mail orders promptly attended to.

C. M. HARRIS,
495 Washington St., Portland, Or.
Telephone Main 2600

SUBSCRIBE FOR THE GUARD.

Cut This Blank Out and Fill In the Name of Some You Lady You Want to See Win One of These Fine Prizes

Write plainly. It is advisable to use this blank, but nominations can be written on any other paper. Coupon is printed for convenience only.

I nominate

Address

District No.

As the most popular candidate in The Guard contest.

Signed

Date Address

Each nomination sent in will count twenty votes if sent to The Guard Contest Department. The Guard reserves the right to reject any objectionable nominations.

Cut out this blank and send it to The Guard with your name or the name and address of your favorite candidate. A subscription with it is not necessary, but a good start means much. This blank can be used as often as desired for the same candidate, and each one counts twenty. The name of the party making the nomination will not be divulged if so desired. In case of a tie, prizes of equal value will be given.

Good Blood

Means good health, and Hood's Sarsaparilla has an unapproached record as a blood-purifier.

It effects its wonderful cures, not simply because it contains sarsaparilla but because it combines the utmost remedial values of more than 20 different ingredients. There is no real substitute for it. If urged to buy any preparation said to be "just as good" you may be sure it is inferior, costs less to make and yields the dealer a larger profit.

Get Hood's Sarsaparilla today. In usual form or in chocolate tablets known as Sarsaparilla.



THE AFTER-DINNER

Smoke is the Mt. Hood. After a good dinner your palate craves a GOOD cigar—why not then satisfy it with the Mt. Hood? A product made by clean hands in a clean factory from the best of selected, clean leaf, is the Mt. Hood. 10 cents.

STINSON & CO. SANITARY PLUMBERS

Heating, and connecting up range boilers. Bids on contracting work cheerfully given.

Springfield, Or. Phone Main 114

WALL PAPER

PAINT

WALL PAPER

Fred Ludford The Paint Man

Sole agents Bass Huester Paints
Phone Red 5411
102 W. 8th St.

ED. HANSON

East Ninth Street



THAT EYE GLASS PRESCRIPTION

Don't fail to bring it here where it will be filled exactly as ordered. We are experts in optometry, and make a specialty of fitting the most difficult cases with the proper lenses. We might add that an examination by us will be as thorough and as accurately taken as if you went to a high-priced specialist.

HORN OPTICAL P/R.ORS



THE CAREFUL HOUSEWIFE

Will find that OUR stock of soaps, washing powders, scouring compounds, etc., the best to make her purchases from.

There are so many different makes on the market—some excellent, others decidedly poor—that it is a wise action to buy your supplies in these lines at the store that exercises particular care in securing the best.

W. M. GREEN

Phone Main 25 619 Willamette St

MADAME DEAN'S FRENCH PILLS.

A SAFE, CERTAIN RELIEF FOR SUPPRESSED MENSTRUATION. NEVER KNOWN TO FAIL. Safe! Pure! Speedy! Satisfaction Guaranteed or Money Refunded. Sent prepaid for \$1.00 per box. Will send them on trial to be paid for when relieved. Samples Free. Insist on getting the genuine, accept no substitute. If your druggist does not have them send your orders to the

UNITED MEDICAL CO., Box 74, Lancaster, Pa.

Sold in Eugene by W. L. DeLano.

What To Give For New Year That's the Question

Let us FRAME mother's picture or the family group. A framed picture is always an acceptable gift. See our mouldings and get our prices.

OVERTONS

16-18 Seventh St. Phone Red 1161

Everything in the STATIONERY LINE

for public school or Waterman Fountain Pens University students. I. P. Loose Leaf Books, Crane's Lined Lamin.

Text Books SCHWARZSCHILD'S BOOK STORE

Drop us a card and we will call for Goods you may wish to sell.

JOSEPH JACOBS

Buy and Sell

SECOND HAND WATCHES GUNS, MUSICAL INSTRUMENTS, MEN'S WEARING APPAREL.

87 W. Eighth St. Eugene, Oregon

SIGNS

Anykind, anywhere. Satisfaction positively guaranteed. William Martin, 77 West 8th st.

"The Moore" you've had The "Moore" you want.

MOORE, The Carpet-Cleaner. Phone Red 6681.

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