

3 Moves Are Better Than a Fire— This Is Our First Move

We are now in our new location and are better prepared to serve our customers—to give you what you want at the time that you want it. We are always at your service, and in a few words—it's your move—that's all.

Moved from Rear of
Ideal Feed & Seed Store at 131 Park, to

943 Oak Street

(Formerly Farmers Poultry House)



THOMAS AGAIN IS NAMED TO HEAD STATE RETAILERS

Eugene Chosen for 1925 Meet; Support Given Farm Bills Before Congress; Vining Delivers Last Lecture.

The conclave of Oregon Retail Merchants' association heard just before its close last night the sixth and final lecture of Irving E. Vining of Ashland, in a psychological business series on "Personal Efficiency." After having pointed out in past lectures the various steps necessary to the success of the modern business enterprise, the speaker last night dealt with "Enthusiasm," a natural consequence.

Learn About Enthusiasm.
"There is a vibrating life which exists even in the atom of seemingly dead matter," he declared. "The release of this vibrating life is a glad hum of victory and freedom."

"This is enthusiasm. Life itself is an explosion of energy, of power, of thought."
"Hints are created with the greatest protecting sheath animals are born able to take care of themselves to a great degree, he named, while man, 'the most helpless creature born on the face of the earth, has the greatest potential possibilities of achievement. His desires for a home, for travel, for position, for comfort, are the means of building huge reservoirs of energy which are to be drawn upon as enthusiasm in later life, according to the speaker."

"Dream beautiful dreams for every dream stores up a reservoir of enthusiasm."
"What is death but the exhausting of these reservoirs?"
"Mr. Vining spoke of the sheath of routine which grows around the life of the average business man, killing enthusiasm and reducing its victim to an automaton at the age of 60. This, he said, should be guarded against by 'plenty of human ventilation.' He added that business should be only a part of man's life endeavor and one should never become the slave of the merchant, the farmer or the school teacher."

On Will Power.
The viewpoint quite prevalent today that success can be attained through power of will Mr. Vining characterized as "the most insidious philosophy that ever crept into human consciousness." Will should give way to interest and enthusiasm, he said. "If you want to know if you are progressing, inquire whether or not your interest is growing."

"The manifestations of enthusiasm are four-fold. First, the attractive force of enthusiasm, which gathers energy for the coming project; second, the directive force; third, the generative force, and fourth, the culmination of that project."
"We stand with man's foot on man's earth and say that heaven is an ascendency of achievement in a great and glorious hereafter," he declared in closing.

New Officers Elected.
The convention technically closed Wednesday night following a banquet at the Hotel Oregon after the election of officers for 1924, though the new board of directors held its first meeting at the Eugene Chamber of Commerce today. Eugene again was chosen for a convention in 1925.

L. L. Thomas of Marshfield was re-elected president and David M. Graham will serve again as first vice-president. Other officers are: J. C. Mann, Portland, second vice-president; J. H. Garrett, Hillsboro, third vice-president and N. L. Grant, of Portland, was chosen treasurer. Retiring officers are A. J. Hochradel, Roseburg, second vice-president; W. W. Hill, Portland, third vice-president, and J. H. Garrett, Hillsboro, treasurer. The new secretary will be chosen by the board of directors later. Directors of chapters were chosen as follows: Three-year men, C. L. Schoenfeldt, Portland; W. F. Kennedy, Corvallis; George Schaefer, Eugene; D.

E. Sisson, Salem. Two-year men, Clint W. Van Fleet, La Grande; B. E. Harrison, St. Helens; A. G. Hoffman, Forest Grove; Harvey McPherson, Pendleton; E. F. Douglas, Portland. One-year men, L. A. Blank, Marshfield; Edward Pease, The Dalles; A. C. Marsters, Roseburg; Larry Mann, Medford.

Adopt Resolutions.
Constructive resolutions were passed by the merchants which favored bills now before congress:
The McNary-Haugen farm aid bill.
The Kelly-Schick manufacturing bill.
Reaffirmation given as its stand of opposition to premiums and trade stamps.

LANE COUNTY NEWS

COTTAGE GROVE

Cottage Grove, Ore., Feb. 21.—J. W. Lancaster has sold the wood hauling business to Frank Hazen and sons from Eugene. They will be known as the Cottage Grove Fuel Co., R. W. Lancaster will engage in the Lancaster transfer business.

William Landess Jr. left Tuesday for Knappa, Ore., to work for a sawmill there.

Mrs. Charles Ebert, after a two months' visit with her son J. H. Ebert and family, returned Wednesday to her home in Forest Grove.

Mrs. Grant Tower and Mrs. C. Berggren and daughter Thelma went to Eugene Wednesday.

Mr. and Mrs. E. J. Sherman have been in town all winter left Wednesday for Canby.

J. R. Smith returned to Bohemia Tuesday.

Fred Williams made a business trip to Eugene Wednesday.

The large electric light at the top of the oil drill, attracts much attention.

The four Weise brothers left Tuesday night for Forest Grove to visit their mother who is quite ill.

George Blass was taken to the Eugene hospital for treatment last Saturday.

Mrs. Viletta Neal returned to her home in Albany Tuesday after a long visit with her daughter, Mrs. T. G. Sudtelle and family.

Rev. J. H. Ebert is helping the Creswell minister with a revival this and next week.

William Ostrander went to Eugene Wednesday on business.

N. J. Nelson will go to Portland on Thursday to return with an Overland coupe for W. A. Swenson of Colburg.

Mrs. Robert Stewart and daughter Margaret are visiting in Albany and Portland with Mrs. Stewart's parents, Mr. and Mrs. J. L. McDonald.

Louis Bender came up from Portland Wednesday morning. He is fixing up the City bakery business.

Ed Anderson bought a new Ford coupe Tuesday.

W. H. Larkin came Wednesday from Salem and is visiting his daughter, Mrs. J. A. Minter and family.

Mrs. O. O. Veatch made a trip to Eugene Wednesday.

Mrs. James Lemon was in town from the Weise brothers sawmill Wednesday.

Mrs. C. G. Gies came up from Astoria Wednesday and went to Portland to visit Mr. Gies' parents, Mr. and Mrs. James Gies.

Horace Conner and family came up Sunday from Grants Pass and visited with Mr. Conner's father, Ira Conner who is very ill at the home of his son Charles.

Mr. and Mrs. Ernest Armes will motor over to Corvallis Thursday and spend the week-end with their son Norval who is in O. A. C.

Mrs. O. L. Jones will have a sewing lecture at her home on Gibbs avenue and Tenth street Thursday afternoon. The ladies invited are: Mrs. Charles Shanda, Mrs. Charles Stevens, Mrs. Ed Grable, Mrs. Twilling, Mrs. Ed Wieser, Mrs. Henry Bennett and Mrs. A. Leonard.

A delightful evening was spent by the Tillamook club at the home of Mr. and Mrs. C. A. Kurze Tuesday night. Five hundred was greatly enjoyed. The invited guests were Mr. and Mrs. W. H. Titus, Mrs. Ernest Armes, and Mrs. Carrie Hemenway. Excellent refreshments were served.

Mrs. W. S. Kurze came Tuesday from Portland and is visiting the home of her brother-in-law, C. A. Kurze and family.

Mr. and Mrs. Arby Herrington were surprised last Friday night, the 21st anniversary of their marriage. A very delightful evening was spent and the guests brought delicious refreshments. Those who were invited were Henry Rohda and family, A. E. Hamloth and family, Chas. McKibben and family, Vernon Hazen and family, and Mrs. and Mrs. Brown.

Colonel Moore from Eugene will tell the people of Cottage Grove Thursday evening at the high school "Why Emmett Sharp and Roney should be recalled."

CRESWELL
Creswell, Ore., Feb. 20.—The Canas, Walker, Cloverdale and Creswell met together Wednesday evening at Creswell and listened to an interesting talk by B. F. Keeney on timber cruising. Quite a large attendance was present.

Rev. Winterberger gave a splendid talk on Alaska, Tuesday evening, for the benefit of the Presbyterian Missionary society. The meeting was opened by Mrs. R. E. McDaniel by conducting the responsive reading. Special music was furnished by a quartet, Mrs. Mathews, Mrs. C. Olson, H. C. Trevillion and C. H. Seidwick. Organist, Mrs. Travillon.

Mrs. H. B. McDaniel and Mrs. Margarette Martin of Eugene were present at the meeting.

Miss Margarette Gibson, director for the Tom Thumb entertainment will hold the first rehearsal Friday morning at 9:30 at the Woodman hall. All children taking part to be present.

Dr. and Mrs. Forbes were business visitors in Eugene Wednesday.

The Methodist Aid met with Mrs. Forbes Wednesday for work. The Christian aid met for work at the church and making plans for their Easter food sale and banquet.

Bernice Treasurer is home from O. A. C. and will visit with her mother, until Sunday.

ZION
Zion, Ore., Feb. 19.—Mr. and Mrs. J. Schick and children, Martin and Eleanor were in Eugene Saturday.

Wilbur Ball spent the week-end with his sister, Marie, at Walker.

Robert Mounsey brought his wife and infant son home Monday from the Goshute hospital.

Mr. and Mrs. Ass Tilton spent Sunday with Mrs. Hilton's father, Tom Cruzan at Dexter.

Sammale and Margaret Redinger were absent from school part of last week on account of illness.

Earl Smith made a trip to Eugene on Saturday.

Orte Raap was in Eugene on business Tuesday.

Mrs. Angus Harbie of Walker brought Mrs. S. C. Lewis, her mother, who has been visiting her there, home Monday. Her sister, Vera Lewis, returned with her for a short visit.

C. F. Somways of Eugene came out Wednesday for a few days visit with his daughter, Mrs. Wilbur Hyland.

Mrs. C. Peterson was in Eugene Tuesday.

Act Fillion and sons were at Dexter Sunday.

J. W. Cresse has gone to the Canas mill where he began work Monday.

Mr. and Mrs. D. E. Mathews and Ar-

"LADIES' HOME JOURNAL" PATTERNS WILL SOLVE YOUR DRESS MAKING PROBLEMS



Women's And Misses' New Footwear Are A Pleasure To Look At And To Wear

—We look at footwear four ways when we purchase them.
—How Will They Look?
—How Will They Feel?
—How Will They Wear?
—What Do They Cost?

—Of course, they must look right or you wouldn't want them at all. Next they must be comfortable on your feet, or you could never enjoy them. These two things you can decide when you buy them.
—The others you must depend upon us to decide.
—We know whether they will wear well or not. We know that they will or they wouldn't be here.
—It's high time to be selecting new pumps and oxfords. An extensive display here for you. New!

- Brown Calf Pumps, Pair \$5.50**
—Comfy low heel one-strap model, enhanced with cut-out work on sides. Milady will be interested to know they have welt soles and rubber heels.
- Black Satin Pumps, Pair \$7.50**
—Another one-strap style with graceful curved heels. The designers were inspired with advanced style ideas when their stamp of approval was sanctioned as these show fancy cut-outs and front suede trimmed.
- Black Ooze Pumps, Pair \$7.85**
—The "Queen Quality" trade mark in these chic one-strap models is your assurance they are distinctive. Enlivened with leather trimmed front strap; hand turn soles; Cuban heels with rubber lift.

MEN!
You'll Want A Pair Of These New Oxfords—\$5.50
—The expressman just made his appearance with them and we hurriedly unpacked them from their cartons to display them to men who care to see the latest—plain creased toe, which strikes a new point in footwear and they look the part—these brown or black calf oxfords with comfortable rubber heel. See them!

- YOUNG MEN, Wear "Campus Cord" Trousers—\$6.25**
—Oh, boy! Some fit! For snap, style and swagger call for campus cords, the greatest cords made. Tailored of splendid quality light cream corduroy in medium wale and soft finish. With belt loops, cuff bottoms, button down hip pockets, sizes 28 to 36 waist, and every pair guaranteed. Can't Bust 'Em braud.
- Men's \$1.50 Coat Sweaters \$1.19 Friday And Saturday Special!**
—Heavy ribbed coat sweaters, especially suitable for a work coat. Medium grey; sizes 36 to 44.
- Men's 29c Dress Socks, Pair 21c Friday And Saturday Special!**
—Then you can effect a substantial saving like this it behooves one to purchase several pairs as that is one item of apparel a man wears every day. "Buster Brown" brand, good weight, fine weave, double spliced heel and toe, in navy, grey, green or black; sizes 10 to 11½. Not every size in some colors.
- Boys' Every-day Shirts 85c**
—Serviceable shirts for work or play. Made of medium blue chambray, regulation collar, one pocket; sizes 10 to 14.
—Similar shirts in fine soft finish khaki; sizes 12 to 14; price 85c.

EVERY DEPARTMENT GREET'S YOU WITH NEW SPRING MERCHANDISE

Imported Fancy Work
NOTICE TO THE PUBLIC:—
I have added to our main office a line of Imported Fancy Work.
MADERIA HAND EMBROIDERY
REAL LACE
ITALIAN CUT WORK
CHINESE EMBROIDERY AND FILET
FRENCH CLUNY
HANDKERCHIEFS, ETC.
Come In and Look.

Mrs. C. Marx
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829½ Wilamette Street, Eugene, Ore.

FOR OVER 40 YEARS HALL'S CATARRH MEDICINE has been used successfully in the treatment of CATARRH OF THE URINARY TRACT. HALL'S CATARRH MEDICINE consists of an Ointment which quickly Relieves by local application, and the Internal Medicine, a Tonic which acts through the Blood on the Struck-off Surfaces, thus reducing the inflammation. Sold by all druggists. P. J. Cheney & Co., Toledo, Ohio.

Showanda, the choice of the smoker. Try Guard Classified Ads if you want results.

Doheny Likens Friends Who 'Bark' To Wolves

New York, Feb. 21.—A lot of people are trying to run the Americans off their feet in the investigation of the naval reserve oil lands. E. L. Doheny, head of the Pan-American Petroleum company, was quoted as saying in an interview in the Wall Street Journal today: "When I was on the stand in Washington," he said, "it reminded me of old times in the west when one of our dogs at mating season joined the wolves—the wolves would surround our camp at night and I could hear my own dog barking among the wolves as they howled around us."
"It seemed at Washington I could hear the bark of my own friends in a pack of political wolves."
insure with Henry Tromp, 33 West 9th.

Co-Operation

THIS STRONG BANK IS PLEDGED TO HELP BUSINESS IN THIS COMMUNITY IMPROVE AND EXPAND. OUR CO-OPERATION CAN BE VERY HELPFUL TO YOU

THE UNITED STATES NATIONAL BANK
The Bank of Service

EUGENE LOAN & SAVINGS BANK
The Bank of Savings.

A Favorite Investment of This Community

WITHIN A FEW YEARS the investment securities of this Company have become a favorite form of investment for our citizens.

YOU CAN FIND OUR SECURITY HOLDERS in every part of town, following every kind of occupation and of varying degrees of wealth.

OUR DOORS ARE OPEN to every man, woman or child who cares to become a part owner of the service properties and to participate in the reasonable returns paid on their investment.

THE MONTHLY INVESTMENT PLAN places this opportunity within reach of everyone who can earn and save a little each month.

THE MONEY of our securityholders is invested here at home in extensions and additions and the dividends paid as wages remain in the community.

As long as we grow we can put additional money to work in useful public service.

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