

THE EUGENE GUARD

An independent afternoon newspaper published daily except Sunday.

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FRIDAY, APRIL 17

The Governor Fires One.

WHEN Governor Pierce was elected in 1922, Lane county gave him a majority of more than two to one. The individual whose efforts contributed in larger degree than the efforts of any other individual to that result in this county was Ben Dorris.

The governor came into the last legislature with a message proposal that game control be placed with Oregon Agricultural college. Mr. Dorris, who was in Salem lobbying for game commission interests, opposed this project.

Politically, therefore, Mr. Dorris has given ground aplenty for offense to the governor, whose test of all office-holding fitness under his administration is that the office-holder's mind shall go along with his in all things.

Ben Dorris is known as a man whose chief activity, perhaps, is political. Probably he would not, if asked, be disposed to deny that accusation himself.

If the handwriting on the wall is interpreted aright by some whose experiences ought to qualify them so to interpret it, the end is not yet of political manipulation of the game commission.

When it came to designing cross-word puzzles, the ancient Romans had it over our latter-day puzzle-makers like an awning. This square, in Latin, was found scratched on a piece of plaster from the wall of a Roman villa in Corinium or Cirencester, in Britain, according to the authority of "A Cotswold Village," by Gibbs.

ROTAS OPERA TENET AREPO SATOR

The translation of this puzzle is "Arepo, the sower, guides the wheels in work," according to the Christian Science Monitor, and it is particularly interesting because its middle word is a perfect palindrome.

Women of the Christian church of Cottage Grove participated 100 per cent in the plan for a hatless Easter church attendance, they are telling the world. It was a few visiting women from outside the church membership who came to church hatted and thus marred what was to have been a complete demonstration.

A romantic young couple were married the other day on the bridge which spans the creek at the foot of the main drop of matchless Multnomah falls. Their flowers were the trilliums and currants that dotted the surrounding nooks, and their wedding bower was further decorated with the greenery that "Spring's green witchery is weaving."

Last year the people of Eugene voted, 1297 to 791, for the purchase of new fire apparatus. Last Wednesday they voted 1149 to 1088 not to pay for this same apparatus.

The Guard's Big Ad Edition

Big Ad Edition (Portland Telegram) EUGENE, Ore., April 14.—The Eugene Guard, afternoon daily newspaper here, rapidly is forging in the front as a metropolitan enterprise under the guidance of Paul R. Kelty, editor, and his son, Eugene S. Kelty,

each, for display advertising matter, made up largely of price lists.

A 16-Page Advertisement (Albany Herald and Democrat) George C. Stanley, re-entering the retail grocery business in Eugene, inserts a 16-page advertisement in a Eugene newspaper. The advertisement constitutes an entire section. It amounts to 128 full columns or 2516 column inches.

A few Sundays ago the May company of Los Angeles inserted a seven-page advertisement in the Los Angeles Times. The four and six-page advertisements of the Portland firms in the Portland newspapers during the past fall and winter are remembered here.

These advertisements are not the work of experimenters. The men who pay for them know their business. Mr. Stanley, for instance, entered the grocery business in Eugene many years ago. He prospered greatly. Then he moved to Southern California, where he prospered more greatly. He returns to Eugene with a large fortune.

Mr. Stanley made his fortune by practicing sound business methods and buying large advertising space regularly. That he figures that advertising is the secret of business is indicated very clearly by his 16-page advertisement of last Saturday.

A great many merchants waste money in advertising by spending too little. They do not apply power enough to move their load. They are like the fellow who put a Ford engine into a Pierce-Arrow truck and wondered why the outfit didn't walk off with a five-ton load.

And so in advertising. There are times when more power is needed to sell goods than is required in normal times.

A Big Ad Order (Roseburg News-Review) Eighteen full pages of advertising in the allotment made to Eugene papers by a certain firm of that city which opened its doors for business yesterday. It was the largest order for advertising ever placed by a single concern in the state.

His theory is that drunken drivers, fleeing bootleggers and miscellaneous morons are responsible for most accidents. It's in whizzing around corners that they generally get in their work, he says. Also he thinks there has been too strong a tendency on the authority's part to subordinate pedestrians' safety to motorists' convenience.

A Sixteen-Page Ad. (Medford Mail-Tribune) George C. Stanley, who erected a new building and opened a store in Eugene Monday, where everything to eat and many household necessities may be purchased, had a 16 page advertisement section, 128 columns, in the Eugene Guard Saturday evening which is claimed to be the largest single newspaper advertisement ever published in Oregon.

There were 36 other pages in the Guard of that day, making 52 pages in all and there were 13,700 copies issued and mailed to regular subscribers and others in the trading area.

The edition is a credit to The Guard and the enterprising merchants of Eugene.

A 16-Page Ad. (Lafayette Observer) The Eugene Guard appeared Saturday with a 52-page edition containing, among other interesting and attractive things, a 16 page advertisement for a Eugene grocery store announcing its opening there today.

The fact is, the attorney general isn't as much interested in Chapman's technicality as Chapman is. The government has more prisoners than it wants now. At his very time Luther C. White, new superintendent of federal prisons, is at Leavenworth, trying to find an excuse for paroling all

In New York

By JAMES W. DEAN NEW YORK, April 17.—Raining. Not violent, but great slashing streams of water. It hits the pavement and splatters up into a silvery spray, scurried along by the April wind, gleaming white puffs against the black.

Oregon Briefs

At a luncheon last week in North Bend the Coos Bay Ministerial association, was enlarged to include all ministers in Coos and Curry counties.

John Stone, a Baker boy, has won fifth prize in McCullough's great national cartoon contest. The committee was headed by Bud Fisher, creator of "Mutt and Jeff."

Plans are under way for the reorganization of the Bank of Bandon. Directors declare that depositors will sustain no loss through the closing of the bank doors.

The oil development at Bixton continues to be of interest. A second company has entered the field and plans to begin drilling within 60 to 90 days.

Cottage Grove's city council has decided to purchase two acres of land adjoining the present reservoir upon which will be erected a 1,000,000 gallon reservoir at cost \$20,000.

The Oregon Lumber company has opened its logging camps on the headwaters of the West fork of Hood River and a crew of 60 men are getting out Douglas fir.

The Rev. Richard Hocking, retired Methodist minister, died Sunday at his home in Salem. He had occupied pulpits in various Willamette valley cities.

At a meeting last week of the Annual Chamber of Commerce John H. Fuller, who has served five years as secretary, was re-elected with a substantial increase in salary.

Maybe Our Invitation Was a Little Inopportune



CAPITAL TO BE TRAFFIC MODEL

One-Armed Driving and Kindred Ills to be Banished, Says New Traffic Director

By CHARLES P. STEWART (SEA Service Writer) WASHINGTON, April 17.—Washington's new traffic director, M. O. Eldridge, aims to make the capital a model for the whole country in the matter of automobile regulation.

His theory is that drunken drivers, fleeing bootleggers and miscellaneous morons are responsible for most accidents. It's in whizzing around corners that they generally get in their work, he says.

Finally Eldridge concludes, traffic regulations, no matter how good, are of no avail at all unless rigidly enforced and right there, he observes, is where a majority of cities fall down. He won't.

The Justice Department gets very few appeals to be sent to the Atlanta penitentiary for 25 years. That, however, is just what Gerald Chapman wants, and in his case it's easy to understand why.

Keep vaccinated, is the Public Health Service's advice.

The State Department is hearing from many American residents of France who are scared at the prospect of a capital levy. Some of them have large French property holdings, especially the branches of various big American companies.

A capital levy, if made, will hit them all. They can't get their wealth out of the country, either. Present French laws forbid. The government proposes to take a large chunk—10 per cent, and it will be more than that if the franc slumps, as probably it will.

If France were a little country, like one of the Central American republics, the State Department might see its way clear to imposing this confiscation. Being France, it isn't likely

In Lighter Vein

No Sympathy Asked. (New Haven Register) "My wife belongs to so many clubs and societies that I see her only about an hour a day."

Health Note. (Boston Herald) In keeping well, half the trick is to take hints before they settle into symptoms.

Signs of the Times. (Santa Barbara News) "Good heavens, man, what is the matter with your face? Were you in an automobile accident?"

Joseph's Show. (Good Hardware) Teacher—"Can any boy tell me the earliest reference in history to a theater?"

Almost. (London Post) There are bright moments in the life of a schoolmaster. At a recent examination in General Knowledge, a pupil defined a volcano as follows: "A mountain with a hole in the top, and if you look down the hole you can see the creator smoking."

Lucky Aunt May. (Progressive Grocer) "Mummy, has Aunt Betty got a little baby?" "Yes, dear."

Engines Rehearsals. (Chicago News) An English actor at the beginning of the long run of a play in Chicago took an apartment close to the railroad. He abandoned it after a week's occupancy. "I think I could have some use for the trunks going by at night," he said, "but every morning at 8 o'clock two engines came under my window and rehearsed until noon."

Rowell's Comment. By CHESTER H. ROWELL. THE excess of births over deaths in France last year was only some 72,000, as against 95,000 the year before. The rate in Germany is declining, too, but the excess is still over 200,000 a year. Whereas the French are, as usual, greatly concerned, they would not need to worry at all. They do not, in fact, worry in regard to the nations with which their relations are on a civilized basis. The tremendous preponderance of American they do not regard as a menace. If we get two hundred millions and they have only forty, we may have a five-to-one advantage commercially, but we will still so have five times as many people to support with no greater wealth, and the French will be quite content to support well whatever population they have.

Tom Sims Says. PERHAPS this out rate was among New York taxi drivers might be called a 10,000 meter race.

A THOUGHT. He that breath his life shall lose it; and he that breath his life in this world shall keep it unto life eternal. John 12:25.

Life is a problem, my dear man was made to solve the solemn problem, right or wrong. J. G. Adams.

o n the moon, so could it be grain for making moonshine?

Opportunity is often mistaken for trouble.

An optimist is one who realizes things can't be as bad as he thinks the year.

Long dresses didn't look well with bobbed hair. We hope the women never shave their heads.

Recent aircraft tests indicate General Mitchell's serious mistake was in having more sense than his superior officers.

They do things different in Paris. A thief escaped there on a bicycle instead of in a high-powered car.

In Lighter Vein. No Sympathy Asked. (New Haven Register) "My wife belongs to so many clubs and societies that I see her only about an hour a day."

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Churches are being built in the middle of the block because filling vacancies here all the time.

Germany is doing much better. The poor people are slowly learning to bear their own crosses.

A scientist claims to see crops on the moon, so could it be grain for making moonshine?

Opportunity is often mistaken for trouble.

An optimist is one who realizes things can't be as bad as he thinks the year.

Long dresses didn't look well with bobbed hair. We hope the women never shave their heads.

extra German babies, 20 years from now, may have to be stopped at some new Verdun by a fourth as many French babies. War demands cannot rate would give France enough of it. The world must raise babies for a better purpose than that, or it might as well not raise them.

25 Years Ago (From The Guard April 17, 1900) A new crosswalk is being laid on Ninth street between Mayo and McGuire's and Loughmiller and Peter's stores.

Maurice Schwarzschild has returned after a trip to the southern parts.

Members of the Oratorio society are having to postpone their regular rehearsal from Wednesday until Friday.

Jerome Knox is a visitor in from Cottage Grove.

Mrs. F. L. Poindexter has returned to Eugene after a visit with her parents at Leweslyn.

Attorney Charles M. Kinsinger has gone to Vancouver on a trip of legal business.

Hon. T. G. Hendricks is having 25 acres of wheat resown on his farm just south of the city.

Miss Martha Medley returned to her home in Cottage Grove today after visiting friends here.

Over 4,000 voters have registered and names are still coming in at a lively rate.

Half of Washington Town is Destroyed BELLINGHAM, Wash., April 17.—Fire Wednesday destroyed half the town of Hamilton in the upper Skagit river valley, causing a loss estimated at \$100,000.

For information on Rail and Water Trips PHONE 140 OREGON ELECTRIC

MR. HAPPY PARTY SANITARY SHOP YOU'LL FIND THIS SHOP IS GOOD AND CLEAN IT'S SANITARY'S WHAT I MEAN!

THIS is a sanitary age. From baby to grandpop we're thinking of everybody's health. This shop is kept perfectly clean. The meats we sell are pure articles of food. We invite your patronage because we've got a right to it.

EUGENE PACKING CO. 675 Willamette St. Phone 38

LIKE TWO PEAS IN A POD

To the casual observer two violins look as much alike as two peas in a pod. In color, shape and stringing they appear to be twins. But in the hands of a master one may be worth a king's ransom, the other a beggar's purse.

To the casual observer all banks, too, appear alike. Their buildings are much the same, their services tally one with the other. But ask our customers and they will tell you. Their answers will be something like this:

"There is one bank in Eugene where you can be sure of always getting more than you expect, and that is the United States National. For the past thirty years that organization has helped Eugene's business grow and prosper. That's the bank for you."

The U.S. NATIONAL BANK The Bank of Service EUGENE LOAN & SAVINGS BANK The Bank for Savings

FILMS

DEVELOPED AND PRINTED— "THE WAY YOU LIKE THEM"

at Baker-Button's KODAK SHOP 7 West 7th Eugene, Ore.

"Everything Fotografic" Eugene's Leading "Kodak" Store for 10 Years

Monolith Plastic Waterproof Cement

p214 National Steel Fabric for Stucco Work LOCAL AGENTS

SCOBERT'S WAREHOUSE CO. BUILDING MATERIAL 45 Seventh Ave. West. Phone 525

SOMETHING WRONG

Headache? Backache? Nervous? All down and out! Don't neglect yourself. Neglect may lead to serious illness.

CHIROPRACTIC Removes the cause—Health returns GEO. A. SIMON Examination Free 916 Willamette St. Phone 253-2