

# \$13,000 BUSINESS DONE IN WEEK BY STANLEY'S STORE

Those who scoff at the maxim, "It pays to advertise," are invited to read the results of a 16-page advertisement inserted in The Guard by a Eugene groceryman, George C. Stanley, whose new store at Ninth and Olive is now on the second week of its existence.

Here is the record of the store in its first 6 days:

Business amounting to more than \$12,000.

Stock turnover 100 per cent.

Books locked on hundreds of customers Saturday afternoon because of inability to handle the crowd.

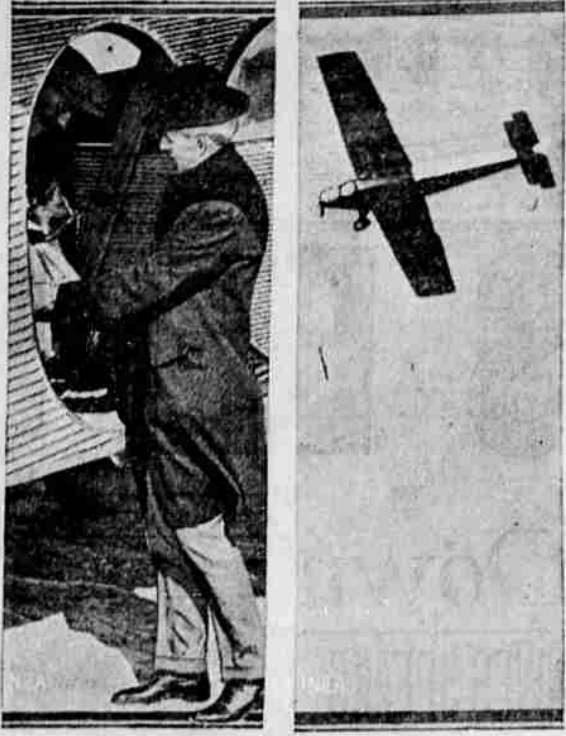
Store jammed to capacity every afternoon.

"We are doing the greatest business I ever saw in my life," says Mr. Stanley. "If we turned over the stock weekly, even on a one per cent margin, it would be profitable, as it would amount to 52 per cent a year on our investment."

Mr. Stanley believes the business being done by his store is the biggest on the Pacific coast at the time. Trucks are busy every day unloading new stock for replacements, and he keeps two men busy full time in the ware room.

The Stanley meat department is now operating in conjunction with the grocery. J. F. Crough of Oakland, Cal., who has had wide experience in chain stores, has arrived to become manager of the meat division. Mr. Crough is visiting in Idaho temporarily, until Mr. Crough can make arrangements for their home in Eugene.

## Airplane Freight Line is Inaugurated



At the left, above, is Henry Ford, helping to load freight on the Maiden Dearborn, which inaugurated the Ford air freight line in a flight from Detroit to Chicago. At the right is the Maiden Dearborn in the air on the flight.

## INTEREST IN PLANS FOR LANE PAGEANT SHOWING INCREASE

Lane county is assured of a wonderful celebration during the children's pageant Saturday, May 9. Take the word of E. J. Moore, superintendent of schools, for that. All districts in his far-flung school jurisdiction are up and ready for action, he declares.

"It is simply wonderful the wide spread interest that is being taken in the various school districts in the coming Pioneer school pageant and local history contest," Mr. Moore said. "One woman remarked that her husband had never had so much fun, and is getting more 'kick' out of it than anything he had ever done since she knew him. He lies awake nights, thinking how the thing can be improved or representations made in the street pageant to honor the pioneers of his section."

"Reports from districts about Cottage Grove are they will be here to take some of the prize money and from far-off Lorne the high school students are planning some 'stunts' in the parade that will make the spectators 'sit up and take notice.' From schools up the middle fork and about Junction City, up the Mohawk and from all over the county from which it is practical to come, the county school superintendent's office is getting inquiries that show the children and their parents are interested."

**Pioneer History Cited.**

"Some of the high thinking, pleasure-loving boys and girls of the period are apt to think that their journey across the plains by the pioneers in the late 40's or early 50's was a mere pleasure jaunt or summer outing, but others who stop to think of the shal-low graves of dear ones, the floods, the terrible heat, the bitter cold, the lack of food, the sickness and suffering do not regard it as a pleasurable party by any means. The high school girl who has heard her grandmother tell of her capture by the Indians when only an eight-year-old girl, when she wandered a short distance from the wagon train, and the experiences of her re-capture, will never think of it as a pleasure trip.

"Already the essays are coming in to the county school superintendent's office and there are many of the boys and girls now interviewing the pioneers to get materials for their stories. They must all be in by May 1, so as to give the committee a good chance to look them all over and pass upon their merits."

**Relics Are Coming.**

"Relics of pioneer days such as ox-yokes, spinning wheels, saws, axes, for splitting logs and hundreds of other articles are being dug up from dusty attics or storehouses to exhibit as relics of the past, to be put on display at the army. Each district will have to be responsible for their own property and many are appointed collectors or caretakers of these displays or are putting valuable articles in glass show cases where they will be safe and will not be handled. Only pioneer relics are to be displayed."

"Everything points to one of the most successful and interesting educational exhibits ever given in the county," the superintendent avers.

## Printing Plant to Take new Quarters

The Valley Printing company, owned by Russell D. Evans, has leased one of the store rooms in the new Stanley building at Ninth and Olive street for its printing plant. It is announced today by Mr. Stanley.

The printing plant at present occupies quarters upstairs in the United States National bank building, where for more than 14 years a printing office has been operated, beginning business on a small scale with a foot-power job printing plant and a few fonts of type.

It is expected that the firm will move its plant the early part of May, as soon as new equipment being ordered arrives. The lease begins May 1.

## COW TESTING PLAN TALKED BY GRANGE

Organization of a cow testing association including the Ada district and part of Douglas county adjoining Lane county on the south were discussed at the meeting of the Ada Grange held Saturday, according to O. S. Fletcher, Lane county agricultural agent, who has returned after speaking at the session. The members of the Ada Grange are from both Lane and Douglas counties due to close proximity to the county dividing line, Mr. Fletcher said. Mr. Fletcher also visited at Canyon and Siltcoos on his first trip into Western Lane. The dairy industry has much interest for the farmers of Ada and vicinity and this phase of their work was the principal topic of the discussions at the meeting, the county agent reports.

## COURT LEVIES FINE IN LICENSE CHARGE

On a charge of failing to have a license for his dog, H. Stolle, residing east of Irving, was cited to appear in justice court today and was fined \$10 by Judge Harold J. Wells. This is the first case of this kind since action was started to bring to the attention of dog owners that it is necessary to have a license. George Canady is in charge of the campaign through the county and he reports that there are several others who will also be cited to answer soon. The starting of the campaign has resulted in much increased activity in the taking out of licenses, according to a report at the office of the county clerk.

## Young People are Grange Members

At a regular meeting of Crow grange, a juvenile grange was organized.

The grange, which is the only one of its kind in the county, was organized by M. C. Glover, overseer of the state grange, assisted by F. B. Harlow, master of Lane Pomona.

There were 26 charter members of whom the following officers were installed by Ova V. Liles, assisted by Marie Norwood and Mildred Stephens: Master, Connie Doane; Overseer, Hugh Holland; Lecturer, Opal Diers; Steward, Joe Hill; Assistant Steward, Donald Kraul; Chaplain, Alice Darnwood; Treasurer, Gordon Holland; Secretary, Earl Dome; Gatekeeper, Clair Darnwood; Cereus, Janetta Gate; Pomona, Erma Layne; Flora, Agnes Gates; Lady Asst. Steward, Clara Hinds; Dorothy Doane has been appointed to act as master for the rest of the year.

A very enjoyable time was reported by all who attended. M. C. Glover and F. B. Harlow gave very interesting talks on grange work.

## BOY IS LOCATED

Courtesy Portland 16, who has been residing near Fall Creek reported at the sheriff's office that he had decided to leave there and left some of his clothes beside the road and when he returned they were missing. A bundle of boy's clothing was recently found beside the road and the sheriff notified and the lad has identified these clothes as belonging to him.

## ELKS ATTENTION!

Regular session of Eugene lodge No. 357, B. P. O. Elks, will be held Wednesday evening, April 22, at 7:30 o'clock, initiation. Visiting brothers are welcome.

## SECRETARY.

STATEMENT OF THE ANNUAL PROGRESS OF THE NEW YORK LIFE INSURANCE COMPANY

of New York in the State of New York on the 21st day of December, 1935, made to the Insurance Commissioner of the State of Oregon, pursuant to the provisions of the Insurance Law of the State of Oregon.

CAPITAL

Amount of capital actually paid up, none.

INCOME

Total premium income \$ 180,541,481.17

Interest and other income received during the year 50,499,840.33

Income from other sources received during the year 11,618,854.52

Total income \$ 242,659,176.02

DISBURSEMENTS

Paid for losses, including annuities and dividends \$ 81,289,910.18

Dividends paid on national stock during the year 1,821,763.09

Amount of all other disbursements 1,000,000.00

Total disbursements \$ 84,111,673.27

Net income \$ 158,547,502.75

LIABILITIES

Total adjusted assets \$ 1,033,888,210.42

Net reserves \$ 810,888,980.00

Total policy claims \$ 1,740,000.48

All other liabilities 222,742,180.90

Total liabilities \$ 1,033,888,210.42

PAID FOR BUSINESS IN OREGON

Gross premiums received during the year \$ 1,892,127.83

Dividends returned during the year 481,232.11

Net premium received during the year 1,410,895.72

Less paid during the year 218,487.78

Net premium received during the year 1,192,407.94

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLAY, President

WALTER M. KILLAM, Secretary

ROBERT A. THOMAS, Treasurer

Building, Parkside, Stationery Building, Portland, Oregon

## School of Oratory Will Give Recital

The school of oratory of the Eugene Bible university will give a recital Wednesday evening, April 22, in the chapel at 8 o'clock. The program: "What Counts"..... Gladys Strahm "Catching the early morning train"..... George Johnson "The Engineer's Last Run"..... David Vaughn "Orphan Annie"..... Mabel Riddle "The Record"..... Mary Street "The Charge of the Light Brigade"..... D. E. Dent "The Dutchman's Telephone"..... Ruth Benson "Jean Anderson My Joy Jean"..... Mary Melville "Old Bob's Life Insurance"..... George W. Springer "The Little Negro Hero"..... Margaret Hemeway "Lehman's"..... Eldora Young "The Ballad of the 'Revenue'"..... A. D. Duff Gordon "Peck's Bad Boy"..... Willbur Torgerson "The Return of the Regulars"..... Errol Sloan "Reading"..... Glenn Riddle

## Master Craftsman Will Speak Here

Frank Gardner Hale, master craftsman of the Boston Society of Arts and Crafts and dean of the Craftsman's Guild of Northfield, Mass., will speak on the subject, "Jewelry and Enamels" in the fine arts auditorium of the University of Oregon tomorrow at 3 p. m. An exhibition of Mr. Hale's work in jewelry and enamels will be shown in the evening. The public is invited to the afternoon meeting and the exhibition in the evening.

Mr. Hale's work and enamel has placed him among the foremost American craftsmen.

## INSURANCE STATEMENTS 75

Summary of the Annual Statement of the MUTUAL BENEFIT HEALTH & ACCIDENT COMPANY of Omaha, in the State of Nebraska, on the thirty-first day of December, 1935, made to the Insurance Commissioner of the State of Oregon, pursuant to the provisions of the Insurance Law of the State of Oregon.

Net premiums received during the year \$ 2,199,480.80

Interest and other income received during the year 22,618.18

Income from other sources received during the year 131.24

Total income \$ 2,222,220.22

DISBURSEMENTS

Net losses paid during the year including adjustment expenses \$ 2,022,124.10

Commission and salaries paid during the year 1,532,618.00

Taxation and fees paid 60,687.48

Amount of all other expenditures 149,725.87

Total disbursements \$ 4,164,155.45

Value of real estate owned \$ 24,881.18

Value of stocks and bonds owned (market value) 358,272.44

Loans on mortgages and other collateral 218,573.80

Cash on hand and in banks 79,914.94

Prepaid interest on policies 14,570.00

Interest and other income and adjustment 18,485.94

Total adjusted assets \$ 708,278.61

Gross claims for losses unpaid \$ 332,628.86

Amount of unearned premiums on all policies in force 1,085.10

Total for contingencies 3,361.50

Reserve for other contingencies 209,087.71

Total liabilities, exclusive of unpaid claims \$ 708,278.61

BUSINESS IN OREGON FOR THE YEAR

Net premium received during the year \$ 1,322.75

Less paid during the year 1,183.67

Net premium received during the year 139.08

MUTUAL BENEFIT HEALTH & ACCIDENT COMPANY

G. H. CRAMER, Secretary

## TOO LATE TO CLASSIFY

FOR SALE—Fine lot 50x150, second lot from corner at 17th and Olive. Filled in recently. W. H. McCLAIN, Phone 207.

## WOMAN wanted for kitchen helper

in fraternity house, 438 care Guard, a22

## NOTICE

All persons east of Agate St. having garbage to haul about the first to tenth of May I will be hauling it to dump.

J. J. EDWARDS, 1675 Columbia St. Phone 543-3.

## SAM RUGH REALTY COMPANY

CLOSE IN HOME \$1000—Large, comfortable well lighted 5-room house, best location on the east side, alley 50' x 50', only 4 1/2 blocks from business. Good terms on part.

SAM RUGH REALTY COMPANY 7th and Willamette a22

## CENTRAL BUSINESS PROPERTY

Two-story brick, double front, one of the finest locations in the city. \$10,000 down will handle. See us about this.

SAM RUGH REALTY COMPANY 7th and Willamette a22

## Travel With Safe Money

Personal checks are of no value when you are traveling; cash is dangerous to carry.

But A. B. A. Travelers Cheques are safe and cashable anywhere from filling stations to the largest hotels. Keep this in mind and convert your expense money into these Cheques here at the First National before you leave on your trip.

FIRST NATIONAL BANK Eugene, Oregon

erine Burton, Allean Townsend; Mrs. Jim Harding, Elsie Winkley; Mary, Marcella Olson.

"The Maker of Dreams": Pigratte, Joy Ingalls; Pierote, Elvert Vadnais; The Manufacturer, Justin MacDonald.

## Changes in School Laws are Received

Changes in state school laws are called to the attention of county school boards and the following information has been received at the office of the Lane county superintendent of schools:

"The recent session of the legislature passed a law which exempts districts of the third class from the operation of the local budget law. These districts will hereafter follow the law given under sections 237 and 238 of the 1935 edition of the school laws. This means that districts of the third class will not have to fill out form 20-A nor will they have to call in a budget committee. The board of directors will make out the budget themselves. The new law makes a slight change necessary in form 70. This will be ready for distribution soon after April 27."

## Many Desire Data On McKenzie Area

That the upper McKenzie is becoming increasingly popular among summer visitors is indicated by the large number of inquiries received by the local office of the Oregon State Motor association concerning the various reports of the Lane county playground. Many communications are being received as to the distances to various points, the accommodations for visitors who desire modern conveniences while "roughing it" and also the possibilities for summer sports. Many of these inquiries are from tourists who are coming for vacation visits here and not on extended motor tours; it is reported.

## E. Thorstenberg to Head Lutheran men

E. Thorstenberg was elected president of the Lutheran Brotherhood, which includes men of all Lutheran churches in Eugene, at the annual meeting last night at Trinity Lutheran church. The Rev. A. Edlund of Marshfield was the chief speaker at the meeting, and Professor Benjamin Edwards gave a vocal solo.

Other officers chosen were J. Swenson, vice-president; S. P. Ness, secretary; Peter Nelson, financial secretary; and L. J. Clave, treasurer.

Delegates to the state convention at Silverton May 2, 3 and 4 were elected as follows: E. Thorstenberg, George Hegberg, Chris Monson, Peter Nelson and L. J. Clave.

## Professor Smith is Speaker at Rotary

An address by Dr. Warren D. Smith, head of the geology department at the university, was the chief attraction at today's luncheon of the Rotary club at the Auburn hotel. Dr. Smith spoke on the fourth object of Rotary, which was to bind nations together in a common bond to inhibit or banish warfare against each other.

The Rotary club now has groups in 28 different nations, and can wield a powerful influence in prevention of war, Dr. Smith said.

## Radio Concert to Seat 700 Persons

Seating capacity for 700 Eugene music lovers and radio fans will be provided for the public radio concert Saturday night, April 25, at the Laramie Music store, when specially-built radio broadcast receiving sets will be used to receive the concert by the Cecilia Choral club from station KGW, of the Morning Oregonian at Portland.

This announcement was made today by Taylor C. White, manager of the music store. The concert will begin at 7 o'clock, and will continue for an hour.

## High School Will Give Three Plays

Three one-act plays, "A Night at an Inn," "Distinguished Service" and "The Maker of Dreams" will be presented Friday night by members of the dramatic club of Eugene high school. The proceeds of these plays will go toward the student loan fund of the high school.

The play, "A Night at an Inn" has been given before, at the last H.Jinks show of the school. All the others have never been presented by the high school club. The casts are as follows:

"A Night at an Inn": The Toff, Dalmar Newman; Bill, Emil Williams; Siskiers, Ralph Newman; Albert, Elvert Vadnais; First Priest, William Bartle; Second Priest, Justin MacDonald; Third Priest, Herbert Wheeler.

"Distinguished Service": Kath-

## ACHES AND PAINS ALL OVER BODY

Mrs. Proctor Reports Great Benefit by Taking Lydia E. Pinkham's Vegetable Compound

Sharpsburg, Pa.—"I recommend Lydia E. Pinkham's Vegetable Compound to all suffering women. I have taken four bottles of it and I feel 100 per cent better. I was dizzy and weak with no appetite, no ambition and with tired feeling all the time. I had aches and pains all over my body and had the headache a good deal. I saw your advertisement in the Pittsburgh Press and thought it might help me. I have been greatly benefited by its use and highly recommend it for all ailments of women." Mrs. J. H. PROCTOR, Box 1, East Liberty Station, Pittsburgh, Pa.

Such letters prove the great merit of the Vegetable Compound. These women know by experience the benefit they have received. Their letters show a sincere desire to help other women suffering from like ailments. Let these experiences help you—now.

In a recent canvass of women purchasers, 98 out of every 100 report beneficial results by taking Lydia E. Pinkham's Vegetable Compound. Sold by druggists everywhere.

Same Price for 25 Ounces

25 OUNCES FOR 25 CENTS

for over 33 YEARS

PANTS

Cut and made specially for you any style or grade in our own shop. Guaranteed to fit.

LIVISTON MFG. CO. 719 Olive Elks Bldg.

Valley Printing Co. Over U. S. Nat'l Bank. WEDDING AND BUSINESS ANNOUNCEMENTS. COMMERCIAL AND SOCIAL PRINTING. FOR QUICK SERVICE CALL 470

## FREE SUGAR

Half a ton of sugar free to heavy buyers. Get your order in before Saturday evening and get a sack of sugar free.

See our big ad—page 16. Guard, April 11.

Stanley's PRICE CUTTERS

88-96 Ninth Ave. West Stanley Building—Eugene, Oregon

## And They Sure Keep Coming

Yes, it's the biggest business this section has ever seen. Just keep this up and our grocery prices will get lower. Turning a stock like this in one week gives us fifty-two turns a year—and we could well afford to sell you on a net profit of one-half of one percent.

## STANLEY'S EXTRA SPECIALS WEDNESDAY

Gebhardt's Mexican Style Beans, Small, 3 cans 25c	Hillsdale Asparagus Tips, No. 1 tall can 15c	Dromedary Dates, 16c package
Gebhardt's Eagle Chili Con Carne 15c	Hershey's Cocoa 1 pound can 29c	Seedless Raisins, 3 pounds 25c
Gebhardt's Eagle Tamales, Large, 2 cans 35c	Ghiradelli's Chocolate, 1 pound can 32c	Fancy Blue Rice, 3 pounds 25c
Van Camp's Red Kidney Beans 25c	Bulk Cocoa, best grade, 3 pounds 25c	Shredded Coconut, 1 pound 25c
G. A. Flavoring Extracts, Lemon or Vanilla, 2 ounce bottle 20c	Baker's Cocoa, 1/2 pound can 20c	Instant Postum, large can 35c
4 ounce bottle 35c	Baker's Premium Chocolate, 1/2 pound cake 18c	Postum Cereal, large package 19c
8 ounce bottle 65c	Ghiradelli's Eagle Sweet Chocolate, 1/2 pound cake 30c	Lipton's Tea, 1/2 pound can 23c
		1/2 pound can 45c
		1 pound can 85c
		Royal Club Tea, Japan, Gunpowder, English Breakfast—1/2 pound package 28c
		1 pound package 55c
		Corn Meal, white or yellow, 9 pound sack 39c
		Pearl Hominy, 9 pound sack 39c
		Gold Medal Flour, 49 pound sack \$2.39
		Potatoes, Netted Gems, 12 pounds 25c
		100 pounds \$1.85

## In Our Meat Department ALL DAY WEDNESDAY—UNUSUAL BARGAINS

PORK STEAK—choice young shoulder cuts, pound 20c
WEINERS—Fresh made, large or small size, pound 15c

## Infant Humphrey Dies at Hospital

Larry James Humphrey, infant son of Mr. and Mrs. Earl Humphrey, died at the Pacific Christian hospital Sunday evening.

The funeral was held yesterday afternoon at the Oak Hill cemetery.

## MOTHER CRITICALLY ILL

The mother of Florence Hodges, who a few weeks ago, lived at 757 Jefferson street, Eugene, is critically ill in Portland, and has asked for her daughter, W. G. Judkins, chief of police was notified today by L. V. Jenkins, chief of the Portland department. Mr. Judkins has made every effort to locate Miss Hodges, but to no avail. He asks anyone who is acquainted with the woman, or who knows her present whereabouts to communicate with him or the Portland officers by telephone.

## THE Helio THEATRE

LAST DAY The Story of a Little Brother of the Rich



Louis B. Mayer presents THE SNOB A Monta Bell Production

Based on the novel by HELEN R. MARTIN

With JOHN GILBERT NORMA SHEARER CONRAD NAGEL

Other Films Too TODAY'S GUEST Mary Jacobs, 751 Charnelton. Kindly call at box office for your two tickets, good today only.

## CARS JAM AT OIL WELL

Curious spectators at the oil well near the city caused a traffic jam at the Girls' college this afternoon, with the result that aid of the police department was summoned to help untangle the scores of automobiles parked along the roadway.

## Entertainment and Ple Social Mayflower Entertainers from Eugene Bible University, Mr. and Mrs. E. Chandler, Miss Woodard, at Irving Grange Hall 8 o'clock p. m. a21

## THE BUTTON SHOP

Pressing, Buttons and Stretches 89 7th Ave. East, Phone 1715-L

## Hall's Catarrh Medicine

will do what we claim. A tried your system of Catarrh of the nose caused by Catarrh. Sold by druggists for over 40 years. F. J. CHENEY & CO., Toledo, O.



## Because It Jells Well You'll Prefer This Dessert

TRY Jell-well. Successful housewives serve it and like it because it always jells well.

There are no disappointments, no failures with this dessert—never a doubt of its success, for we use the purest food gelatine obtainable to insure this feature.

Then we add true fruit flavors—six for your choice. You have a wide variety—every one a delight.

Certified colors add to Jell-well's sparkling, clear transparency. It is as appealing and attractive as it is good. You'll be delighted with its appearance, and no matter what shape the

mold, Red-Box Jell-well always jells well.

Serve it often in any of the various ways possible. Jell-well meets the approval of all. And it's a dainty, healthful dessert after a hearty meal.

So easy to make, too! Only a moment to prepare—and note its savory fragrance when the hot water is added.

Your grocer has Jell-well, the California Desert. Select your favorite from the six true fruit flavors. Then see how many different ways you can offer the attractive food.

RED-BOX Jell-well THE CALIFORNIA DESSERT

How To Get This Beautiful Mold At No Cost To You

If you will recommend this delicious dessert to five of your friends, fill in the coupon, and attach the Company name cut from five Jell-well boxes, we will send you FREE a beautiful aluminum pint mold of brand new design. Your friends will be sure, will thank you for telling them about Jell-well.

ILLINOIS DESSERT COMPANY (Formerly The Calif. Food Products Co.) Dept. 25-V, 949 E. Second St. Los Angeles, Calif.

I enclose the Company name from five Jell-well boxes and the coupon from five Jell-well boxes. Please send me the new aluminum pint mold of brand new design at no cost to me.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_