

THE EUGENE GUARD

An Independent afternoon newspaper published daily except Sunday.
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MONDAY, JUNE 15

Eugene Soon Nearer the East.

EUGENE is likely to be on the main line to and from the east when the new Southern Pacific railroad extensions have been completed. It is a prediction justified by the prospective situation that the Southern Pacific company will operate eastern passenger trains, starting from Portland, over its new cut-offs from Eugene through Klamath Falls and Lakeview and thence to the connection with the Central Pacific at Wendell.

The effect will be to bring Eugene about four hours nearer to Chicago and New York than are Portland and other coast cities. Passengers from Eugene can buy tickets directly to destination and board trains here. Eastern mail routed over the Southern Pacific will reach Eugene about ten hours sooner than under present conditions. It is necessary now for the Eastern mail to go first to Portland and to be transferred before coming on to its destination.

California commercial bodies are making an organized effort to persuade the trans-continental railroad lines to reduce their running time between Los Angeles and San Francisco and the east. A "gentlemen's agreement" among the various railroads has resulted in coast points being kept on an approximate parity as to running time to the east. The Guard has looked up the schedules of several of the "crack" trains and has computed the running time. The North Coast Limited on the Northern Pacific between Portland and Chicago covers the 2312 miles in 70 1/2 hours which is at the rate of 32 miles an hour. Other trains, distances and rates are: Portland Limited (Union Pacific) Portland to Chicago, 70 hours, 2262 miles, 32 miles an hour; Overland Limited (Union Pacific) San Francisco to Chicago, 70 hours, 2284 miles, 32 1/2 miles an hour; the Navajo (Santa Fe) San Francisco to Chicago, via Barstow, 79 1/2 hours, 2564 miles, 32 miles an hour; California Limited (Santa Fe) Los Angeles to Chicago, 68 1/2 hours, 2246 miles, 33 miles an hour; the Olympian (Milwaukee) Seattle to Chicago, 69 1/2 hours, 2190 miles, 31 1/2 miles an hour.

There are many other trains, all holding to similar or slower schedules. The California commercial bodies have requested the roads to operate one fast train on each line, cutting a full day from the running time, which could be done by speeding up to an average of about 47 miles an hour.

The argument is advanced that the railroads could meet the additional expense by charging excess fares for the fast trains, as is done in the East. The Twentieth Century Limited (New York Central) makes the run between New York and Chicago in 20 hours, covering the distance of 978 miles at an average rate of about 49 miles an hour, and does it year in and out. It costs \$9.60 extra to ride the Century between terminals. There are even faster trains operating on regular schedules in the East, and some years ago both the New York Central and the Pennsylvania lines ran 18-hour trains between Chicago and New York, the average running time being nearly 55 miles an hour.

It is certain that more eastern people would come to the coast if the time required to make the trip could be reduced one day each way, and would willingly pay excess fares for the faster trains. Whether the railroads could make it profitable is a technical question concerning which The Guard offers no opinion. It would be a good thing for the coast, and particularly for Eugene, considering the natural differential in time which this city will enjoy ere long.

That was an interesting news picture sent out by the enterprising N. E. A. and published in The Guard of last Saturday, which showed the evolution pros and antis of Dayton, Tenn., grouped about the open Bible. But there was one thing wrong with the picture. The Bible was shown opened midway—somewhere about Isaiah, one might judge, rather than at Genesis.

The Salem Journal fancies it has discovered a deep-dyed plot to enhance somebody's real estate values by the proposed bringing here of the Southern Pacific terminal and carshops. The Journal makes charges that are quite loose and wholly lacking in foundation, at the same time betraying a monumental ignorance of what it is talking about.

Malefactors of great wealth quite generally resent publicity, and Harry Kendall Thaw is no exception. Of course Thaw doesn't like newspapers. His activities have been such that no newspaper reporter up to this time has been able to find the material on which to base a favorable or worthy item concerning him.

That opening day menu at the Eugene is temptation to overeat.

COMMENT OF THE PRESS

Correct Publicity Stand

(Editor and Publisher)
 When an advertising agency submits to a newspaper a piece of free publicity and the editor or manager discards it, will that act affect the agency's future choice of the paper as an advertising medium?
 It is a question that has bothered many publishers.
 N. W. Ayer and Son, in a letter to a publisher, make the emphatic declaration that publicity which is sent out by that agency, whether used or unused, has no bearing whatsoever on the agency's choice of advertising media. The letter reads, in part, as follows: "Our advertising lists are not made up with reference to the papers that use or reject the publicity articles we distribute. So you can use it all or throw it all into your waste basket with complete assurance that in either event you will not be affecting our consideration of your paper as an advertising medium."
 Furthermore, N. W. Ayer and Son declare that they "vouch for the accuracy of all the material we release," that they send publicity only to news desks and expect editors to decide

whether it is interesting enough to print and they positively assert that they do not take publicity work for profit or to defeat advertising, but as an accommodation to clients.

This is a clear and admirable statement and is decisive as regards that agency. If an advertising agency must handle publicity it should be on that basis. Advertising which is contingent upon the publication of free publicity is obtained at a very high cost; publicity which is sent to newspapers through advertising channels is off its course; publicity which is intended to take the place of advertising is a cheat; publicity which is mere partisan commercial propaganda is a fraud upon readers and an imposition upon publishers; and the meanest traffic we know of is that of the agency which proposes to feed its advertising to magazines and its free publicity to newspapers.

The letter from N. W. Ayer and Son is a real refreshment.
The Fun and the Smoke
 (Springfield News)
 Eugene men plan to have that city bond itself and buy a shop site to

The Bedeviled Daschund



trade to the Southern Pacific for its shop site in Springfield. They say that we should be delighted if they make the trade the 280 acres here will be donated to this city as a playground. We'll have all the fun and Eugene the shops and smoke.

HOW SHALL WE WRITE A BILLION?

Twelve-Cipher Terminal Has Advocates no Less Cocksure Than Those For Nine Ciphers

By CHARLES P. STEWART (NEA Service Writer)
 WASHINGTON, June 15.—Is this a billion?—1,000,000,000,000, or this?—1,000,000,000,000. The former, you'll say. Probably you won't consider there's much room for argument, either. The point is argued, nevertheless, and while 1,000,000,000,000's advocates refuse to add a single cipher to their estimate, 1,000,000,000,000's supporters are equally positive in their refusal to lop one off.

This difference of opinion makes war debt discussions between Washington and European capitals somewhat confusing. Here we're of the 1,000,000,000 party. Most Europeans—not all, there are a few rational ones—and Latin Americans are of the 1,000,000,000,000 group.

"Now, as to 12 billion dollars you owe us," begins America, preliminary to a debt discussion with Europe. "Twelve billions!" exclaims Europe. "Why, 12 thousand millions is all it is!" "Well," asks America, "isn't that the same thing?" "We should say not," Europe rejoins. "A billion is this much." And she writes it down—"1,000,000,000,000." "Do you mean to say a billion's a trillion?" inquires America incredulously. "Not at all," says Europe. "A billion's a billion, and 12 billions are 12 billions and 888 thousand millions more than we owe you—not to mention the fact that we saved civilization and ought not to be regarded as owing you anything at all!"

If you don't think it's possible to get mixed up carrying on a conversation of this kind, then it's safe to say you never tried.

What official Washington can't understand is why almost every Chinese who comes to this country for an

education returns home a "red radical." American education doesn't work that way on most Americans. Why has it so jazy an effect on the Chinese?

The correct answer is that it isn't so.

The facts are these: "Treat 'em rough," is the attitude of the typical foreign resident of China toward the Chinese. Governmentally America has been more considerate of China than any other country—except, recently and doubtless for her own purposes, Russia. But the average individual American in China treats the Chinese much as they're treated by the rest of the foreign sojourners there—harshly, arrogantly, often even abusively, to the point of blows.

The masses of the Chinese, peaceable and patient far past virtue's point, and too densely ignorant and downtrodden to possess a spark of spirit or so much as realize what they're being subjected to, accept all this as part of their day's work and say nothing.

But when an accidentally-trained young Chinaman returns to his native land, with western ideas bred into his mind and much of his racial meekness bred out of it, it angers him to see his countrymen knocked about without resenting it. "I wouldn't stand that," he advises. "He's a Bolshevik," exclaims every foreigner within hearing. They honestly think so, too, and that's the way the news is sent back home.

That Russia seeks to win the Chinese to herself by arousing antagonism among them against the rest of the world probably is true. The worst of it is that the rest of the world's behavior toward China has been such as to make this pretty easy to do.

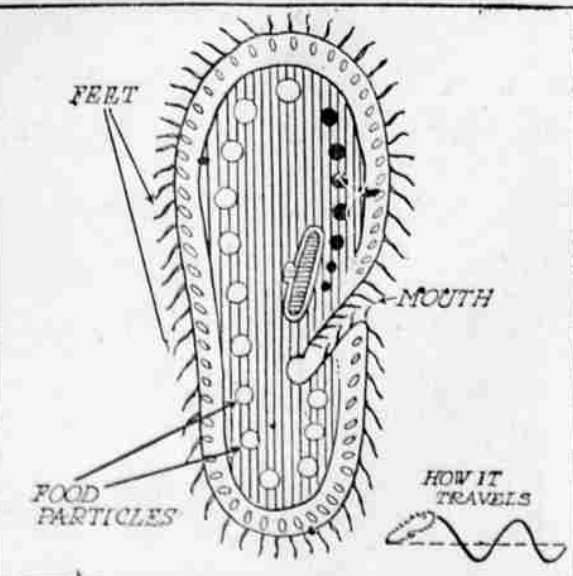
In New York

By JAMES W. DEAN
 NEW YORK, June 15.—See-sawing up and down Broadway I saw a lady very becomingly dressed, but she wore no stockings and her ankles were mosquito-bitten. Saw Billy Evans, the umpire and sport writer, and he was the coolest man in town. Whenever anyone would say to him, "Gee, ain't it hot?" he would

answer, "Why, it hadn't occurred to me that it was hot. If I don't think it's hot, it isn't hot." Saw Eddie Cantor and his wife on the way to a boat taking them to Europe for the summer and much filled with envy was I. Saw a great line of young folk at an apothecary's counter and asked the clerk what was so greatly in demand. "Sun-burn cure," answered he. "We have sold more of that today than all other things combined." Saw John Drew, the most distinguished American actor of his

EVOLUTION THE FIRST STEP UP

By Percy W. Cobb, B. S., M. D.



THOUSANDS of centuries passed while the simple, single-cell amoeba was the only known inhabitant of the earth. Gradually as special needs and new conditions arose, tiny hair-like legs formed around the body to move it more readily from place to place. The mass took a definite slipper shape. A permanent mouth formed. Internal organs were added to help digest the food taken in by this mouth.

Today this form is recognized in the paramoecium, possibly in its time the highest type of animal, but still consisting of a single cell, still multiplying by breaking up into two distinct individuals. Just as the amoeba did millions of years ago.

day, and the most distinguished leading. Saw Mary Blair who has played the role of heroine in three blank O'Neill plays. Saw Hoedini, the magician, and he looks no more mysterious than a stock broker or a horse doctor. Saw Pol Negri wearing a diamond dagger in her hair and a diamond on her finger as big as a guinea egg. Saw Fanny Ward who seems to look younger all the time. She wears light blues and other soft collars that enhance the beauty of her doll face. Saw Joseph Hergesheimer, the novelist, and for one week he was as much of a social lion as Michael Arlen was when he arrived here. Parties were given for him nightly and I understand that several young ladies he met will be surprised to see themselves mirrored in his next novel.

Poor mothers of the tenements worry about obtaining a week or two in the country for their babies during the hot summer. There are several organizations which aid in this work. The problem of the owners of dogs and other pets is not so serious. On a Sunday trip through the Jersey hills I counted 20 places which advertised summer accommodations for dogs.

Many people leave New York for the summer, but almost as many sightseers come here. Yet, there seems to be more room in which to move about. A clever reporter on a local paper seeks to explain this situation by pointing out that people lose from five to fifteen pounds during the hot months and that the shrinkage of bodies allows more room on our crowded sidewalks.

25 Years Ago

From The Guard of June 15, 1906:
 BY the readjustment of the pay of postmasters, the salary of the Eugene postmaster is to be raised from \$2000 to \$2100.

The Belknap springs located 60 miles east of Eugene on the McKenzie river have been leased by A. C. Woodcock, proprietor, to Ed-Howe of this city.

Miss Nanna P. Paddock, who has been acting as private secretary to the university president, was formally elected by the board of regents to the position of registrar and secretary to the president.

Miss Mercy Applegate went to Riddle today to visit for a few days.

Professor and Mrs. F. L. Washburn are visiting in Corvallis for a day or so.

W. W. Cochran of Cottage Grove is a visitor in the city today.

Most of the university students and many campus visitors have left for their homes after commencement.

E. R. Skipworth went to Portland this afternoon on a business trip.

Tom Sims Says—

WORRY is great stuff. It is about the only thing that can make most of us think.

They say snakes won't bite in water. We know fish that won't, either.

The school board has been put aside for the spring board.

The people in some offices are just like a large family, always fussing and raising Cain.

It's a wrong lane that has no turning.

Some of the blooming idiots have blossomed out with red hands on their straw hats.

Save up all your old alibis. They are valuable. You can sell them to the golfers.

The only fool like an old fool is a young one.

You can't keep a good loafer up.

Most of us want things different even after they are.

Next to a secret the hardest thing to keep is a beautiful complexion.

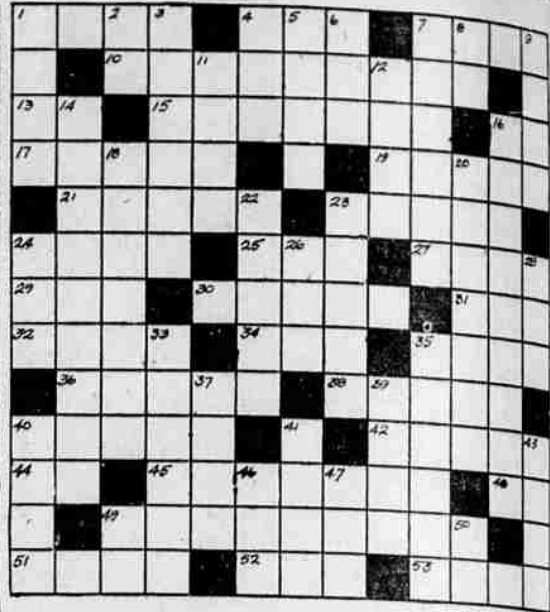
It takes all kinds of people to make a world laugh.

Weather and people are about the same. We have so much of both they all can't be good.

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Today's Cross-Word Puzzle

There's not a word in this puzzle that should stump you. If you do happen to be stopped, turn to the crosswords, and the troublesome word will be revealed to you.



- HORIZONTAL**
- Shoe.
 - To perform.
 - Vessel for flowers.
 - Receded.
 - Bone.
 - More indigent.
 - Second note in scale.
 - Obeys.
 - Quaking.
 - Red vegetables.
 - Wedge shaped piece of wood acting as a support.
 - Breakwater.
 - Sick.
 - Men's party.
 - Aged.
 - Animal fat.
 - English money.
 - Story.
 - Idiot.
 - Finishea.
 - Portly houses.
 - Ridiculous show.
 - Tree.
 - Runners.
 - Alleged hypnotic force.
 - Befell.
 - Therefore.
 - Jays.
 - Plant used for making bitter drug.
 - Writing instrument.
 - Child's toy.
- VERTICAL**
- To push.
 - Sore.
 - Past of verb "to be."
 - To yield.
 - Chief Chinese linguist stock.
 - Single metrical line (pl.).
 - Paid publicity.
 - Paradise.
11. Examination.
 12. Wild duck.
 13. Pronounced with a hissing sound.
 14. Baffle plate to check gases in a boiler.
 15. Punctured with pointed instrumment.
 16. Fancy cross.
 17. Vats for storing green foliage.
 18. Steep slope.
 19. Cooking utensil.
 20. Field.
 21. Combustible fluid used for burning.
 22. To empower.
 23. Eaten away.
 24. Largest plant.
 25. Apparatus for using material with steam.
 26. State of profound insensibility.
 27. Sare.
 28. Spirit.
 29. To rap lightly.
 30. To make repeated demands.
 31. Italian river.
 32. For that reason.

In Lighter Vein

A Simple Remedy
 (Kansas City Star)
 "Brother Johnson," solemnly began the Presiding Elder, desirous of impressing a valuable lesson of some sort on his parishioner, "if your sins were written on your forehead what would you do?"

"Wear my hat all the time," promptly replied Gap Johnson of Rumpus Ridge.

A Reason for Approval
 (Washington Star)
 "What do you think about this proposition to change the rules?" "It's all right," answered Senator Sorghum. "We've got to have something to argue about, and this is just as good a subject as any."

Just a Plain Queen
 (New York Sun)
 Mandy, the colored laundress, picked up a magazine and began to turn over the pages aimlessly. Then she seemed to be fascinated by one of the pictures.

"Who dat woman, Miss Blank?" she inquired.
 "That's Queen Elizabeth, Mandy."

Getting Adjusted
 (Washington Star)
 "What has become of Max Bitt?" "He has become a circus," answered Cactus Joe. "Bill got chased out of one town after another until he decided to get a job where he could move on as a part of his regular business."

Is Your Kiddie Going to the University?

That question may seem a little far-fetched to be asked now, so many years in advance. Yet before you are aware of it you will be face to face with the problem of paying lab fees, student body fees and the hundred and one little bills that make a University education so expensive.

There is one plan. If unflinchingly adhered to, that will remove any element of uncertainty over this matter: open a "college fund" for your son or daughter and add to it regularly. \$4 a week will magically turn into \$1121.43 in five years. \$5.00 into \$1401.73. Make a deposit today. Let us be the guardian of your kiddie's education fund.

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