

After Every Meal

WRIGLEYS



Most of us eat too hastily and do not chew our food enough.

If people realized how much more good their food would do them if properly masticated, and followed up with a bit of WRIGLEY'S to assist the digestive process, we'd have far better health.

Keep teeth clean, breath sweet, appetite keen and digestion good with WRIGLEY'S.

WRIGLEY'S is the perfect gum, made of purest materials, in modern, sanitary factories.

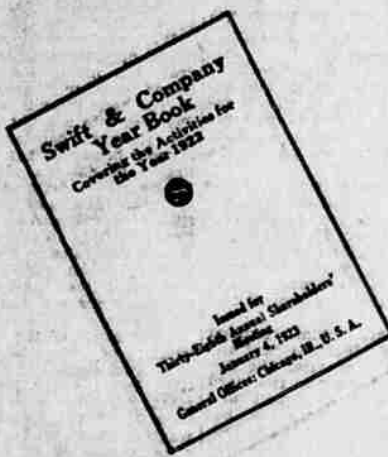
Wax-wrapped and sealed to bring it to you fresh and full-flavored

The Flavor L-a-s-t-s

FOR BETTER DIGESTION

The Great American Sweetmeat

From 6 to 45,000



Originally Swift & Company's Year Book was published for exclusive distribution among shareholders.

When incorporated there were 6; today there are more than 45,000.

Now Swift & Company sends this book to everyone who wants it.

It treats in a broad way of subjects of general interest and of the first importance, promoting an understanding of the packing business and its relationship to the welfare of the public, which is helpful to all.

Do you know that Swift & Company is not a "close corporation"? Anyone may purchase a share in the business. Swift & Company would like to see every user of Swift's products—Premium Ham and Bacon, Brookfield Sausage, "Silver-leaf" Brand Pure Lard, Premium Milkfed-Chickens, etc.—a sharer in the profits of the company as well as a consumer of its products.

Send for a copy of the Year Book. Free, of course.

Swift & Company 1923 Year Book
Address: Swift & Company,
Public Relations Dept.,
U. S. Yards, Chicago

Swift & Company,
U. S. A.

A nation-wide organization owned by more than 45,000 shareholders



Nujol

Grippe

Physicians advise keeping the bowels open as a safeguard against Grippe or Influenza.

When you are constipated, not enough of Nature's lubricating liquid is produced in the bowel to keep the food waste soft and moving. Doctors prescribe Nujol because it sets like this natural lubricant and thus secures regular bowel movements by Nature's own method—lubrication. Nujol is a lubricant—not a medicine or laxative—so cannot gripe. Try it today.

Nujol
A LUBRICANT—NOT A LAXATIVE

MERCHANTS' PROBLEMS DISCUSSED AT MEETING

Different Questions Taken Up From All Angles

ADVERTISING IS TOPIC

Professor Nagley of University School of Business Administration Speaks

The second day of the convention of the Oregon Retail Merchants' association was filled with discussions of merchants' problems from every angle. A general session in which topics of common interest were covered, was followed by separate sessions of merchants in each line of retail business.

Professor F. A. Nagley, of the school of business administration, delivered his second lecture on advertising in his talk, "Projecting Your Advertising Message." "The purpose of advertising is two-fold," he said. "First, to overcome the consumer's resistance, and second, to win the consumer's confidence. You have to talk to the consumer from his viewpoint, and about the things he is interested in. He is not interested in your success; you have to look after that yourself."

Five Steps Stressed
There are five fundamental steps in working out the message of advertising, said Mr. Nagley. These are: To attract the consumer's interest; to hold attention and arouse interest; to create a desire for the merchandise advertised; establish a belief in the quality and necessity of the goods, and to point to decisive action in buying. "But," he continued, "you must have expert salesmanship to clinch the decision, and this is as necessary as any other factor." He stressed the importance of proper technical makeup of advertising, in addition to the central message of the advertisement.

"Business Costs" was the topic of a lecture by Professor C. L. Kelly, of the school of business administration, at the morning session. The ways in which business costs are mounting were pointed out—the increasing demand for more and better service, higher cost of efficient sales force, together with other items, raise the merchant's costs, and he should know how much this is, he said. "If you are just going along by guess, you will soon lose out, and when you do, it will not only be a loss to you, but a loss to society as well. The store that is rendering service to someone else," was the way the speaker stated the case.

Borrowed Capital Valuable
The use of borrowed capital was discussed by Professor F. E. Folts, of the school of business administration, who gave interesting facts on the workings of the bank and the relation of the depositor's money to the bank's profits.

"The bank makes its profit by selling service," said Professor Folts, "and you should know how to use this." There are three "C's" in banking credit—character, capacity and capital, said this speaker. The bank wants to know about the first two before it considers capital. "Usually, you can get more out of a bank on the basis of character and capacity than on the basis of capital," he said. Figures were then shown, explaining how capital may be used to promote the borrowing ability of the individual.

During the noon hour J. A. Davidson, of the Portland Oregonian, addressed the visiting merchants on the value of "merchandising through newspaper magazines." I. T. Felts, of the Pacific Telephone and Telegraph company, discussed possibilities of buying by long distance telephone. A speaker was present to present the plan of "canned food week."

The session yesterday afternoon was divided into sections of different branches of the retail business. Round table discussions were in order.

The program for today's session follows:

Today's Program Announced
At the school of business administration.

9:30 A. M.—"Some Selling Secrets That Build Business," Prof. F. A. Nagley.

10:30—"About a Bureau for Compiling Average Retail Costs for the State of Oregon," Prof. C. L. Kelly.

11:10—"Financial Problems in Business—Your Partner in the Bank," Prof. F. E. Folts.

In the chamber of commerce, down town.

2:00—Touring trips and special parties for visiting ladies.

Convention called to order by President Phoebe Bloomer.

Report of credentials committee. Report of nominating committee. First report of resolutions committee.

Unfinished business; new business. Final report of resolutions committee.

Annual election of officers. Choice of next convention city. Adjournment.

IRVING WILL ENTERTAIN

CHAMBER OF COMMERCE MEMBERS INVITED TO DINNER

Members of the Eugene chamber of commerce and other citizens of the city are given an invitation to attend a get-together dinner at the Irving grange hall on the evening of March 1. E. J. Ward, master of Pomona grange,

and E. W. Zumwalt, prominent member of the Irving organization, were in the city yesterday and asked Eugene Chadwick, secretary of the chamber to spread the word. The grange members there have expressed their appreciation of the many courtesies extended them by the local chamber and Mr. Ward and Mr. Zumwalt said they desire to reciprocate. It is announced that there will be a charge for the dinner.

DORRIS WORKS AT SALEM

EUGENE LEGIONNAIRE AT-TENDS LEGISLATURE

Ben F. Dorris, who has spent many days in Salem during the past few weeks in the interest of the state American Legion legislative program, plans to return to the capital city for the closing days of the meeting.

Dorris stated that the Legionnaires have obtained practically every item in their program which was backed by a committee composed of Walter T. Todge, Jr., Robin Day and Dorris, representing the state Legion posts. The anti-union ownership bill and changes in the administration of the state bonus law were among the major subjects that were advocated before the law makers.

CORPS COUNCIL CLOSES

SAVATION ARMY OFFICERS END ANNUAL SESSION

Delegates representing the Salvation Army posts of the Western Oregon district closed their annual council here yesterday with business meetings in the morning and afternoon and two big street services in the evening. A meeting was also held at the local army hall following the outdoor services. The 25 officers who are here for the yearly conference will leave today for their homes in various cities of Western Oregon.

The home service campaigns and activities concerning this aspect of the army work were the chief matters of discussion at the business meetings. The unification of the system of campaigning in the state was urged by the visiting officers who advocated changes in the present methods.

Lane County News

SPRINGFIELD NEWS NOTES (Register Lane County Special)

SPRINGFIELD, Ore., Feb. 20.—Mrs. Nelson underwent a minor operation at the Mercy hospital today.

Mrs. Floyd Flannery was admitted to the Mercy hospital today.

The Methodist brotherhood held a meeting and a banquet in the Methodist basement. A large crowd attended. A very interesting talk was given by Professor Dunn on the opening of the Egyptian pharaoh's tomb, Tutankhamen. The talk was instructive as well as interesting.

Moore's laundry on Mill and Main street is being remodelled and redecorated. Harry Kruseberg has charge of the work.

Mrs. R. L. Smith has been quite ill with the flu.

Beula Richardson, little daughter of Mr. and Mrs. Emory Richardson, is ill with the flu.

Mrs. Ben Simmer and little son, Billy, have gone to Portland where they will spend a few days visiting friends.

The officers of the Parent-Teacher association met Monday at the Lincoln school. It was arranged that a social would be given March 9. A plate shower will be given at this time and all those interested are invited to come. A cup shower was given February 15 and about fifty cups were obtained.

Mr. and Mrs. Charles Chandler has purchased a sedanette Chevrolet.

Mr. and Mrs. Arthur Clark spent the week-end with Mr. and Mrs. Marlon Adams.

Bert Snooks has returned from a trip to Astoria and Seaside.

Mrs. Henry Adrian and nephew, Francis, left for Shasta Sunday where they will spend a few days.

DAILY MARKET REPORT

PORTLAND, Ore., Feb. 20.—These are prices retail day wholesalers except as otherwise noted.

Butter—Selling prices, box lots: Creamery prices—Prints, extras, 48¢ per lb. for plain wrappers; cubes, 41¢ 45¢ per lb. for plain wrappers; 25¢ per lb. Butterfat—Portland delivery basis: No. 1 grade, 48¢ 49¢; No. 2, 45¢ 46¢; No. 1 zone, 46¢ for "A" grade.

Eggs—Buying price, front street—Current receipts, Oregon, 25¢ per doz.; pullets, 26¢ per doz.; henneries, 26¢ per doz. Selling price: Select, 30¢ per doz.; candied, 28¢ per doz.; pullets, 27¢ per doz.

Live Poultry—Selling price: Heavy hens, 21¢; medium, 17¢ 20¢; light hen, 15¢ per lb.; broilers, 23¢ per lb.; spring, 16¢ 20¢ per lb.; ducks, 18¢ 23¢ per lb.; geese (—) per lb.; turkeys, live, (—); dressed, 30¢ 32¢ per lb.

Onions—Selling price to retailer: Oregon, \$2.50 \$2.75 per cental; Confederated Association carded peel, \$1.75 f. o. b. cars. Garlic, 25¢ per lb. Green onions, 40¢ per dozen bunches.

Potatoes—Selling price to retailer: Oregon potatoes, 60¢ 85¢ per cental; sweet potatoes, 84¢ 94¢ per lb.

Apples—Cookers, 65¢ 75¢ box; face and fill, 55¢ \$1.00 per box; fancy and extra fancy, 61¢ 82.00 box.

HOPS, WOOL AND HIDES

Hops—1922 crop, nominal, 4¢ 11¢ lb. Hides—Calfskin, 13¢ lb.; kips, 10¢ lb.; green hides, 75¢ lb.; salted, 84¢ lb. Mohair—Nominal, 25¢ 45¢ lb.

Sheep Pelts—Long drz pelts, 25¢ lb.; short pelts, 12 1/2¢ lb.; long hair goat pelts, 25¢ 50¢ each.

Wool—Willamette valley coarse, 25¢ 27¢; medium, 30¢ 32 1/2¢; fine, 35¢ 40¢ lb. Eastern Oregon-Ida., 40¢ 45¢ lb. Tallow and grease—No. 1 tallow, 5¢; No. 2, 4¢; grease, 3¢ lb.

Cascara Bark—1922 peel, No. 1921 peel, 80¢ lb.; grape root, 60¢ lb. (By The Associated Press)

CATTLE

Choice steers \$7.25 @ \$8.00
Medium to good steers..... 6.50 @ 7.25
Fair to medium steers..... 5.25 @ 6.50
Common to fat steers..... 4.50 @ 5.25
Choice heifers 5.25 @ 6.50
Choice cows and heifers... 4.75 @ 5.75
Medium to good cows and heifers 4.00 @ 4.50



It's toasted. This one extra process gives a delightful quality that can not be duplicated

Fair to medium cows, 4.00 @ 4.50
Common cows 3.50 @ 4.00
Canners 2.50 @ 3.50
Bulls 1.50 @ 2.50
Choice feeders 8.00 @ 8.50
Fair to good feeders..... 4.00 @ 8.00
Common valley lambs 10.50 @ 12.50
Prime light calves 10.00 @ 10.50
Medium light calves 9.50 @ 10.00
Heavy calves 8.00 @ 9.50

PORTLAND GRAIN FUTURES (By The Associated Press)

PORTLAND, Ore., Feb. 20.—Grain futures: Wheat, blue stem and hard, February, March, April, \$1.25; soft white, February, \$1.27; March, \$1.28; April, \$1.28; Western white, February, \$1.24; March, \$1.27; April, \$1.27; hard winter, February, April, \$1.21; February, March, April, \$23.25; No. 3 Eastern yellow shipment, February, \$22.50; March, \$22.75; April, \$23.25.

SEATTLE HAY AND GRAIN (By The Associated Press)

SEATTLE, Feb. 20.—City delivery: Hay, timothy, \$30; mixed, \$29; alfalfa, \$26; D. C. \$31; straw, \$17; barley, whole, 40; ground and rolled, 42; clipped, 47; chick starter, 60; chop all grades, 40; cracked meal, 34; corn, 42; corn cracked and feed meal, 44; cutback feed meal, 58; lashed meal, 58; scratch feed, 50; soy bean, \$3; wheat, 50; Puget Sound, \$49.

NEW YORK FRUIT MARKET (By The Associated Press)

NEW YORK, Feb. 20.—Repacked apples quiet; prime state, 10 1/4 @ 10 1/2; prunes steady; California, 8 to 16¢; raisins, 4 1/2 @ 11 1/2; apricots, firm; choice, 34 @ 25; extra choice, 26 @ 30; fancy, 30 @ 31; peaches quiet; choice, 12 3/4 @ 14; extra choice, 14 1/2 @ 15 3/4; apricots, 15 @ 15 1/2.

NEW YORK HOPE MARKET (By The Associated Press)

NEW YORK, Feb. 20.—Hope quiet; state, 1922, 20 @ 24; Pacific Coast, 1922, 14 @ 18¢; 1921, 12 @ 13¢.

CHICAGO MARKET QUOTATIONS (By The Associated Press)

CHICAGO, Feb. 20.—Wheat, No. 2 red, \$1.37; No. 2 hard, \$1.21 @ \$1.22. Corn, No. 2 yellow, 74 @ 74 1/4. Oats, No. 2 white, 44 @ 46 3/4; No. 3 white, 44 3/4 @ 45 1/2. Rye, none. Barley, 64 @ 72. Timothy seed, \$5.90 @ \$6.50. Clover seed, \$13.50 @ \$20.50. Pork, nominal. Lard, \$11.39. Hogs, \$10.25 @ \$11.25.

NEW YORK PRODUCE MARKET (By The Associated Press)

NEW YORK, Feb. 20.—Butter strong; creamery higher than extras, 51 1/2 @ 52; creamery extras, 51¢; creamery firsts, 48 1/2 @ 50 1/2; packing stock, current make, No. 2, 32 1/2 @ 34; extra, 34 @ 35. Eggs firm; fresh gathered extra firsts, 41 @ 42; same, firsts, 38 1/2 @ 40; New Jersey honey white, locally candied, extra, 50¢; same, uncandied extra, 48 @ 50; Pacific Coast whites, extra, 45 @ 46; same, firsts to extra firsts, 42 1/2 @ 44 1/2; refrigerator seconds, 32 @ 33.

SAN FRANCISCO PRODUCE (By The Associated Press)

SAN FRANCISCO, Feb. 20.—(U. S. Bureau of Agriculture Economics) —Butter, extras, 49 1/2¢; prime firsts, 46¢; firsts, nominal. Eggs, extras, 30 1/2¢; extra pullets, 28 1/2¢; undersized pullets, 25 1/2¢. Cheese, California, 1st fancy, 24 1/2¢; California Young America, fancy, 25¢.

CHICAGO PRODUCE MARKET (By The Associated Press)

CHICAGO, Feb. 20.—Butter unchanged; creamery, extra firsts, 50 1/2 @ 51; firsts, 48 @ 49; seconds, 46 @ 47. Eggs higher; receipts 14,100 cases; firsts, 35¢; ordinary firsts, 31 @ 33¢; miscellaneous, 34 1/2¢.

NOTICE OF SALE OF BANKRUPT STOCK, FIXTURES AND LEASE

The undersigned trustee of E. W. Boyd, doing business as the East Ninth Street Bakery, bankrupt, will receive sealed bids at the law office of L. M. Travis, rooms 7 & 8, United States National Bank building, Eugene, Oregon, on Thursday, the 11th day of March, at 11 o'clock in the forenoon, for the following described property:

The stock, inventoried at about \$250.00.

Fixtures, inventoried at about \$250.00.

Also the lease of premises occupied by the bakery known as Dunn's Bakery on East Ninth street. The lease is to run for four years at \$50.00 a month. Bids will be made separately for the stock, the fixtures and lease.

Certified check for 10 per cent of the amount of bid to accompany each bid. Bids are all subject to the confirmation of the court.

Everyday Values

"Values every day" is the policy of this store. We have found that a small margin on a large volume of business is more profitable than a large profit on each sale.

Our being out of the high-rent district, with a small overhead expense, allows us to carry out this policy. We have made an extra exertion to lighten the burden of every-day expenses for the people who patronize this store.

THEREFORE WHEN IN NEED OF ANYTHING IN OUR LINE LET US SERVE YOU AND WE WILL SAVE YOU MONEY.

Below we will enumerate a few articles on which we will maintain the price as long as it is possible for us to do so with a rising market staring us in the face.

Japanese Crepes 25c Yd. Crettones 21c and 29c. A full weight, absolutely fast colors. Others are selling this crepe for much more.

Amoskeag Gingham 19c. 27-inch Gingham in the best-known gingham manufactured. New spring patterns.

32-in. Amoskeag Gingham 27c Yard. Having quite a quantity of these gingham on hand allows us to make this price. The market values of them today would not warrant us making this low price. While they last 27c.

36-in. Percal 18c Yd. These are standard grade Percal in light and dark colors, and are sold most places from 25c a yard up.

Chambray Shirting 19c Yd. This is one of the best grades of shirting made in a plain blue chambray. A soft and easy washing material.

CURTAIN MATERIALS Marquisettes 10c, 19c, 29c. At these prices we have a wonderful assortment in plain serims, bordered serims and marquisettes, and if in need of curtain materials in any line, it will pay you to look ours over, as we have all kinds considerably underpriced.

COME IN AND GET ACQUAINTED WITH OUR MERCHANDISE AND PRICES

Peoples Cash Store

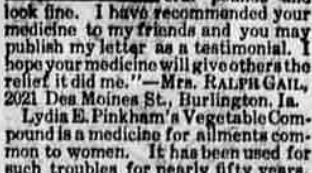
of Honorable A. M. Cannon, Referee in Bankruptcy. The Trustee reserves the right to reject all bids. Inventory may be examined at the law offices of L. M. Travis, 20 E. Eighth street, Eugene, Oregon. C. H. DILLON, Eugene, Ore. 2-21, 23, 25, 27



Freedom! no more sluggishness. De. KING'S PILLS for constipation.

WOMAN SO BLUE SHE CRIED

Because of Ill Health—Tells How She Found Relief by Taking Lydia E. Pinkham's Vegetable Compound



Burlington, Ia.—"I used to dread the time for my monthly period as it came every two weeks and lasted for two weeks, and during that time I would have the blues and cry. Since I have taken Lydia E. Pinkham's Vegetable Compound I am so happy I can hardly express myself. I have gained several pounds and look fine. I have recommended your medicine to my friends and you may publish my letter as a testimonial. I hope your medicine will give others the relief it did me."—Mrs. RALPH GAIL, 2021 Den Moines St., Burlington, Ia.



What Would You Wear?

If you would know what is the very proper thing to wear, for all occasions—if you would know how best to buy, to make, to remake, to have made, follow

THE LADIES' HOME JOURNAL

You can't go wrong. The Journal gives you, not fads, but the sound and lasting and easily followed ideas which make the well-dressed woman.

Take the March issue, for example: It will contain every outstanding new style feature for Spring and Summer. And two pages of hats imported especially for The Journal! As for economy: Children's dresses are shown, which you can make for \$2.00, that actually cost from \$14.00 to \$16.00 in the New York Shops. But fashion news is only one of many features which will profit and entertain and inspire your whole family twelve times a year, at a cost of only \$1.50 a day and tell you how you'll get many times your money's worth.

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