

THE LANE COUNTY NEWS

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Editor and Manager

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SPRINGFIELD, OREGON, THURSDAY, DECEMBER 14, 1915

CALIFORNIA'S DEVELOPMENT COMMISSION.

Let us be mindful of what our neighbors are doing that is worth the while, says the Telegram.

California has a newly created state development commission. The purposes for which it was created are officially stated as follows: "To investigate and consider the question of land colonization and the various forms of land banks, co-operative credit unions and other rural credit systems adopted or proposed in this country and elsewhere, with a special view to the needs of the rural communities of this state. It must make a report to the governor on or before October 1, 1916."

We have had our own development league in Oregon which in its own way has served to advertise the state. The chief object of that organization was to attract attention of outside homeseekers to this state, rather than to consider the practical economic needs of the home-makers we had with us. Our development league served its purpose in its own way, but that service was not of the fundamental and lasting sort contemplated in the work of the California commission.

The identical conditions which promoted the creation of this development commission in California prevail in Oregon. We have land unused, vast areas of it. We have a great acreage of land once used and partially abandoned. We have plenty of land in use that is not cultivated anywhere near to the limit of its possibilities. Our cheaper lands are remote from markets. Our more desirable lands are held at too high a value. Lands in use by men of enterprise who have little capital are not improved to their full productive capacity, because conditions on which money is to be had for that purpose are onerous and make the work itself hazardous and unprofitable.

There is need in Oregon, as there is need in California, to consider the question of land and the use of land, and all the relative questions by which it is sought to make the capital of the community aid in bringing together the other two factors of land and labor, under conditions most advantageous to the latter.

Annually, we indulge the felicity of livestock and land-products shows, and it is not merely in a spirit of vain boasting or solely for expositional entertainment that we do that. The main purpose is to show the land hungry what it is possible to do on Oregon soil. Through such enterprise we present, visually, the rewards to be earned by the application of intelligent industry to Oregon land. Surely it would be only wisdom on our part to seek out all practical ways and means by which the greatest possible area of our land may thus be made fruitful.

Upon progress in that direction depends all other Oregon industry. The prosperous countryside must be a condition precedent to the growing and progressive town and city. And the prosperous countryside means the utilization of land in husbandry to the reasonably assured welfare of the husbandman. There can be no such assurance on the basis of inflated land values or under conditions of short-time loans and excessive interest which discourages the enterprising man of small or moderate capital, and in a very considerable measure makes husbandry a gamble.

We want settlers in Oregon, and settlers are not necessarily men who have money to buy the land. In fact, it is not from that class that the vigorous, red-blooded, empire building farmers have developed. The essentials are brain, muscle and industry to make these effective. The man who will stake his all on the raw land, subdue it, cultivate it and make it pay for itself in support of a new home in the commonwealth is the man we should invite to Oregon; providing for him, as de may, every condition of encouragement. If we are wise we will begin to consider his case and the case of others who, by independent industry, would support themselves and their families from the soil. California has gone about this business practically, so must we.

Here lies before us a constructive task. It is one in which

public spirited promotion bodies throughout the state should take the initiative. Like California, we need to know first what the conditions are, that we may proceed practically to their improvement. The time is ripe for discussion and education that some definite proposition may be evolved for the consideration of the Oregon legislature when next it shall meet.

Eugene might just as well surrender peaceably and be made a part of Springfield gracefully. Already the work of moving Eugene to this place has begun, several carloads of Eugene's best railroad right of way having been dumped in Springfield's manufacturing district.

We note by a Eugene paper that the proposed "Balboa highway is to cross the Cascades by way of the old Military road, and the new road is to leave the Pacific Highway at Eugene." Yes, just about three miles east of Eugene, right at the Springfield bridge.

VALUE OF ADVERTISING

Farmer Tells Local Merchants How They Can Take Trade From Mail Order House

The importance of intelligent and continuous advertising is clearly set forth in the following letter from a Minnesota farmer to his local newspaper. Answering occasional articles that appear in print about the mail order houses, he says:

"If the mail order house gets \$1000 out of this county each month that belongs to the home merchants, the fault is with the home merchants themselves. The mail order houses advertise and give us prices on every thing they offer for sale. They tell us what they have and what they want for it. Of course we get soaked once in a while, and if we do, we can try some other house. Most of the home merchants who advertise at all don't quote prices. They neglect to tell us what we want to know—prices. Of course we can go to the store and ask the price of this article, and that, but you know how it is—one doesn't know so well what he wants to buy when he gets in a store as when he is at home. And here is where the mail order houses make their hit. They send us their advertising matter into our homes and we read it when we haven't anything else to do and every member of the family who reads their stuff usually finds something that he or some other member of the family wants, and many orders are made up and sent out at just such times.

"Right here is where the home merchants fall down. If he talked up his business in our homes the same as the mail order houses do, the people would be in to see him the next time they

NOTICE OF SHERIFF'S SALE ON EXECUTION

Notice is hereby given that by virtue of an Execution and Order of Sale issued out of the Circuit Court of the State of Oregon for Umatilla County, on the 8th day of November, 1915, on a judgment rendered in said Court on the 3rd day of November, 1915, in favor of the Redmond Bank of Commerce and against W. E. Saylor for the sum of \$893.75 with interest thereon at the rate of 10 per cent per annum from the 18th day of February, 1914, and the further sum of \$196.00 Attorneys fees and the sum of \$20.00 costs and disbursements, less the sum of \$27.40 paid thereon on the 3rd day of November, 1915, and applied toward the satisfaction of the costs and Attorney's fee, which judgment was duly enrolled and docketed in the office of the Clerk of the Circuit Court of the State of Oregon for Umatilla County, and said Execution to me directed commanding me in the name of the State of Oregon in order to satisfy said judgment, costs, attorney's fees and accruing costs to sell all the right title and interest which the said Defendant W. E. Saylor, had on the 9th day of June, 1915, in and to the West half Lot 10, and the North half of the West half of Lot 9 in Block 3 in the Original Town of Creswell, Lane County, Oregon, also all the right title and interest which the said defendant had on the 9th day of June, 1915, in and to that certain contract for the sale of real property, given by John R. Scott and May E. Scott to H. H. Parsons, and assigned to the Creswell Fruit Growers Bank, Creswell, Oregon, as security or collateral to the note.

Now, therefore, in the name of the State of Oregon, and in compliance with said Execution and Order of Sale, I will on Saturday the 18th day of December, 1915, between the hours of 9 o'clock A. M. and 4 o'clock P. M., to-wit: at one o'clock P. M. on said day, at the southwest door of the County Court House in Eugene, Lane County, Oregon, offer for sale for cash, subject to redemption all the right, title, and interest of said Defendant in and to the above described real property, together with all the right, title, and interest the said defendant had on the 9th day of June, 1915, or now has in and to that certain contract for sale of real property above described.

JAMES C. PARKER,
 Sheriff of Lane County, Oregon.
 By D. A. ELKINS, Deputy.

came to town, and in many cases extra trips would be made to get things at once that we wanted when they were brought to our attention.

"The home merchant can save the expense of getting out a catalogue. We people read the home paper more carefully than we do a catalogue, and if the merchant wants to talk business with us, let him put his talk in the home papers, and put it in so that we know he means business. The home merchant likely nine times out of ten, sells his goods as cheap as the mail order houses, and I believe on many things he is much cheaper, but how are we to know if he does not tell us about it?"

"A merchant must not think that even his best customers know his goods so well that they can tell what he has without being told.

"It is none of my business how the home merchant runs his business, but I don't like to see these roasts in the papers all the time about us fellows who get a little stuff shipped in once in a while, and never anything said on the other side. There are always two sides to a question, and I have given you mine. If it is anything to you, you can take it."

Sumpter—Big merger plan for developing of mining on gigantic scale proposed.

NOTICE FOR PUBLICATION

Department of the Interior,
 U. S. Land Office at Roseburg, Oregon,
 November 16, 1915.

Notice is hereby given that James A. Resides of Vida, Oregon, who, on November 9, 1915, made Homestead Entry, Serial No. 07368, for Lots 6, 7 and 8 of Section 36, Township 16S, Range 2E., Willamette Meridian, has filed notice of intention to make Final Five-year Proof, to establish claim to the land above described, before I, P. Hewitt, U. S. Commissioner, at his office, at Eugene, Oregon, on the 29th day of December, 1915. As this land is in Sec. 36, a school section, the State of Oregon is especially cited in this notice.

Claimant names as witnesses: Carey W. Thomson, of Vida, Oregon; John W. Low, of Vida, Oregon; Michael Hanley, of Vida, Oregon; Abe Gilbert, of Eugene.

J. M. UPTON,
 Register.
 Nov. 18-Dec. 22

MONEY TO LOAN

—on improved farms and city property, call at my office 32 East 8th Ave, Eugene, or call Phone 868.
 F. J. BERGER.

O. A. C.

FARMERS' AND HOME-MAKERS' WEEK and RURAL LIFE CONFERENCES

January 3 to 8, 1916

Live Information, Practical Help for the Home the Farm, the Community.

Conventions of Oregon's Greatest Industries
 Conferences on Oregon's Most Vital Problems
 LECTURES—DEMONSTRATIONS
 EXHIBITIONS—ENTERTAINMENTS

Two thousand people attended last year. It is a great place to make friends—with live thinkers and live thoughts, good workers, and good work.

WINTER SHORT COURSE

January 10 to February 4, 1916

A Practical Agricultural Course in a Nut shell. Applied Science in Actual Work of the Farm and Household.

Courses in FRUIT RAISING, FARM CROPS, HONEY, STOCK RAISING, DAIRY WORK, POULTRY RAISING, GARDENING, COOKING, SEWING, HOUSEHOLD ARTS, HOME NURSING, BUSINESS METHODS, ROAD BUILDING, FARM ENGINEERING, RURAL ORGANIZATIONS, MARKETING.

Correspondence Courses Without Tuition. Expert Instruction in Music. Reduced railroad rates.

For program write to The College Exchange, Oregon Agricultural College, Corvallis. (4-19-14-15)

HERBERT E. WALKER

NOTARY PUBLIC

Office in City Hall, Springfield, Ore

Jas. Corsaw has re-opened his shoe repair shop in the west half of the Stevens bicycle shop, Main St. near Seventh.



NOTHING IS A BETTER EDUCATION THAN THE POSSESSION OF MONEY. IF YOUR CHILD HAS A BANK ACCOUNT HE WILL TAKE AN INTEREST IN ARITHMETIC; IT WILL CREATE IN HIM AN INTEREST "IN" HIS MONEY MORE VALUABLE THAN THE INTEREST "ON" HIS MONEY. HE WILL LEARN THE VALUE OF MONEY AND TIME, AND LEARN TO LOOK OUT FOR HIMSELF. GIVE HIM A BANK ACCOUNT.

BANK WITH US.
 WE PAY 4 PER CENT INTEREST ON TIME DEPOSIT

96-223
The First National Bank
 of Springfield, Oregon

The Best Groceries For Less Money

The Fifth Street Grocery

Thos. Sikes, Prop. Phone 22



Cheer up. Business is good, Santa is here with us with the sweet gods. All sorts of candy and nuts and raisins and popcorn that will pop. Groceries too. We deliver the goods. Yours for the best goods best service and lowest prices.
Nice & Miller

FIRST NATIONAL BANK, EUGENE, OREGON.

Established 1883
 Capital and Surplus \$300,000.00
 Interests on Savings Accounts and Time Certificates

IF YOU HAVE NEVER TRIED THE SPRINGFIELD CREAMERY

Chas. Barkman, Manager.
 Try us and be convinced that it pays to patronize home industries.

CAREFUL, CONSCIENTIOUS Dentistry

DR. J. E. RICHMOND
 PHONES—Office, 3; Residence, 116-J
 Over Commercial Bank, Springfield, Oregon.

J. H. BOWER
 Lawyer.
 Phone 1221
 831 Willamette St. Eugene, Oregon

See Edwards & Brattain

For Farm and City Property Exchanges a Specialty
 Springfield Oregon
 Phone 30

W. F. WALKER
 UNDERTAKER
 FUNERAL DIRECTOR
 Office Phone 62; Residence 67-J
 West Main St.

Harness, Shoes, Gloves
 Harness and Shoes Repaired at
The Harness Shop

Big Road how Coming Dec. 13th
 NOT A VAUDEVILLE
Eugene Theatre
 THE MOST FASCINATING COMEDY OF THE DAY

MONDAY DEC. 13 SEATS ON SALE FRI. THE 10-11 AND 13

DADDY LONGLEGS
 By JEAN WEBSTER
 With RENEE KELLY as Judy
 HENRY MILLER, Mgr.

MAIL ORDERS NOW SHOW STARTS 8:30
 DON'T MISS THIS BIG ATTRACTION, THE BIGGEST AND BEST SHOW ON THE ROAD
 PRICES: 50c \$1.00 \$1.50