

THE LANE COUNTY NEWS

W. A. DILL

Editor and Manager

Published Every Monday and Thursday by the Lane County Publishing Association.

RATES OF SUBSCRIPTION.
One Year - \$1.50 | Six Months - .75 | Three Months - .50
Advertising Rates Furnished on Application.

Member of the State Editorial Association.
Member of the Willamette Valley Editorial Association.



And Remember to Get a Stop-Over for Springfield.

SPRINGFIELD, OREGON, MONDAY, JULY 12, 1915.

THE UNIVERSITY JOURNALISM DEPARTMENT

A number of newspaper men under the name of Willamette Valley Editorial Association recently met at Springfield, Ore., and passed resolutions favoring the so-called "School of Journalism" of the University of Oregon. We take it for granted that these gentlemen really know what the work of that journalism school is, what it is intended to do, what it has done, etc. Why is it that these editorial meetings cannot be held without resolving for something or other? An editorial association should do something for the newspapermen directly, talk shop, exchange ideas, and form an organization to handle the problem of foreign advertising and fight the ready-print advertising pages that rob the small papers of the advertising that rightly belongs to them. Then the organization should be composed exclusively of the publishers of weekly newspapers. No farm or trade journal editor or publisher should hold membership in the association. These latter publications are a different class than the common country weekly.—McMinnville News-Reporter May 27, 1915.

Had the editor of the News-Reporter attended the editorial meeting in Springfield he would have found that it was indeed a practical session. "The Editorial," "Minor Troubles of the Newspaper Man," and legislation in which we are particularly interested were the three particular themes for discussion and there was little time for political talk.

One editor said his readers did not look at an editorial column, and if he wanted to make comment it had to be in the news story; another said his paper endeavored to handle editorially one local and one general topic, besides the shorter editorial paragraphs. Others gave their experience with the "front page" editorial. The other subjects were in a similar way given practical treatment.

Under the discussion of legal printing, it was shown that in some counties the county court allowances are published, whereas the law provides that the proceedings of the county court shall be published, at not to exceed a certain rate. Here in Lane county the official newspapers are charging less than the legal rate, and are not receiving the general proceedings at all.

The matter of the printing plant for the University of Oregon School of Journalism was brought up by Prof. E. W. Allen, head of the department, an honorary member of the Valley Editorial Association.

It is not the purpose of the department to turn out practical printers. There are trade schools for that purpose. Neither is it the purpose of the department to turn loose a great flock of reporters, seeking work in the big cities. What the department is trying to do is to train young men and wo-

men to an understanding of the dignity of the country newspaper and the power that the country editor, in the aggregate wields in the United States. When a man has made good in the country he is prepared to advance to the more difficult position in the city.

The purpose in having a printing plant is to enable the student to get an insight into the whole newspaper business. "The way to get service," said Professor Allen one day in conversation with the editor of the News, "is to be able to tell an employe who cannot or does not do what is expected of him. Put that aside, I'll do it when I have time."

By the experience gained in a printing office "laboratory" in connection with a course in journalism, the young man or woman will have a fair idea of what to expect from his employes, and will neither be imposing impossible tasks nor, on the other hand, will he be imposed upon by careless workmen.

Until recent years it has been the belief of newspaper men generally that the only way to learn the business was to "eat ink and sleep on a bundle of newspapers," but the results that are being attained by trained men in the schools of journalism of the great colleges of the United States indicate a new day in the training of newspaper men. In this work the University of Oregon is doing a great work, and should be provided with all equipment needed for efficient work.

CREATING A GOOD IMPRESSION.

One of the signs of the times is the quality of letters received from the rural districts, says the Rural Spirit. It was only a few years ago that a great many of the store keepers discontinued the use of rubber stamps in printing their letter heads. A printed letter head from a farmer was entirely unexpected. Today a remarkable large per centage of letters received from farmers are on printed stationery. A few of these, it is true, are poorly printed, but still they show a progressive spirit. The Rural Spirit receives a great many letters from farmers who have as attractive stationery as any merchant. The element of attractiveness is a most subtle influence, no matter where you place it. It is the element that brings a premium. There is no place where attractiveness is more essential than in printed stationery. The letter is the representative of the man who sends it. He is judged by its appearance very frequently.

"I visited the farm of a breeder last month with whom I corresponded about a year ago, and was surprised at the fine stock that he had. I bought inferior stuff from another breeder because the latter had a neatly printed letter head showing a sire with whose family history I was familiar. Had the letter from the man I have just called on made a good impression on me, I would have purchased from him." This is the statement of a visitor at the Rural Spirit office. The letter head that is printed neatly and in type that is in style—for there is style in type as in everything else—creates for its sender a good impression. And that is all any letter can do. It is then only a matter of taking advantage of the good impression.

In a letter to The News today, S. Dike Hooper, of the Eugene Commercial club, explains that E. M. Warren, Lane County representative at the Panama-Pacific exposition, has not been provided with cards asking Eugene literature since the close of the period for which Eugene had paid Mr. Warren's salary, and in conversation, Mr. Hooper further explains that it is the intention to have Mr. Callison confer with the other towns as to the methods to be used further in providing Lane County literature. These are facts not included in the statements published in the Eugene newspapers, and it was against this laxness in statement on the part of the papers to which the News raised its principal objection. The word had gone out to the world that Eugene, in an unspecified time, had received 500 inquiry cards from Mr. Warren, and, it was added in the newspapers, an effort was being made to keep Mr. Warren at San Francisco.

What more natural than an inference that Eugene wanted to get another 500 letters? That the plan being formulated was to arrange for the sending on of these inquiries to the other towns was not indicated in the newspaper stories. We are glad that plans for something of this sort were in the making. Undoubtedly some plan can be worked out that will be the means of distributing throughout the county the benefits that are to be secured by bringing in new settlers.

Springfield has in business a man who is issuing pay checks of \$3000 and \$4000 a month to the farmers of this vicinity. He came to Oregon directly as a result of what he saw at the Lewis and Clark exposition. The gaining of such citizens is an effort decidedly worth while.

For many years past Eugene has provided a large fund for the exploitation of Eugene and Lane County, and benefit has undoubtedly come to the whole county. Eugene has, of course, loomed as the principal factor in this literature, and it is proper that she should, for she was paying for it. This matter of keeping a representative at San Francisco is more particularly a county, and therefore a county-wide matter. Being such, the tone of the news reports, and the literature should be county wide in its bearing. It was to this carelessness in news writing that The News objected. The object—the keeping of a county representative at the fair,—undoubtedly is a sound one, and one that will receive a ready response in Springfield.

A town cannot prosper unless the agricultural country around it prospers. Conversely, the rural districts, if thrown exclusively upon their own resources, without the markets supplied by their town, would be helpless. In other words, the rural and urban interests are socially bound together and are independent, each leaning upon the other. But neither can attain its full measure of prosperity unless the lines of communication between them are adequate. Without good roads the farmer loses money, and the merchant does likewise. The townsman, the farmer and the visitor all benefit by better roads. No matter whether one drives a one-horse vegetable wagon or a 60-horse power automobile, the proportionate benefits are great. If the average farmer could figure out accurately the cost to him of transporting his products to town or bringing out his supplies from town, he would be astonished at the high mileage of bad roads; and could he reduce it all to cents, he would convince himself readily that probably one or two months' use of a bad road would cost him far more than the annual upkeep cost of a real first-class road.—Governor Withycombe.

KEEP YOUR EYE

On the Lane County News' Classified Column. It is the "mutual benefit salesman" of Springfield, for it profits both buyer and seller.

Advertise if you want to sell; advertise for what you need. The Classified Column reaches the people you want to reach.

RATES LOW.

Lane County News

96-223
The First National Bank
of Springfield, Oregon

Start a
Bank
Account
on

ONE
DOLLAR

and
Watch it
Grow

First National Bank

Will furnish to everyone who will become a depositor to the amount of one dollar or more, a handsome

Home Savings Bank

to use. You are invited to call and ask for one of these safes. If you are already a depositor you are entitled to one to use.

Very few people can save in large amounts. If you wait until you can deposit a large amount you may never begin. Everyone can save in a small way. He who drifts into the habit of spending as he goes will always remain poor.

The Bank Keeps the Key

This Home Savings Bank is loaned to you free of charge. One dollar of your account is to be held to insure its return; but remember this dollar belongs to you; can be drawn by you at any time on return of the Safe.

The Best Groceries

For Less Money

The Fifth Street Grocery

Tnos. Sikes, Prop. Phone 22

Our Bank Money Orders Are Safe—Cost Less—Good Everywhere

Our \$25.00 or Under Bank Money Order Costs Only 5c
Our \$25.00 to \$100.00 Bank Money Order Costs Only 10c
If lost or destroyed in transmitting through the mails, or otherwise, we give you a duplicate without any cost or red tape whatever.

Commercial State Bank

Capital \$30,000.00



OUR GROCERIES

are famous for quality and we save you money on what you buy here. We sell Dependable Coffees and Teas and everything else is dependable which we sell.

Nice & Miller

Op Commercial State Bank
Phone 9

FIRST NATIONAL BANK, EUGENE, OREGON.

Established 1883

Capital and Surplus - - - \$300,000.00

Interests on Savings Accounts and Time Certificates

CAREFUL, CONSCIENTIOUS

Dentistry

DR. J. E. RICHMOND
PHONES:—Office, 3; Residence, 111-J
Over Commercial Bank,
Springfield, Oregon.

J. H. BOWER

Lawyer.

Phone 1221

831 Willamette St. Eugene, Oregon

W. F. WALKER

UNDERTAKER

FUNERAL DIRECTOR

Office Phone 62; Residence 67-J

West Main St.

Springfield Garage

H. SANDGATHE

Proprietor

Repairing a Specialty

Main, bet. Fourth and Fifth. Phone 11
SPRINGFIELD - OREGON

See
Edwards & Brattain
For Farm and City Property

Exchanges a Specialty

Springfield - Oregon

Phone 30