

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 Months75 | Three Months50
 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, NOVEMBER, 18, 1915.

WHAT IS SPRINGFIELD GOING TO DO ABOUT IT?

Every producing community has a right to expect the nearest town to furnish the primary market for its products.

HONEST ADVERTISING LAW FAVORED.

Among other things considered by the Linn County Pomona grange while in session Wednesday of this week, a resolution favoring the passage of a state law prohibiting misrepresentations in advertisements was passed.

Advertising being the means of sending out information regarding products used in the every day life of the great majority of the people of the world, it is natural that they want this information to be correct so transactions may be based on information furnished through catalogues, newspapers and other mediums.

Advertising has been many years developing to its pres-

No. 88. Report of the Condition of

The Commercial State Bank

at Springfield, in the State of Oregon, at the close of business November 10, 1915:

RESOURCES	
Loans and discounts	\$45,043.54
Overdrafts, secured and unsecured	49.89
Bonds and warrants	5,160.19
Stocks and other securities	None
Banking house	14,965.81
Furniture and fixtures	5,600.00
Other real estate owned	None
Due from banks (not reserve banks)	None
Due from approved reserve banks	9,230.01
Checks and other cash items	359.32
Exchanges for clearing house	None
Cash on hand	3,871.42
Expenses	None
Other resources	None
Total	\$84,280.18

LIABILITIES	
Capital stock paid in	\$30,000.00
Surplus fund	700.00
Undivided profits, less expenses and taxes paid	1,948.16
Dividends unpaid	None
Due to banks and bankers	None
Postal savings bank deposits	None
Individual deposits subject to check	38,795.73
Demand certificates of deposit	495.66
Certified checks	100.00
Cashier checks outstanding	None
Time and savings deposits	7,240.63
Notes and bills rediscounted	None
Bills payable for money borrowed	5,000.00
Reserved for taxes	None
Other liabilities	None
Total	\$84,280.18

STATE OF OREGON, County of Lane, ss.
 I, O. B. KESSEY, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
 O. B. KESSEY, Cashier.

Subscribed and sworn to before me CORRECT—Attest:
 this 18th day of November, 1915. M. M. PEERY, Notary Public.
 (Seal) F. L. TRAVIS, Notary Public.
 My Commission Expires Nov. 10, 1916.

28.8 Per Cent Cash Reserve.
 Over 14 Per cent gain in Deposits since last statement of Sept. 2
 Liabilities of officers and directors None

PRESIDENT WILSON

has designated

Thursday, November 25, 1915

as

Thanksgiving Day

Round trip ticket will be on sale at reduced rates on Nov. 24 and 25 between all Southern Pacific stations in Oregon. Return limit Monday, November 29th. Also between Oregon and California points.

Here is an Opportunity

to visit your friends for a week end. A fat roast turkey and pumpkin pie awaits you

GO!

Information as to rates, etc., can be obtained from nearest agent.

SOUTHERN PACIFIC

John M. Scott, General Passenger Agent, Portland, Oregon

ent state of usefulness. It is but common sense to know that imparting truthful information regarding an article is the first step toward a satisfactory sale of it. Yet so many people have abused advertising by sending out incorrect information, just as they will do orally, while trying to make a sale that advertising has been discounted in many instances. Within the past few years advertising has been regulated by legislation to the great satisfaction of the masses and the legitimate advertisers. The newspapers have been greatly benefited by legislative regulations of would-be patrons of the papers who have abused advertising by being untruthful in giving information supposed to increase sales. Newspaper advertising is much more truthful than at any time before. It is a higher grade of advertising than the catalogue or circular because it is under the supervision of the publisher who knows that untruthful advertising will decrease the value of newspaper space which is the stock of his business. While newspaper advertising is not pure as it should be, it is very close to truthful.

The main fault of newspaper advertising nowadays is the lack of the proper skill being used in the preparation of information sent out by advertisers. Advertisers have to learn the science and art of writing such information as the people may find useful. When the proper skill is used the people find the advertising of great service and the advertiser gets results.

When mankind seeks an article, the first step is to secure information regarding articles that might fill the want. The advertiser who learns to give such information tractfully, truthfully and systematically pleases the consumer who should otherwise have to seek such information.—Albany Herald.

STATE TEXT BOOKS

Taxes are piling up—they will be higher next year that this—and yet there is a strong movement on to have the state go into the business of publishing text books for our public schools.

There may be some business that is more risky than the publishing business—but if so we the not informed as to its nature.

To produce books with correct, undisputed and verified text, and containing good clear illustrations, all neat and tasty, printed on tough paper and bound substantially to withstand the wear and tear of school usage, is a special line of business. Private capital has succeeded in this line, and is producing in American school books a product of which civilization can be proud. If there are mistakes and losses, the publisher stands the expense.

Why load this special business on the taxpayer?

Do we want the politicians, the boosters and the school teacher with a pull to write what Oregon children shall learn?—Oregon Voter.

ALL HONOR TO HIS EDITOR.

(Ashland Tidings.)

Is there a business man in Ashland or a firm that has turned down a cash sale of \$100 during the past month? The Ashland Tidings has done that very thing. The Tidings has turned down a chance to sell \$100 worth of space for cash. No member of the Tidings force would have suffered financially or morally had we accepted the advertisement offered. Yet it was turned down. The Portland dailies will run similar ads. Magazines which you take into your homes will run similar ads. It may be slightly quixotic, but the Tidings and, we are happy to say, a great proportion of the small city papers of the state, did the same. We refer to dvs. of certain California wholesale liquor houses who are building up a mail order business in Oregon.

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. 67263, 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
 Public work adds \$3,500 a week to Pendleton payrolls.

Classified Ads

For Sale, Rent, Wanted, Etc.

LOST—Friday, in Springfield, a black and white dog. Answers to "Duke." Call 20F4, Eugene.

TAKEN UP—Twelve head of cattle on hill ranch south of town. Owner should claim the same and pay pasturage within one week, or the animals will be put in the city pond. J. W. MACHEN.

LOST—Pocket book with check book and papers of value to owner. Please leave at The News office. 82*

LOST—An arrow head watch-fob on Main street. Finder leave at News office. 82*

FOR SALE—Good stump puller. Springfield Flour Mills. 82-3

MUST SELL ON ACCOUNT OF sickness, Lots 8, 9, and 10, in block 106 and Lots 1, 2 and 3, Block 107, Washburne Addi-

tion to Springfield, Oregon, at a sacrifice. I will be in Portland 15 days, and any letter addressed to me at 202 Wilcox Bldg., Portland, Oregon, will receive prompt attention. Make me an offer. D. S. Masterson. 82-3

FOR SALE—Slightly used electric vacuum sweeper. Terms to suit. Leave word at News Office. 11*

FOR SALE—Wagon and harness cheap. Call at News office.



We can re-cover your Umbrella. Prices \$1.00 to \$3.00.

D. W. ROOF, Jeweler & Optician

MONEY TO LOAN

—on improved farms and city property, call at my office 32 east 8th Ave, Eugene, or call Phone 868. 76tf F. J. BERGER.

UNCLE SAM PAYS WELL
 The salaries paid by Uncle Sam to Civil Service employees are paid these days in any form of private commercial life. Thousands of opportunities are made annually. Quality as good to pass any Civil Service Examination. Write today for free Civil Service Book. Information for Prospective Soldiers. Box 463, Eugene, Ore.

Bank Statement No. 8491

Report of the condition of the First National Bank of Springfield, in the State of Oregon, at the close of business November 10, 1915, condensed from report to the Comptroller of the Currency:

RESOURCES	
Loans and discounts	\$102,128.29
U. S. and other Bonds and Warrants	24,259.46
Banking house, real estate, furniture and fixtures	18,693.60
Cash and due from banks	31,155.72
Total	\$176,237.07

LIABILITIES	
Capital Stock	\$ 25,000.00
Surplus and Profits	4,277.62
Circulation	6,250.00
Deposits	132,760.70
Re-Discounts	7,948.75
Total	\$176,237.07

Complete report to appear next issue of The News.

96-223
The First National Bank
 of Springfield, Oregon

The Best Groceries

For Less Money

The Fifth Street Grocery

Thos. Sikes, Prop. Phone 22



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

A Rainy Day Need Not Be Dull

Cheer up! Get to work in a FISH BRAND



Reflex Slicker \$3.00

Strong, easy fitting, light, and water-proof, absolutely. Reflex Edges stop water from running in at the front.

Black, Yellow or Olive-khaki. Protector Hat, 75 cents. Satisfaction Guaranteed. A.J. TOWER CO. BOSTON

J. H. BOWER
 Lawyer,
 Phone 1221

831 Willamette St. Eugene, Oregon

HERBERT E. WALKER
 NOTARY PUBLIC

Office in City Hall, Springfield, Ore.

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

See
Edwards & Brattain

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

CAREFUL, CONSCIENTIOUS
Dentistry

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