

# The Lane County News

W. A. DILL, Editor and Mgr.

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**RATES OF SUBSCRIPTION**  
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Member of the Willamette Valley Editorial Association.

THURSDAY, FEB. 24, 1916.

IT PAYS TO ADVERTISE.

Will Gilstrap, once editor of the Springfield Messenger, now editor of the Alhambra (Calif.) Advocate, clips the following from the Redondo Reflex and we reprint it:

The fact that the mail order houses of Chicago and even in the far West increased their business last year, in spite of the hard times, should cause the merchants in the small cities to sit up and begin to figure how they do it. One mail order house did a business of \$85,000,000 last year, and paid a dividend of 17 per cent on its huge capitalization. This newspaper does not like to keep harping on advertising continually, nor trying to tell the local merchants their business, but it is a fact that the mail order houses, and the large retail establishments that have made a success, have done it largely through advertising. Yet the small town merchants still persist in considering advertising only a minor branch of their business, and let it slide along with the least trouble and expense they possibly can.

We have seen it demonstrated time and again that the merchant, even though in a small town, who makes a study of buying goods and displaying them on his shelves, almost always wins out. Not always, because some merchants have not the business ability to succeed even though they may be good advertisers. But it seems to us that the ones who do make such success through advertising would cause the others to look into the systematic and scientific advertising game somewhat and see what there is in it. Of course it would not pay to spend half their time in getting their ads ready or planning ways of publicity, but they most certainly should spend enough time in studying advertising, what should be advertised each day or week, how to write ads and get them before the people, either through the newspapers or some other medium that is not a fake. And then after the people have learned of what is offered, it is vital to have the goods on hand just as advertised, and accommodating salesmen to serve the customers who come.

It will cost money—of course it will. But if you can increase your expense a hundred per cent each year and make twice that much more in profits, you are not increasing your expenses; you are only increasing your investment.

Why do small town merchants still imagine that all they have to do to sell goods is to buy them and put them on the shelves, and trust to kind providence to keep the people informed of what they have to sell? Or why do they think that people will always remember their place because they tell them about it once or twice?

We do not claim that newspaper advertising is the only way to tell the people what you have to sell, but we do claim, and we have the expert testimony of thousands of the most successful business men in the United States to prove it, that newspaper advertising is the most effective and cheapest form of advertising for retail establishments.

We do not blow our own horn along this line continuously because some merchants would think we were merely talking selfishly, and were trying to tell them how to run their own business. But we do wish for the goods of those merchants as well as for our own good, that they would wake up to what they could do by really studying advertising and applying it to their business even half as zealously as they apply some of the other things that they think will bring them success, and see how we both come out.

They would make more money and so would be, and less good cash money would leak out of here to help enrich the cash drawers of the outside merchants who have studied what advertising is and how to use it.

Failure of citizens to attend the meeting called by the city council to discuss the matter of street lights, would indicate the said citizens have implicit faith in the ability of the council to decide wisely. It would indicate, too, that the citizens need make no complaint, whatever plan the council may finally adopt.

We remarked just a few weeks ago that the hauling of a few carloads of dirt from the Eugene railroad yards to make a fill in Springfield was just the beginning of the campaign to move the whole town over here. Just watch Springfield's smoke.

With so many railroads radiating from Springfield and vicinity, it would seem that the S. P. Co. would do well to keep a wrecking crew stationed here.

Some patriotic town this—Lincoln's and Washington's birthdays passed and the big flag not up on the butte.

Clean up the back yards; make the city shine.

**"PEG O' MY HEART."**  
 "Peg O' My Heart," one of the best stage stories New York has sent this way in many seasons, is again to be with us at the Eugene Theatre, Wednesday, March 1st, under the direction of Oliver Morosco, who announces this engagement as the final tour of the Manners' comedy under his management. Mr. Morosco is a producer who believes in maintaining the standard of his productions, and this excellent idea will be exemplified by the company he has personally chosen for "Peg's" farewell trip to the far west.

Florence Martin, a talented young actress who played the role of "Peg" during the Boston

FLORENCE MARTIN



Who Plays "Peg O' My Heart" at the Eugene Theatre, March 1st and Philadelphia runs, is to head the cast to be seen here. Miss Martin has made an extraordinary success in the part and according to eastern reviewers and the critics of San Francisco, she outshines all her illustrious predecessors in the role.

Mr. Martin has surrounded Miss Martin with a cast of principals, that will make "Peg's" farewell visit a memorable one. Fred L. Tilden will be seen as "Jerry," the baronet, York Er-

HENRY KOLKER



In "The Bridge," or "The Bigger Man," at the Bell Theatre Sunday Evening, February 27.

skine as Alaric, Madeline L'Es-trange as the stately Mrs. Chester, and Lillian Kemble Cooper as Ethel, the beautiful society girl.

### FIGURES ON PROFIT FROM FLAX ARE GIVEN

The Eugene Chamber of Commerce has received a letter from Dr. Edward Allen Pierce, chairman of the flax committee of the Portland Chamber of Commerce, in regard to the raising of flax around Eugene, as proposed by H. B. Miller, of the school of commerce of the University. Mr. Pierce says in his letter:

"The committee on flax, appointed by the Portland Chamber of Commerce, has had a conference with Eugene Bosse, flax expert, now located at Salem, and he agrees, for a very moderate sum which I have reason to believe can be furnished by the Portland Chamber of Commerce, to furnish the machinery, which he has at Salem, and his services to supervise the planting, harvesting, retting and scutching of the flax that any organization will agree to plant between 200 and 300 acres. All that will be required of your community is that you should pay Mr. Bosse's expenses while in your district, and also 15 per cent of any net profit which may accrue from the flax which you plant. It will be required that your organization arrange with the growers to produce under Mr. Bosse's supervision somewhere between 200 and 300 acres in order that Mr. Bosse may be justified in moving his machinery to Eugene.

"We have learned that the Portland Linseed Oil Works will furnish seed at market price to the farmers and contract with them for their entire crops. They are at present guaranteeing a minimum price of 1.25 a bushel when harvested, and are taking the matter up with their eastern connections with a view of increasing this guarantee to say, \$1.40 a bushel. You will understand, of course, that this guarantee is for the purpose of affording a prospective planter absolute protection to the extent of the guarantee, so that in case anything unexpected should happen the guarantee, even though the ruling market price is much less. The present

market price however, is \$2.33 1/2, with every prospect of a continued rise in price so this minimum guarantee will not cut much figure under present conditions. The Portland Linseed Oil Works paid last year as high as \$2.10 1/2 a bushel.

"The market will be for the seed, for the tow and for the fiber. The fine grade fibre produced out of this planting could be sold at a very handsome price. Mr. Bosse says that an acre of frade fibre flax should yield two to two and three-fourth tons of straw and each ton of straw should produce about 240 pounds of fibre, in addition to the tow, i. e., the combings from the fibre. Assuming a yield of two tons of straw to the acre, this would produce 480 pounds of fibre, which is worth 23 cents a pound, delivered in Belfast, Ireland. In other words, the returns from an acre of fibre flax would be \$110.04 for the fibre alone, and in addition, the tow from this fibre will sell at from \$40 to \$60 a ton, according to quality, and the seed will also bring what it is worth, according to the amount of oil produced. The seed from fibre flax is not as good and does not command as high a price as when the flax is raised primarily for the seed.

"Let us look at the matter from the standpoint of raising flax for the seed rather than for the fibre. A yield of 14 bushels per acre would bring at the present market price (\$2.33 1/2) \$32.69 for the seed alone; in addition the fibre from the straw of seed flax, which is used for making upholstery tow and packing for crockery and glassware, etc., is worth from \$16 to \$32 a ton, according to quality, the loose straw being worth from \$2.50 to \$3.50 a ton.

"The community establishing Mr. Bosse's machinery for preparing the fibre for market, and undertaking this work, would undoubtedly have a chance to develop a splendid flax industry. The conditions at this time are especially favorable for very profitable returns for the business.

"If your people can be induced to undertake this, we will arrange to send Mr. Bosse to inspect your district and see whether it is favorable to the enterprise."

### ONE SPOONFUL GIVES ASTONISHING RESULTS

Springfield residents are astonished at the QUICK results from the simple mixture of buckthorn bark, glycerine, etc., known as Adler-Ka. This remedy acts on BOTH upper and lower bowel and is so THOROUGH a bowel cleanser that it is used successfully in appendicitis. ONE SPOONFUL of Adler-Ka relieves almost ANY CASE of constipation, sour, or gassy stomach. ONE MINUTE after you take it, the gasses rumble and pass out. M. M. PEERY DRUG CO. T2

### NOTICE OF SALE

Notice is hereby given that the undersigned administratrix of the estate of James A. Ebbert, deceased, with the will annexed, will receive bids for the sale of 21 shares of the stock of the First National Bank of Springfield, Oregon, on or before the 26th day of February, 1916, at 10 o'clock A. M. said shares of stock shall be sold all together to the highest and best bid offered to said administratrix. The administratrix reserves the right to reject any and all bids. The said sale shall be made pursuant to an order of the County Court of Lane County Oregon made on the 14th day of February, 1916, authorizing the administratrix to sell said 21 shares of stock of the First National Bank of Springfield, Oregon, at private sale and without notice. No bid will be considered except if he for cash only. Date of the first publication of this notice February 17th, 1916. MARGARET MORRIS, Administratrix with the will annexed of the estate of James A. Ebbert, deceased. Feb. 17-21-24.

**NOTICE OF FINAL SETTLEMENT**  
 Notice is hereby given that the undersigned administrator of the estate



"SICKNESS IS BAD," BUT POVERTY, AND DEPENDING UPON "CHARITY" IS WORSE. WE CAN'T ALWAYS PREVENT SICKNESS, BUT POVERTY IS NEARLY ALWAYS THE RESULT OF EXTRAVAGANCE AND WASTE.

MOST MEN CAN SAVE PART OF THEIR EARNINGS FROM THEIR WORK OR THEIR BUSINESS WITHOUT REALLY DENYING THEMSELVES. WHEN SICKNESS COMES DON'T LET IT FIND YOU WITHOUT MONEY.

PUT MONEY IN THE BANK FOR SELF-PROTECTION BANK WITH US.

WE PAY FOUR PER CENT INTEREST ON TIME DEPOSITS

76-223  
**The First National Bank**  
 of Springfield, Oregon

## The Best Groceries For Less Money

## The Fifth Street Grocery

Thos. Sikes, Prop. Phone 22

Why not save and deposit in our Savings Department one-twelfth of your total taxes each month? By so distributing the tax burden over the entire year, it will not seem so heavy.

4 per cent on savings.

**FIRST NATIONAL BANK, EUGENE, OREGON.**

of John B. Innis, deceased has filed his final account with the County Clerk of Lane County, Oregon, and that an order has been made and entered of record directing this notice and setting Friday the 25th day of February, 1916, at the hour of 10 o'clock A. M., for the hearing of objections, if any to said final account and for the final settlement of said estate.

SQUIRE INNIS, Administrator of the estate of John B. Innis, Deceased.  
 JOHN C. MULLEN, Attorney.  
 103-5t-1w

**NOTICE TO CREDITORS**  
 Notice is hereby given that S. W. Cranmer has been appointed administrator of the estate of Lucy C. Cranmer, deceased. All persons having claims against the said estate are hereby notified to present the same, duly verified, with the proper vouchers, to the said administrator, at the law offices of J. M. Devers in Eugene, Oregon, within six months from the date of the first publication of this Summary, to-wit: within six months from the 31st day of January, A. D., 1916.

S. W. CRANMER, Administrator.  
 J. M. DEVERS, Attorney for Estate. Jan. 31-Feb. 28

**D. W. ROOF, JEWELER**  
 SPRINGFIELD, OREGON  
 FINE WATCH REPAIRING  
 A SPECIALTY

**HERBERT E. WALKER**  
 NOTARY PUBLIC  
 Office in City Hall, Springfield, Ore.

**Dr. ADALINE KEENEY FERRIS**  
 Homeopathic Physician and Surgeon  
 Office, Baptist Parsonage  
 Corner Second and C Streets  
 HOURS: 9 TO 12. PHONE 40

**J. H. BOWER**  
 Lawyer.  
 Office 774 Willamette St.  
 Phone Eugene 699  
 Home Phone 132-J  
 Eugene, Oregon

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

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.

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