

THE SPRINGFIELD NEWS

CARLTON W. TAGE and S. VANCE CAGLEY, Publishers.
CARLTON W. TAGE, Editor.

Published Every Friday at Springfield, Lane County, Oregon.

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FRIDAY, JUNE 27, 1919.

BUY IN SPRINGFIELD.

Your prosperity is bound up with Springfield.

Springfield's prosperity is bound up with that of its business houses, its industries, its banks and its merchants.

They in turn depend upon you—upon your co-operation and backing. The circle is complete. You cannot escape it.

If your money stays here, within the home circle, the town flourishes, its schools thrive, its realty values rise, its civic undertakings prosper, its inhabitants—you included—are well off.

If you scatter your money abroad in making out-of-town purchases, then some other city thrives as a result of your industry, and your own town's prosperity withers. Your individual prosperity withers with it.

How shall you gauge your prosperity?

Doesn't it mean, after all, simply the completeness of your well-being? Doesn't it involve something more than the mere size of your income? The real criterion is not the number of cents in your pocketbook, but the sense of comfort in your soul.

That man is satisfied with life who has an established position in a thriving community. You wouldn't want ten times your present income if you were earning it in the middle of the Sahara desert. By every act of your daily life you indicate that you are happier for living in a prosperous community. When you go to work, when you eat your lunch, when you send your children to school, when you take the family to the movies, when you draw a book from the library, when you attend church, you are profiting from the benefits of community life. Granting, as you do by every act, that in community life lies your well-being, it follows that the more prosperous the community the greater the well-being.

If it is to your interest to live in a town, it is pre-eminently to your interest to keep that town thriving, for only while it thrives will it be able to offer you, in the highest degree, the advantages because of which you prefer town life.

And remember that it is the home-town merchant whose prosperity is the index of your town's prosperity! More, it is the backbone of it. The home merchant is the man whose clerks live in Springfield. They spend their money in Springfield. Their spending increases the wealth of the town. Their presence increases its population, its demand for commodities. The demand increases the supply available for you; it stimulates local production, boosts local industries, adds again, to the local prosperity.

The home merchant is the man who pays heavy taxes, and thus helps to support the schools, to maintain fire and police protection, to pave the streets, to support Springfield institutions, churches and hospitals. He is the man whose activities increase realty values, make prosperous the banks, attract new industries and new citizens, draw buyers from the country here and thus still further increase the wealth in which every citizen of Springfield shares.

The case is clear; the circle stands intact and unbreakable.

The home merchant is the guarantor of Springfield's prosperity—and yours. Will you not stand by him as loyally as he serves you. Be fair to him. Be fair to Springfield. Be fair to yourself.

What you need, buy now. And buy it in Springfield.

FIGHTING MAIL ORDER HOUSES IN LOCAL PRESS.

(Oregon Retailers' Journal.)

The average mail order house or department store which seeks the country trade depends almost entirely on publicity for its patronage.

Every country merchant has available a publicity medium which is far more valuable than any which the city "octopus" may command in his weekly newspaper. Merchants have shown their appreciation of this medium by giving it ever increasing support and have been rewarded in turn by actual results in a larger volume of sales.

In certain eastern country districts where mail order competition is at a "white heat," the retailers have been very successful in fighting "city trading" through a steady campaign of education in their local papers. Each retailer of the district pledged himself to pay for a certain amount of space or contributed space under the contract held by him for the purposes of the campaign. The space thus secured with very little individual expense amounted in the aggregate to a half or full page for each issue.

With the co-operation of the merchants the local editor undertook to provide the "copy" for the advertisement. He first printed a plain, straight-forward announcement to the effect that the paper would endeavor in a series of advertisements to prove conclusively that from a strictly business standpoint, Mail Order Buying Does Not Pay. He said that the local merchants should not and would not expect the consumer to pay him more for his merchandise than it could be purchased elsewhere for, but that all things being equal, including quality and price the home dealer felt entitled to the preference.

The second advertisement was headed, "What Is a Leader." This trade term was likened to the use of an "oat box" by the farmer when he wanted to catch a horse from the pasture, or as any other sort of "bait" used to attract attention and to deceive. The use of leaders was then declared to be a specialty of "City Stores." This device and "Comparative Prices," the article continued, "were both used to create the opinion in the minds of the consumer that the prices of the 'City Store' were uniformly lower than those of the local retailer."

In closing the second advertisement an example of "leaders" was given, the example being taken from an advertisement of a department store. Other articles listed in the same advertisement were then compared with the ruling prices of the local merchant with an explanation of the "Trade Marks" and quality.

By this time the interest of the community was aroused in the "expose" of the methods used by the "city stores" and the subject became the chief topic of discussion. Those who had paid but little attention to the real merit of merchandise they had purchased from catalogues began to scrutinize their purchases carefully and as a result found many weaknesses and lack of the quality which they had before taken for granted. This result alone did something toward curtailing "mail orders."

As the advertisements appeared each week "converts" to the home trading plan began to multiply. After all, "cat" house trading is only a bad habit and like other "bad habits," may at least be partially cured by the substitution of "good habits."

SUMMONS

In the Circuit Court of the State of Oregon for Lane County.
Frank Noland, Plaintiff, vs. C. W. Wise, et al, Defendants.
To C. W. Wise, Defendant:
You are hereby required and summoned to appear and answer the complaint on file herein, in the above entitled Court within six weeks from the first date of publication of this summons, and if you fail to so appear and answer, the plaintiff will take judgment against you by default, as prayed for in said complaint, to-wit: for the sum of \$307.50, filing fees, reasonable attorney's fees, for foreclosing liens, for the foreclosure of said liens so adjudged, upon said automobile, and the sale thereof, as by law required; and the proceeds therefrom applied toward the payment of said judgment, costs, fees and accruing costs, and such other and further relief as the Court may deem just and equitable.

That the aforesaid summons, is published by order of the Hon. G. F. Skipworth, made and executed upon the 26th day of June, 1919, decreeing that said summons be published for six successive weeks, at least once each week, in the Springfield News, and that a copy of said complaint and summons be properly addressed, stamped and deposited in the Post Office, to said defendant, forthwith, at Toppenish, Washington. That first date of publication is Friday, June the 27th, 1919.

L. R. EDMUNSON,
Attorney for Plaintiff.

First publication July 27, 1919, last publication August 1, 1919.

SUMMONS

In the Circuit Court of the State of Oregon for Lane County.
Kenneth Campbell, Plaintiff, vs. Besse Simpson, Defendant.
To Besse Simpson, Defendant:
You are hereby required and summoned to appear and answer the complaint of the plaintiff filed in the above entitled Court within six weeks from the first date of publication of this summons, and if you fail to so appear and answer, the plaintiff will take judgment by default against you as prayed for in said complaint, to-wit: for a decree to the effect that (the certain) judgment against this plaintiff, be set aside, cancelled and held for naught, and that plaintiff have judgment for costs, and disbursements of this suit; and such other and further relief as to the Court may seem just and equitable.

That the aforesaid summons, is published by order of the Hon. G. F. Skipworth, made the 26th day of June, 1919, decreeing that this summons be published once each week for six successive weeks, in the Springfield News and that a copy of said summons with complaint, be enclosed, properly addressed and deposited in the Post Office, at Eugene, Oregon, with postage prepaid and addressed to said defendant, forthwith at Washington, D. C.

The first date of publication is the 27th day of June, 1919.

A. C. WOODCOCK,
L. R. EDMUNSON,
Attorneys for Plaintiff.

Rendered in favor of defendant herein, and filed and recorded, on June 22nd, 1917, in the Journal of this Court in volume 21, at page 545.

First publication July 27, 1919, last publication August 1, 1919.

CAUSE OF HEADACHE.

By knowing the cause, a disease may often be avoided. This is particularly true of headache. The most common cause of headache is a disordered stomach or constipation which may be corrected by taking a few doses of Chamberlain's Tablets. Try it. Many others have obtained permanent relief by taking these Tablets. They are easy to take and mild and gentle in effect.

SUMMONS

In the Circuit Court of the State of Oregon for Lane County.
John G. Cosas, Plaintiff, vs. Alice Cosas, Defendant.

To Alice Cosas, the above named defendant:

IN THE NAME OF THE STATE OF OREGON: You are hereby summoned and required to be and appear in the above entitled Court and cause and answer the complaint of the plaintiff on file herein against you within six weeks from the date of the first publication of this summons, said first date being on the 20th day of June, 1919, and if you so fail to appear and answer said complaint within said time, plaintiff will apply to said Court for the relief prayed for in said complaint and for full relief. This summons is served upon you by publication in the Springfield News, a newspaper published in Springfield, Lane County Oregon, for six consecutive weeks by order of the Hon. G. F. Skipworth, Judge of the above Court, said Order being entered and made of record June the 11th, 1919.

Date of first publication is June 20, 1919, and last date, August 1, 1919.

C. M. KISSINGER,
Attorney for plaintiff.

Residence, Eugene, Oregon.

Classified Ads

For Sale, Rent, Wanted, Etc.

FOR SALE—Corner Lots on north C and Mill streets for \$210.00 cash or Liberty Bonds. No incumbencies. Inquire of E. S. Jordan, 101 1/2 Water St., Raymond, Washington. Je 27.

PRINCE ALBERT

the natural joy smoke



YOU can't help cutting loose joy's remarks every time you flush your smokespot with Prince Albert—it hits you so fair and square. It's a scuttle full of jimmy pipe and cigarette makin's sunshine and as satisfying as it is delightful every hour of the twenty-four!

It's never too late to hop into the Prince Albert pleasure-pasture! For, P. A. is trigger-ready to give you more tobacco fun than you ever had in your smokecareer. That's because it has the quality.

Quick as you know Prince Albert you'll write it down that P. A. did not bite your tongue or parch your throat. And, it never will! For, our exclusive patented process cuts out bite and parch. Try it for what ails your tongue!

Tippy red bags, tidy red tins, handsome pound and half pound tin humidors—and—that clever, practical pound crystal glass humidor with sponge moistener top that keeps the tobacco in such perfect condition.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



M. C. BRESSLER AND SON CAN NOW FURNISH YOU WITH A HUNTING OR FISHING LICENSE DIRECT.

Miss Beatrice Roberts spent Sunday in Wendling with friends.

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR LANE COUNTY.

Summons for Publication in Foreclosure of Tax Lien.

H. L. Studley, Plaintiff, vs. Arnt Anderson, Marie Anderson, his wife; National Surety Co., a corporation; Mary T. O'Brien and J. T. O'Brien, her husband, and all persons unknown, if any, having or claiming an interest or estate in and to the hereinafter described real property.

To Arnt Anderson, Marie Anderson, his wife; National Surety Company, a corporation; Mary T. O'Brien and J. T. O'Brien, her husband, and all persons unknown, if any, having or claiming an interest or estate in and to the hereinafter described real property, the above named defendant.

In the name of the State of Oregon: You are hereby notified that H. L. Studley, the holder of Certificate of Delinquency numbered 1616, issued on the 7th day of April, 1917, by the Tax Collector of the County of Lane, State of Oregon, for the amount of \$52.57, the same being the amount then due and delinquent for taxes for the year 1914, together with penalty, interest and costs thereon upon the real property assessed to you, of which you are the owner as appears of records, situated in said county and state, and particularly bounded and described as follows, to-wit: S. W. 1/4 of N. W. 1/4 and W. 1/2 of S. W. 1/4, Section 30, Tp. 18 S., R. 5 W., W. M., Lane County, Oregon.

You are further notified that said H. L. Studley has paid taxes on said premises for prior or subsequent years with the rate of interest on said amounts as follows:

On April 7, 1917, the sum of \$30.81 for taxes of the year 1916.

On April 7, 1917, the sum of \$32.18 for taxes of the year 1916.

On April 5, 1918, the sum of \$27.50 for taxes of the year 1917.

On March 21, 1919, the sum of \$33.20 for taxes of the year 1918.

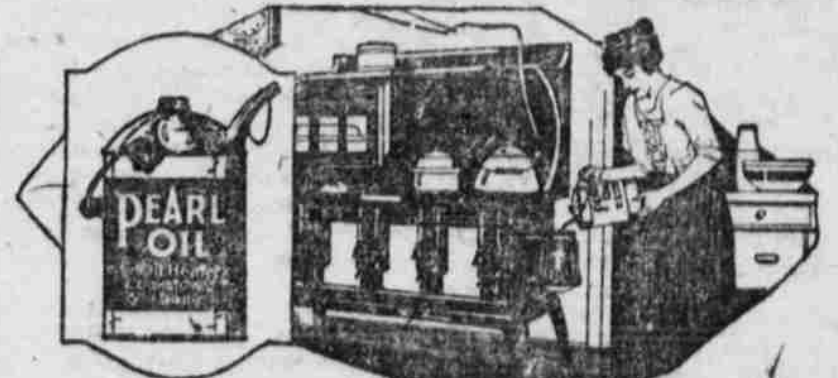
All of the above amounts bear interest at the rate of 15 per cent per annum. Said Arnt Anderson as the owner of the legal title of the above described property as the same appears of record, and each of the other persons above named are hereby further notified that H. L. Studley will apply to the Circuit Court of the County and state aforesaid for a decree foreclosing the lien against the property above described, and mentioned in said certificate. And you are hereby summoned to appear within sixty days

after the first publication of this summons exclusive of the day of said first publication, and defend this action or pay the amount due as above shown together with costs and accrued interest and in case of your failure to do so, a decree will be rendered foreclosing the lien of said taxes and costs against the land and premises above named.

This summons is published by order of the Honorable G. F. Skipworth, Judge of the Circuit Court of the State of Oregon for the County of Lane and said order was made and dated this 28th day of May, 1919, and the date of the first publication of this summons is the 30th day of May, 1919.

All process and papers in this proceeding may be served upon the undersigned residing within the State of Oregon, at the address hereinafter mentioned.

WALTER B. JONES,
Attorney for the Plaintiff.
Address, Eugene, Oregon.
(First publication May 30, 1919; last publication Aug. 1, 1919.)



A good cooking fuel—easy to handle

Pearl Oil, the Standard Oil Company's kerosene, is a most convenient and economical fuel. Gives all the convenience of gas—without the dust and dirt of coal or wood.

With a good oil cookstove you will cook in comfort all year 'round. Bakes, broils, roasts, toasts—economically. Lights at the touch of a match. No waiting for fires to come up, no unnecessary work, no waste. Concentrates a steady heat on the cooking—leaving the kitchen cool and comfortable.

Pearl Oil is refined and re-refined by our special process which removes the impurities. It is clean burning.

Pearl Oil is for sale in bulk by dealers everywhere. It is the same high-quality kerosene as the Pearl Oil sold in five-gallon cans. There is a saving by buying in bulk. Order by name—Pearl Oil.

We recommend New Perfection and Puritan Oil Cookstoves

PEARL OIL

(KEROSENE)
HEAT AND LIGHT

STANDARD OIL COMPANY (CALIFORNIA)

A. H. SPRAGUE, Special Agt., Standard Oil Co., Eugene, Oregon.

You're Alive--
We're Alive--
Be Thankful
Come to a
Live Church
The
Christian
Church

Corner Fourth and A Sts.
Pastor
Teddy U. Leavitt
Ditch your dress suit—wear overalls and a smile.