

# THE SPRINGFIELD NEWS

CARLTON W. TAGE and S. VANCE CAGLEY, Publishers.  
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FRIDAY, JULY 25, 1919.

## USE OF MOTOR TRUCK AS A FEEDER

Use of the motor truck in connection with railroads and waterways as a feeder rather than as a competitor is the object of a nation-wide campaign undertaken by the Highways Transport Committee of the Council of National Defense. The National Government, working through this committee, is making a survey to ascertain definitely the localities which are suffering from lack of adequate transportation, and to this end has sought the cooperation of members of the United States Senate and the House of Representatives.

Pointing out that this is not time to duplicate transportation facilities, the Highways Committee in a letter to Congressmen says:

"As you know, the rail and electric lines are in a serious financial condition and their expenses now must be met either by Government funds or increased rates. There seems to be an opportunity to develop feeders for both by penetrating areas without transportation and feeding the railroads and the waterways many thousands of tons which now cannot be brought to the market.

"The entire transportation problem is at the present time of such a serious nature that it is the belief of this committee that instead of duplicating transportation lines and taking tonnage away from the railroads and electric lines, the motor truck must be utilized greatly to increase tonnage and to assist the railroads and waterways in making complete delivery."

The Committee believes that with motor trucks bringing to the railroads produce from districts which heretofore have not enjoyed transportation facilities, the high costs of foodstuffs in the cities may be reduced.

## MERCHANTS AND ADVERTISING

During the past ten years a great many small towns have been on the down grade, from a commercial standpoint, owing to the inroads made on their business interests by the large cities, the mail order houses, farmers' unions and other forms of outside competition. Many a country merchant blames the automobile for taking his business away from him, but it is quite likely the automobile could be made to bring trade to him as readily as it is made to take it elsewhere. The fact is that the country merchant, like most of us, will blame everybody and everything for his condition before he will begin to lay the fault to himself.

There is a store in a city of less than 1,200 inhabitants, in the state of Ohio, which in the year 1916 sold over \$400,000 worth of merchandise. It is the biggest country store in the United States and it has made its town one of the most important trading points in the state of Ohio. Yet that town has no better surrounding trade territory than any other town of 1,200. It was done simply by modern merchandising and advertising.

The merchant in the country town has as good a chance to sell merchandise as anyone in the world if he will only sell it; but a great many country merchants have allowed modern methods to leave them away in the rear of the progress parade and have laid down and let some one else do the selling. In this connection it is safe to say that in the trade territory of nearly every small town, outside competition is doing more advertising, twice over, than the local merchant. The only way the country town can successfully meet this competition is by using the same tactics. In short, the only remedy for a town that is going down hill is modern merchandising, and scientific, systematic and persistent advertising.

Modern merchandising is a science applied to the buying and selling of goods. Advertising is the same thing except that it has to do only with the selling—advertising is printed salesmanship. It is the science of psychology applied to writing news about merchandise.

It is admitted that the country merchant is handicapped in advertising, but that should make him all the keener. His outside competition has the advantage of expert advertising men to prepare the advertising copy or design the booklet or catalogue that is sent into the country merchant's territory. The business of one country merchant is too small for him to have an advertising man of his own, but his town, as a whole, is a big business enterprise. This is a situation that needs attention in many towns.

Italy, in her new war budget, is proposing to tax bachelors. Ye Gods! What next? We thought our so-called "luxury tax" was awful; but we can now be thankful we don't live in Italy.

Others may hold the records for distance flight, but for altitude the cost of living has no competitor.

Lard has now reached a price so high that we no longer fear it is being used to adulterate our butter.

# BE A LEADER

An immense problem in reconstruction confronts the present generation. Are you doing your utmost to prepare to lead in its solution?



## Oregon Agricultural College

Trains for leadership in the industries and professions as follows:  
HOME ECONOMICS, AGRICULTURE, COMMERCE, FORESTRY, PHARMACY, MUSIC, VOCATIONAL EDUCATION, CIVIL ENGINEERING, ELECTRICAL ENGINEERING, MECHANICAL ENGINEERING, CHEMICAL ENGINEERING, INDUSTRIAL ARTS, MINING ENGINEERING, LOGGING ENGINEERING, MILITARY SCIENCE.

The College training includes courses in English, Economics, Art, Mathematics, Modern Languages, Physical Education, Industrial Journalism, Natural Sciences, and all essentials of an education.

Three regular terms—Fall term begins September 22, 1919



For College Catalog, Illustrated Booklet and other information address THE REGISTRAR, Oregon Agricultural College, Corvallis



FOR SALE—A bargain—almost new next winter coat, mirror plush with genuine grey squirrel skin cape collar. Coat \$35.00, will sell for \$22.50. Call at News office.

### BID FOR WOOD

To be delivered at the High School building, at Mill and E streets, 35 cords of 16 inch wood, stub or block. Body of 2nd growth fir, or hard wood.  
To be delivered at the Public School building on 7th and H streets, 60 cords of 4-foot wood.  
We reserve the right to reject all bids.

JOHN E. EDWARDS, Clerk, District No. 19.

### NOTICE TO PROPERTY OWNERS

At the regular meeting of the City Council, July 14, the City Recorder was instructed to proceed to collect ALL city street and sewer and sidewalk assessments now due. NO one is exempt as the city must have the money to meet bonds and interest coming due. Don't wait for notice, call at the City Hall and make payment, or mail your check, otherwise you will be called upon by the City Recorder. The city has been lenient and is now in need of the funds. Back up your own town.

JOHN E. EDWARDS, City Recorder.

### NOTICE TO CREDITORS

Notice is hereby given that the undersigned has been appointed by the county court of Lane County, Oregon, as administrator of the estate of Isaac Ostrom, deceased. All persons having claims against said estate should present the same duly verified to the undersigned at the office of S. D. Allen, 34 West 8th St., Eugene, Oregon, within six months from the date of this notice.  
Dated July 16, 1919.

R. E. BRABHAM, Administrator.

First publication, July 15, 1919; last publication, August 8, 1919.

### 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. Bessie Simpson, Defendant.  
To Bessie 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, 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 565, 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 11th day of July, 1919.

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

### ADMINISTRATOR'S NOTICE

NOTICE IS HEREBY GIVEN that the undersigned Administrator of the estate of George W. Cleveland, deceased has rendered and filed in the County Court of the State of Oregon for Lane County, his final account and that said Court by an order duly made and entered therein has fixed and appointed Saturday, August 9th, 1919 at the hour of ten o'clock in the forenoon as the day and time for hearing objections to said final account and for the settlement thereof.



NO use arguing about it, or making chin-music in a minor key! If you've got the jimmy-pipe or cigarette makin's notion cornered in your smokeappetite, slip it a few liberal loads of Prince Albert!

Boiled down to regular old between-us-man-talk, Prince Albert kicks the "pip" right out of a pipe! Puts pipe pleasure into the 24-hours-a-day joy-us class! Makes cigarette rolling the toppest of sports! P. A. is so fragrant, so fascinating in flavor, so refreshing!

Prince Albert can't bite your tongue or parch your throat! You go as far as you like according to your smoke spirit! Our exclusive patented process cuts out bite and parch!

Tippy red bags, tidy red tins, handsome pound and half-pound tin humidors—and that classy, 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.

All objections to said final account must be in writing and filed with the clerk of said court on or before said day and time.

L. K. PAGE, Administrator of the estate of George W. Cleveland, deceased.  
First publication, July 11, 1919; last publication, August 8, 1919.

### SUMMONS

In the Circuit Court for the State of Oregon, in and for Lane County.  
Myrtle Henley, Plaintiff, vs. Will H. Henley, Defendant.

In the name of the State of Oregon you are hereby required to appear and answer the plaintiff's complaint filed against you in the above entitled Court and answer within six weeks from the date of the first publication of this summons, and the date of the first publication of this summons is fixed by the order of the Judge herein as the 4th day of July, 1919, and if you so fail to appear and answer as herein required for want thereof plaintiff will apply to said Court for the relief demanded and prayed for in said complaint, which is a decree in said Court declaring that marriage contract now and heretofore existing between plaintiff and defendant be forever dissolved and that plaintiff be divorced from the plaintiff herein, and for such other and further relief as to the Court may seem meet and proper.

This summons is published once a week for six consecutive and successive weeks in the Springfield News, a weekly newspaper published at Springfield, Lane County, Oregon, by order of the Hon. G. F. Skipworth, circuit judge of said Court and State and dated this 1st day of July, 1919; the time of the first publication is on the 4th day of July, 1919, and the last publication is on the 8th day of August, 1919.

WALTER B. JONES, Attorney for Plaintiff, Address, Eugene Oregon.  
First publication, July 4; last publication, August 8.

### SUMMONS

In the Circuit Court of the State of Oregon for Lane County.  
John G. Cosas, Plaintiff, vs. Alice Cosas, 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 26th 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

### 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 un-

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Everything of Value Bought Sold and Exchanged

## HOME FURNISHERS

Harry Carsaw

IN THE CREAMERY BUILDING, WEST MAIN

known, if any, having or claiming an interest or estate in and to the hereinafter described real property, Defendants.

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 20, 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 \$20.81 for taxes of the year 1915.  
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 25th 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.