

THE SPRINGFIELD NEWS

Published Every Friday at Springfield, Lane County, Oregon By
MILLER & FREELAND

LYNN W. MILLER H. B. FREELAND

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Six Months	\$1.00	Single Copy	5c
One Year, When Paid In Advance			\$1.75

ABOUT ADVERTISING

The News would like to have every business concern in Springfield represented in its advertising columns.

We want to publish a bigger and better paper—one that will be a distinct credit to Springfield.

But a bigger and better paper means more outlay for help and material.

A good newspaper, it is generally admitted, is a necessary adjunct to the progress and building up of a town.

People at distant points who contemplate seeking new homes very frequently get their first impressions as to the desirability of any particular locality through perusal of its local newspaper—copies of which are given to them by some subscriber in their own community, sent to them by a relative or friend, or, upon request, mailed to them directly by the publishers. For instance, the News each week receives and compiles with such requests as the following:

"Editor News: Your paper is mentioned in the Oregon Almanac as one which will send sample copies to parties interested in Oregon, and I assure you I will appreciate any courtesies extended* * * *"

This writer, who now lives in Southern California, also asks, as is frequently the case, special information by letter.

If the paper is neatly gotten up, full of local news, and the advertising columns show the town has live, competitive merchants in the various lines, manufacturing and industrial enterprises, and representatives of the professions, the homeseeker is likely to be impressed—to make further inquiry, or to come and investigate in person.

On the contrary, even though the paper is of neat appearance and newsy, the absence of a good reflection of the commercial and industrial life of the community in its advertising columns will tend to impress him unfavorably.

Isn't this so? Just imagine yourself in his place and consider it for a few moments.

The foregoing is intended to show one phase of the indirect value of home newspaper advertising.

The building up of Springfield very largely depends on the getting of more people to make homes upon its large areas of adjacent valley lands—which under the irrigation system now available will, when cut into smaller holdings, provide homes for many times the people they have in the past.

New settlers in the adjacent country bring more business, and more business is what makes a bigger town, with consequent benefit to all who have business or property interests therein.

It is unnecessary to discuss the direct value of advertising. It is largely what the advertiser makes of it.

No mercantile business ever grew to big proportions without newspaper advertising.

To be really successful a merchant must tell the public what he has to sell and how much he wants for it. And no medium superior to the local newspaper has yet been discovered for this purpose. When merchants fail to do this kind of advertising they divert trade to the more progressive stores of neighboring towns.

As first stated above, the News wants every business man in Springfield to advertise through its columns—not to "help the paper," but to help himself and to help build up his town.

CATTLE IN MOUNTAINS

A university professor the other day penned an indignant protest to the forest service. In company with a melodious burro he had feasted his soul on the beauty of the High Sierra. Unfortunately, so he averred, his jackass could not live on a diet of scenery and in a certain region there was nothing else for the jackass to

eat because a band of sheep had consumed every last blade and leaf.

Whereupon the forest service investigated and found that three foot-loose donkeys were of their own free will following in the wake of the sheep because they enjoyed the wool producer's society. After traveling with the sheep for weeks they were still fat and sleek.

All of which would be of small importance if there were not a well defined movement to keep the cattle and sheep out of many hundreds of square miles of western mountains, on the plea that the scenery must be kept inviolate and the pasture preserved for the campers' animals. More especially do the promoters of the movement advocate the total exclusion of sheep. They hate mutton on the hoof, having inherited the prejudice against the useful animal from the old-time cattlemen and from John Muir. So strong is the prejudice that Stephen Mather, head of the national parks bureau, on a recent inspection trip to the region he wants to add to the Yosemite national park, commented on the improvement in the condition of the district brought about by the complete absence of sheep.

Whereupon a forest service official suppressing a smile, replied: "I am glad you have noticed the improvement, but I am rather astonished that you did not notice one of the thirty-eight thousand sheep that are grazing in the area this summer."

Livestock properly assigned, handled and supervised won't eat or destroy scenery, nor will it diminish the beauty of the high places. If livestock were detrimental to the mountain tourist trade, the Swiss hotel-keepers would have been in the poorhouse many years ago. We all enjoy scenery, but most of us also need overcoats and lamb chops at a reasonable price.—Sunset Magazine.

BIG MEN FROM SMALL TOWNS

Large cities have a habit of reaping unearned reward, of accepting undeserved medals. Indeed, these fair cities strike off their own medals of honor. They continually keep their stock of pride filled to the brim, without other effort than borrowing from their smaller neighbors.

The city, someone has said, is nothing but a collection of human beings and a conglomeration of brick and iron. This is not an exact definition. A city is nothing more than the borrowings from farm and small town.

For instance: Two great cities this day are pointing to themselves with considerable joy as pennant-winning baseball cities. They call them "our" teams. And when you get right down to brass tacks, neither the Chicago White Sox nor the Cincinnati Reds are big city teams. Take from them the small town players they have borrowed and little is left, surely no pennant winner! The best players on the two best big city teams were born in small towns; gained their strength, skill and knowledge in small towns.

The largest of American cities called for a man, born and educated in a small town, when there was need to untangle and weave together a giant transportation system. New York's biggest financiers, doctors, lawyers, captains of industry, once were small town boys. So, too, with most of our senators and representatives, our governors.

The nation has a little Missouri town to thank for Pershing.

To the successful man of the future we say: Be born in a small town; never in a large city!

Some perfectly honest preachers are out pamphletting their parishioners in the West with Scriptural reasons for the League of Nations. The trouble with most of these ministers is they are blinded by the peace phrases of our President, and do not see that there is a vast difference between a Utopian dream and a reality nightmare.—American Economist.

AGAINST WAGES FOR WIVES

Gathering of Women Ridicule the Idea, Labeling it as "Commercializing the Home."

Wages for wives were turned down by an audience largely of women here the other night after a debate on whether husbands should be required to pay such wages, says the Philadelphia Evening Bulletin.

One speaker drew a dismal picture of the future of romance with wives working for wages.

"Imagine a scene like this," he said: "Honey, do you love me?" "Of course I love you." "Then will you marry me?" "Well, maybe. How much do you pay?"

"Suppose the wives were to join the soviet of waiters-up and charge triple wages for waiting up nights for husbands," he said.

"Imagine a wife going into society and being labeled a \$15-a-week wife. A woman can take a last-year hat and make it look like new. But when she signed a contract for \$15 a week there would be no hiding it from the neighbors."

Another speaker pleaded that "woman shall not be brought down from her pedestal as a queen and made a mere employee of man." In depicting the future of romance under the wage system he said the marriage ceremony would have to be revised to read:

"With this ring I hire thee, and will pay thee \$15 a week by the aid of the world, the flesh and the devil."

Notices like the following he predicted would be published: "Married—John Brown and Mary Smith, by Rev. Russell H. Conwell. They will live in Logan and the wife's wages will be \$15 a week."

Scenes like the following in court were forecast:

"Judge, he hired me for \$20 a week and he is now two weeks overdue in my pay. I'm going to get a new boss."

LOOKING AHEAD A FEW YEARS

Remarks That Will Be Merely Ordinary When the Blimp Has Been Finally Perfected.

Augustus Tolliver, the soap king, strode wrathfully out of his stateroom aboard the blimp and seized the arm of the porter.

"Idiot!" he roared, "why didn't you give me a call this morning? I told you I had to be in London for a directors' meeting at 9 a. m. sharp, and now London is Lord knows how many thousands of miles in our rear."

"Ah pounded on yo' door, boss, but yo' refuses to waken," replied the porter.

The soap king pulled out a watch. "Eleven-thirty," he grunted disgustedly. "Where are we now?"

"Just passed over St. Louis, boss; we'll be back in N'Yawk at 12:05."

"Oh! well," said Tolliver, "I can attend that 12:30 meeting of the soap powder people and catch the 1:30 blimp for London."

Rat Skins for Leather.

The suggestion has been made that the rat problem might be best solved by making use of the skins of the rodents for the purpose of leather.

Somebody with the gift of guessing computes that there are 10,000,000 in this country, and the damage they do would feed a good-sized army. It would take at least 5,000 skins a day to supply a small modern tannery.

Nobody wants the rats, they belong to anybody that can catch them. That is the problem—to catch them, and then deliver the goods. There is not enough leather to go around.

Fish skins are susceptible of tanning, and there are rat skins which make good leather, large enough for many purposes.

Cure for Poison Ivy.

Mrs. Evelyn S. Trenbath, wife of the Rev. Robert W. Trenbath, rector of St. James's Episcopal church of Montclair, N. J., has conferred a boon on sufferers from poison ivy by announcing a remedy which those who have tried it say is a most efficacious remedy. It is simply the green leaves of common catnip rubbed on the affected parts until the juice runs.

This never fails, Mrs. Trenbath says, no matter how advanced the case may be, and is simple to use, especially in the case of children. The plant grows usually in great abundance behind old barns, and is said to be so antagonistic to the ivy that if planted near it the ivy disappears.

Diarrhoea in Children

For diarrhoea in children one year old or older, you will find nothing better than Chamberlain's Colic and Diarrhoea Remedy, followed by a dose of castor oil. It should be kept at hand and given as soon as the first unnatural looseness of the bowels appears.

Dr. S. Ralph Dippel, dentist, Springfield, Oregon.

Enroll Any Monday

DAY SCHOOL always in session

NIGHT SCHOOL begins Sept. 29

SOLDIERS, SAILORS and MARINES may enroll with us under the State Aid Act

ASK FOR FREE INFORMATION

EUGENE BUSINESS COLLEGE

A. E. ROBERTS, Manager

992 Willamette

Phone 666

Within the past week several circular-letters have been received by the News from the United States railroad administration relating to complaints of car shortages. The director general says "conditions are substantially more favorable than they were in recent years prior to the war," giving as examples that "the number of freight cars in service and not withdrawn for repairs on July 1, 1917, was 1,983,000; the number of freight cars in service and not withdrawn for repairs on July 1, 1919, was 2,065,000," and a whole lot more figures along the same lines. The director-general does not, however, say anything about how soon there will be sufficient cars available to meet the demands of shippers.

Willakenzie grange's prize-winning farm-products exhibit at the Lane County Fair is being shown this week at the State Fair in Salem, after which the non-perishable portion of it will be taken to Portland to form a permanent Lane county exhibit in the Oregon building. "It will be a splendid advertisement of Lane county's resources" is the opinion expressed by County Commissioner Spencer when stating the county would arrange to pay for the exhibit.

Good for Billiousness

"Two years ago I suffered from frequent attacks of stomach trouble and billiousness. Seeing Chamberlain's Tablets advertised I concluded to try them. I improved rapidly."—Miss Emma Verbyrke, Lima, Ohio.

Charter No. 88.

REPORT OF THE CONDITION OF

Commercial State Bank

At Springfield, in the State of Oregon, at the close of business on
September 12th, 1919

RESOURCES

Loans and discounts	\$108,971.33
Overdrafts, secured and unsecured	287.80
Bonds and warrants	18,549.41
Stocks, securities, judgments, etc.	NONE
Banking house	14,900.00
Furniture and fixtures	5,000.00
Other real estate owned	NONE
Due from approved reserve banks	54,054.68
Checks and other cash items	120.00
Exchanges for clearing house	503.33
Cash on hand	8,620.92
Total	\$211,007.47

LIABILITIES

Capital stock paid in	30,000.00
Surplus fund	2,000.00
Undivided profits, less expenses and taxes paid	3,156.55
Individual deposits subject to check	152,380.78
Demand certificates of deposit	2,566.71
Time and savings deposits	20,903.43
Notes and bills rediscounted	NONE
Bills payable for money borrowed	NONE
Total	\$211,007.47

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.

CORRECT—Attest: M. M. FEERY, WELBY STEVENS, Directors.

Subscribed and sworn to before me this 23rd day of September, 1919.

FRANK A. DE PUE, Notary Public.

My commission expires January 10th, 1920.
(Seal)

Resources June 30, 1919, \$170,286.91

Resources Sept. 12, 1919, 211,007.47

NET GAIN in 74 days, \$40,720.56