## THE SPRINGFIELD NEWS

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THURSDAY, JULY SO, 1925

. . . . . . . . . . . . . . . . . Editorial Program

Make Springfield the Industrial Center of Wes- \*

II. Develop a Strong Trading Point; Build a City . year. of Contented Homes.

mote the Raising of Purebred Livestock and \* the Growing of Fruit; Work for Better Markets \* produced in a year. IV. Tell the World About Oregon's Scenic Wonder. \*

#### WHAT DIFFERENCE DOES IT MAKE?

Only two advantages will acrue to Eugene in having the railroad shops located west of that ties of common knowledge and for a common city instead of at Springfield, as we see it-the purpose. sale of real estate and the oportunity to count a few hundred more people inside the city limits.

People are not so essential to a large town have had the opportunity of counting not only the Southern Pacific are only to bind the city. of counting either of them.

As far as the payroll is concerned, anyone familiar with the trade situation here knows that Eugene will profit to the same extent with the shops and terminals located in Springfield as she

benefits Eugene will reap from the location of right of way in the state of Oregoncarshrops there. This is mere camouflauge. They might just as well argue that a man is richer by taking a dollar out of one pocket and putting it in another.

#### A SAMPLE OF OUR FAVORITISM

ent regulations to keep out motor bus competi- liable to result in all kinds of trouble,-Oakridge Review. tion with the street cars operated by the Southern Pacific company. A motor bus in the town of Springfield must file with the city recorder a trips and also pay into the city treasurer 5 cents advantage over the big metropolitian newspapers. for each trip whether passengers are carried or

In the past the city has made just such fool could get and gave nothing in return to the com- earn dividends. munity. The time has come when it is time to stop inconveniencing our own people for the benefit of a railroad company.

save the souls of a few efficiency experts.

The Home Is A Business

The many advantages of the personal checking ac-

When the housewife has a checking account, budgets

Open a checking account for your wife at this bank.

Give her the oportunity to show you how efficient she can be. No doubt she will show you a healthy cash balance at at end of a year-on which we pay 3 per cent interest.

count quickly appeal to women. Paying all bills by check

eliminates all discussions, as cancelled checks are receipts.

are easier to keep; savings are less subject to disturbance;

thrift is established as a practice; and the home is placed in its rightful position as a business-conducted along

business lines.

#### PROSPERITY

The resident of the American Bankers' Association, Mr. Walter W. Head, of New York, cites the following figures to show that America is enjoying great prosperity:

110,000,000 persons, occupying 3,700,000 square Entered as second class matter. February 24, 1903 at the miles of territory and possessing wealth estimated at \$300,000,000,000.

Bank deposits aggregating approximately \$40,-000,000,000.

Outstanding life insrance of more than \$70,-75e Single Copy \_\_\_\_ 5c 000,000,000.

5,000,000,000 acres of improved farm lands

valued at \$77,000,000,000. 24,000,000 milch cows, 40,000,000 head of other cattle, 40,000,000 sheep and 60,000,000 swine.

More than 3,000,000,000 bushels of corn and 1,000,000,000 bushels of wheat produced in a More than \$60,000,000,000 worth of manufac-

III. Improve Living Conditions on the Farm. Pro. . tured products turned out in a year. More than 23,000,000,000 gallons of crude oil

More than 250,000 miles of railroad.

More than 250,000 miles of commercial tele- there is wearing. I wonder where · · · · · · · · · · · · · · · · graph lines.

800,000 miles of telephone lines. 20,000 daily and weekly newspapers to disseminate information and to bind our people by

#### . . . ANOTHER PROMISE BROKEN

The Southern Pacific company has a franchise which draws county wide patronagle as to a to operate street cars on Main street which specismaller one with only local activity. As a town a fies that a 5 cent fare shall be charged. We can't few hundred more people added to Springfield find where this franchise has been amended. But mean more than the same number added to Eu so long as this is an agreement made with the up to the city to see the sights to be gene. If the situation ha been left alone and the railroad company, of course the Southern Pacific sure and cal lon my maiden aunt." shops built in Springfield, Eugene would likely is not bound to abide by it. Contracts with the

shop employees but also Springfield inside her. Of course street car fares are fixed by the Pubcity limits in a few years. The way the situation lic Service Commission, but franchises are made and pay-and pay, you know. has developed now she may lose the opportunity by cities, and they should be lived up to, changed or cancelled.

Remember, "It shall be unlawful, during the closed season, for any person to throw away any lighted tobacco, cigar, cigarette, matches, firecrackers, or any lighted material, on any for-The shop site committee makes much of the est land, private road, public highway or railroad of his wife's second chin."

This law was passed by the last legislature.

### Editorial Comment

"BIG BROTHER" STUFF

The brotherly love between Eugene and Springfield seems to have fermented until it has passed the 1-2 of As a city we have passed laws and made string- 1 per cent stage prescribed by the Volsted act, and is . . .

#### ADVANTAGE OF SMALL NEWSPAPERS

From an ethical standpoint it can fairly be claimed that poor worm." certified schedule of trips and maintain these the country press and small city dailies have a marked

The smaller papers are conducted by their owners who not. This law is so effective that no motor bus are personally known to the people and business men of like that French girl?" the community and read in nearly every family.

The owners, editors and publishers are freer to express regulations as these to help out a railroad com- their honest convictions than the highly commercialized pany which seemingly has taken everything it city press, too often run by hired employes, principally to

The small daily or country weekly that lives up to its opportunities represents the stand of personal journa ism in behalf of the community.

As long as the small city dailies and country weeklies Since Dr. Elliot insists that there will be work remain true to their best traditions, with their editorials to be done in heaven we've got to get busy and devoted to constructive policies, their influence in journalism will increase.-The Manufacturer

# Jedus Josh

PEOPLE WAS ALL WONDERIN' WHY OLD MAN SXINNER WENT TO THE POST OFFICE EVELY DAY - BUT COME TO FIND OUT THAT'S WHERE



Mrs. Fiske-"My, my-such wonderful clothes that tall woman over

Mr. Cynic-"My guess would be just beyond her husbands income.

#### Little Geo. Wash

Young Thing-"That horrid old Mr. Drexel just said that billing and cooing ends with the honeymoon, Did you find it so?"

Mere Man-"Only the cooing."

ED PURDY'S PHILOS "I told Ed Billows if he was going

Answer Please She-"It is the women who pay-

He-"Then tell me-why is it that the men are always rboke?"

What Women Talk About First Cat-"Where is Mr. Pack, I haven't seen him all evening?" Second Cat-'I don't know-but I suspect he is lost in one of the folds

BLONDE BESS OPINES . "I may be dumb-but I am not as dumb as Dan who thinks a falsehood Is a wig." .... .... ....

Reason For It Father-"Early in life, my son adopt the 'early bird' policy and you

w¶1 succeed." Sonny-"I don't think I better, dad. Only yesterday Betty called me a

A Gold-Digger, Eh?

First Cakeeater-"How did you Second Cakeeater-"Too franc."

Direct to Consumer Prof .- "Name three things that contain sugar."

Student-Sack, jar and bowl.

Boarder-"Great boy you there Mrs. Simpkins."

Boarder-"Yes indeed.

### Mrs. Simpkins-'Oh, do you think

# This is no SPECIAL

# But a Regular Thing

Beef Steak, lb.

20c

Boil Beef, lb.

10c

Beef Roast, lb.

15c

and other meats in proportion. And remember this is a strictly Springfield Meat Market, no branch Market. We live here.

# Swarts & Washburne

428 Main Street

Phone 21

breakfast, dinner and supper."

BLONDE BESS OUINES "My boss plays for big steaks-he flirts. something terrible with. tha

waitres at his noon-day cafe." The Boy is Right

Diggers-"Bill Simpkins is surely Chronicle,

boy rings the bell every time for putting the people of this town to the acid test."

The Goat-"How so?" Diggers-"He's now a bootlegger."

Do They Mean Mentally?

WANTED-bicycle for a boy not geared too high .- from Dexter (Ala.)



Ladies Shoes at

Latest

Prices

\$4.95 Black Gunmetal Satin Pumps \$3.45 Black Satin Pumps, low heel . \$3.95 Tan Tie Pumps, Medium heel .. \$3.95 Brown Oxford, low rubber heel .. \$4.50 Patent Leather, strap pump, short vamp ... \$4.50 Tan Oxford tie, very comfortable Tan Russian Calf, Elastic Sides, \$6-50 value at ....

# C. J. BREIER Co.

Corner 6th and Willamette

Eugene, Ore.



Is a Lion afraid of a cock? Medieval wiseacres used to wag their heads

and tell tales like this in the village marketplace.

An amusing superstition, of course, but is it any more absurd than the belief that there is something mysteriously "better" about eastern motor oils just because they cost mo come from eastern crudes? Professional drivers and economy-run experts out after records don't share this superstition—why should you pay

#### Zerolene—the choice of Western Motorists

Zerolene lubricates more cars in the Pacific Coast states than any other oil made-a better oil if it does cost less. Zerolene increases the gasoline mileage, reduces the carbon removal and maintenance costs and lengthens the life of any car in which it is used.

#### Zerolene checked fifteen times for quality

As a matter of fact the best crude so far discovered for the manufacture of motor lubricants is obtained on the Pacific Coast. And the most highly developed refining process is the high-vacuum process, the patents on which are held by this Company. And 15 positive checks on Zerolene at the refinery make quality control absolute.

Why pay tribute to superstition when you want the best oil you can get? Insist on Zerolene-ask for it by name.

## Get the Facts!

A series of independent and impartial reports showing the experience of large users with Zerolene has been collected in our booklet, "Why Pay Tribute to a Superstition?" Ask any Standard Oil Company representative or Zerolene dealer for a copy.

> Insist on ZEROLENE even if it does COST LESS

STANDARD OIL COMPANY



Commercial State Bank