

In Confidence By Flo

What Makes for Personal Popularity?

Dear Miss Flo:—Perhaps to you my problem will seem like the silly troubles of a bashful girl. To me, though it is the greatest trouble in the world. I am nineteen years old—and practically without friends. I meet many people, but for some reason I can have no gift for conversation, and when I am in a crowd, I am stricken dumb. I have been told that it is only self-consciousness. If this is so, how can I overcome it? How can I open an interesting conversation? I am so lonely and crave companionship Madge.

What is the meaning of self-consciousness, Madge? Is it that you are so conscious of yourself that you make a wall around yourself and leave yourself hungry and alone and desperate? No, Madge, I don't think yours a little trouble. Your problem is one in which we are all interested. We all know the loneliness, shyness and hunger for power and charm. We all want folks to like us and depend upon us. We all want power over their spirits—and the only way those things are to be had is to break that wall.

In all those lonely hours have you ever stopped to study out why some girls and boys are so popular? It isn't because they are good looking, because some of the prettiest girls are unpopular and some of the homeliest have many friends. It isn't because they are clever and witty, because the very witty people are often detested for their brilliancy. It isn't because of their fine clothes, because many a shabby boy or girl leads the crowd. It's just a knack they have of making life seem brighter and more colorful for others that makes them popular. Human nature is self.

Madge. It wants amusement, inspiration, of comfort, so it seeks out the people who can give it those things. Study the popular people and you will find that this is true. They are sought for something they have to give—sometimes it is just sympathetic attention—sometimes it is a spirit that stirs their own blood and makes life seem more of a lark.

When you cannot offer people anything, you drive them away from you. Give people your attention. They want you to think about them. And if you are filling your mind with thoughts of yourself you can't be filling your mind with thoughts of others.

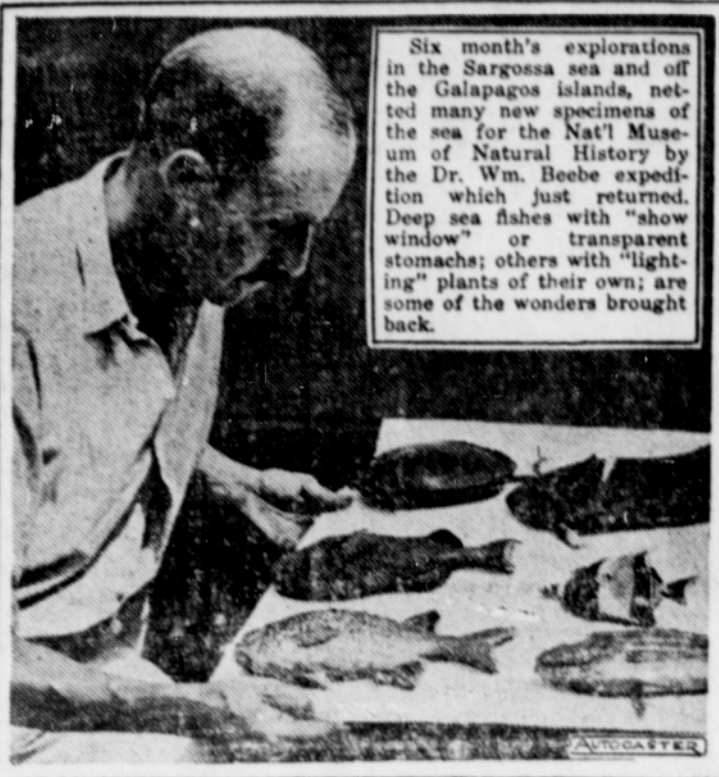
Human ingenuity has never been able to invent "canned" talk that has any pep to it. The real thing must spring from the time, the place and the person. Of course, the gift of gab is a talent that comes by nature. Some people are born with it. But those who lack this talent need not mourn in dumb despair.

Begin to think of life as a silver screen and the people you meet as actors. Say to others the things you would like to have said to you. You like people to show an interest in you and your affairs. You like them to remember if they have met you before. If you have a talent, you like to have it complimented. If you have done them any kindness you like to have it mentioned. And other people are just like you in that respect.

You don't like people who brag to you, you get tired of listening to other people's trouble and all of their family affairs, you don't like people who argue and who are opinionated and who lay down the law about everything. Therefore, put the soft pedal on your own achievements and be mum about your sorrows if you want to be interesting as a talker.

Above all, never be sarcastic. Never say things that stab or hurt. Never hold people up to ridicule. Anybody can be funny at somebody else's expense, and ridicule requires the least brains of all. In a word, follow the golden rule in conversation. Then, suddenly, before you know it, you will have forgotten about yourself and your fears and you will have become a part of the great play.

Discovers New Wonder of the Sea



By ARTHUR BRISBANE

Mr. Beebe, back from scientific travels and deep sea exploration, tells of strange fishes of the deep sea.

Brought to the surface they expand and die of a disease like the "bends" that kills workmen suddenly coming from caissons under high air pressure.

Deep sea fish carry lights to attract their prey, and to identify each other. The male sometimes carries one, the female two lights, and vice versa.

Certain fishes carry and control colonies of light-giving bacteria within their own bodies. These they can cover up at will, with a contrivance like an eyelid or curtain, making signals from fish to fish possible and shutting off light in flight from enemies.

Mr. Beebe's discoveries, and those of his assistants, will deeply interest those that deny evolution with its gradual changes and adaptations, and believe all fish and all their colonies of light-giving bacteria were created at the same hour.

The "Halobates," sea-going insects, described by Dr. Beebe, walk along the surface of the ocean so lightly that their feet do not get wet, upheld by "the tension of the water." They lay their eggs on the feathers of sea gull wings and, living and dying at sea, Halobates cannot endure direct contact with water. One drop on their backs causes death.

The Amphioxus, will cheer the anti-evolutionist, momentarily, for, according to science, he is now exactly as he was 50,000,000 years ago. No change since then, but of course that makes the world more than 6000 years old.

Besides, evolutionists in their theories use even poor stationary Amphioxus. They say his faintly outlined backbone is the ancestor of every backbone on the globe, whether of fish, reptile, bird or animal.

In fact, Amphioxus, living with his tail, buried in the sand and taking everything that floats into his mouth, is alleged to be the direct ancestor of man.

That is a dreadful thought, although there are human beings calling themselves "aristocratic" that live very much in the Amphioxus style, or, at least with as little effort, and with as little backbone.

BOXING AND WRESTLING ON LABOR DAY PROGRAM

Additional plans for the Labor Day celebration at Wendling were made by the Loyal Legion of Loggers and Lumbermen committee at a meeting at Wendling Monday evening. The committee is composed of Eugene, Springfield and Wendling members of the organization.

Two more events have been added to the list of woodsmen contests. They will be the eye splice and the line splice, and prizes will be made for the winner of each. Several boxing matches are being arranged, and a wrestling match between Ralph Hand of Cottage Grove and R. W. Castle of Wendling will be featured. Virgil Jones and Rudolph Littrell of Wendling will also wrestle.

Refreshments stands will be built in the park immediately, the committee reports. Two bands will be hired, and will provide music during the entire celebration. Rain insurance has been taken out by the men to insure against loss in case of bad weather.

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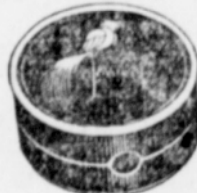
TEN COMMANDMENTS OF THE MAIL ORDER HOUSE

1. You shall sell your farm produce for cash, where you can, for we buy nothing from you.
2. You shall believe in us, and best because we do not know you personally.
3. You shall send your money to us in advance, so we can buy the goods from the factory with your money; you may have to wait a few weeks but this is our business method.
4. You shall get help from your nearest city or village to build good roads, so you may easily haul our goods from the depot, but do not ask help from us—we don't help to build good roads.
5. You may buy church bells and altar utensils from us, and send the money in advance—that's our rule.
6. You shall get all the help you can from the business men of your neighborhood; although we may have more profit from you than they have it is against our rules to give to your churches.
7. You shall convert your neighbors also to your faith in us, for we have room for more money.
8. You shall look at the pretty pictures in our catalog as often as you can, so as to strengthen your desire for things you do not need, but which you may order with other goods to save freight. Send us all your ready cash so that you may not have any left to buy necessities from your home dealers.
9. You shall believe in us rather than your home business men, for we want your trade. We get to be millionaires on your support. Don't be bluffed.
10. You shall call on the business people of your vicinity for help and credit if you meet with hard luck or sickness. It's your money we want; we don't know you unless your orders are accompanied by cash.

Heed these few words, there is as great a moral in them for the business man as there is for the farmer and townsman. Much too often the merchant takes advantage of his wholesale connections and orders goods for himself and family that he does not carry in stock and are far from his line. We suggest as a slogan for Clermont, the following: "Try the home stores first." This means business men and all. The increased sales will more than pay for the pennies saved by sending away for your daily needs. This applies to the merchandise of the print shop as well as to other lines.

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FLANERY'S Drug Store

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Face Cut by Limb—A falling tree limb cut a large gash in the lower lip of Jack Pettit of Fall Creek Monday.

Leaves for Nebraska—Mrs. James McIntosh left Tuesday for Newburg, where she will visit a son, after which she will return to her home in Schuyler, Nebraska. While here Mrs. McIntosh visited her son, Alec McIntosh and her brother, M. M. Peery.

In from Thurston—Mrs. Barbara Stoddard was in town Tuesday from Thurston.

Store Operator Ill—Ben Skinner, operator of the dance pavillion and store at the Hansen auto park, is ill at the park.

Goets to Portland—W. K. Adrian left Wednesday morning for Portland for a short business trip. He will return this evening.

Monday, August 31

The regular fall term at the Eugene Business College begins on the above date.

Other enrollment dates are September 8, 14, 21.

All inquiries for information promptly answered.

EUGENE BUSINESS COLLEGE
A. E. Roberts, President

Phone 666 992 Willamette St. Eugene, Ore.

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- Ladies' Tan Shoes, tie, medium heel, a nice shoe 3.95
- Black Satin Shoes, kid trimmed, low heel 4.50
- Patent Vamp, tan quarters, buckle and low heels, a fine looker 4.50
- Black Kid, one strap, lattice combination last 5.85

MEN'S SHOES

- Men's work shoes, special all leather outing \$1.98
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- Munson Army Last, you know the army shoe 4.50
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