

THE SPRINGFIELD NEWS

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H. E. MAXEY, Editor.

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THURSDAY, DECEMBER 10, 1925.

Editorial Program

- I. Make Springfield the Industrial Center of Western Oregon.
- II. Develop a Strong Trading Point; Build a City of Contented Homes.
- III. Improve Living Conditions on the Farm. Promote the Raising of Purebred Livestock and the Growing of Fruit; Work for Better Markets.
- IV. Tell the World About Oregon's Scenic Wonderland.

THE CHAMBER OF COMMERCE

The Springfield Chamber of Commerce will be reorganized under its new president, Herbert J. Cox. His committee announced for the year include men interested in all phases of community work.

If we are to have a larger and more prosperous city here we will have to work for it. And there is no work so effective as team work. It is up to everybody in the community to back up the Chamber of Commerce both with their membership fees and moral support. It is the only organization in the city which serves all the people. The Springfield Chamber of Commerce has a capable president but without your support he can do little.

SPRINGFIELD OFFER UNIQUE

The offer of the use of 250 acres in Springfield for industrial sites is unique and should serve to attract here people with capital to invest in enterprises. Being situated as she is, surrounded by both timber and agricultural resources, Springfield offers a field for development in these basic industries. Besides these raw products there is abundant electrical power. There is little to be offered to prospective industry that Springfield has not. We may confidentially expect to add to the prosperous industries we now have.

MONEY TO BURN.

A man might light his cigar with a \$10 bill to show his supreme disregard for its value and be excused for a bit of asininity that hurts only himself. If he burned a bushel basket full of \$10 bills every morning of the year, an insanity commission would look into his mental condition. Somebody would call for the help of the army, navy and police force of the nation. Yet, says Collier's, that is exactly what the United States is permitting with its forest reserves where fires impose a loss equivalent to \$100,000 daily. Of the 92,000 forest fires last year, "the perfect fools among us," to use Collier's phrase, started 24,000, all of which were preventable.

Springfield has at least one advantage over Eugene—she is located up stream from that city and Oakridge is too far away to worry about her sewerage.

The meek may inherit the earth but there will be little fun in a world inhabited by henpecked husbands.

Christopher Columbus was about the only prominent foreigner who did not come over to this country to lecture.

The value of a kiss depends upon the supply and demand.

Reckless drivers have no respect for person. Even President Coolidge had a narrow escape the other day.

ADVERTISING REDUCES EXPENSE.

"Liberal use of advertising has contributed to make the low rates possible and has shortened by one-half the time necessary to attain the present stage of electrical development in the United States," says W. H. Hodge, manager of advertising department of the Bylesby Engineering and Management corporation of Chicago, who operate the Mountain States Power company.

"Collectively the third largest industry in the country, the utilities should be large advertisers. It is estimated that they are spending today an amount equal to about one-half of 1 per cent of their gross revenue in this way. From 65 to 75 per cent of their total advertising expenditures are in the newspapers.

"About one-third of the utility's advertising dollar is spent for selling appliances and is charged to sale price of merchandise. One-third goes for sale of securities on customer-owned plan and is an investment expense. One-third is used to build up service output and explain the business and its affairs and is chargeable to operating expenses. This last third is equivalent to about 4 mills on average monthly bill for electric service and is so small it cannot possibly add to rates.

"Advertising keeps down and reduces rates by creating market value which in turn permits the economies of mass production and lower distribution expense."

A woman shopper approached the postoffice clerk at the stamp window. "I would like to look at your red two-cent stamps," she said. The clerk obligingly brought out a sheet of 100 or more stamps. Pointing to one of the stamps in the center of the sheet, his discriminating customer sweetly said, "I'll take that one."

Asked if she felt that the radio was taking the place of the magazines and newspapers a Ohio housewife shook her head and said it couldn't happen. "We can't start fires with radios," she remarked.

One nice thing about having a grouchy husband is a woman doesn't mind when he has to work late.

The plutocrats seem to find it harder to live with wives than those who have to wait until Saturday to get their money.

When a man tells a woman he admires her wonderful mind, he means she isn't much for looks.

As a rule there is lots of parking space around a public library.

A woman's declining years comes before 30; after that she is glad to accept.

Never mind father will be home evenings next month—playing with baby's toys.

Growing old is just a slow process of shedding enthusiasm.

Editorial Comment

COOPERATION TO BE TAUGHT.

Cooperative marketing will find its way into the curriculum of studies at the Oregon Agricultural College, it is reported. Instruction in this subject will be given in short courses and for the purpose chiefly of training directors of cooperative associations.

This service by the agricultural college is in keeping with the purposes of both its organization and maintenance since its object is to improve conditions for the farmer through the farmer himself. The most essential help for the farmer today is to obtain for his produce a fair portion of the price paid by the consumer. And the only way to obtain this fair portion is through cooperative marketing.

The most of the cooperative failures in Oregon have resulted from lack of knowledge of cooperative marketing by those in charge. And, of course, every failure is so emphasized that confidence is shaken and it becomes more and more difficult to establish and maintain such organizations. With trained directors in charge there should accrue more satisfactory results in cooperative marketing. —Salem Statesman.

Holiday Rate Schedule Out.

Holiday rates over the Southern Pacific were announced today by Agent Carl Olson. Where the fare is \$30 or less, the round trip rate is figured on the basis of one and one third times the first class rate. On the Spokane, Portland and Seattle road Astoria division, inclusive, it is figured on the basis of the Southern Pacific fair to Port and, one and one third the one-way rate from Portland to the destination. Ticket sales on this schedule start December 18. The ticket limit is January 4.

Notice of Change of Name.

Notice is hereby given that the application of Richard Garvin Frederickson to change his name to Richard Garvin Miller will be heard at 10 A. M. January 10, 1926 by the County Court, in the court house, Eugene, Oregon at which time any person may show cause why such change of name should not be granted.

C. P. BARNARD,
County Judge.
N 26 D 3 10

Call for School Warrants.

Springfield, Oregon, Dec. 10, 1925. Notice is hereby given that School District No. 19 Lane County, Oregon, will pay at the office of the School Clerk, City Hall, Springfield, Oregon, School Warrants No. 797 to 879 inclusive. Interest ceases after December 15, 1925.

R. W. SMITH,
Clerk of School District 19,
Springfield, Oregon.
D10

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

In the matter of the Estate of Mattie J. Inman, Deceased.

Notice is hereby given that the undersigned has filed with the County Clerk of Lane County, Oregon, his final account in the above estate and by order of the Court Saturday the 9th day of January, 1926, at ten o'clock A. M. at the County Court room in Lane County, Oregon, is fixed as the time and place for hearing any objections that may be filed to said final account and to final settlement of said estate.

All persons having objections to said final account are notified to file the same on or before Ten o'clock A. M. on the 9th day of January, 1926.

W. W. INMAN,
Executor.
L. E. BEAN, Attorney for the Estate
560 Willamette St., Eugene, Oregon
D 10-17-24-31 J 7

Jail Becomes Popular.

With the advent of frosty weather, the Springfield city jail takes on a new popularity, and seldom a night passes these days but the local house-gow serves as a haven of rest for a weary stranger. Police Chief George Vailfer is usually appealed to by the stranger seeking a warm bed for the night. These fellows usually come in by freight train or the ties, and leave

after the night is over without so much as a word of thanks for the hospitality of the city.

Christmas Printing of all kinds is done at the News Office.

CALL AND SEE DE. N. W. EMERY on prices on plate and other work.



PARTNERS

Farms Banks

The successful farm is as closely allied with a bank as with the stock or seed it proposed to increase to a profit. As an example, take sheep. It has been many years since the British learned from the Romans the art of spinning wool. It was in 1609 that the first sheep into the U. S. were landed at Jamestown, Va., and almost two centuries later, 1792, that the first carding machine was invented. Progress has been fast since then. Today—one of the biggest woolen manufacturers produces 70,000,000 yards of fabric each year, and its assets are \$130,000,000. When that much money is involved—banking is a part of it. In our humble way, this bank is vital in the industrial and agricultural progress of the world—and you—Mr. Stockman or Farmer—have a hand, no matter what commodity you cultivate or produce. To keep wheels turning, we should work together, whether it be savings, checking, loans or investments.

Commercial State Bank
Springfield, Oregon

When Husband and Wife Shop Together

You go to the store to buy, but you can shop in comfort in the home. The best place to make your real decision about "what we can afford" and "what we need most," and "which we will buy" is at your own fireside—under your reading lamp.

There the feet do not grow tired. The rushing crowds do not distract. Decisions are unhurried. The husband is not impatient to get away.

It is to help the fireside shopper that newspaper advertisements are written.

Fireside shopping from advertisements is the most enjoyable, the most intelligent and the most practical form of consumer buying. When you visit the merchant you know what you want and why. You buy, pay and depart. Both you and the merchant saves time.

READ THE ADVERTISEMENTS
in
The Springfield News

They are prepared for your consideration.

You, Too, Can Receive Cash Dividends



The Gift That Endures

A Stock Certificate in Mountain States Power Company Makes a Splendid Present

The habit of giving substantial holiday gifts is growing each year. Many reasons dictate choice or a sound, income-paying investment security for this purpose. A Preferred Stock Certificate in this Company is registered on the Company's books, and the owner is protected against loss or theft. Dividend checks are mailed every 90 days to the holder and there is no delay or inconvenience in collection. The assignment of a certificate is an easy matter.

The safety of the investment, its ready marketability, good rate of return, and its simplicity—all recommend it for ownership.

PLACE ORDERS NOW FOR GIFT CERTIFICATES

In order to make sure of delivery of preferred stock certificates in time for Christmas orders should be placed as early as possible.

Make a gift whose benefits continue steadily through the years to come. Ask for Illustrated Booklet.

Mountain States Securities Co.

Office

Mountain States Power Co.

Albany
Cottage Grove
Dallas

Eugene
Independence
Junction City

Lebanon
Stayton
Springfield