

# THE SPRINGFIELD NEWS

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H. E. MAXEY, Editor.

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THURSDAY, JUNE 17, 1926.

### 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 COMMUNITY PICNIC.

Friday, June 18, has been set for the official opening of Springfield's new city park on the Mill race and Seavey's lane, east of the city. This five acres, set aside on the industrial tract for park purposes, is a natural park and beautiful picnic grounds. It is ideally suited for both large and small picnics, with a good macadam road leading to it, and with plenty of shade, water and grass.

It is to acquaint people of the community with the park that this community picnic is being held. Everyone is invited. Get your lunch basket and come along.

### JOHN D'S HAPPINESS RECIPE.

John D. Rockefeller, happy and hale at eighty-six, attributes his wholesome love of life and general good condition to the fact that he never "lets anything bother him."

This is a first-class recipe for happiness. But, how many persons are there in the world who can adopt this method of insuring peace and good cheer?

Many of us bother about a lot of things that aren't worth the bother. Mr. Rockefeller would eliminate these things, and so would the most of us, if only we could. For some reason, however, we concern ourselves about so many little inconsequential affairs—little matters that really do not help or hinder our daily lives.

"Mighty oaks from little acorns grow" covers our mental gyrations often. Some tiny little word, or act, bothers us. It begins to grow, and haunt us, and finally—because we've permitted the acorn to bother us—it becomes a mighty oak, shadowing us in despair.

A serene world, truly, if all of us would follow John D's rule not to "let anything bother him."

Some people and newspapers are always advocating the doing away of capital punishment. Seem to us it is about gone already without any more legislating. Figures compiled by a Chicago jurist indicates that there is only one chance in 110 of a person who commits a deliberate murder being executed.

Farms in the United States represent one-fifth of the national wealth and contribute one-sixth of the national income.

The anarchist is against all laws; the law-abiding citizens is against only those that cramps his style.

London people are going up in airplane to see the sun, and get out of the fog. Soon we will have summer resorts in the clouds.

### "DAN IS A BLOWED-UP SUCKER!"

Politics, always known for its "deals," has developed a new one.

Mrs. Miriam A. Ferguson, governor of Texas, announced last week that she would resign from office if she did not get a majority of 25,000 at the democratic primary to be held on July 24, provided that Dan Moody, opposing her for the nomination, would resign as attorney general if he did not get a majority. Foolishly, many thought, Moody accepted the challenge.

Mrs. Ferguson and her husband, a former governor, have fought with Moody ever since the country's first woman governor took office. They say that the Ku Klux Klan and other interests are trying to put Mrs. Ferguson out of office. Moody says he is against them only because the Ferguson administration has been corrupt and husband-ridden.

When the governor's husband heard Moody had accepted the challenge, he threw up his hands and ejaculated:

"Dan is a blown-up sucker and a gone fawn-skin!"

If a third candidate should prevent either of the two from getting a majority, neither will have to resign. Otherwise one or the other will have to resign after the primary, and it is justly conceivable that both might have to resign under the liberal terms of the agreement—if Mrs. Ferguson should win with a majority of less than 25,000.

### Editorial Comment

#### NEWSPAPER ADVERTISING.

The Evening Record, Ellensburg, Wash.

An enumeration of the reasons for advertising has recently been given out. There are eight reasons advanced, but there are many others, of course. However, here are eight that are very splendid and highly convincing, as given in a southern newspaper:

Newspaper-reading is a universal habit; newspaper advertising, therefore, reaches virtually all who buy.

Newspaper advertising is the life blood of local trade because it touches all consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality.

Newspaper advertising cuts selling costs because it entails no waste in locality of circulation. Manufacturers use it to cover markets where it is profitable to do business.

Newspaper advertising insures quick, thorough and economical distribution and dealer good-will, because retailers are willing to sell products advertised direct to their own consumers.

Newspaper advertising enables manufacturers to tell where their product may be bought.

Newspaper advertising can be started or stopped overnight, can be prepared between days to meet certain developments and to obtain immediate results. Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter.

Newspaper advertising costs less than any other kind.

The merchant or other business man who is not taking advantage of the opportunities offered by newspaper advertising to boost his business now will still be facing readjustment problems when his competitor is back on a normal business plane.

### THE REASON AMERICA PROSPERS.

(The Manufacturer.)

Factory worker in New York City received an average of \$12.81 a week in December, 1914; in December, 1925, they received \$30.73. For January, 1926, even this last high pay was boosted to \$30.85 per worker. Wages have increased about 133 per cent; living costs have increased about 70 per cent.

These figures, approximately, prevail all over the United States. It is from this surplus earning power that the country draws the pay for its autos, its radios, its new homes, its corporation stocks with 15,000,000 owners. While some industries and some sections of the country have not been uniformly prosperous, these figures show a general average. But everywhere there has been a lift in conditions.

### LIONS CLUB SECURES COUGAR TO EXHIBIT

A full grown mountain lion is to be the newest addition to Springfield's population according to plans being carried out by the Lions club, local organization. At the last meeting of the club, held Friday noon, it was decided to accept the offer of E. R. Danner, local business man to exhibit the lion in a cage at Fifth and A streets.

The lion at present is caged in a window of the Danner-Robinson sporting goods store in Eugene, where it has been held captive for some time. The lion was taken captive when young and has grown until it is now a full grown animal. While on exhibition in Eugene the animal has attracted the attention of many people, and its presence here will be of interest to many who are traveling through the city.

Through the initiative of the Lions club the lion will be installed in a large cage at Anderson's Service station on the corner of Fifth and A streets. It is planned to have an iron cage built on the back of the lot and extending to the street to house the lion. A shed and a "tree" will be placed within the cage for the lion's use.

Tentative plans are being made by the organization to send the lion to San Francisco next July to the Lions International convention but final arrangements have not yet been completed.

As far as is known this is the only real live lion owned by any Lions club in the world. The possession of the animal is expected to bring much attention to this live organization of Springfield business men and will be one of the city's attractions during the summer.

**Hurt by Wagon**—Jerked beneath the wheels of his wagon when the horses started up, Mr. R. J. Parrott of Thurston was badly bruised by the wheels of the wagon, and was brought to Springfield for treatment Monday. Mr. Parrott had been working on a hay baling crew and was on top of a load of hay when the accident occurred. He does not know whether the action of the team caused the wagon to run completely over him or not. An examination by a local doctor showed that no other injuries were suffered except a badly bruised chest.

**Foot Is Injured**—Noverto Roase had his foot injured Monday while working on the railroad section crew at Springfield. The injured man was sent to the Eugene hospital for treatment.

**Spend Sunday in Salem**—John Nice and family and Mrs. Martha Donaldson, mother of Mrs. Nice, went to Salem Sunday where they spent the day with Mrs. A. J. Miller.

**Ira Nice At Post Office**—Ira Nice, auxiliary clerk, is taking Walter Gosler's place at the post office while Mr. Gosler is at the summer camp of the National Guard at Camp Jackson. Mr. Gosler will be away for two weeks at the camp with the Springfield company of which he is second lieutenant.

## Eugene Business College

A. E. Roberts, President

Secretarial Stenographic Bookkeeping Courses

### IT'S A GOOD SCHOOL

992 Willamette Street

Eugene, Oregon

## ICE CREAM

Fresh, sweet cream Ice Cream—of incomparable flavor! For every occasion it is the perfect desert. Deliciously tempting to young and old, its purity makes it safe and nourishing to all. Drop in today and take some home with you, or let us serve you a Sundae or some plain ice cream.

## EGGIMANN'S

When in Eugene

EAT AT

## THE MANHATTAN CAFE

The best place to Eat

Open Day and Night

685 Willamette St.

Eugene, Ore.

## When Better Bread Is Made We'll Bake It

There is no better bread than Perfection—made right here in Springfield in a modern, sanitary bake shop by expert bakers. Only the purest ingredients are used insuring a healthful, nourishing food product. Besides its high quality, Perfection looks well and tastes mighty good. In other words it has all the good qualities good bread can have.

### THE BREAD YOU DON'T TIRE OF

## SPRINGFIELD BAKERY

Perkins Laxton Building

FRED FRESE, Prop.

Fifth St. Springfield Phone 66

## MOUNTAIN STATES POWER COMPANY DIVIDEND No. 34

The 34th regular quarterly dividend of \$1.75 per share on the 7% Preferred Stock of this Company will be paid July 20, 1926, to shareholders registered on the books at the close of business June 30, 1926. Subscription for shares on the cash plan received prior to June 25th will entitle purchaser to the full dividend of \$1.75 per share for the quarter beginning April 1st.

Outstanding partial payments accounts upon which final payment is made before June 25th will receive dividend No. 34 on July 20th.

PRESENT PRICE \$100.00 per share, to yield 7% per year

Orders for shares must be in our hands before the close of business June 25, in order to avail yourself of this dividend, but payment may be made up to July 15, on cash sales.

MOUNTAIN STATES POWER SECURITIES COMPANY  
P. O. Box 1609, Tacoma, Washington

### SPEAKING OF STRIKES

By A. B. CHAPIN



## SAVE with SAFETY at your Rexall DRUG STORE

The Latest Fashion



### LASTEX SWIM KAPS

New colors and shades for this season. A practical cap for all purposes.

Durable and comfortable.

25c to 75c

## Flanery's Drug Store

The Rexall Store

## VACATION!

New ..

## Low Fares

—now in effect to your favorite summer playgrounds. Reduced roundtrip tickets with return limits to fit your vacation plans. You can save money for pleasure uses; go by train.

Convenient, comfortable service to Newport, Coos Bay, Tillamook beaches; Oregon Caves, Crater Lake. You'll arrive there rested and ready for vacation fun, with the maximum amount of time there.



Ask about the low summer fares to California and the East.

## Southern Pacific Lines

CARL OLSON, Agent