

Public Utility Advertising Lowers Consumers' Cost

Advertising in the public utility industry continues to grow steadily in proportion to the volume of useful work performed by these institutions, according to W. H. Hodge, advertising manager, Byllesby Engineering and Management corporation, and past president of the Public Utilities Advertising Association.

Mr. Hodge says: "That the electric, gas, telephone and electric transportation companies are now fully alive to the value of regular newspaper advertising and are using it on efficient and economical basis throughout the United States."

"That newspaper advertising is the backbone and principal reliance of all well-planned advertising programs of the utilities, and that upwards of 70 per cent of all of the advertising expenditures of these companies is for space in the newspaper, large and small."

"That the occasional old-fashioned utility executive who imagined that the editorial opinion of American newspapers could be purchased by advertising space or otherwise, is now as rare as the medievalist who believed that printing was one of the arts of the devil."

"That advertising has shortened by one-half the time that would have been needed without it to obtain the present widespread use of electricity, gas and telephones in the homes of the people."

"That Advertising has had a powerful effect in reducing the rates charged for these services, and in holding them down to pre-war levels, while the general cost of living is still up more than 65 per cent."

"That the greatest thing that can happen to progressive, well-managed utilities would be universal knowledge of their business and problems; that the modern utility believes in frank publicity of its affairs, and that advertising is the best medium for getting the facts impressed upon the public mind."

Evidence that regular and truthful advertising is a dominant factor in successful utility management is to be found in the steady consistent progress of the Mountain States Power Company, a Byllesby subsidiary, serving 88 towns and cities in the five northwestern states with gas, electricity, steam, telephone or water service.

HUNTLY BACK FROM TWO WEEK'S TRIP

M. B. Huntly returned the first of the week from a two week's trip in the Cascades with H. L. Mills and party of Portland. The trip included a stop at many of the smaller mountain lakes of the Cascades and followed the Skyline and Trapper's trails.

Seventeen pack horses, in charge of George Moody and Art Belknap, were used on the outing. They camped the first night out from Foley Springs at Horse Lake, from there visiting Cliff Lake, Irish Mountain, Waldo Lake, Iram Bell Lake, and returning by the South Fork to the cars which met them on the completion of the trip.

They plan to repeat the trip next year, leaving about September 6 so as to make a hunting trip out of it. The country is full of game, Mr. Huntly reports. Fifteen deer, an elk and a bear were seen by the party.

Members of the party included M. B. Huntly; H. L. Mills and his son, Lewis Mills and wife and two children; George Moody, and Art Belknap.

The Springfield Mill and Grain company has installed two new rollers of the latest type in their warehouse number 2 to take care of the fall grain which is coming into the mill now.

Legion Auxiliary To Meet Next Thursday

The American Legion auxiliary will meet next Thursday night at the same time the Legion meets in the W. O. W. hall for the first meeting since the Summer recess. A large attendance is desired as the members wish to organize for the resumption of the years work.

Montgomerys Have Baby—Mr. and Mrs. L. W. Montgomery are the proud parents of a baby boy born yesterday afternoon. The baby weighed 11 pounds.

Baby Boy—Mr. and Mrs. L. B. Seavey of Mohawk announced the arrival of a baby boy, born yesterday afternoon.

Here From Westfir—Mrs. O. J. Polley and daughter and James and Delbert Mitchell were in Springfield from Westfir this week end.

Move To Garden Way—Mr. and Mrs. George P. Harrington have moved into the Gates house at Garden Way. Mrs. Harrington will teach at School District 160 this winter. Mr. Harrington is leaving Monday for the coast where he is employed. Their two daughters will enter the University of Oregon this fall.

About Your Health

Things You Should Know



by John Joseph Gaines, M. D.

OLD FAITHFUL.

Your physician bends all of his energy for the welfare of yourself and your family. He sacrifices his own comfort in order that you and yours may be made happy and comfortable. He is a scientific man, of course. His constant aim is to do perfect himself that he may render you better service. The hours are not his; the days are not of his choosing; his constant task is an endless search for better methods of treatment—for more palatable medicines—for more harmless agencies for the relief of suffering.

Believing that the physician is in possession of an easy way of making money, there are many who would imitate him, so far as surface markings are concerned. There are cults and healers galore; they even guarantee cures; they advertise to the world of their alleged superior skill. Remember—the capable physician never has need of advertising. The incapable impostor can get his victim into his clutches by no other method. So long as people are gullible—so long as people can be deceived, just so long will the charlatan flourish.

The quack is not aligned with efforts to eradicate disease. It was no humbug that discovered diphtheria anti-toxin; the cults are not hunting for cures for cancer, tuberculosis and other enemies of the human race. No advertising quack made the canal zone safe for human activities; nor drove yellow fever from the South.

And still there are those who decry the faithful, hard-working family physician who happened to be there when Baby Sue came into the world; when Grandma all but died of pneumonia! Ingratitude has been called the chiefest of sins. Think of this, when you are tempted by the glaring advertisement of the quack.

Thurston People Here—Mrs. George Willands was in Springfield Friday from Thurston. Dr. Willands runs a sawmill near that town. Another Thurston visitor to Springfield Friday was Lee Davis.

This Week



By Arthur Brisbane

BRINGING CITIES CLOSER. THE OLD RIFF RUNNER. LIGHTNING AND OIL. MR. KINGSMORE'S CASE.

When Mussolini recently told the world he would cut railroad time between Naples and Rome five hours by tunnelling five mountains, it was suggested here that railroads between Chicago and California might do the same to the unnecessarily long running time between the Pacific and the Great Lakes.

Now lo and behold, the railroads have done it! The shorter running time begins in October, and west-bound travelers will save one entire day in California for business or sunshine.

Santa Fe, Union Pacific and Southern Pacific, making the cut in time simultaneously, are managed by able railroad men.

Cutting time means bringing cities closer, helping business, making men's lives easier. A recent cut in time between Seattle and all the Pacific Coast ports set a good example.

Soon passenger-carrying flying machines will bring Chicago seven hundred miles nearer to New York and two thousand miles nearer to London.

Bernard Shaw says Great Britain must take the coal fields, nationalize and run them, thus cutting out the industrial cancer that causes so much trouble. "Britain's Government must have the courage and the financial intelligence" to do this, says Shaw.

His suggestion will send a shudder through the rich coal mine owners, for he observes truthfully: "The mine owners themselves will supply money to buy their property, since what they get from the Government will be taken from them by collectors of the income tax, the supertax on estates and duties."

How would high finance in America which sympathizes so sincerely with itself in the income tax question, feel if it were living in Britain?

Great is the endurance of man. No animal with four legs can do what man does with two legs. You read of the Riff warrior, sixty-seven years old, Hammouch Ben Hadige, who ran seventy miles across the hot desert between sunrise and sunset, carrying a peace message to French headquarters.

Even more remarkable was the feat of an Irishman, nearing middle age, who in a six-day race in New York City ran more than 600 miles between Monday and Saturday and was subsequently elected Mayor of Long Island City.

That tough Irishman in the six days could have run any race-horse in the world to death.

Lightning at Bakersfield, California, strikes and destroys 500,000 barrels of oil in a Standard Oil tank—made of steel, presumably.

Is there no way of stopping such waste? What about a coating of reinforced concrete on the sides of the metal tank, or a coating of cheap reclaimed automobile tire rubber covering the whole tank? And especially what about lightning rods? Are they a delusion? Was Franklin's idea worth nothing, and did the Frenchman Danton impose on the public when he peddled lightning rods before he took charge of the French Revolution?

Americans eat more sardines per capita than any other race, which is good for sardine men, bad for sardine eaters. If this country depended less on a can opener and more on good cooking it would be healthier. Canned food, including canned sardines, is a blessing, a convenience and an economy. But it should not take the place of competent cooking, and too often it does.

Mr. Kingsmore, of Maryland, convicted of knocking his wife down and repeatedly kicking her, is moderately described by the poor wife as acting "downright ornery." The "ornery" gentleman was sentenced to five blows with the cat-o-nine-tails on his bare back.

What do you think of that punishment? Is it too much or too little? For the wife beater, five hundred blows would be too few. There are nine tails to a "cat", so the five blows will amount to forty-five stings.

Railroad Officials Go Through—Two carloads of Southern Pacific railroad officials passed through Springfield Friday on their way north from an inspection trip of the new line. Among them was C. T. King of Portland and T. Ahern of Sacramento, California. Mr. King will have charge of the line beginning September 1 when the road passes from the control of the construction division to the operating division.

CHANGE ANNOUNCED IN TELEPHONE RATES

Important changes in the transcontinental rates and in the evening and night period during which reduced rates apply were announced August 31 by the Bell Telephone company. The changes are effective October 31.

The new result of the readjustment in rates will be a saving to the telephone users of the United States of approximately \$3,000,000 a year. Substantial reductions will be made in transcontinental rates, for instance, the day station-to-station rate between Portland and Chicago will be \$7.85 instead of \$11.30, between Portland and New York, \$10.85 instead of \$15.80.

One and a half hours have been added to the reduced rate period. Reduced rates on transcontinental station-to-station calls will begin at 7 P. M. instead of 8:30 P. M., the discount will be approximately 25 per cent of the transcontinental day station-to-station rates, and from 8:30 P. M. to 4:30 A. M. about 50 per cent of the day rates.

Dr. Mortensen Back Tomorrow

Dr. Mortensen will return tomorrow morning from Portland where he has been for the last six weeks for medical treatment. The doctor is reported to be much better after his stay in Portland but will take a complete rest at some beach before resuming his practice.

Alice Mortensen returned Wednesday from Crater Lake where she has spent the summer. Mrs. Mortensen drove to Medford to meet her and bring her back.

Kearns Has Accident—Roy Kearns

of Marcola was badly hurt about the chest this morning in an accident at the Fisher mill at Marcola. He was hit by a heavy timber and had the ligaments torn on his chest. He is recovering at his home.

Small Grass Fire Friday—The local fire department was called out Friday afternoon to fight a small grass fire on South Fifth street next to the railroad tracks. The fire was started from a pile of burning ties along the railroad right of way and burned a strip about 30 feet wide and 100 feet long before it was brought under control by the use of chemicals.

CALL AND SEE Dr. N. W. Emery on prices on plate and other work. If

I've Made My Decision!

I've decided that after I die and my soul comes chasing back to earth again that I'm going to be either a Swedish Prince or Bobbie Jones!

Both of 'em get to see more of the world than 28 druggists have seen altogether and everyone bow-wows and kowtows and flip about when they put in an appearance while nobody notices druggist unless he slips on a banana peel and lands HARD on his bean! Even then they only laugh a little!

Yet doggoned if I'm a chap to get TURBIDLY peeved at this situation. I just guess I'm as well off in a lotta ways as THEY are and I believe I'll just keep on the way I HAVE BEEN—doing my level bigwah derndent to make this store of mine a chummy, happy, comfortable place to trade in!

And that's THAT!



Golf Bugs and Others!

They're getting to be pretty numerous and plentiful, but up to yet they're not as irritating as some OTHERS we could mention! The sort we dislike are Flies, Misquitoses, Ants, Roaches and SUCH! Fly Tox will KILL this sort, but will NOT injure a Golf Bug at all! Takes a shot gun to fix THEM!



How's the Grin Show Up!

Doc Dippel says it takes 7 muscles to SMILE and 32 muscles to FROWN, so a MOST of us are lazy, it's only natural that we'd rather smile. Is that right? But you WON'T smile often if your teeth are grayish and discolored, will you? Nydentia Tooth Paste at 50 cents a tube makes them white, your gums pink and your breath sweet.

SPECIAL THIS WEEK

Walk in our store briskly! Step right up to the Soda Fountain! Take out a 50c piece and rap it smartly on the counter! When Alice comes to ask you what you want, say "Gimme one of these Ginger Mint Juleps which your are selling this week for 5 cents!" Get it! Drink it! Then remember where you GOT it so's you can get another tomorrow!

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5th and Main

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Used by Oil Companies
Used by Telephone Companies
Used wherever efficient delivery and economical operation are essential factors



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