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THE SPRINGFIELD NEWS

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H. E. MAXEY, Editor

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A CASCADE HIGHWAY

Someday Oregon should and probably will have a highway following along the Cascade range. Likely this road will run from Woodburn to good humor. Lowell on the Willamette, saving many miles over the present Pacific highway routing.

Lowell it would afford the shortest possible route community secede from that city and unite with from the Klamath Basin to Portland and other Springfield. We will call it University City and valley points. Also connecting with the McKenzie the more brass bands that we can get to play the highway at Springfield it would shorten the distance to Bend and Central Oregon points.

The new Springfield bridge connecting this Cascade highway with the Pacific highway at Springfield would shorten from 10 to 20 miles the distance through Oregon for through traffic. These savings are well worth while and will be vital factors in future road building.

This routing of a new east side highway from Springfield through Coburg, Brownsville, Lebanon, Scio, Stayton, Woodburn and other smaller places would be of immense benefit in developing the eastern half of the Willamette valley and would be one of the most scenic drives in Oregon. dollars a week to multi-millionaire and to the the sum of \$2959.00 and interest there. It would also intersect the McKenzie highway, head of probably the largest corporation in the on from the 30th day of November. the Calapooya and Santiam highways as well as other roads leading into the Cascades. This route would be a mecca for tourists because of the scenery and many delightful side trips close are struck by his emphasis upon the old-fashioned at hand. It behooves the people along the foot- virtues. About all the virtues there are are oldhills to thing about a new state road for the fashioned. There has never been discovered any future-a Cascade highway.

BUSINESS WITHOUT PROFIT

It is variously estimated that 25 to 50 per cent of the businesses and industries in this country healthy constitution and average mentality, are are operated without profit. There are many as follows: reasons for this but the chief ones are poor merchandising, keen competition and lack of cost in- pery and trickery may gain you temporary advantage, but formation. Many in business do not know what in the long run it will be your undoing. their costs are and are only guessers, usually 2. Be considerate of others. Don't try to get ahead guessing too low. Out of 4,454 corporations en-by pulling somebody else down. The more progress you of the County Court of the State of make the less you will want to take advantage of others. Oregon for the County of Lane duly gaged in the manufacture of stone, clay and glass make the less you will want to take advantage of others. products last year 1,701 reported no net profit.

to any community. While it may temporarily in fit condition. benefit customers who get articles at a little 4. Get an education. Know the fundamentals, such as benefit customers who get articles at a little cheaper price it ultimately damages them by de-moralizing the financial structure of the com-munity. In the first place businesses being opera-ted without profit do not pay their bills on time, They often cannot the interval and the technical education. Know the fundamentals, such as arithmetic, spelling, grammer, geography and history. Also get all the technical education you can. 5. No matter how much natural ability you have, it must be stimulated by persistent efforts to improve the mind and store it with useful information. A good memory meet their payrolls on time and their help do not is of incalculable benefit. pay their bills due either. Finally they go bank- 6. Have clean habits of life and select the right com-The losses sustained this way by the business rather than self-improvement. lending credit must be passed on to the consumer is the whole business structure is injured.

Communities where a large proportion of businesses cannot show any net incomes are shunned tation for loyalty induces people to give you positions of by people with money to lend. Property values trust and responsibility. decrease and it becomes generally harder for everyone to make a living. Business without profit has a wider significance than many people This gets you further in the long run than any other realize.

0 1927, R. J. Reynolds Tobacco

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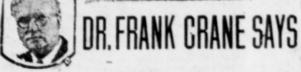
TOO STRAIGHT LACED

Eugene authorities are becoming too severe with the University of Oregon students when they returned from a visit to their old forbid them the privilege of making a little noise home in Kansas. Going east by the now and then-even if that noise is a jazz band northern route, their intinerary inplaying under the sorority windows at midnight. cluded point in Canada. Returning by While they may not be appreciated by the twons- the southern route, they again bid a people there are certain college traditions that are brief farewell to the United Sattes sacred to every school and one of them is sere- and set foot in old Mexico. Mr. Bushnading at the University of Oregon.

We would not give two cents for a college boy 75c | or girl who did not have a little pep or a dead college where all the amusement was under ban. Cedar Flats was a Springfield visitor Life becomes a monotonous routine of going from Tuesday. sleeping quarters to class room and back for the

large majority of studenst in such a place. The IN THE CIRCUIT COURT OF THE kind of students and graduates we would like to see colleges turn out are those full of energy and

If Eugene does not appreciate the University of Oregon sufficiently to tolerate a little noise now Connecting with the Willamette highway at and then we would suggest that the university better we'll all like it.



The death of Judge Elbert Gary attracted attention to one of American's most picturesque for want thereof the plaintiff will figures. He drew attention to another one of apply to the Court for the relief in those remarkable careers so characteristic of America. From a poor boy working for a few world.

Judge Gary never discovered anything new. In his resume of the elements of character, we substitute that was workable for being honest and upright.

Gary's Ten Commandments of Success which he formulated for a man with a reasonably healthy constitution and average mentality, are as follows: 1. Ee honest, truthful, sincere and serious. Being slip-Gary's Ten Commandments of Success which he formulated for a man with a reasonably

3. Guard your health, both morally and physically. The A business operated without profit is no asset main thing to rely upon in a crisis or an emergency is being

slowing up the credit system. They often cannot mind and store it with useful information. A good memory

rupt, hundreds every year take this method, and panions. You shoud know men of experience and higher everyone who has lent credit loses money, work- rank than yourself. Nothing saps character like undesir. ing a hardship on a great number of businesses. able companions who are only bent on self-indulgence

7. Be ambitious honorably and back this ambition up in higher prices on other products. The result with energy, persistence and thoughtfulness. "I have had to fight steadily against 'aziness all my life," he says.

8. Be loyal to employers, friends and country. A repu-

Cultivate stability. Don't be a rolling stone.

10. Most important of all: Observe the Golden Rule. maxim of life.

Bushmans Are Back

Mayor and Mrs. G. G. Bushman have man again is in charge of city affairs.

Mounts In Town-Luther Mounts of

COUNTY OF LANE The First National Bank of Spring field, Oregon, Plaintiff, vs., W. H. Clark and Clark, his wife, L. Timmons and R. F. Timmons, her husband, Sam Sorenson and L. M. Travis, Inc., a corporation, De fendants.

SUMMONS

To W. H. Clark and Clark the above named defendants: IN THE NAME OF THE STATE OF OREGON, you are hereby required to appear and answer the complaint ed against you in the above entitled Court and cause on or before the 10th day of November, 1927, said date being more than six weeks from the date of the first publication of this summons and herein entered of record and if you fail so to appear and answer complaint against you demanded and prayed for to-wit:

A judgment against W. H. Clark for 1926, at 8% per annum, and the further sum of \$110.54 taxes paid by

plaintiff together with interest there-on at 6% per annum from September 15th, 1927, until paid, and \$350 as attorneys fees and the costs and disursements of the suit.

A Decree foreclosing the mortgage of the Plaintiff and ordering the reff property covered thereby sold by the sheriff of Lane County, Oregon, and

"That this summons is served upon you by publication, thereof in the Springfield News pursuant to an order of the Honorable C. P. Barnard Judge and entered of record on the day of Sentember, 127, ordering 24th day of September. this summons to be published one each week for six consecutive weeks in the Springfield News and that the

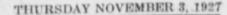
gon.

S. 29. O. 6. 15. 26. 27. N. 3, 10:

Comfort and Satisfaction

Are your glasses giving the comfort and Satisfaction they formerly did? If not, your eyes should be examined and glasses made according to the new perscription.

Our complete examinawhether tion will reveal your old glasses are still





OPTOMETRIST --- EUESIGHT SPECIALIST EUGENE 878 Willamette St. Phone 620 Just one thing But I do it right

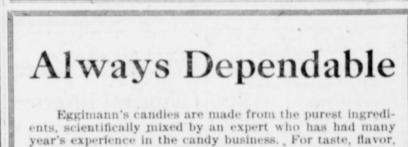
The Best Security

What is the best security a Bank has to offer its depositors? We would say it is the CHARACTER of the men who conduct the Bank.

In other words their record for honesty and fair-dealing. Regular inspections and examinations help. Legal restrictions help. Fire and burgular insurance help. But after all, the most important factor is the character, the integrity, the foresight, experience and honesty of the men who conduct a bank. These are the things that make your funds secure at our bank.

Protected by Electric Burglarly Alarm System A GOOD BANK IN A GOOD COUNTRY

Commercial State Bank SPRINGFIELD



purity and appearance Eggimann's is unsurpassed. You

Camel

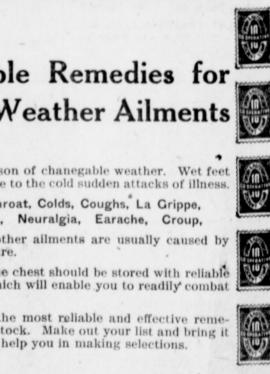
An honest cigarette honestly advertised

Delightful tobaccos, the choicest grown. Blended with skill and care. Sold without bunk of any kind, and it leads the world by billions.



If all cigarettes were as good as Camel you wouldn't hear anything about special treatments to make cigarettes good for the throat. Nothing takes the place of choice tobaccos.

can always depend on the candy or other confections you suited to your eyes. Your buy here. eyesight is priceless-Delays are dangerous. Have "Where the Service is a Little Different." your eyes examined today. **EGGIMANN'S** Dr. Ella C. Meade Optometrist WATTS OPTICAL CO. No. 14 8 Ave. West Eugene, Oregon WE GIVE D. H. GREEN DISCOUNT STAMPS Moore & Moore **Reliable Remedies for** Cold Weather Ailments are tailors for those desirous of being correctly groomed in every detail. It has ever been our privilege to serve a distinguished Fall is a season of chanegable weather. Wet feet and exposure to the cold sudden attacks of illness clientiel. Sore Throat, Colds, Coughs, La Grippe, Also, a special depart-Catarrh, Neuralgia, Earache, Croup, ment for remodeling. and many other ailments are usually caused by Where your past seasons such exposure. garments are conformed The medicine chest should be stored with reliable into new fashions. remedies which will enable you to readily combat minor ills. You'll find the most reliable and effective reme-(m) dies in our stock. Make out your list and bring it in, or let us help you in making selections. Ketels' Drug Store Established 1909





36 - 8th Ave. West. Eugene, Ore. Phone 250





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