

THE SPRINGFIELD NEWS

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THURSDAY NOVEMBER 3, 1927

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 Lowell on the Willamette, saving many miles over the present Pacific highway routing.

Connecting with the Willamette highway at Lowell it would afford the shortest possible route from the Klamath Basin to Portland and other valley points. Also connecting with the McKenzie 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, Seio, 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. It would also intersect the McKenzie highway, 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 at hand. It behooves the people along the foothills to think about a new state road for the 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 are operated without profit. There are many reasons for this but the chief ones are poor merchandising, keen competition and lack of cost information. Many in business do not know what their costs are and are only guessers, usually guessing too low. Out of 4,454 corporations engaged in the manufacture of stone, clay and glass products last year 1,701 reported no net profit.

A business operated without profit is no asset to any community. While it may temporarily benefit customers who get articles at a little cheaper price it ultimately damages them by demoralizing the financial structure of the community. In the first place businesses being operated without profit do not pay their bills on time, slowing up the credit system. They often cannot meet their payrolls on time and their help do not pay their bills due either. Finally they go bankrupt, hundreds every year take this method, and everyone who has lent credit loses money, working a hardship on a great number of businesses. The losses sustained this way by the business lending credit must be passed on to the consumer in higher prices on other products. The result is the whole business structure is injured.

Communities where a large proportion of businesses cannot show any net incomes are shunned by people with money to lend. Property values decrease and it becomes generally harder for everyone to make a living. Business without profit has a wider significance than many people realize.

TOO STRAIGHT LACED

Eugene authorities are becoming too severe with the University of Oregon students when they forbid them the privilege of making a little noise now and then—even if that noise is a jazz band playing under the sorority windows at midnight. While they may not be appreciated by the townspeople there are certain college traditions that are sacred to every school and one of them is serenading at the University of Oregon.

We would not give two cents for a college boy or girl who did not have a little pep or a dead college where all the amusement was under ban. Life becomes a monotonous routine of going from sleeping quarters to class room and back for the large majority of student in such a place. The kind of students and graduates we would like to see colleges turn out are those full of energy and good humor.

If Eugene does not appreciate the University of Oregon sufficiently to tolerate a little noise now and then we would suggest that the university community secede from that city and unite with Springfield. We will call it University City and the more brass bands that we can get to play the better we'll all like it.



DR. FRANK CRANE SAYS

The death of Judge Elbert Gary attracted attention to one of America's most picturesque figures. He drew attention to another one of those remarkable careers so characteristic of America. From a poor boy working for a few dollars a week to multi-millionaire and to the head of probably the largest corporation in the world.

Judge Gary never discovered anything new. In his resume of the elements of character, we are struck by his emphasis upon the old-fashioned virtues. About all the virtues there are are old-fashioned. There has never been discovered any 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. Be honest, truthful, sincere and serious. Being slippery and tricky may gain you temporary advantage, but in the long run it will be your undoing.
2. Be considerate of others. Don't try to get ahead by pulling somebody else down. The more progress you make the less you will want to take advantage of others.
3. Guard your health, both morally and physically. The main thing to rely upon in a crisis or an emergency is being in fit condition.
4. Get an education. Know the fundamentals, such as arithmetic, spelling, grammar, 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 is of incalculable benefit.
6. Have clean habits of life and select the right companions. You should know men of experience and higher rank than yourself. Nothing saps character like undesirable companions who are only bent on self-indulgence rather than self-improvement.
7. Be ambitious honorably and back this ambition up with energy, persistence and thoughtfulness. "I have had to fight steadily against 'business all my life," he says.
8. Be loyal to employers, friends and country. A reputation for loyalty induces people to give you positions of trust and responsibility.
9. Cultivate stability. Don't be a rolling stone.
10. Most important of all: Observe the Golden Rule. This gets you further in the long run than any other maxim of life.

Bushmans Are Back

Mayor and Mrs. G. G. Bushman have returned from a visit to their old home in Kansas. Going east by the northern route, their itinerary included point in Canada. Returning by the southern route, they again bid a brief farewell to the United States and set foot in old Mexico. Mr. Bushman again is in charge of city affairs.

Mounts in Town—Luther Mounts of Cedar Flats was a Springfield visitor Tuesday.

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

The First National Bank of Springfield, 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, Defendants.

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 filed 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 for want thereof the plaintiff will apply to the Court for the relief in its complaint against you demanded and prayed for to-wit:

A judgment against W. H. Clark for the sum of \$3295.00 and interest thereon from the 30th day of November, 1926, at 8% per annum, and the further sum of \$110.54 taxes paid by plaintiff together with interest thereon at 6% per annum from September 15th, 1927, until paid, and \$350 as attorneys fees and the costs and disbursements of the suit.

A Decree foreclosing the mortgage of the Plaintiff and ordering the real property covered thereby sold by the sheriff of Lane County, Oregon, and the proceeds of the sale be applied in satisfaction of said judgment and for any deficiency which may remain that the plaintiff have judgment against the defendant W. H. Clark.

That this summons is served upon you by publication thereof in the Springfield News pursuant to an order of the Honorable C. P. Bernard Judge of the County Court of the State of Oregon for the County of Lane duly made and entered of record on the 24th day of September, 1927, ordering this summons to be published once each week for six consecutive weeks in the Springfield News and that the date of the first publication will be September 29th, 1927, and the date of the last publication will be the 10th day of November, 1927.

FRANK A. DE PUIG, Attorney for Plaintiff. Residence Springfield, Oregon.

S. D. C. v. 13, 26, 27, N. 3, 10;

FOR SALE

AT PUBLIC AUCTION
By Sheriff
November 9th, 1927,
at 10 A. M.
at The Service Garage
Springfield
One 1922
Chevrolet Touring Car

Dr. Geo. A. Simon

Specializing in Tonsils

Over Penney's Store

Phone 355

Eugene

DEPENDABLE EYEGLASS SERVICE

Dr. Royal Gick

OPTOMETRIST—EYESIGHT SPECIALIST
878 Willamette St. Phone 620
Just one thing—But I do it right

EUGENE

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 burglar 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

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 prescription.

Our complete examination will reveal whether your old glasses are still suited to your eyes. Your eyesight is priceless—Delays are dangerous. Have your eyes examined today.

Dr. Ella C. Meade
Optometrist
WATTS OPTICAL CO.
No. 14 8 Ave. West
Eugene, Oregon

Moore & Moore

are tailors for those desirous of being correctly groomed in every detail. It has ever been our privilege to serve a distinguished clientele.

Also, a special department for remodeling. Where your past seasons garments are conformed into new fashions.



Established 1909

36 - 8th Ave. West.

Eugene, Ore.

Phone 250

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.

WE GIVE D.M. GREEN DISCOUNT STAMPS

Reliable Remedies for Cold Weather Ailments

Fall is a season of changeable weather. Wet feet and exposure to the cold sudden attacks of illness.

Sore Throat, Colds, Coughs, La Grippe, Catarrh, Neuralgia, Earache, Croup,

and many other ailments are usually caused by such exposure.

The medicine chest should be stored with reliable remedies which will enable you to readily combat minor ills.

You'll find the most reliable and effective remedies in our stock. Make out your list and bring it in, or let us help you in making selections.

Ketels' Drug Store