

THE SPRINGFIELD NEWS

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MAKE YOUR SHOPPING LIST FROM YOUR NEWSPAPER

Christmas shopping is hard but the wise ones will make it easy by reading the advertisements in their newspapers before making the rounds of the stores. In that way the shopper will know what the progressive merchants are offering for Christmas and often what is the cost. It's the present that is bought after reflection, rather than the one grabbed up in the excitement of the last moments, that usually please the most.

Practically everything you can think of is advertised by merchants during the Christmas season. Merchants spend money for their advertising wholly for your information. It's paid service to you and if you use it during the evenings at your fireside you'll be rewarded and more satisfied with your Christmas list.

SANTA CLAUS—REAL PERSON—DISPENSED GIFTS.

Who says there isn't any Santa Claus? If any such there be, let him read this.

Saint Nicholas was an actual person. He was bishop of Myra, in Lycia, Asia Minor, in the first part of the fourth century of the Christian era. His father was a wealthy merchant, and Nicholas was known as a dispenser of the good things of life. Thus he came into universal popularity as the generous giver.

The American term, Santa Claus, probably originated, says one authority, through the slurring of the generous old fellow's earlier name, Saint Nicholas. This authority thinks American children are probably the only ones in the world who call him Santa Claus.

The American Legion is attempting to pay its debts and also to raise some money toward playground equipment at the Brattain school, by putting on a three-act comedy play Friday evening at the Bell Theatre. The Legionnaire should have the support of the community in their undertaking, not only will your attendance be helping a good cause but you will see the funniest amateur production ever produced in Springfield—something you'll split your sides laughing at.

It would be interesting to hear those home economics experts at the University of Chicago, who recently figured out that a girl must earn \$1,800 a year before she can afford chiffon hose and go to the theatre, trying to tell \$15-a-week Nellie, who types for a living, that she really shouldn't be extravagant.

"What's companionate marriage?" asked the white-haired old lady at the movie the other night, patting the hand of her husband whom she married forty years ago.

From the full-length photographs of some of our most successful politicians it is a bit difficult to understand how they so easily manage to crawl out of some tight holes.

Among other things Uncle Sam needs pretty badly just now, is a political ring that won't blacken his finger.

Men marry to settle down, and from then on it's a matter with them of settling up.

Washington should be a hot place this winter, now that Congress is in session again.

Maybe there isn't any Santa Claus, but you can't convince father of that at this time of year.

WANTED—A LEADER—EXCELLENT CHANCE FOR SOMEBODY.

With a presidential year in the offing and the Seventieth Congress facing a staggering amount of work, the country needs more than ever real leadership. Mere politicians need not apply, for politicians' feet won't fit statesman's shoes.

Lack of leadership has been one of the chief reasons for the decline in interest in matters political on the part of the alarmingly large percentage of voters. There are issues in plenty—but an issue that is straddled will not bring the voters to the polls. Here is a chance for real leaders, strong men who won't straddle because they don't know how, to add to their following.

The tendency in Congress probably will be to dodge important votes as much as possible, but there are some matters facing Congress that can hardly be sidestepped. Aid for the farmers, reduction of taxes, Mississippi flood relief, Muscle Shoals and Boulder Dam are among them. Leaders are needed to force the issue.

The stage is set, and the curtain has gone up. The country waits for the leaders to make their bows. It's an excellent chance for somebody. Who will it be?

AGRICULTURE—TAXES—OVERHEAD

Agriculture has made substantial gains during the year, says Secretary of Agriculture William M. Jardine in his annual report. The farmer's millennium, however, is not yet here.

In many parts of the country one-third of the farmers' net income goes for taxes on farm land. Secretary Jardine says department figures show. Yet the farmers' tax problems are chiefly state and local, only a small part being paid to the central Government. Hence, the farmer's tax problems must be worked out on a state and local basis.

Here is a sentence from his report that will bear study: "While farmers themselves are reducing their costs of production through increased efficiency, public agencies should cooperate with them in effecting a better adjustment of production to demand, also efforts should be made to diminish waste, to lessen margins between producers' and consumers' prices, to reduce transportation and distribution costs, and to lessen the farmer's overhead charges by lowering or redistributing tax burdens and by improving agricultural credit facilities."

NO WONDER WE ALL HAVE TELEPHONES

In addition to the American Telephone and Telegraph Company and its 24 associated companies, there are in the United States 9,089 different connecting telephone companies—not including some 45,000 rural lines which are not designated as companies—and in addition, 484 non-connecting companies, making in all a total of 9598 telephone companies in the United States.

REVOLUTIONIZING AN INDUSTRY

Output of manufactured gas may be doubled within the next five years through an intensive program of research and education. It is believed that with consolidation of gas plants greater production may be obtained at lower cost, because the larger centralized producing units will be able to make use of more modern facilities.

An orang-outang can sing, says a German biologist, and that statement clears up the mystery of where the weird noises heard over the radio originate.

Whom the legal profession would free they first make mad, or at least it seems that way in these days of instantly pleas.

Motion picture directors may not have as much influence on the sun as Joshua had, but they certainly can make the stars step around.

Life is a paradoxical, after all, and this probably explains why even the extreme wets are set on fire by what they term dry "smoke screens."

A cross eye always looks askance but nevertheless some of them see things at right angles.

The beautiful new Ford came to Springfield—and the next day it snowed.

RED CROSS ADVANCES IN HEALTH PROTECTION

Record for Progress Is Made in Protecting People of Vast Flooded Section.

Record health protective activities marked the year's service of the American Red Cross in this field. The outstanding health accomplishment was the successful conclusion of the emergency health program launched as part of the relief work in the Mississippi Valley flood. In co-operation with State and Federal health agencies, the Red Cross successfully conducted a campaign designed to prevent epidemics as a result of flood conditions.

Thousands were immunized against typhoid and smallpox, preventive measures against malaria were undertaken, and as the flood receded an intensive clean-up program was set in motion to purify water supplies, provide sanitary surroundings of rural communities and complete other health protective steps.

Beside the emergency work, the Red Cross Public Health Nursing Service developed about 100 new community nursing and health services throughout the country. Nurse instructors and others operating under the Red Cross also extended training in Home Hygiene and Care of the Sick to both adult and junior groups, the latter in educational institutions in certain instances. Every State, Alaska, the Hawaiian Islands, the Philippines, Porto Rico, and the Virgin Islands, had Home Hygiene classes which showed a large increase.

One contribution to national health achieving a growing recognition is the nutrition instruction service, through which thousands of adults and school children are learning the proper foods for health and the fundamentals of correct food habits in relation to health. Classes include housewives, school children, foster-mothers, policemen, women having charge of homes and institutions, business girls and students in universities and colleges.

Besides these direct services for better health, the Red Cross enrolled reserve of nurses amounts to more than 45,000. These nurses are available for disaster relief service, epidemics and other serious emergencies, and are on call for duty with the Army, Navy and the Veterans' Bureau.

Red Cross health services are increasing in scope, it is pointed out, in calling attention to the forthcoming enrollment of new members in the Red Cross ranks, through whose support all Red Cross activities are made possible. The enrollment will take place from November 11 to 24.

Junior Red Cross Army of 6,000,000 in Schools

Members of the Junior Red Cross proved a new capacity for service during the Mississippi flood, according to reports to Red Cross National Headquarters covering their work.

This group of enthusiastic school children responded eagerly and effectively to the needs of the flood victims. An indication of the importance of this help is contained in the report that Juniors in Boston contributed \$7,500 to the relief fund.

Junior Red Cross members shared in reconstruction work in the Midwest several years ago, after the Florida storm, and are in the post-flood operations of the Red Cross among the people in the Mississippi Valley.

Junior Red Cross has 5,822,757 members, an increase of 273,329 in the last year.

More than a million of the Junior Red Cross membership is distributed in the Philippines, Hawaii, Guam, Porto Rico, the Virgin Islands, and Alaska, and includes Indian and Eskimo children. Through the medium of the Junior Red Cross in the United States, and similar groups abroad, children all over the world are being brought into closer understanding by international correspondence carried on by classes in the schools.

The Juniors at present have nearly twice the membership of the senior organization, but in the forthcoming membership enrollment of the Red Cross, from November 11 to 24, the goal of the adult membership is 5,000,000.

A Christmas Suggestion

Perhaps you haven't considered glasses—But many a father or mother would have 365 days of pleasure and enjoyment if the Christmas gift was a pair of our Invisible Bifocals.

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