

THE SPRINGFIELD NEWS

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THURSDAY JANUARY 5, 1928

PUBLICITY, DIVORCE AND CRIME

Divorces in London greatly increased during the last year and sociologists lay it to restrained publicity. A new law provides that only a skeletonized report of divorce procedure can be published and sensational details must be omitted. The secrecy thus gained in the procedure has caused divorce to become more prevalent.

Newspaper men have realized that this would also be the case in the United States. There is no end that some people will not go to to keep their divorce proceedings out of the paper. From fear of publicity many do not get divorces who otherwise would.

While there are those who would lay part of the blame on the full newspaper publicity for the great prevalence of crime in this country, really the newspaper is a deterrent to crime. All but the hardened professional criminal have a horror of newspaper publicity in many cases fearing it more than the courts.

Wide publicity at the time of the commitment of a crime and broadcasting of the description of the criminals make it very hard for them to escape. A clever criminal may escape from all the officers of the law but he cannot escape the general public once it is informed and on the lookout for him.

The Hickman case is a typical example of newspaper help to capture a criminal. Publishing of the pictures, the details of the crime, the numbers of the \$20 bills passed all helped the general public of Oregon and Washington to be informed and to report the criminal Hickman in a dozen places. It was finally a press dispatch to the newspapers at Pendleton that caused the telegraph editor to call the chief of police and tell him that Hickman was believed to be headed that way on the Columbia river highway. Hickman's capture followed after the officer had gone out on the road and waited for him. But for the full publicity, even though gruesome, chances are Hickman would have escaped officers in Oregon the same as he did those in California.

HAPPY NEW YEAR—ONE BEGINS EVERY DAY

A new year is born and an old year dies. It's time to hang up a new calendar, make good resolutions and be at peace with the world. But, after all, a new year begins every day, even though the calendar may disagree. Every day affords just as great an opportunity to make good resolutions and to keep them as does January 1. If the maker of good resolutions remembers this, it may be easier for him to keep them.

At any rate in this first issue of the new year, we wish to those who make good resolutions and keep them, to those who make good resolutions and break them and to those who make no resolutions at all an exceedingly Happy New Year's Day and a 1928 filled with days each happier than the day before.

Mother nature and the garage keeper often work more closely and surely than the proverbial story of the doctor and the undertaker. The rain and ice Saturday and Sunday caused both the McKenzie and the Pacific highways to be strewn with wrecks. The new year started out right for the garage and repair shop even though it was hard luck for the automobile owner.

Even though it is leap year we are still old fashioned enough to feel that a girl should not propose to a man except as a last resort.

THE OREGONIAN'S STYLE

The Portland Oregonian beginning with the new year has copied the style of The Springfield News in the column and a half wide editorial column. Naturally we feel flattered but the Eugene Morning Register and other newspapers which have patterned as close as possible after the Oregonian for these many years are quite alarmed. They don't say so but one suspects right away that these papers fear they will soon have to change their style of editorial also.

We believe the Oregonian made a wise decision in giving a little display to its editorial column through the added width. The Oregonian, even if we often disagree with it, has had in the past many brilliant editorials. But we have always felt however that the Oregonian did not have the editorial influence it might have had in the state for two reasons. One was the typographical appearance of its editorial columns and the other is that its editorials are a mite too long. People are influenced as much through the power of suggestion as by reason and maybe more. Whether he is too busy or too lazy the average person will not wade through a long dry editorial no matter how much truth and logic the writer may put in it.

If we may be permitted a word from our humble position as an editor of a country weekly we would say that ever now and then an Oregonian editorial would be better if it were two editorials.

SWINDLER'S PROFITS — WHOSE LOSS? WHOSE CONCERN?

Nearly \$1,700,000,000, the Treasury Department estimates, could be restored to the legitimate purchasing power of the nation each year if malpractioners were eliminated from business. Almost every honest merchant, whether he be located in the largest city or the smallest town, is affected.

Charles H. Tuttle, United States Attorney for New York, says "the staggering cost falls primarily upon business. It becomes part of the general overhead which must be met before profits begin to materialize. And it is not too much to say that hidden in the expense account of every merchant is somewhere the influence of every piece of dishonesty in the community."

One of the agencies combatting the swindler is the National Better Business Bureau. It provides the machinery to protect honest profits and educates investors who might otherwise be taken in by some clever scheme. Whatever headway it makes toward overcoming the business fraud loss will be applauded by honest merchants, because it means more legitimate business for them.

RURAL COMPETITION — CHANGED — STILL STRONG

Rural competition has changed a great deal, just as has life on the farm, in the past fifty years. Once the champion with the scythe, the wheat cradle, the ax or the husking peg was cock of the walk and a big man in the community. Machines now play a much greater part in getting the farm work done, so the farmer has fallen in line and has become a good machinist. Few of them, perhaps, will regret the changed conditions that have made them so.

But rural competition still exists and, although changed, is as strong as ever. The fine results of this competition are evident everywhere in the land. Competition among growers has developed the sheep and swine of the modern farms and has brought the country its remarkable development of high-grade cattle. Boys' corn and pig clubs are live competitors with their elders. The best yield of wheat, oats or corn in the community gives just as much pride to the farmer whose hard work produced it as ever.

Rural competition has merely changed outwardly, just as the country has changed. It is still as much a part of the national life as ever and yields every bit as good results as it did a half century ago.

California wants to annex Nevada. They have stolen the glory of the Oregon prune and now they are after Nevada's leading industry—the Reno divorce court. You can't beat 'em.

The Judge's Joke



What Women Want
Some clothes.
Some money.
Some gossip.
Some more clothes.
Some flattery.
Some thrills.
Some more clothes.
Some man
Or any man.

"I hear that Mable is studying synoptism."
"Yes, someone told her that she'd make a charming bride."

There once was a guy named Flynn. Who bragged he could drink bootleg gin;
So when offered a nip,
He took quite a sip;
Now the angels have welcomed him in.

First convict: "How often have you been in jail?"
Second convict: "Just this once."
First convict: "You're lucky."
Second convict: "I don't know—I'm in for life."

First Souse: "Is that your best girl over there?"
Second Policeman: "No, necks best though."

A woman I hate is Nancy Leant. She calls me sweetie and doesn't mean it.

Silly Sam says that just because his father is a hick, is no reason to think he is descendent from a family of drunkards.

"I am going into the hands of the receiver," shouted the well-trained football, as it sank gracefully into the hands of the half-back.

Jupiter: "How can he walk with those wooden legs?"
Pluvius: "Lumbering, old deah."

Now We Ask You
Said a certain young lady named Della,
While riding with a big husky fella,
"Big Boy, you're too rough,
Quit pulling that stuff.
Do I look like a bloomin' cave dwella?"

Must Have Chaser
"Why do you always carry a canteen of water when you go hunting?"
"So I can take a chaser after every shot."

A woman was entering a motion picture house when she was stopped by an attendant.

"Excuse me, madam," he said, "but you can't take your dog inside."
"How absurd!" protested the woman. "What harm could the pictures do to a tiny dog like this?"

A once famous boxer was seen quarrelling with a man bigger than himself. His friend said:
"I wouldn't stand for that kind of talk, Bill. Hit 'im."
"What!" exclaimed the boxer. "For no purse an no gate money! Not likely!"

A busy man was using the telephone.
"I want Triangle double-two, double-two," he said.
"Two-two, two-two," repeated the exchange girl, reproachfully.
"All right," said the man patiently; "you get me the number and we'll

play trains later on."

An aggressive young woman was scolding the bus conductor for treating on her toe.
When the battle had died down he asked her for her fare.
"Single?" he inquired.
"Yes!"
"It's! I'm not surprised."

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Another New Year

Before us is another new year, new experiences, new goals to work toward. We take this opportunity to thank those who patronized us so loyally in 1927. We expect to see he old customers with us this year and a few new ones also. Every year we have been in Springfield has widened our circle of friends. We appreciate this and have striven to serve them to the best of our ability. We want everyone of our friends to be pleased with our service which we are always trying to make better. Thank you

EGGIMANN'S

"Where the Service is a Little Different."

Talking to You

When little Percy was saying his prayers his mother interrupted, telling him she couldn't hear him. He replied: "Well, I wasn't talking to you anyway."

But we ARE talking to you. This Bank wants to be your friend—not to the extent of taking risks with our depositors' money, of course. But if you are reliable, if you have a reputation of meeting your obligations, you can depend upon this bank's support through thick and thin. Give us the chance to prove it.

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Commercial State Bank

Springfield, Oregon

A GOOD BANK IN A GOOD COUNTRY



Who are these Investors?

TEN years ago fifteen of the largest corporations in the United States had a total of approximately 500,000 stockholders. Today the American Telephone and Telegraph Company alone has more than 420,000 stockholders.

This is an instance of the amazing growth of saving and investment that has taken place in this country. Who are these new investors?

Telephone stockholders come from every rank and file in every state, nearly every town and city, in the land. Mechanics and merchants, teachers and bankers, laborers and lawyers—every station of life is represented in this investment democracy.

The Bell Telephone System, composed of the American Telephone and Telegraph Company and its Associated Companies, is owned by the people it serves.

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GLARE is Everywhere

Duo-Site lenses protect as well as correct vision. The reading segment is even less visible. "Rainbow" reflections are diminished.

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IT SAYS TICK TOCK!
IT SAYS TOCK TICK.
POP!
SOMETHING?
MAKES A NOISE MORE LIKE TWO KIDS
TALK-TALK, TALK-TALK
TALK-TALK, TALK-TALK