

THE SPRINGFIELD NEWS

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THURSDAY MARCH 15, 1928

CREDIT—AND BUSINESS

Each year credit is becoming more and more important as a factor in business. From the greatest industry on down the line to the man who uses his credit to buy his weekly grocery needs, credit is a factor of dominating interest to one and all. Naturally, when a certain business activity becomes a part and parcel of our own daily life, we are interested in knowing as much as possible about it.

Of first importance to each of us, whether we are in the habit of making daily use of our credit is the maintaining of our credit rating upon the highest plane.

When we will find it necessary to make use of our credit is not always known—the occasion may arise almost at a moment's notice. Then if we have taken the precaution to maintain our credit, we find our fellow townsmen glad to aid us in every way they can.

Tell you what, folks, it certainly pays to keep your credit "giltedged."

PULP AND PAPER MILL NECESSITY

Hundreds of cords of pulp wood were shipped out of Lane county last year to paper mills, and there are hundreds of thousands of cords more in this section. A conservative estimate is that there are more than five billion board feet of timber in Lane county suitable for pulp wood. In the Cascade National forest which contains about one-third of the entire stand of timber in this county government estimates give more than two billion feet of Hemlock and white fir.

There are no very large pure stands of pulp wood in this section but it is scattered among the Douglas fir. Necessarily the Hemlock and white fir must be cut when the other timber is logged because of the manner in which it grows.

A pulp mill takes all the log—there are no slabs to waste. Sawmills in other parts of the west have found that they could make money by sorting out the pulp and wood from the regular cut—in fact in one instance at least it represented the difference between a good profit and a loss on the milling operation.

A pulp and paper mill in Lane county would not only be a benefit to us generally but should also help the sawmilling industry which has been in the dumps entirely too much. Let's get an industry by which we can make a profit from our forests before they are gone, instead of sawing so much second class lumber.

Bids on the Willamette river bridge are now being advertised for by the highway department. Looks as though we will have a bridge yet even after all the delays. A new Coburg bridge is up for bids also. A new bridge at Blue river is also planned for this year. The Hayden bridge has been completed. This should go down in history as a bridge building year on the Willamette and McKenzie rivers.

A cord of Hemlock wood manufactured into paper will sell wholesale for about \$100; manufactured into lumber it will do well to bring a third of this. That's the reason we should have a few paper mills in this section.

A Kansas City woman is in jail for spanking her daughter, who went for a joy ride in the family car. Laws must be awful lax in Missouri; a heinous crime of this sort should merit capital punishment.

Those congressmen who are always wanting to investigate the killing of marines in Nicaragua might put in some time investigating the killing of policemen in Chicago.

A private owned electric company, which pays taxes, has offered to light the city of Seattle \$100,000 a year cheaper than the municipal plant, which pays no taxes. It seems that not all municipal plants are good investments to a city even as large as Seattle.



DR. FRANK CRANE SAYS

THE COMIC STRIP

A recent article on "The Compensatory Function of the Sunday 'Funny Paper'", by Harvey C. Lehman and Paul Witty, is at hand.

It gives a very ingenious explanation for the popularity of the comic strip. It gives as a trait of character in almost every one the desire to "escape."

"In the world of 'actuality,'" it continues, "the child is obliged to conform to certain conventions, to treat other persons with a reasonable amount of decorum, to abide by the consequences of his acts when he defies natural law or human authority. In the 'funnies' he will defy every law and he will do so with immunity."

"Thus the child who looks at the Sunday 'funnies' is enabled to identify himself with the most intrepid adventurer or the most resolute law-defying citizen or the capturer of such a criminal. On the other hand, he may identify himself with the serial-motion-picture type of hero who wins out over apparently insuperable odds."

All of us are aware of constant limitations in our ordinary life. We are unable to thwart these restrictions, so we seek numerous and varied forms of gratification of our impulses.

Certainly the comic strip does not excel in showing actual life conditions nor in its artistic quality. It only suggests human characteristics in exaggerated form, but they are naively and crudely presented and so direct and unmistakable that even the most obtuse cannot fail to recognize them.

The pamphlet says that in the Sunday funny section the child often takes many risks which in real life he would not think of taking.

"In some cases he succeeds by resort to magic. At other times he is pictured as falling squarely upon the face or being severely burned with fire or scalding water. He falls at a great distance or he is closely pursued by dangerous wild animals. He knows no decorum. He puts his cigar ashes into a upturned silk hat, or into the goldfish bowl. He rests his feet on his neighbor's lap.

"He endures no suppression. He has complete freedom of self-expression."

This is at least an ingenious explanation of the popularity of the comic strip, as the value of any entertainment, theatrical or otherwise, is its escape value.

Editorial Comment

"HICK" TOWNS

(Wisconsin State Journal)

The so-called hick town has lately become a source of great inspiration to our professional humorists.

A hick town, say the various users of this convenient formula, is a place where a backfire is never mistaken for a pistol shot; where bedtime is orthodox; where woodpeckers eat up the depot; where central can tell you whether it was a boy or girl; where the neighbors will supply you with a conscience if you lack one; where there is no parking problem; where the curfew disturbs the residents' rest; where fine-cut tobacco is no handicap socially, and so on and on.

With no intension of becoming terribly heavy over the matter, we want to add that a hick town is the place where 26 of our 29 presidents were born and where seven out of ten of the immortals in New York's national hall of fame originated. A hick town that didn't have a name produced Lincoln. Hick towns gave us most of our great literary figures of the past and practically all of those now living. Hick towns produce our Edisons.

If we may, then we would like to suggest that a hick town is a place where a boy has an excellent opportunity to lay the foundation of future greatness.

HOME REMINDERS

(School of Home Economics—O.A.C.)

A delicious substitute for whipped cream may be made by adding a sliced banana to the white of one egg and beating until stiff. The banana will be entirely absorbed.

A fresh egg will sink rapidly when put into water, while one that is stale has more tendency to float.

When frying fish, if the pieces are put in the hot fat with the skin side uppermost and allowed to brown before turning, the fish will not break when cooking.

A small piece of bread or a bit of raw potato added to fat while it is heating will absorb any odors or impurities.

Olive oil will not become rancid if two lumps of sugar are put in each quart as soon as opened.

Sheets if alternated, paying no attention to the top or bottom will wear much longer, as the strain will be distributed.

White marks may be removed from a polished wood surface if rubbed with a piece of chamolis or flannel that has been dampened with essence of peppermint or cedar oil.

Soot on woodwork can be removed with kerosene.

NOTICE

WHEREAS in chapter 127, general laws of Oregon, enacted in 1919, it is declared to be the duty of every person, firm, copartnership, company and corporation owning, leasing, occupying, possessing or having charge of or dominion over any land, place, building, structure, wharf, pier or dock which is infested with ground squirrels or other noxious rodents or predatory animals, or as soon as the presence of the same shall come to his, their or its knowledge, at once to proceed and to continue in good faith to exterminate and destroy such rodents by poisoning, trapping or other appropriate and effective means; and

WHEREAS gray digger ground squirrels (Citellus douglasii) are noxious rodents in Lane County, Oregon. Now, therefore, all of such persons, firms, copartnerships, corporations and companies owning or having dominion over land in said Lane County,

Oregon, are hereby required to take steps to exterminate said gray digger ground squirrels (Citellus douglasii) within thirty days from the date of the first publication of this notice. If such steps are not taken, a person or persons appointed by the county court of said Lane County will enter upon said lands and proceed to exterminate said gray digger ground squirrels (Citellus douglasii) and the cost of said extermination will be levied against said lands.

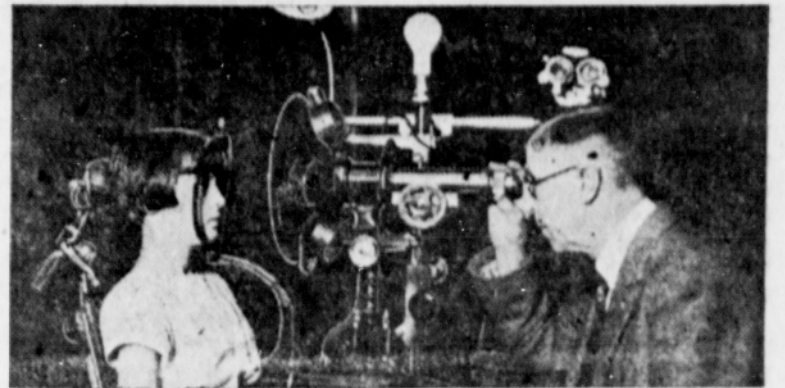
The county agricultural agent hereby designates Monday, April 2nd, as a day to be known as "squirrel poisoning day" throughout the said Lane County, and it is hereby recommended that poisoned barley, as prepared by the undersigned and representatives of the Bureau of Biological Survey of the United States Department of Agriculture, be used for the purpose of such extermination. Such poisoned barley may be secured from the undersigned at his office in Eugene, Lane County, Oregon, at approximately the cost of preparation. Date of first publication of this notice March 8th, 1928. (Signed) O. S. FLETCHER, County Agricultural Agent. M. 8-15-22

NOTICE TO VOTERS
Notice is hereby given that the registration books for the primary election will be closed April 18. All voters should be sure they are registered in the precincts in which they live. If there is any question about registration you can find out by calling or writing the county clerk, Eugene, Oregon. New law prohibits voters from being sworn in at the polls.
W. D. HILLARD, County Clerk.
Mar. 8-15-22-29: APR. 5-12:

Dr. Geo. A. Simon
Specializing in Tonsils
Over Penney's Store

Phone 355 Eugene

Offices—831 Miner Building, East Broadway Street



If you can't see, see us. None are so blind as those that won't see.

Dr. Sherman W. Moody
OPTOMETRIST—EYESIGHT SPECIALIST
Suite 831 Miner Bldg. Eugene, Oregon, Telephone 362

Give the Children a
St. Patrick's Party

It will prove a wonderful pleasure to the children. We have a good assortment of candies and ice cream for such an occasion.

A box of Eggimann's special chocolates makes a nice St. Patrick's day gift also.



EGGIMANN'S
"Where the Service is Different"

The Cream
of the
Tobacco
Crop



"I Appreciate
Lucky Strike"
Says George
M. Cohan
America's Stage
Favorite

"Good old Luckies!
We've been pals for
years. And like an old
friend they treat me
well. No irritation to
my throat and no
coughing. And I appreciate
Lucky Strike
—the full body tobacco
with the toasted
flavor that's been the
same since that day
we met."

George M. Cohan

"It's toasted"

No Throat Irritation—No Cough.

©1928, The American Tobacco Co., Inc.

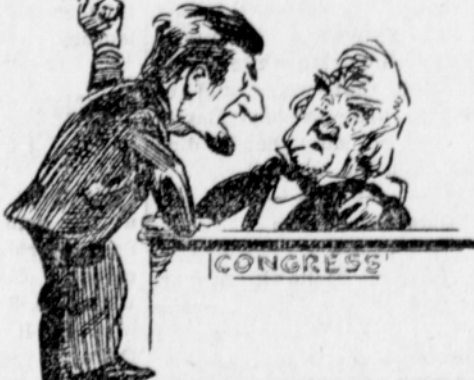
We Fear the Farmer is Losing His Patience

By Albert T. Reid

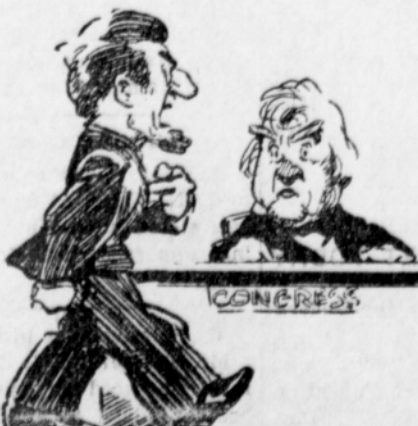
"SAY, LISTEN!—YOU CAN PASS LEGISLATION REBATING THE MANUFACTURER AND CALL IT 'TARIFF', AND SPECIAL LEGISLATION FOR LABOR AND CALL IT 'AMERICANISM'."



"YOU GUARANTY EARNINGS TO THE RAILROADS AND CALL IT 'EQUALIZATION', AND YOU CALL A SPECIAL PLAN FOR THE BANKS A 'FEDERAL RESERVE SYSTEM'."



"BUT ANY THING FOR ME IS 'PATERNALISTIC' NOW I WANT SOMETHING DONE FOR ME"



"AND I DONT CARE A WHAT YOU CALL IT!"



Slightly Defective Lenses

Such as are sold at cut prices, very often, provoke irritation and discomfort. The mechanical defect may be just enough to throw the eyes out of balance, causing a rather serious drain on the nervous system of a sensitive patient. Ask for a make of lenses where the quality goes back, even to the raw material from which the lenses are made.

Our Motto: Quality — instead of an inferior product.

Dr. Ella C. Meade
Optometrist
WATTS OPTICAL CO.
No. 14 1/2 Ave. West
Eugene, Oregon