

# THE SPRINGFIELD NEWS

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SPRINGFIELD, 1930

The new year finds Springfield facing one of the brightest years in its history. While there is no boom in sight, things are "looking up." With two or three new stores coming in, new buildings being built, old ones being remodeled and some small industries in the act of locating here, we can go into 1930 with more prospects than in years before.

Springfield, we feel, like the rest of the country, has hit bottom and is coming up again. We feel that we began to climb in 1929 with the opening of the new bridge for traffic across the Willamette river, the establishing of the airport and the anchoring of the air mail and passenger route over Springfield with the new federal beacon light.

There is a better feeling and more confidence among our business people than ever before. Surely we can make 1930 a good year.

### RAILROADS GAIN

Net operating income of the country's railroads will be \$1,282,000,000 in 1929, the highest in ten years, according to official reports. This represents nearly five per cent on investment. Net operating expenses raised 1.4 per cent during the year, but net income increased 2.9 per cent. Railroading is becoming more profitable.

The greatest volume of freight the railroads ever carried was handled in 1929. The report says that "freight traffic consists to a larger extent of goods in bulk moving longer distances." With the auto truck handling much local freight we would expect just such a condition. The change that has taken place here in Western Oregon is typical of that over the whole country. Railroads will have to acquire the truck lines for feeder purposes and local hauls, instead of building branch lines in future, except for very heavy freight like lumber.

While a five per cent return is not high, the progress this year indicates that railroading has hit bottom and is now going up. It also indicates that the trucks will not be able to supplant the railroads and that greater efficiency in railroading has come.

After the 1929 showing, we would expect the cross state railroad from Crane to Odell to be built without very strenuous resistance. If the bulk of the freight is to be long hauls, the railroads should shorten their distances to the eastern markets.

### DEVELOPING LOCAL FARM MARKETS

All the schemes for Federal farm relief are primarily directed toward the production and marketing of commodities which figure in interstate commerce. This leaves out of range great groups of general farmers who depend upon local markets. Only when their products are staples for which prices are established by national and international markets does the benefit of general schemes of Government aid reach them.

Yankee farmers are solving this problem for themselves. The six New England states, producing at best less food than they consume, have set up a bar against competition from outside while at the same time raising their own standards and getting better prices. Under the guid-

ance of the New England Council standards of first quality farm products have been established by law in all of the states in the group. Eggs, poultry, fresh vegetables and fruits conforming to these standards are entitled to be stamped with the official "New England Quality" label. In the course of five years this policy has proved itself. Dealers and consumers readily pay higher prices for produce bearing this label.

Something of a similar nature could be undertaken in many other states and group of states. With the trend of population to towns, the general farmer's local markets are increasing everywhere. But to take the fullest advantage of them calls for co-operation between the farmers themselves and the backing of the State authorities.

## The Way of Life by BRUCE BARTON

### THOUGHTS

One of the most interesting men in the United States is a nerve specialist whom I am fortunate enough to count among my friends. The other day he was called upon to testify in the case of a woman who had been paralyzed by falling from a street car.

She could not move an arm or a leg. Needles were thrust into the flesh produced no pain, and other customary tests all proved to the satisfaction of the jurors that paralysis was complete.

She was awarded heavy damages in spite of the testimony of my friend, who was convinced that her condition was entirely the result of her own thinking. He took interest enough in the case to follow it up, and discovered that two days after the award of damages the woman had made a complete recovery.

"You will say she was faking," he said in telling the story. "Was she? I say to you that with all my knowledge of the nervous system, I could not produce in myself such a condition. You couldn't do it. The woman herself could not do it again. But the combination of the shock and the thought was sufficient. She knew she was paralyzed, and so she was."

"I saw the same sort of thing again and again in the war," he continued. "There was a soldier who used to have an epileptic fit regularly at the stroke of seven every evening. That was the hour when the heavy shelling began, but his fits lasted long after the war was over and withstood all treatment. I cured him finally by a positive counter-suggestion. I said to him: 'There is no form of epilepsy like this. I have lived for years among epileptics and I know. You thought yourself into this condition; you can think yourself out of it.'"

If a single thought is powerful enough to paralyze an arm or to make a man epileptic, what are our thoughts—good and bad—doing to us every day?

To what base uses we put this ineffable intellect!" Emerson exclaimed. "To reading all day murders and railroad accidents, to choosing patterns for waistcoats and scarfs."

These are petty thoughts that fritter away power. What about the destructive thoughts—jealousy, envy, hatred, fear?

By a change of thought the yeomen of England became the unconquerable army of Cromwell. By a change of thought a handful of fishermen of Palestine transformed human history.

Because she "stirred up people to think who had never taken it into their head before," Madame de Stael was banished from France by Napoleon. He could banish her, but he could not stop the thinking. It broke him.

It can break or make us all.

# What Will the New Year Bring?

## PROFESSIONAL PROPHETS LOOK FOR A POOR START BUT A GOOD ENDING

By CALEB JOHNSON

While business may move slowly in the early part of 1930, it is certain to pick up by spring and by the middle of the year will be moving again on a definite upward trend.

Farming conditions will be better on the whole, with prices improving and the farmer getting a higher proportion of what the consumer pays.

There will be fewer jobs available in the early part of the year, but as programs of public works begin to go into effect unemployment will diminish. Wages will not be cut in the major industries of the nation.

Those are the principal predictions of the professional prophets, for the new year. They come from the men who work with facts and figures, find out in what direction things are moving and at what speed, and then tell where we will arrive—if nothing happens.

They are prophets in the same sense that you are a prophet when you get on a train and say: "I will be in Chicago at 9 in the morning." Nine times out of ten your prediction will come true. The tenth time the train runs off the track.

First among business prophets is Col. Leonard W. Ayres, vice-president of the Cleveland Trust Company. Every year he tells the business men of America how business is going to be for the year ahead. He is right so often that it seems uncanny. This is what Col. Ayres says about 1930:

The year promises a poor start and a good finish. Automobile production will be at least a million fewer cars than in 1929, but not a million less. Building costs will be slightly lower but new construction will not be more than five percent greater than in 1929. The output of iron and steel will be low. Average wholesale prices of non-agricultural commodities will be only slightly lower than in 1929. Net profits of industrial corporations will be distinctly less than in 1929.

There will be more unemployment in the early part of 1930 than in the corresponding period of 1929, but conditions will improve as the year advances. There will be no appreciable change in the cost of living. Average wages will differ only slightly from 1929, in some cases being higher. Fewer American tourists will go to Europe than went west last summer. Bank interest rates will be lower in the first part of the year, increasing as business improves. Stock prices will be higher by the end of the year than they are now, but still below the high levels of 1929.

Backing up Col. Ayres are the reports made by the business leaders who recently met in Washington at the call of the President, to consider precisely this question: "What sort of a year will 1930 be?" Remember that all business is built on forecasts. Big business men are big because they can see farther ahead than the little fellow. Here is a summary of what those big business men see for 1930:

No serious depression in any line. A good year in many lines. Small business and retailers will benefit by the maintenance of wages and policy

of not laying off men except when absolutely necessary, thus maintaining the average worker's buying power. Foreign trade continuing good. Credit plentiful and cheap for necessary purposes only. Business will improve in textiles, in lumber, in machinery manufactures, in household electrical appliances, in chemicals. Industry will move cautiously but steadily.

For the farmer, the outlook seems better than for the business man. Following are conclusions drawn from the latest summary of the agriculture situation by the United States Department of Agriculture:

The world's wheat crop of 1929 was lower than the previous year by over 300,000,000 bushels. More of the American crop was rushed to market early, depressing prices. Growers with wheat in storage will get better prices for it. Feed grain stocks on hand are low, prices strong, outlook good for continued good prices. Fruit and vegetable crops were below normal for 1929, with outlook for better prices for 1930. Potatoes in storage below normal, prices tending to rise.

Beef cattle prices show no sign of improvement. Butter and eggs are feeling the effect of the general business decline, but probably will improve as general business accelerates. Hogs and pork will continue to do better for the farmer than lambs and wool. If the textile markets improve, as business leaders predict, cotton will benefit.

Larger numbers of farm producers are associating themselves in co-operative marketing associations under the Federal Farm Board Act, with the result that prices of farm products will tend to become more stable and producers will get a larger part of the price paid by the consumer. Full realization of the advantages open to farmers under the Farm Board Act probably will not come about for several years, or until farmers everywhere have learned how the new system operates and how to take advantage of it.

Uncertainties which may affect all forecasts are: Ultimate form of new tariff act. General tendency will be to stiffen prices and so stimulate agricultural and business profits but may also increase living costs.

Congressional investigation of the Stock Exchange may take a wide enough scope of disturb business generally by creating uncertainty and fear.

Outcome of disarmament conference meeting in London in January is entirely unforeseeable now. Not much likelihood of serious international complications arising, but always a possibility of sharp disagreement which would disturb international trade if nothing worse.

All of the worry over 1930 comes from the collapse of the speculative boom on the Stock Exchange. Approximately four and a half billion dollars was lost by speculators. The losses have to be compensated for by withdrawals from savings banks, curtailment of expenditures, reduction in the scale of living, on the part of several million families. The winners, who now control larger pools of capital than before, are going

## OUTLOOK FOR AGRICULTURE IS FOR BETTER PRICES THAN IN 1929

to try to keep from losing by being careful about the investment of their augmented funds. They are taking a broad view, however, with an eye to the general continued prosperity of the country, for the greater part, and most of the money which changed hands in the greatest speculative movement in history will come into productive use within the year.

## ALFALFA SEED POOL IS FORMED; CLOSES JAN. 11

Orders for 8500 pounds of alfalfa seed are being placed in Idaho by a group of seven leading Lane county seed dealers, who are pooling their orders at the suggestion of O. S. Fletcher, Lane county agricultural agent.

A meeting of the committee of dealers participating in the purchasing pool was held Saturday at Mr. Fletcher's office, and it was decided to purchase Grimm alfalfa blue tag, state of Idaho certified, the highest grade of seed of this kind. This seed will be distributed among the Lane county alfalfa growers.

The Eugene Farmers' creamery has conducted an alfalfa seed pool in former years, but decided to discontinue it this year, hence the organization of the new pool.

Orders for seed in the new pool must be placed before January 11, according to the announcement made by Mr. Fletcher.

Those buying seed in the pool are assured of pure, certified alfalfa seed at the lowest possible price.

## WILL SEEK TO DETERMINE THE USABILITY OF BARGES

A questionnaire designed for the purpose of finding out just what commodities would be shipped out of the Willamette valley, and in what quantities in case barge traffic was started on the Willamette river, will be circulated among the leading business organizations of the cities along the river by the members of the Columbia Valley development association, which has as its goal the development of both the Columbia and the Willamette rivers for barge navigation according to information received here recently.

A similar questionnaire was used in the promotion for the development of the Columbia river some time ago.

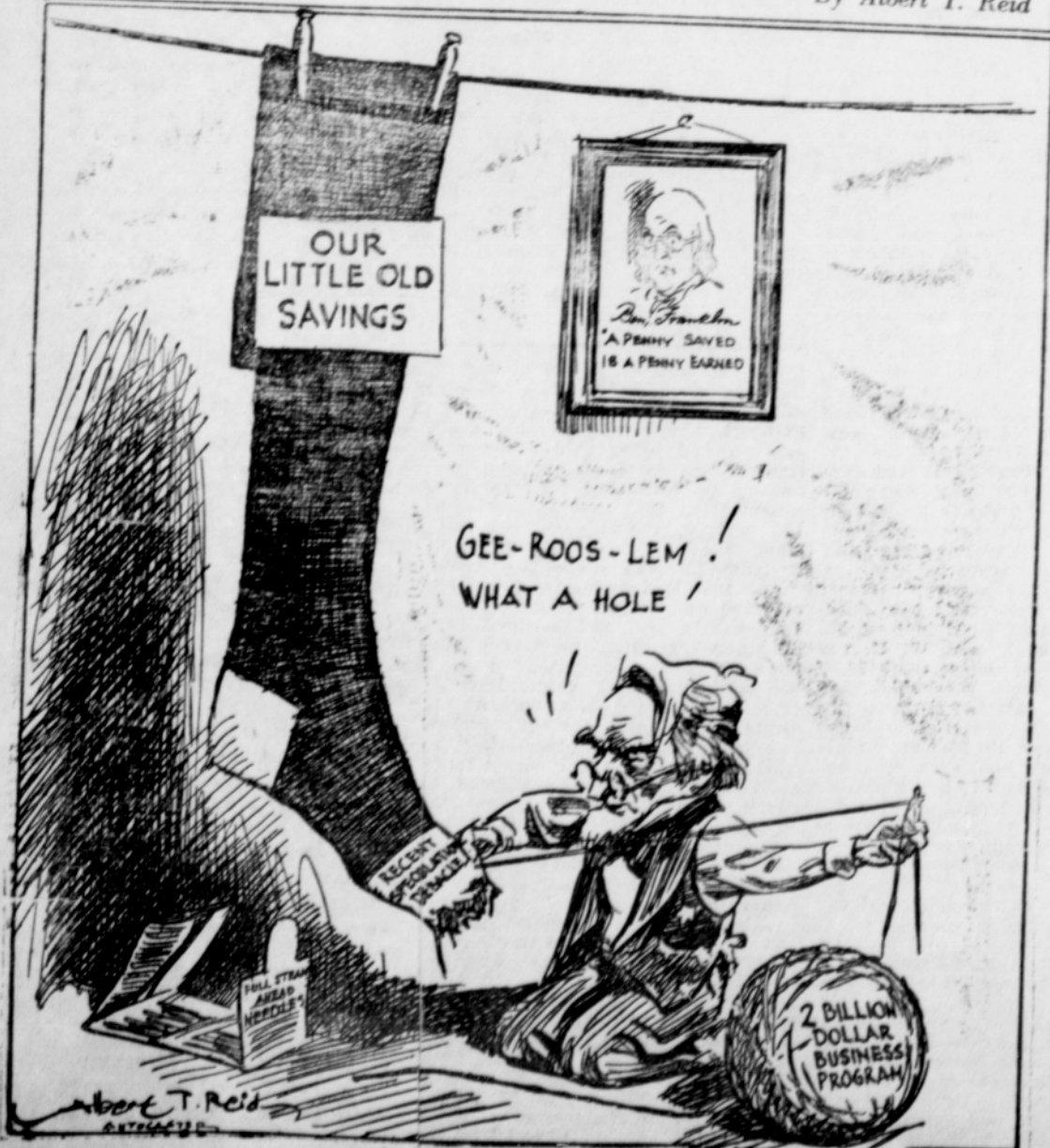
A bill has been introduced in Washington by Senator McNary, calling for an appropriation for a survey to determine the possibility of dredging the Willamette river as far south as Springfield for barge transportation.

## OLD-FASHIONED SONGS FEATURE OF GATHERING

A large number of friends of Mr. and Mrs. Kenneth Tobias gathered at the home of Mr. and Mrs. L. A. Tobias on Monday evening for an old-fashioned song-fest. The major attraction of the evening was the group of singing of a number of the old favorites, and a few of the more recent song hits which have won great popularity.

### A Stitch in Time

By Albert T. Reid



Things were so well with this usually somber pelican at the London zoo that he gave vent to his feelings with loud "honks" and attracted the attention of most of the visitors.

## CANDY -

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