

THE SPRINGFIELD NEWS

Published Every Thursday at Springfield, Lane County, Oregon, by THE WILLAMETTE PRESS H. E. MAXEY, Editor

Entered as second class matter, February 24, 1903, at the postoffice, Springfield, Oregon.

MAIL SUBSCRIPTION RATE One Year in Advance \$1.75 Three Months .75c Six Months \$1.00 Single Copy 5c

THURSDAY, OCTOBER 16, 1930.

LET'S USE THE RIVER

Senator McNary has told the people of the Willamette valley they can have canalization of the river if they want it. He says he will introduce a bill in 1931 in Congress for the appropriation.

Chairman Legge of the Federal Farm board says there is danger of the Northwest wheat farmer being eliminated because of the high cost of transportation of his product to the world markets.

Lumbermen are told that their products can be laid down in Portland by water for a third of rail cost.

Economists declare that the consumer is paying sufficient for both wheat and lumber at the present time yet the producers of both are not making expenses.

What then must be done? Transportation and distribution costs must be lowered and waterways are the surest and most effective method to lower them. Under the circumstances we should not hesitate to back Senator McNary in his efforts to canalize the Willamette river. These are sufficient if there were not many other reasons for having the improvement made.

A survey of Oregon water power resources to see what we actually have sounds good. But consider the Oregon-California Power company has already spent \$150,000 in surveying the Klamath river looking toward development. If it is necessary to spend that much on one river to tell its power possibilities then think of the staggering sum it will take to actually survey all the rivers of the state. Water power is a wonderful thing, so long as the stream does not dry up, but when we think of power in terms of water we must also think in terms of millions of dollars if we know anything about plants already developed.

Robert G. Duncan, Oregon wildcat, was convicted by a federal jury of using profane language over the radio. He made scandalous attacks on Portland people. A newspaper is responsible for the writings of its editor and also for anything else appearing in its columns whether the editor is the author or not. Plainly radio stations should be subjected to the same laws and regulations. Free speech is a sacred right but it does not carry with it the privilege to falsely cry fire in a theatre or assassinate character by out right lying.

"A legal spasm," is the way ex-Governor Os West characterized the assistant attorney general's arguments before the reclamation commission in regard to the Klamath Falls power hearing. It is probably not the lawyer's fault with the Meier crowd throwing political spasms all over the state, the contagion is bound to take on some.

Looks like the Pacific coast football championship might be played on the north end of the coast this year. W. S. C. knocking over the two California giants—one after another—gives the situation a different complexion.

MR. SAPP IS NO SAPHEAD

Over in Benton county there is a farmer named Sapp who lives at Lobster. That's a queer combination, isn't it? Sapp living at Lobster.

But Mr. Sapp isn't a saphead. No sir, not though he lives at Lobster. For Mr. Sapp has a fine field of Ladino clover, irrigated, green the year around.

In this field of 11 1/4 acres, 42 cows were pastured 167 days in the summer of 1928. While other farmers' cattle were getting no feed from dried-out pastures, Mr. Sapp's cattle were in green clover. Eleven acres supported 42 head. Imagine that!

No. Mr. Sapp is not a saphead. That term applies to many of his Benton county contemporaries and to the farmers of other counties whose farms are susceptible of irrigation, but who won't make the effort to irrigate them.

We take off our hat to Mr. Sapp. We cite his experience as an example to others.

Incidentally, Mr. Sapp is not complaining about agricultural conditions. Why should he when he supports 42 cows on 11 acres for 167 hot, dry summer days.—Albany Democrat-Herald.

ADVERTISING AND ADVERTISING

This is the age of publicity and he who employs the best medium for reaching the buying public achieves the greatest success.

For many years newspapers furnished the only means for carrying messages to the buying public. Later, magazines and other periodicals entered the field, then circulars, and finally the radio.

Volume advertisers employ advertising experts who are constantly on the job studying the subject, and well they may for they annually spend hundreds of millions of dollars to create and stimulate buying.

These experts are generally agreed that no medium of publicity approaches the newspaper which enters the home and is read by every member of the family, and often by neighbors who are not subscribers. As a result of their studies circulars have been discarded as of little value. The radio as an advertising medium has seen its peak. A recent survey showed that 60% of the radio audience turns the dial onto something else when an advertising talk is on. You cannot turn off the home town paper. You can throw it away but you never do until you have read it throughout.

Ask any rural mail carrier what the mail patrons do with purely advertising matter patrons have not written in for. He will tell you that they are invariably thrown away at the box or on the way to the home, which shows that that kind of advertising has no appeal.

The merchant who reasons that he is well known that he does not need to advertise is courting a visit from the sheriff. Older readers will recall St. Jacob's Oil, a remedy that was in the medicine cabinet of nearly every home in America thirty years ago. It had been placed there by the excellence of the product, aided by a great and intelligent campaign of newspaper advertising that extended over a period of many years. We can visualize their ads even at this late date. Finally, the original owners sold out to some concern for a large sum of money. The new owners of St. Jacob's Oil reasoned that the product was so well known that further advertising was throwing money away and by discontinuing the use of newspaper advertising was throwing money away, and by discontinuing the use of newspaper space they could effect a saving of something like two million dollars per year, the sum the former owners had been spending to keep their product before the public. What happened? Sales immediately began to fall off and in a few years St. Jacob's Oil became but a memory with the old times. The owners, of course, went to the wall. Countless others have met with the same experience, and yet others, who persist in following in those footsteps, will meet the same fate.

Newspaper advertising brings buyer and seller together at less expense and with greater effect than any other medium. Why not use it?—Congressman Harold Knutson, Pioneer-Journal, Wadena, Minnesota.

Visiting Parents—Mrs. Leonard Aetherman and small son arrived Sunday from Chehalis, Washington and will spend some time here visiting at the home of her parents, Mr. and Mrs. W. W. Walker. Miss Evelyn Walker also spent the week-end with her parents. She is teaching school at Minerva in western Lane county.

of E. Davison, deceased, has filed his Final Account and Report as such, and the Court has set Saturday, November 15, 1930, at 10:00 A. M. at the County Court Room in the Court House at Eugene, Lane County, Oregon, as the time and place to hear objections to the same, if any, and for the final settlement of said Estate. HAROLD J. WELLS, Administrator.

Wells & Wells, Attorneys. 017-24-31-N6-13 NOTICE OF FINAL SETTLEMENT Notice is hereby given that Harold J. Wells, Administrator of the Estate

NOTICE OF FINAL ACCOUNT In the County Court of the State of Oregon in and for the County of Lane. In Probate.

IN RE: THE ESTATE OF JERRY LANGAN, Deceased. Notice is hereby given that the undersigned, as the administrator of the above entitled estate duly filed in the said estate proceeding, his final account on October 11, 1930; that the said court fixed the time for the hearing of the said final account at the hour of 10 o'clock A. M. November 14, 1930; that all persons having any objections thereto shall file the same in writing in said proceeding on or before the said date.

ROY LANGAN, Administrator. H. E. Slattery, Attorney for Administrator. 016-23-30 N6-13

RELIEF FROM CURSE OF CONSTIPATION

A Battle Creek physician says, "Constipation is responsible for more misery than any other cause." But immediate relief has been found. A tablet called Rexall Orderlies has been discovered. This tablet attracts water from the system into the colon. The water loosens the dry food wastes and causes a gentle thorough, natural movement without forming a habit or ever increasing the dose.

Stop suffering from constipation. Chew a Rexall Orderlie at night. Next day bright. Get 24 for 25c today at Flanery's Rexall Drug Store.

NOTICE OF SHERIFF'S SALE ON EXECUTION OF FORECLOSURE

NOTICE is hereby given by virtue of an execution and order of sale issued out of the Circuit Court of the State of Oregon for Lane County September 12th, 1930, upon and pursuant to a decree duly given and made by said Court September 4th, 1930, in a suit pending therein in which The Pacific Savings & Loan Association, a Washington corporation was plaintiff and John W. Craig and Helen Jean Craig, his wife, were defendants, which execution and order of sale was to me directed and commanded me to sell the real property hereinafter described to satisfy certain liens and charges in said decree specified, I will on Saturday the 25th day of October, 1930, at the hour of ONE o'clock P. M. at the southwest door of the County Court-house in Eugene, Lane County, Oregon, offer for sale and sell at public auction for cash, subject to redemption as provided by law, all of the right, title and interest of the defendants in said suit and of all parties claiming by, through or under them or any of them since the 4th day of September, 1930, in or to the following described real property, to-wit: East half (1/2) of Lots four (4) and five (5) in Block one (1) of Wynne's Addition to Cottage Grove, Lane County, Oregon, excepting therefrom the portion of said Lot five (5), heretofore sold and conveyed to J. T. Allen, in Deed dated December 20, 1907 and recorded in Book 71 of the Lane County, Oregon deed records. Dated this 23rd, day of September, 1930.

H. L. BOWN, Sheriff, Lane County, Oregon. 8.25-0.29-16-23.

Modern Equipment for Brake Testing, Wheel and Axle Aligning TESTS FREE

Minton's Brake Service All Work Guaranteed Phone 271 Eugene 10th and Olive Oregon



All school children now eye examinations—Even with twenty-twentieth vision there may be eye strain.

DR. C. MEADE OPTOMETRIST 14 WEST 8TH AVE

Leaves for South—Mrs. Ralph Mulholland and two children, Grace and Dewey, and Mrs. Mulholland's father, M. I. Holverson, left Friday for Los Angeles where they will spend two weeks visiting her sister.

NOTICE TO CREDITORS Notice is hereby given that F. N. McAllister, has been appointed by the order of the county court of the state of Oregon for Lane County, as administrator of the estate of Floyd Wilson, deceased. All persons having claims against said estate are hereby notified to present the same properly verified to said administrator at United States National Bank, Eugene, Oregon within six months from the date of this notice.

F. N. McALLISTER, Administrator. Fred E. Smith 445.6 Miner Bldg. Eugene, Oregon Attorney for Administrator. 016-23-30 N6-13

SUMMONS In the Circuit Court of the State of Oregon in and for the County of Lane.

Suit for Divorce, LOTTIE KELLEY, Plaintiff, vs. EARL KELLEY, Defendant. You are hereby required to appear and answer the complaint filed against you in the above entitled suit within four (4) weeks from the date of the first publication of this summons in the Springfield News, the date of the first publication of which is October 16, 1930; and you are hereby notified that if you fail so to appear and answer complaint your default will be entered for want of an answer and the plaintiff will make application to the Court for the relief prayed within said complaint which is that the plaintiff have an absolute divorce from you; that the marriage contract now existing between you and the plaintiff be forever dissolved.

The above entitled court made, dated and entered an order on October 14, 1930, directing that this summons be published in the Springfield News once each week for a period of four successive weeks; and that you appear and answer said complaint within four weeks from the date of the first publication of this summons which is October 16, 1930.

H. E. SLATTERY, Attorney for plaintiff and my residence and post office address is Eugene, Lane County, Oregon. 016-23-30 N6-13

SUMMONS In the Circuit Court of the State of Oregon in and for the County of Lane.

Suit for Divorce, ISABEL REIF, Plaintiff, vs. OTTO REIF, Defendant. You are hereby required to appear and answer the complaint filed against you in the above entitled suit within four (4) weeks from the date of the first publication of this summons in the Springfield News, which is first published October 16, 1930. And you are hereby notified that if you fail to appear and answer said complaint within said period of four weeks, your default will be entered for want of an answer and the plaintiff will make application to the court for the relief prayed within said complaint, to-wit: That she have an absolute divorce from you; and that the marriage contract now existing between you and the plaintiff be forever dissolved. The above entitled court made and dated an order October 14, 1930, directing that this summons be published once each week for a period of four successive weeks in the Springfield News; and that you appear and answer said complaint within four weeks from the date of the said first publication of this summons, which is October 16, 1930.

H. E. SLATTERY, Attorney for plaintiff and my residence and post office address is Eugene, Oregon. 016-23-30-N6-13

NOTICE TO CREDITORS In the County Court of the State of Oregon for the County of Lane.

IN THE MATTER OF THE ESTATE OF ANNA D. KIRCHNER, Deceased. NOTICE is hereby given that I have been by the Honorable County Court of Lane County, Oregon, duly appointed administratrix of the Estate of Anna D. Kirchner, deceased. All persons having claims against said estate will present them to me at my address, 501 Corbett Bldg., Portland, Oregon, within six months of the date of the first publication of this notice.

IRENE K. TULLIS, Administratrix. B. F. MULKEY 501 Corbett Bldg. Portland, Oregon. Attorney for the Estate. 016-23-30 N6-13

NOTICE OF SHERIFF'S SALE OF REAL PROPERTY ON EXECUTION IN FORECLOSURE

NOTICE is hereby given that by virtue of an execution and order of sale issued out of the Circuit Court of Lane County, State of Oregon on the 25th day of September, 1930, in an action wherein The Pacific Savings & Loan Association, a Washington corporation, is the plaintiff and I. D. Collier and Bonnie Collier, his wife, and Nelson Bush are the defendants and where on the 23rd day of September, 1930, in said Court the Pacific Savings & Loan Association, a Washington corporation recovered a judgment against the defendants I. D. Collier and Bonnie Collier, his wife, for the sum of \$969.90 together with interest thereon at the rate of 10% per annum from June 22nd, 1930, and for the further sum of \$72.04 for taxes paid, together with interest thereon at the rate of 10% per annum from Feb. 4, 1929, and for the further sum of \$66.00 for taxes paid, together with interest thereon at the rate of 10% per annum from June 26, 1930, and for the further sum of \$60.53 for city assessments, together with interest thereon at the rate of 10% per annum from Feb. 4, 1929, and for the further sum of \$50.58 for city assessments, together with interest thereon at the rate of 10% per annum from June 26, 1930, and for the further sum of \$10.40 for fire insurance, and for the further sum of \$42.00 for having the records searched and abstracted, and for the further sum of \$125.00 as a reasonable Attorney's fee, and for the costs and disbursements of this suit, which judgment was entered and docketed in the clerk's office of said court in said county on the 24th day of September, 1930, and said Execution to me directed commanding me in the name of the State of Oregon, in order to satisfy said judgment, interest, costs and disbursements, and accruing costs to sell the following described property to-wit:

Beginning at a point in the West line of University Street, formerly University Avenue, if extended South, and 335 feet South of the intersection of said West line with the South line of 23rd Avenue East, as said streets are platted in Gross's Addition to Eugene, and run thence West 215 feet, thence South 50 feet, thence East 215 feet and thence North 50 feet to the place of beginning, all in Eugene, Lane County, Oregon.

Now, therefore, in the name of the State of Oregon, in compliance with said execution and order of sale and in order to satisfy said judgment, interest, costs and accruing costs, I will, on Saturday the 1st day of November, 1930, at the hour of ONE o'clock P. M. of said day, at the southwest front door of the County Court House, Eugene, Lane County, Oregon, offer for sale, and sell for cash at public auction, subject to redemption as provided by law, all the right, title and interest of said defendants and of all persons claiming by, through or under them in and to said premises.

Dated this 27th day of September, 1930. H. L. BOWN, Sheriff of Lane County, Oregon. O. 29-16-23-30

Still Following The Star — By Albert T. Reid



On "Sweetest Day" October 18th. Folks give candy to make other happy. Are you going to make somebody happy too? Candy is the gift everybody likes. EGGIMANN'S "Where the Service is Different" ...Sweeten the Day with Candy...

Pacific International Livestock Exposition, Inc. PORTLAND OREGON Oct. 25-Nov. 1. 13 Shows in One — \$100,000 Premiums. 20th Annual Exposition combines Pure-Bred Livestock Show, Fur Stock Show, Dairy, Manufacturers' and Land Products Shows, Fox and Fur Show, Boys' and Girls' Club Work Exhibits, Truth-in-Meat Exhibits, Wild Life Exhibits, and world-renowned Home Show. 11 acres under one roof. 20 acres parking space. Paved roads direct to entrance. Portland, Oregon, October 25-November 1. Reduced Fares All Transportation Lines.