

# 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, 1905, at the postoffice,  
Springfield, Oregon.

**MAIL SUBSCRIPTION RATE**  
One Year in Advance \$1.75 Three Months .75c  
Six Months .90 Single Copy .5c

THURSDAY, APRIL 23, 1931

### AS THE FARMER PROSPERS, SO WE PROSPER

Notwithstanding our huge timber stand Lane county's future lies in agriculture. Dairying, poultry raising, truck gardening and fruit growing will be our main support long after the timber is gone and will be equally as important as the trees as long as they are here.

Without agriculture prospers we in the cities can not prosper. It is the basis of our wealth.

We believe in freedom of action and we're not so strong for legislative methods to combat oleo as a substitute for butter. But, it has been brought out clearly by statistics that if as much more butter were eaten as oleo, then the added cows necessary to produce it would consume all the surplus grain and hay in the country. Not only that but farmers would become prosperous and there would be more employment on the farms taking many out of work out of the cities. As the farmers prosper we in turn would become more prosperous in the cities and soon conditions would be good. There would be no farm problem, the millions the government is spending through the farm board to buy up surplus crops would be unnecessary and taxes would surely be lower at least to that extent.

It is all right to say that "oleo is the poor man's spread" and if he did not have that he would not have anything. But oleo is one of the basic reasons he is a poor man, one of the reasons why we have depressed times. We are too prone to support cocoanut trees instead of cows—foreign made or outside products instead of home products. Our money goes away and it gets harder and harder to make a go at home.

If people would be loyal to home products and industries even to the place where it hurt to do it, then it would be unnecessary to attempt to curb the consumption of butter substitutes by law.

### RICH MEN'S TROUBLES

One of the penalties of being rich and famous is that one so afflicted has to set up a sort of wall around himself to avoid being importuned for money, for good causes and bad ones, at every turn. That has never happened to us, but we can easily understand it might become a nuisance after the novelty of being asked for a million dollars had worn off.

The rich man travels on his own yacht or in a private railroad car not so often because he does not desire to mix with the common people as because he knows from bitter experience that they will not let him mix with them on equal terms. One of America's wealthiest men said, somewhat sadly, not long ago, that he did not know how to carry on a conversation with a group of friends because they referred to so many schoolboy and college customs of which he knew nothing, since he had always had private tutors.

All of which is suggested by the remark of John D. Rockefeller, Jr., that the six weeks he recently spent in Mexico where nobody knew him was the happiest vacation he had ever had. He did not have to be on his guard, but was just another Gringo tourist. But because he did not travel in the customary state of a multi-millionaire the customs guard at the border wouldn't believe him when he handed that official his card.

"John D. Rockefeller, Jr.," he read and looked Mr. Rockefeller over appraisingly. "That's what they all say, do!" Which, as Mr. Rockefeller remarked, gave him more inward amusement and real satisfaction than any amount of kowtowing could have done.

The governor is cutting state expenses amid the tooting of horns and big headlines. It now seems that Secretary of State Hoss has cut expenses in his department many thousands of dollars the last two years without even telling anybody about it. Hoss is a newspaper man and not a publicity seeker.

A Wisconsin woman defeated her husband at election for town treasurer. He had the job but the voters said that she did all the work anyway. If this movement becomes prevalent the male sex will soon be home attending the babies.



### BLESSED ARE THE ASKERS

When I was younger I used to look at the Giant Corporations of the country with awe.

I thought: "How wonderful to be president of such a world-wide business. Millions of capital and surplus in the treasury; great plants which are turning out a stream of products; the highest priced experts in every line to do the work! All the president has to do is sit in a nice big office and watch the wheels go round."

When I came closer to those Giant Corporations I promptly revised my ideas.

For instance:

I happened to be in the office of the chairman of the board of one of the biggest business of its kind. The telephone rang. On the other end of the wire was the president of a railroad.

Said the railroad man to his friend the manufacturer: "You have a subsidiary company in our territory. Its total freight bill is only a few thousand of dollars a year, but we want that business. Can we have it?"

A few days later I called on a manufacturer of building materials. The president's secretary said: "The boss wants to see you; but he had to go out suddenly. He has just heard that So and So (naming a banker) is going to build a new house, so he jumped in his car and went down to see if he could get the order."

I called at my bank. The president was not in his office. His assistant reported that he had gone out—to solicit a new account.

A friend of mine who is in a tough business has had a very good year in spite of the depression. A competitor asked him: "How in the world do you get so many orders?" To which my friend replied simply: "By going out and asking for them."

Whether a business be big or small, local or international, makes little difference. If it is to keep going it must have orders. And there isn't any president or chairman of the board so famous or so rich that he isn't after orders every single day!

Conditions have been subnormal now for a long time, not only here but all over the world. Many predictions have been uttered; many remedies proposed.

My own suggestion for improving things is very simple: Let's all quit talking about how bad times are.

Let's go out and ask for orders.

Blessed are the askers!

# ONCE IN A LIFETIME!

## Such an opportunity as this - all FREE - get your share

### Win a New Automobile

or  
A Wonderful  
Vacation  
Trip

This  
Summer  
With All  
Expenses Paid

### Make Your Dreams Come True

Enter Now  
and take  
advantage of the

### Double Votes

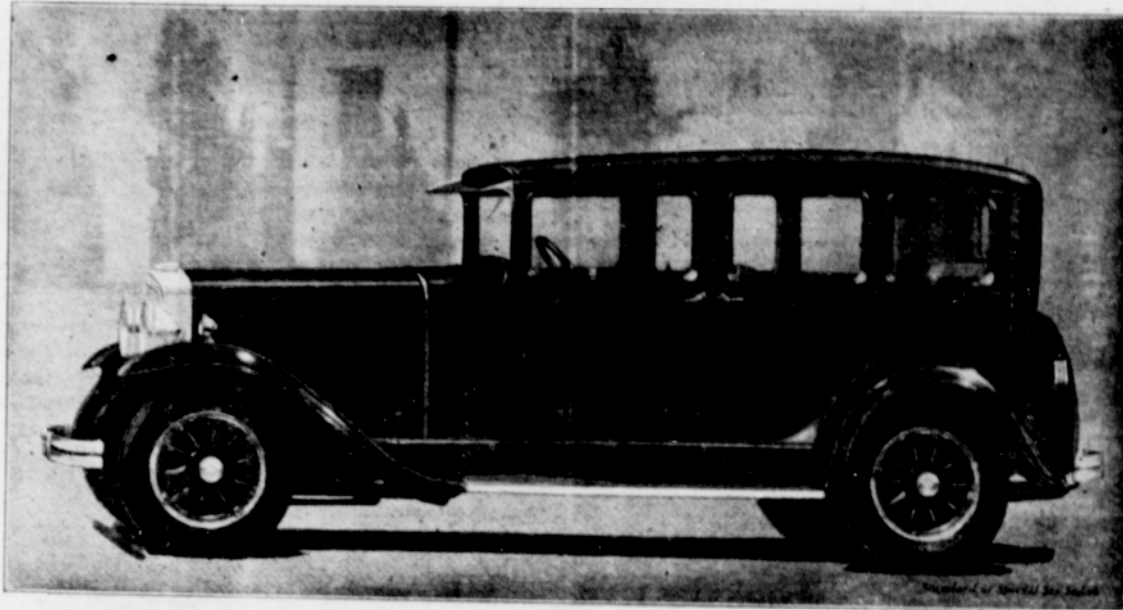
given each contestant  
during their first

### 10 Days

It's the key to  
success

### FIRST GRAND PRIZE - Graham Paige Sedan

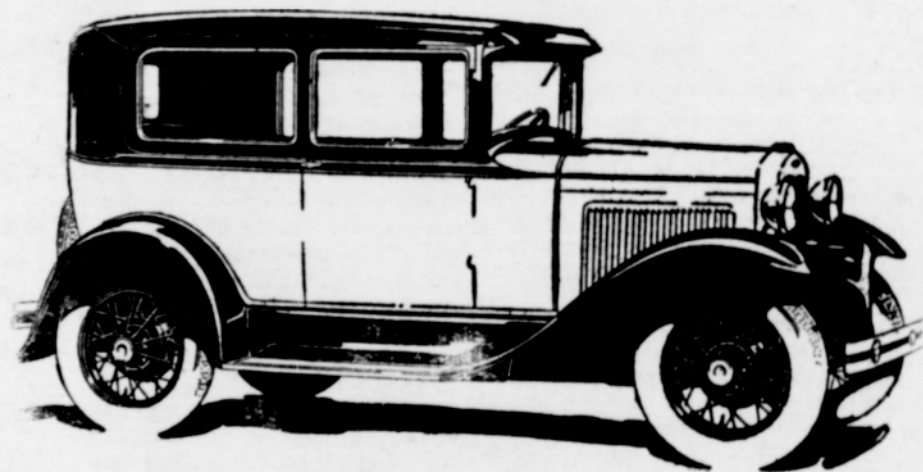
Special Six Sedan (Six windows—Four speeds)



Purchased of CHAS. TAYLOR'S GARAGE  
852 Pearl Street Eugene, Oregon

### SECOND GRAND PRIZE

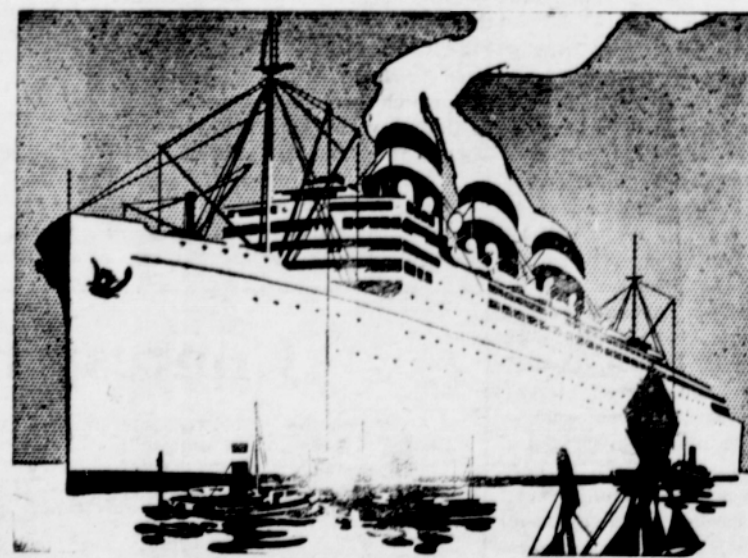
Choice of Ford Tudor Sedan or Coupe



THE NEW FORD TUDOR SEDAN

Purchased of ANDERSON MOTORS, Inc.  
Springfield Authorized Ford Agency

### THIRD GRAND PRIZE



### ROUND TRIP TO ALASKA

For 2 Persons  
All Expenses Paid

An Ideal Vacation Without One Cent of Cost!

### FOURTH PRIZE Atwater Kent Radio



New 1931 Atwater  
Kent matched walnut  
lowboy.

WRIGHT & SONS  
Springfield, Oregon

### FIFTH PRIZE

\$75 in Merchandise  
at Fulop's Dept. store

### SIXTH PRIZE

\$40 in cash

### Nomination Coupon

THIS COUPON TURNED IN BY MAY 20, 1931 IS GOOD FOR  
5,000 FREE VOTES

I hereby enter and cast 5,000 Votes for

Miss, Mr. or Mrs. \_\_\_\_\_

Address \_\_\_\_\_

as a contestant in the Ben Franklin "Earn and Win" Campaign.

NOTE—Only one nomination coupon accepted for each contestant. Nominate yourself or a friend today.

## 20% Commission or a Prize and 10% - - - Everybody Wins!

For Full Information Inquire  
"CAMPAIGN DEPARTMENT" The Springfield News

Phone 2