

THE SPRINGFIELD NEWS

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THURSDAY, MAY 21, 1931

TOO SOON FOR LICENSE FEE CHANGE

In advocating the \$3-00 automobile license fee we feel that Secretary of State Hoss is premature. No doubt auto license fees should come down in the future and the next legislature will find this issue one of its chief orders of business. But to radically reduce the fee at this time when there are millions of dollars worth of bond obligations and heavy interest charges that must be met is to transfer the burden onto real property as the ultimate security for all state bonds.

Real property is burdened more than is the automobile when it comes to taxes. It needs relief also and no very great cuts are in sight. The automobile should carry the burden of new road construction and maintenance a while longer on its present scale. Then when we can reduce the amount of road building and the money need for roads then a lower license fee is in order.

The secretary of state says he would continue to raise the gasoline tax and issue more bonds to meet federal appropriations for roads. While the gasoline tax is sort of painfully extracted from the purchaser it is one of the chief reasons for the high price of gasoline in this state. Gasoline consumption has been falling off due to the high cost. A heavy sales tax on any business will ultimately "slay the goose that lays the golden egg."

The wisest thing is to wait and reduce the license fee gradually. We are told that Washington has a low license fee but we know from personal experience that automobile owners generally in our sister state regard the Oregon system the best. Taxes and license fees on the automobiles in Washington totals higher than Oregon's car licenses.

THE SOLDIERS HOME

Eugene and Springfield early this year endorsed Roseburg for the location of the federal soldiers home. Now it appears that Roseburg can not qualify in the minds of five out of seven of the board on location. That is not our fault—we're sorry.

But if the soldiers home is to be located somewhere else besides Roseburg there is no reason why this locality should not make an effort to induce the federal authorities to locate it here. It would be ridiculous to say we did not want this large institution when it may be "handed to us on a silver platter." Rather we should do something to get it.

THE HORSE COMES BACK

The day of the horses as motive power on the farm is far from being over. Some recent figures, compiled by the Minnesota agricultural authorities, show that for a great many kinds of farm work, which used to be done by horses but lately have been done by motors, the horse is again the cheaper motive power. Oats and hay are selling for the lowest prices in years. Even though gasoline is down, there are a great many farmers who are finding it now more economical to use horses.

On the other hand, race horses and riding horses are more expensive than ever before. The United States Army is finding it difficult to get enough high-grade horses, part thoroughbred, for cavalry remounts. Numerous sales of saddle horses, or so-called steeplechase or hunter-type, have been made in the East at prices ranging above \$3000 apiece. Horses of a similar type and quality were easily purchasable for \$500 or \$600 until a few years ago.

There is still money in the horse. There is money for the breeder of thoroughbreds and saddle horses, and there is profit for the farmer who can utilize horses instead of motors. Probably there never will be a time when the small farmer will not use horses, especially in rough or hilly country. A farm without horses may look all right to the youngsters, but older people feel that it is not a real farm. There is nothing about a tractor to get sentimental about. A horse has individuality and character, and often becomes one of the family.

Frank Dankow of Detroit was given a sentence of 15 days in jail when he broke a mirror over the head of his landlord.

John Driscoll of San Francisco was awarded \$383 damages when he fell off his wagon and broke his wooden leg.



THE VACANT LOT

Ten years ago, in the midst of the depression of 1920-21, I made a talk before a thousand men, representing one of the country's basic industries.

For weeks they had heard nothing but bad news from their salesmen. Their only mail was cancellations. It was a tough assignment for a speaker.

I showed these hopeless gentlemen a photograph of a vacant lot, a big corner, a couple of hundred feet square, in the very center of New York.

I said to them: "Doesn't it strike you as strange that here, in the heart of the greatest city, where land is worth thousands of dollars a front foot, there should be this vacant lot?"

They were only mildly interested, but I took a deep breath and ploughed ahead.

"I'll tell you why that lot is vacant," I continued. "It was part of a farm. Just a hundred years ago the farmer died; his will gave definite instructions to his heirs. They were at liberty to do as they wished with his other property, but this particular corner of his favorite pasture was to remain forever unencumbered with buildings, as a resting place for his bones and the bones of his wife."

"Stop and think what that means," I said to my down-hearted audience. "Only a hundred years ago . . . only a little more than one life-time, this island was farms. Moreover, the people who lived on it assumed that it always would be farms. Now look at it, a city of six million people."

"Yet you men sit here in the midst of it and assume that because business has slowed up a little America is never going to buy any more shoes, any more houses, any more automobiles. Don't be like the owner of that farm. The country which was pasture only three generations ago is going to step ahead. This is the time to make plans for a bigger future."

They looked at me as much as to say: "Here is a bright young man trying his best to cheer us up. But, of course, he doesn't know what he is talking about."

The other day, by a curious coincidence, I was invited to address the same convention, in the same hotel. I made the same speech.

"You thought I was talking through my hat ten years ago," I said to them. "But just look at the last ten years. Every man in this room has done more business than he would have dreamed possible in 1920."

I told them about the vacant lot again. They looked impressed, and clapped their hands. But I suspect that most of them still think that I was talking through my hat.



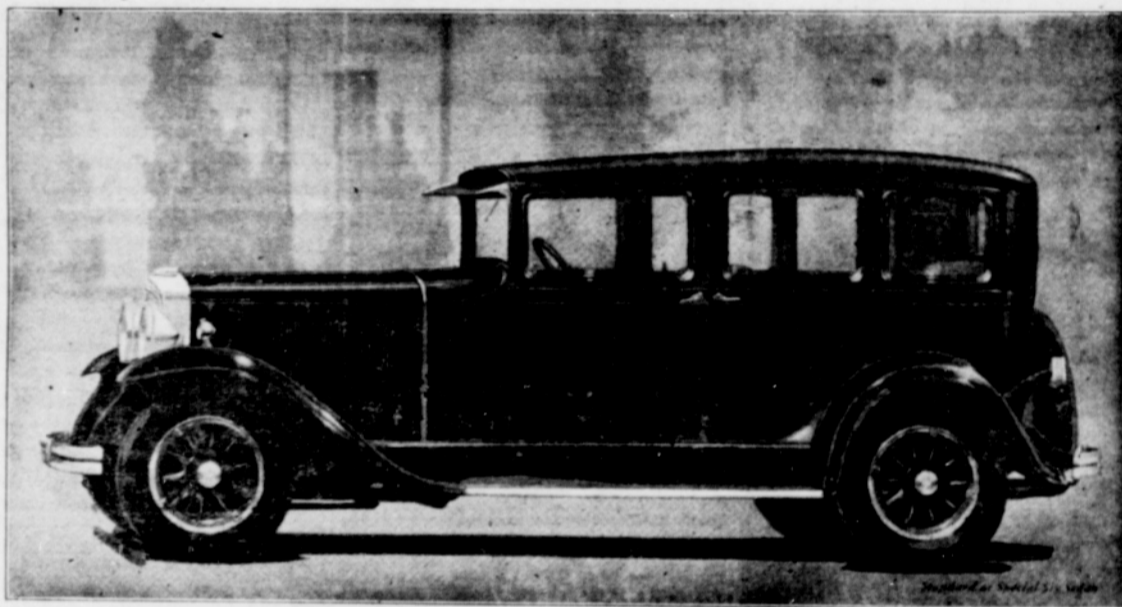
The Home Stretch!

Dawn of Final Period Arrives With Intense Interest Among Contestants In Our "EARN and WIN" Campaign Residents From Every Nook and Corner of LANE COUNTY Are Subscribing Through Their Favorite Candidate

Subscriptions Are Pouring In

FIRST GRAND PRIZE - Graham Paige Sedan

Special Six Sedan (Six windows—Four speeds)

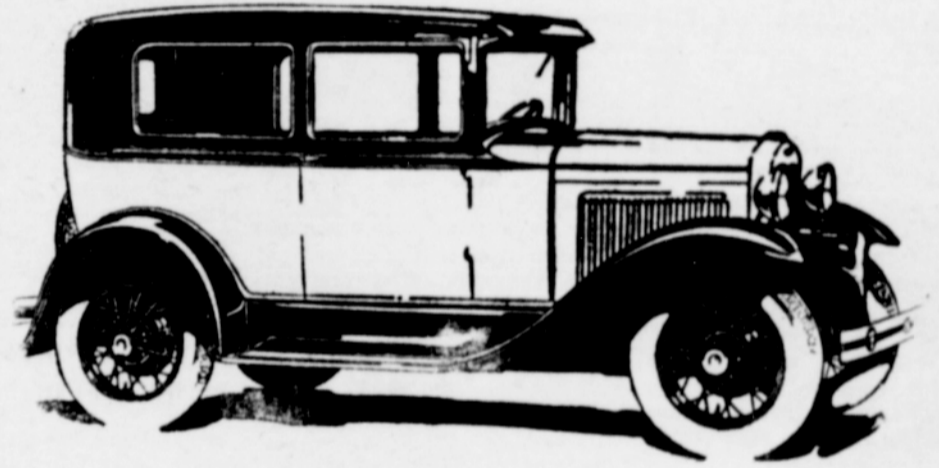


Purchased of CHAS. TAYLOR'S GARAGE
852 Pearl Street

Eugene, Oregon

SECOND GRAND PRIZE

Choice of Ford Tudor Sedan or Coupe



Purchased of

ANDERSON MOTORS, Inc.
Springfield Authorized Ford Agency

Final Instructions

As a matter of precaution and to guard against possibility of loss to contestants through misunderstanding during the last few days, the final rules and instructions are herewith appended.

The campaign closes promptly at 8 p. m. June 3, 1931. BE ON TIME! No votes will be issued for subscriptions not in the ballot box by the closing hour.

Make your remittances in CASH, MONEY ORDER, CASHIER'S or CERTIFIED CHECK.

No PERSONAL CHECKS accepted for an amount larger than a five-year subscription. This rule is made in fairness to all and will be strictly adhered to. No subscription money will be refunded and no prize will be exchanged for a cash commission.

Contestants are requested to make an audit of their accounts up to and including May 29, and check same with the campaign manager.

Failure on the part of any contestant to make this audit and check with the campaign manager by NOON on June 3rd, will be interpreted and accepted by the official judges that the campaign manager's audit is correct and final.

VOTES ARE NOT TRANSFERABLE AND UNDER NO CONDITION WILL VOTES BE TRANSFERRED FROM ONE CONTESTANT TO ANOTHER.

The ballot box will tell the tale. No one but yourself will know how many subscriptions you have during the final period.

Contestants and their friends are invited to be present at the counting of the votes but their presence is not required to win any of the prizes.

The vote schedule remains the same but the bonus votes on new subscriptions is reduced to 20,000 extra votes with each \$20 turned in.

Second payments or extensions on present subscriptions have a tremendous vote value and should not be overlooked these last few days. Subscribers can extend payments any number of years up to five and if the first payment was a new subscription each subsequent payment will be counted as new.

The last fateful hours have arrived. WORK! FIGHT! WIN! June 3rd, 1931—It won't be long now!

Everybody Wins

All contestants who have remained active according to the rules and who do not share in the awarding of the prizes will be given a cash commission amounting to 20% of their total subscription sales. Each contestant will have received a cash commission of 10% of their subscription sales up to and including May 29, and as there are ten contestants finishing with nine prizes to be awarded, one contestant receives an additional 10% commission. What could be fairer?

List of Prizes

Alloted by Both Newspapers

1. Graham Special Six Sedan.
2. Ford Tudor sedan or standard coupe.
3. Alaska trip for two persons.

Alloted by the Eugene Record

4. Philco 11 tube radio.
5. \$75 in merchandise at some Eugene store.
6. \$40 in cash.

Alloted by The Springfield News

7. Atwater Kent radio.
8. \$75 in merchandise at Fulop's Springfield store.
9. \$40 in cash.

FINAL VOTE SCHEDULE

Term	Price	Votes
1 year	\$1.75	2,000
2 years	3.50	5,000
3 years	5.00	15,000
4 years	6.50	30,000
5 years	7.50	50,000

Renewals count one-half of above votes. 20,000 extra votes with each \$20 in new subscriptions.

Ballot Box

The ballot box will be locked and sealed by one of the official judges who will be given possession of the keys. It will be placed in the business office of the Eugene Record on the last day of the campaign Wednesday, June 3rd, where it will repose until the counting of the votes begins. Contestants will deposit their subscriptions and remittances into same at any time Wednesday up to 8 p. m.

How Prizes Will Be Awarded

At the close of the campaign the official judges will count the votes and the contestant having the greatest vote total for the entire campaign will be awarded the Graham-Paige automobile which is the first prize. The contestant having the next greatest amount of votes will be awarded the Ford automobile which is the second prize. The contestant having the next greatest amount of votes will be awarded the Alaska Trip for two persons, which is the third prize. Votes earned for the sale of either or both newspapers sponsoring this campaign, will count toward the first three prizes.

After the first three grand prizes have been awarded the next three contestants having the greatest total of votes for the sale of The Springfield News and the next three contestants having the greatest total of votes for the sale of the Eugene Record will be awarded the three prizes given by each newspaper in advertised order in the order in which they finish in the vote standing. All others who have remained active throughout the campaign will be awarded 10% cash commission based on their total subscription sales.

ONLY ONE PRIZE CAN BE WON BY ANY CONTESTANT.

Official Judges

In keeping with our original announcement a committee of four prominent men, residents of Lane County have been chosen and have volunteered their services. They will open the ballot box, and issue votes earned on subscriptions which the contestants deposit into same. They will then check the votes issued by the campaign manager up to May 29, against certified statements signed by contestants which will show the amount of votes earned by each contestant up to that time. The two totals combined will be the contestant's grand total vote.

The Springfield News, the campaign manager, the contestants and their friends wish to extend a vote of thanks to the official judges for their kind cooperation. They are as follows:

Lloyd Denslow, Teller at First National Bank, Eugene.
Earl Moses, Goodyear Tire Dealer, Eugene.
N. E. Glass, President of the Bank of Cottage Grove.
F. B. Hamlin, Postmaster, Springfield.

Who Will Win These Beautiful Cars June 3rd?