

IF YOU CAN'T BUY IT IN COTTAGE GROVE SIXTEEN BEST REASONS Why It Will Pay You to Trade in Eugene, Ore.

McMORRAN AND WASHBURNE NEW DEPARTMENT STORE READY EARLY THIS FALL

The realization of an ideal held by two earnest young men twenty-two years ago, is this new beautiful store soon to be ready for the shopping public of central western Oregon.

An expression of the confidence they have in the future development of this great state and this immediate vicinity.

Here is a store adequate to the needs of this community for several years to come, a place in which you can take particular pride, an institution devoted to THE ECONOMICAL DISTRIBUTION OF QUALITY MERCHANDISE AT LOWEST PRICES.

Here will be found convenience and features usually found in the great city stores. Here you will find lines of merchandise not now carried in Eugene, and always at prices that will mean genuine savings on merchandise of quality.



McMORRAN & WASHBURNE'S New Home
Now Nearing Completion

A CITY OF
UP-TO-DATE STORES
WHERE
SERVICE AND QUALITY
ARE FIRST

Dunlap's Dollar Store

(5c to \$1.00) 933 Willamette street (5c to \$1.00)
\$25,000.00
Worth of high grade merchandise for men, women and children
Nothing Over One Dollar
Where Everyday Is Dollar Day

Electric Cleaners

PHONE 300 OLIVE STREET
BET. 8th & 9th

Rugs Cleaned and Sized
9x12 Feet, \$4 Each



Lee Ragan Dan E. Bowman

Ragan & Bowman

MEN'S WEAR

825 Willamette St. Eugene, Oregon

\$15 Buys the Famous Double Suction
Plate with Gold Pin Teeth \$15.00

EXPERT DENTISTRY

Come in and see my samples.
All work done in my own laboratory.
Hecolite Plate priced **\$37.50**
Gold filling\$3.00
Porcelain filling\$2.00
Silver filling\$1.00
Painless extraction\$1.00



Dr. S. T. Donohue
associated with

Dr. Dallas Loy
PEERLESS DENTISTS
Opposite Heilig Theatre
7th and Will. St. Phone 441-J

MASON CORDS

GUSS L. NEELY CO.

Corner Ninth and Oak Streets

EUGENE

OREGON

CAFE AND CONFECTIONERY

Peter Pan

Phone 1096

Martha J. Hummel
Walter A. Hummel

10th and Willamette Sts.
Eugene, Oregon

Buy That Graduation Watch

From Eugene's Dependable Jewelry Store



THE HOME OF
DEPENDABLE WATCHES

The Reclaimed Auto Parts Co.

Is the parts house that is run like a store. We don't ask you to tear up a car for the part you want. We have it cleaned and in a bin all ready for your inspection. Our prices are very low.

One block and a half west of Wilamette at 136-144 west 8 St.

16 Best Reasons for Trading in Eugene

You'll Like Eugene

A recent arrival in Eugene recently made the statement that what impressed him most favorably is the assurance on the part of so many he has met that "you'll like Eugene."

That is the feeling toward Eugene that we want everyone to have.

That is the way we want folks in Eugene to feel.

That is the way we want folks outside of Eugene to feel.

We who are using this page for 16 weeks realize that the business men of a city have a big part to play in developing whatever kind of feeling that is held toward the city in which we live.

It is our aim and our object to develop a most friendly feeling toward our city, both on the part of those living here and on the part of those who visit us frequently or occasionally.

When you visit us, stop long enough to let us know who you are and where you are from and give us a chance to invite you to call again.

Business houses in Eugene are not yet so large that proprietors are beyond personally greeting their customers.

We want you to like Eugene, we want you to know that we want you to like Eugene, we want you to feel that Eugene is a neighborly city, we want you to feel that Eugene stores, business houses and industries are neighborly stores, business houses and industries.

649 Willamette St. EUGENE, OREGON Phone 1188

Johnson Furniture Co.

Furniture of all kinds

Colonial ranges—Alezar gas and gas combination—Duplex electric ranges—Linoleum print and inlaid—Rugs always at a special price—Large heavy copper boilers, while they last \$3.95.
Can furnish your house from top to bottom and save you money.
Johnson Sells for Cash and Sells for Less

First Reason Why—You Should Wear
ARCH PRESERVER SHOES
It Looks Well—Feels Good and is Properly Fitted



782 Willamette 782 Willamette

ROMANE'S

Annual Pretty Baby Contest

June 1 to July 1

Each entry gets one large tinted photo—Winner gets one dozen photos
Registration fee \$1.00

ROMANE STUDIO

938 Willamette

Phone 2447J

Over J. C. Penney

The Eugene Fruit Growers Association

make

COLLEGE ICE CREAM

WEEK BEGINNING JUNE 12, 1927

BRICK—Boston Salad Ice Cream, Marshmallow Ice Cream, Cherry Bisque Ice Cream
BULK—Boston Salad Ice Cream.

Eugene Hardware Company

Phone 670

OREGON

9th and Oak

DeLaval agent for milkers, separators, engines and pumps

Certaineed Paint Distributors

Everything in Hardware

Meadows electric washing machine and Zerzone electric refrigerators

COTTAGE GROVE REPRESENTATIVE: SCHOFIELD STEWART, SOUTH 7th ST.



CHASE CO.

Eugene, Oregon

936 Oak St.

Telephone 243

Your health depends to a great extent on the plumbing which goes into your home—It is our job to see that our work, on your building, whether a home or a business building block, is carried out so as to render real service, at the lowest possible cost, in keeping with quality work.

Efficient Plumbing Service for the Builder

EUGENE'S NEWEST APPAREL SHOP FOR WOMEN

Featuring the newest modes in exclusive styles in—
DRESSES—COATS—MILLINERY
and accessories at reasonable prices



The French Shop

Miner Building

Eugene, Oregon

McMorran & Washburne Store

"EUGENE'S OWN STORE"

SANITARY KITCHEN PAILS, \$1.69

A new shipment at a wonder price
Saves steps and work—helps to keep a clean kitchen—cover raises when you step on the pedal