

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

Guss L. Neely

Thousands of cars in Lane county have carried tires that were bought at Neely's. Guss (no one knows what that extra "s" is for) has made the name so well known in connection with tires—that there is hardly a resident of the county who doesn't think of his tires when he hears the name. There is a reason why this is so, and why Neely's is one of the big tire concerns of the coast—that reason is that the purchaser of a tire from Neely knows that he is getting exactly what the salesman says he is getting and that Guss stands behind every deal.



GUSS L. NEELY'S
County's Best Tire Shop

A CITY OF
UP-TO-DATE STORES

WHERE
SERVICE AND QUALITY
ARE FIRST

CAFE AND CONFECTIONERY

Peter Pan

Phone 1096

Martha J. Hummel
Walter A. Hummel

10th and Willamette Sts.
Eugene, Oregon

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 Willamette at 136-144 west 8th St.

649 Willamette St.

EUGENE, OREGON

Phone 1188

Johnson Furniture Co.

Furniture of all kinds

Colonial ranges—Alcazar 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

Seventh Reason Why—You Should Wear

ARCH PRESERVER SHOES

You Get a Dollar's Worth of for Your Dollar.



782
Willamette

782
Willamette

A Happy Memory for Later Years!

It will be too late in years to come to have your photo taken as you look today. Have your photo taken—An artistic masterpiece that you may treasure through life.

ROMANE STUDIO

938 Willamette

Phone 2447J

Over J. C. Penney

The Eugene Fruit Growers Association

make

COLLEGE ICE CREAM

Week Beginning July 31, 1927

BRICK—Carmel Bisque Ice Cream, Vanilla Ice Cream, Apricot Pineapple Ice Cream.
BULK—Carmel Nut Ice Cream

Eugene Hardware Company

Phone 670

OREGON

9th and Oak

DeLaval agent for milkers, separators, engines and pumps
Certainteed Paint Distributors
Everything in Hardware

Meadows electric washing machine and Zerozone electric refrigerators

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

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

16 Best Reasons for Trading in Eugene

Without any reflection whatever upon merchants, industries or professional men in the smaller cities, who are necessary to the welfare of the country, those advertising on this page feel it their privilege to acquaint the buying public and those desiring a service of any kind that in Eugene can be found most of the things that can be found in cities much larger. It is no reflection upon business or professional men elsewhere to say that a larger experience and the need to prepare to handle a larger business has made it possible to often serve when the smaller community can not, and we feel it our privilege to urge upon the patriotic citizens of Lane county our claims as business men in your county where our success and prosperity add to the welfare of your county and often even to the welfare of your own community.

A gallon or two of gas, or a few pennies on a railroad train or bus will bring you to Eugene, usually to get the same service that you would get by spending many dollars to go to a larger city. These are times when to try to save a dollar or two marks the buyer as wise and thrifty. Our appeal is to the wise and thrifty buyer.

McMorran & Washburne Store

"EUGENE'S OWN STORE"

MORE SUMMER HATS

THAN ANY OTHER EUGENE STORE
AND EVERY HAT A SMART CLEVER STYLE

\$15 Buy 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

PERFECT DENTISTRY
Opposite Hellig Theatre
7th and Will. St. Phone 441-J

936 Oak St.

Phone 243



CHASE CO.

Plumbing—Heating—Sheet-Metal

"efficient service to the builder"

Which really means, that the installation should be carried on promptly; material and labor must be ready, in order to avoid delay on the job and—finally—

That the workmanship shall be as good as is possible and that the completed job shall be one which will satisfy the owner and will result in "efficient" service to him.

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
DET. 8-6-90

NOTICE HOW PROMPTLY WE WAIT ON YOU WHEN
YOU COME IN OUR OFFICE



Lee Ragan

Dan E. Bowman

Ragan & Bowman

MEN'S WEAR

825 Willamette St.

Eugene, Oregon

A WEDDING RING MUST BE WORN A
LIFETIME

Who wants a husband who shops around and buys the cheapest wedding ring in Eugene.



Eugene

Oregon

MASON CORDS

GUSS L. NEELY CO.

Corner Ninth and Oak Streets

EUGENE

OREGON