

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

The Johnson Furniture Company

Outstanding in the furniture establishments of Lane county is that of the Johnson Furniture company. Mr. Johnson, the owner, has been a resident of Lane county for many years, having been located at Creswell before moving to Eugene a number of years ago. A knowledge of the business, combined with a desire to render to every customer the acme of service has brought about a tremendous growth in the business since it was first established and its growth to an outstanding concern has not been by accident. Everything and anything expected of a furniture store is supplied by this institution.



Front View of the Johnson Furniture Company.

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

Seventh Reason Why—You Should Wear
ARCH PRESERVER SHOES
You Get a Dollar's Worth of Value 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 August 21, 1927

BRICK—Chocolate Fudge Ice Cream—Banana Nut Ice Cream—Cherryanne Ice Cream
BULK—Banana 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

McMoran & Washburne Store

REMOVAL SALE

Offering the Most Sensational Bargains of the Season
Savings for Every Member of the Family

\$15 Brays the Famous Double Section
Plate with Gold Pin Teeth \$15.00

EXPERT DENTISTRY

Come in, and see my samples.
All work done in my own laboratory.
Heedful of Plate
prices
Gold filling \$37.50
Porcelain filling 13.00
Silver filling 3.00
Painless extraction 1.00



Dr. S. T. Donohue
associated with

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

936 Oak St.
Phone 243



CHASE CO.

Plumbing—Heating—Sheet-Metal

We knew a man once who said "All plumbers are robbers, but they won't get to rob me."
So he got a man who knew what a pipe wrench looked like to put in some plumbing and heating installation.
Then he spent the original cost all over again getting everything so it would work after a fashion—
You can draw your own moral from the bed-time story—but it pays to get good work done at first.

16 Best Reasons for Trading in Eugene

It is characteristic of the knocker to use the wrong method in trying to do anything. It is quite like him to try to kick open the treasure chest of prosperity when his feeble attempts to get somewhere have failed. He has much to learn about the right way to do something for his community and for his county.

A pessimistic, abusive attitude never opened the way to happier existence in community, county or state and the idea that criticizing and pulling back in the harness will accomplish anything is the wrong idea.

The only right way to promote a community's and a county's welfare is to inject the spirit of civic pride into everything—city, county and state. That is the spirit that will bring prosperity home to you.

The advertisers on this page are in your home county and ask the patronage to which county pride should entitle them.

Throw away your hammers and boost for live communities in a live county.

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. 8th & 9th

NAVAJO BLANKETS
MADE BRIGHT AGAIN



Lee Ragan

Dan E. Bowman

Ragan & Bowman

MEN'S WEAR

825 Willamette St.

Eugene, Oregon

Dependable Watches ONLY

It is not so much the outside that makes a watch as the inside. Most of the Swiss watches sold today remind one of the fabled wolf who wore the sheep's clothes.



Eugene

Oregon

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

The Reclaimed Auto Parts Co.

is the largest and most up to date Auto Wrecking Co. in Lane county. We save you money on repair parts. Remember we are located at 136 and 144 west Eighth St. under the St. Francis apartments.

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