

City News Notes :-:

WHAT'S DOING

Sunday
4-11 picnic at Dilley's
Church services.

Monday
Weekly luncheon of
Kiwanis club, Osborn ho-

Tuesday
Lane County Bakers'
chamber of commerce.

Wednesday
Charles E. Hunt was in
Portland Saturday to attend

Thursday
Services at the Fairmount Pres-
byterian church, Fifteenth and Villard

Friday
Harry Gordon, proprietor of the H.
Gordon and company store, leaves

Saturday
Mrs. Margaret Willard of Westfir
was among business visitors in Eu-

Sunday
James W. Mott, Oregon congress-
man, is to be here Monday from San-

Monday
Mrs. F. L. Kinney, Miss Eileen
Kinney, Mrs. C. F. Hyde and Miss

Tuesday
Mrs. Genevieve Turnipseed will
meet with the Parents' class of Cen-

Wednesday
W. H. McBeth and James Herron,
both of the Fox Hollow section, are

Thursday
Mrs. Della Fitzgerald of the public
office staff will be back on the

Friday
Maxine Harper of Lakeview
is a visitor in the city. She is guest

Saturday
The Senior Christian Endeavor soci-
ety of the Fairmount Presbyterian

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Alumnae Have Picnic—
The Zeta Tau Alpha alumnae met
this past Thursday for a picnic party

Birthday Party—
Delbert Ensign celebrated his thir-
teenth birthday with a party at his

Church Services Listed—
Services at the First Christian
church will be held today as follows:

Church Services—
Services at the Fairmount Pres-
byterian church, Fifteenth and Villard

Mr. Gordon Leaves—
Harry Gordon, proprietor of the H.
Gordon and company store, leaves

To Read Play—
"Madras House," a play by Gran-
ville Barker, will be read by various

Plan for Party—
A hardtimes party is planned for
the young people of the Grace Lu-

Returning Home—
Mrs. F. L. Kinney, Miss Eileen
Kinney, Mrs. C. F. Hyde and Miss

Clinic Wednesday—
The Welfare League's well baby
clinic will be held Wednesday from 9

To Conclude Class—
Mrs. Genevieve Turnipseed will
meet with the Parents' class of Cen-

In on Business—
W. H. McBeth and James Herron,
both of the Fox Hollow section, are

From Trip—
Mrs. Margaret Willard of Westfir
was among business visitors in Eu-

From Dexter—
W. L. Wheeler of Dexter was
among business callers at the court-

Confined to Home—
Mrs. Harry Osborn is confined to
her home with a badly infected hand.

On Vacation—
Miss Eleanor Skene, deputy county
clerk, will be on her vacation this

To Give Lecture—
Richard Funai, a Japanese student
and native of Honolulu, will give a

Looking for Farms—
W. C. Dull, of Napa, Cal.; W. H.
Osburn, of Freewater, Oregon; Harry

Club Plans Picnic—
The Wallowa-Willamette club will
hold its annual picnic at the Benton-

Picnic Given—
The young people of the First Baptist
church held a picnic at Swimmers'

Meeting Monday—
The Unity Truth assembly is to
meet Monday evening in room 212

Return From Trip—
Mrs. Dollie Wilson and sons are
home from two weeks' vacation spent

To Sing Sunday—
Mrs. Harry Baile is to sing at the
11 o'clock service in the First Meth-

Go Up River—
Judge and Mrs. Fred Fisher and
guests are up the South Fork of the

Ontario Folks Here—
Mrs. Robert Richards and son,
Elliott of Sarnia, Ont. are visiting

From Mabel—
C. L. Casterline, resident of the
Mabel section, was a business caller

Mrs. Willard In—
Mrs. Margaret Willard of Westfir
was among business visitors in Eu-

From Waterville—
L. R. Millikan of Waterville was
a business visitor in the city Satur-

To Address Kiwanis—
James W. Mott, Oregon congress-
man, is to be here Monday from San-

In From Dexter—
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On Vacation—
Miss Eleanor Skene, deputy county
clerk, will be on her vacation this

month and her maiden name of Jane
D. Powell.
A judgment suit, W. F. G. Thacher

MARRIAGE LICENSES
Application for marriage license
was made Saturday by Thomas W.

BORN
LONG—At the Pacific hospital, Sat-
urday, July 29, 1933, to Mr. and

GATES—At the Nelson maternity
home, Thursday, July 27, 1933, to

BORN
LYON—At the home on the Prairie
road, Saturday, July 29, 1933, to

Girls Will Give
Junior Service
Girls of the junior church at the

Song, girls' choir; scripture read-
ing, Bernice Elliott; Bible stories,

Warrant indebtedness for 1933 is
double that of 1932, amounting to

The estimated expenditures include
the following: general control, \$53.50;

When customers write in, as many are doing these days, stating that they
have found the Ford V-8 better than we said it was, that is how we prefer it

I say this for the benefit of a Ford dealer who chides me for not claiming
all that might be claimed in favor of our car.

If the people who use our cars every day are not praising them, it matters
little what we may say. The last word must be spoken by the car itself, and

That is why we do not stress "talking points" in our car. The Ford V-8 is
built on principles, not on "points." Most of the "talking points" in motor

Take weight, for example. It is not just a "talking point" with us; it is
a basic principle which we keep constantly in mind when we design a car.

Weight has much to do with the cost of the car. It costs us money to remove
excess weight. It costs you money if we leave it in.

When people talk about the cost of running a car—or, to put it in
advertising language, "economy of operation"—why do they not give more thought

SPRINGFIELD NEWS NOTES

SPRINGFIELD, July 29.—(Spe-
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have filed their certificates agreeing

SPRINGFIELD, July 29.—(Spe-
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young people of the Baptist church

SPRINGFIELD, July 29.—(Spe-
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advertising language, "economy of operation"—why do they not give more thought

The more dead weight a car drags around, the more it costs to run.

To carry passengers costs very little. It is car weight that runs up
the gas bills. If we design an economical engine, and then waste the economy

principal on warrants, \$1,248; inter-
est on bonds, \$450; interest on war-

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Brownies," and "Indians," three folk
songs, played by Betty Quiney.

C. E.'s HAVE PICNIC
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city on business Saturday morning.
Miss Rowena Nison, Red Cross
representative for Springfield, will

Grange Votes For
Timber; Sets Picnic
West Point grange will hold its an-
nual picnic soon. It was decided at

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HENRY'S MARKET
544 East 13th
SUNDAY—MONDAY—TUESDAY
M. J. B. Coffee, 85c
Wax Paper, 5c
Paper Towels, 15c
Paper Plates, 13c
Apricots, 69c
Flour, Convey, \$1.14
Purity Flour, \$1.35
Drifted Snow, \$1.69
Korean Crab, 29c
Tomatoes, 12c
OPEN EVENINGS AND SUNDAYS
A PLACE TO TRADE—THE PLACE TO SAVE

Ford Motor Company, Dearborn, Mich.
We do not sell "Talking Points."
Henry Ford Dearborn, Mich.
When customers write in, as many are doing these days, stating that they have found the Ford V-8 better than we said it was, that is how we prefer it to be.
I say this for the benefit of a Ford dealer who chides me for not claiming all that might be claimed in favor of our car.
If the people who use our cars every day are not praising them, it matters little what we may say. The last word must be spoken by the car itself, and the owner who tells his next door neighbor how his car behaves in actual service is the only effective advertiser.
That is why we do not stress "talking points" in our car. The Ford V-8 is built on principles, not on "points." Most of the "talking points" in motor cars are of little or no importance to the performance or value of the car.
Take weight, for example. It is not just a "talking point" with us; it is a basic principle which we keep constantly in mind when we design a car.
Weight has much to do with the cost of the car. It costs us money to remove excess weight. It costs you money if we leave it in.
When people talk about the cost of running a car—or, to put it in advertising language, "economy of operation"—why do they not give more thought to weight?
The more dead weight a car drags around, the more it costs to run.
To carry passengers costs very little. It is car weight that runs up the gas bills. If we design an economical engine, and then waste the economy in moving a mass of unnecessary car weight, what has been gained?
By keeping weight where it belongs—as trainers do with a race-horse or an athlete—the horse-power per pound of car remains high. To get the most miles and most power out of a gallon of gas, a car should not be over-heavy for its purpose. A quick, responsive pick-up and reserve speed—which means reserve power—requires careful attention to car-weight and strength.
The Ford V-8 is not a light car—it is as heavy as its design requires, and much stronger than it need be for safety. But it has no useless weight. Strength has been obtained without dead heavy bulk.
What we offer is a car, built to do certain things, and sure to do them.
July 28, 1933
Henry Ford

Open August 1st
QUALITY LAUNDRY
Phone 138 55 West 10th
W. H. Nichols, originator and late owner of the Domestic Laundry, brings this new Laundry to Eugene.
SERVICE
We will specialize in high grade work . . . with linens and silks a specialty, quick delivery and pick-up service by courteous routemen.
PRICES
Our prices will be the same as other laundries operating in Eugene.
THANKS
W. H. Nichols thanks you for the patronage given him at the Domestic Laundry and extends an invitation to use this new laundry.
Just Phone 138

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FOUNDED 1883
Fifty Years of Service
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