

Here's What You're Waiting for!

FORD DAY PARADE

Tuesday Is the Day
Don't Forget the Date

Tuesday, August 1st

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The BIG PARADE Is Part of a Three Day's Program

The caravan reaches Eugene at 11 o'clock Monday morning, stays all day Tuesday and until 3 o'clock Wednesday afternoon.

This Is Your Own Show

Simplest thing in the world to grab off a set of Four Cord Tires, a \$5, \$10, \$20 or \$25 credit on valuable merchandise, and a whole flock of stuff that is worth trying for.

The thrifty soul with an eye to the main chance is apt to cop enough prizes to keep the wolf away from the door for many moons.

The gay young lad can get himself in right by winning a box of candy for his lady fair, or, if that isn't stepping fast enough, how about a substantial deposit on some good furniture?

Boy! There's a Prize Worth While
And then, after you've won everything in sight, stick around awhile and see the

Airplanes in Formation Flight

But that isn't the whole show, either. Keep yourself handy for the free movies Monday and Tuesday evening—also the

Free Radio Concert

Monday and Tuesday night. We'll tell you, and you tell all your neighbors that it's going to be A REAL CELEBRATION.

Here's the Prize List

Help Yourself, Brother, Help Yourself!

DOLL UP THE OL' HAY BURNER, BRING ON THE LIMOUSINE, TROT OUT THE BUG, CLIMB IN ANY OLD BENZINE WAGON, SO LONG AS IT'S A FORD, AND LET'S MAKE A REAL PARTY OUT OF THE BIG

Ford Day Parade

Merchant	Prize	For
Green Merrell Company	\$10.00 on Suit of Clothes	Best equipped Ford
McMorran & Washburne Store	\$10.00 in Merchandise	Largest family in Ford
The Price Shoe Company	\$5.00 in Merchandise	Worst looking Ford
Surplus Army Goods Store	\$5.00 in Merchandise	First Ford holding four generations
R. A. Babb Hardware Company	\$5.00 in Merchandise	Heaviest man in Ford
The Rainbow	\$5.00 Box of Candy	Best running Ford
Graham's	\$5.00 Credit on Pair of Shoes	Most people in Ford
The Morning Register	One Year's Subscription	Oldest man driving Ford
Standard Oil Co.	\$5.00 Coupon Book of Red Crown Gasoline	Best looking Ford
Hauser Bros.	Pair of Auto Gloves	Oldest Ford motor number
Table Supply Co.	One Sack of Silver Spray Flour	Highest license number on Ford
Wing's Grocery	One Sack of Drifted Snow Flour	Heaviest lady in Ford
Eugene Gun Store	Best Pocket Knife in Store	Ugliest man in Ford
Griffin-Babb Hardware Co.	\$2.50 Flashlight	Tallest lady in Ford
E. C. Simmons Company	Four Mason Cord Tires	Best decorated Ford
Applegate Furniture Company	\$25.00 on Cabinet Grafonola	Second best decorated Ford
Wetherbee-Walker Furniture Co.	\$20.00 Certificate on Walnut Bedroom Suite	Third best decorated Ford

REPORT TO FORD AGENCY, 64 EAST 10TH STREET, EUGENE, FOR INSTRUCTIONS WHERE TO ASSEMBLE AND FOR YOUR NUMBER. PRIZES ARE OPEN TO ALL FORD OWNERS.

Ford and Fordson Power Exposition

is something you'll remember for all time. Costing thousands of dollars to cover the state, this is the biggest attraction of its kind ever attempted in the Northwest.

And this great show comes right to your door absolutely free of cost to you. Twenty-six units, each under its own power, comprise a caravan containing about one hundred specialties, devices and pieces of equipment for every industrial purpose—on the farm, the highways, in logging camps, lumber yards, towns and cities—everywhere that automotive power is used.

It's Simply Wonderful

and we mean just that. In justice to yourself, your growing children, your wives and all your neighbors, you cannot afford to miss the caravan.

Your Last Chance

of seeing this great show is right now! The cost of it is too prohibitive to make the caravan a yearly affair, and it may be several years before a similar show will be brought here again.

Come Early! Stay Late!

Bring your family, bring your friends, bring your lunch, or enjoy the good eats right here in town. And don't forget the big parade—IT'S YOUR SHOW.

The caravan will camp at the Ford parking grounds, East 10th street, near Willamette. A FREE BUS will take you to any demonstration you wish to see. Full particulars from

E. C. SIMMONS COMPANY

Authorized Ford, Fordson and Lincoln Dealers

64 East 10th Street

Eugene, Oregon