Women's, Farm Schools — Radio

Morning Register

Women's, Farm Schools — Radio

VOL. LVIII — EUGENE, LANE COUNTY, OREGON, SUNDAY, MARCH 21, 1926 — NUMBER 140

ES WOMEN'S CLUB AS PORT TO REAL DRAMA

nning Pollock Deplores Decadence of Theatre

TES TO FEDERATION

nization of a National Wom- Club for Support of Good Plays Is Proposed

spondence of the Associated Press) W YORK.—Organization of ional women's club for prac- support of good plays, is pro- in a letter to the Federation omen's Clubs by Channing ck, the playwright, who is g "real drama" in the Amer- theatre.

der his plan, the club would lly finance the production of al plays annually, each of would be carried by the al companies to the support- ities.

he idea in question is that woman's club in America d stand back of an organiza- which would be the child of ederation of Women's Clubs," Pollock said. "Every member d pay dues of ten dollars a and in return would receive tickets a year to the theatre. f each ten dollars, one would or overhead expenses of the nization and the other nine for tickets. The plays would be ted by a committee of clean- ed, intelligent persons. They d be picked for their qualities ntertainment and not for that e and academic dullness h is the ideal of most self- inted arbiters and has done uch harm in the theatre.

ne hundred and fifty thousand bers all over America would antee the production of four plays, if they did not do one r's worth of business outside the organization. A million bers would mean enormous ort for a great many more four plays.

Could Divide Support

With such a large membership, support could be divided ng any number of plays and t almost revolutionize the the-

For example, in the case of a like John Galsworthy's 'The ,' which has little immediate ce of production in America, organization could go to any ager and say, 'We guarantee a season's profitable tour if will produce 'The Snow.'"

the playwright's opinion there no limit to the plan;" the or- zation could go into produc- , or back production, of a kind ost unknown in our theatre." Little Theatre movement, he eves, could be organized, in a ller way, along the same lines. Mind you," he said, "I'm not ting that the theatre shall be for innocent children; merely it shall be run for intelligent wn-ups. Where you have good e, good purpose, good art there be no question of morals. Great art so envelops and ob- es everything else that, where e is a great art, what we call ls are noticed only by prigs psychopathic prudes. Strictly king, there are no such things lean plays and dirty plays. . . . e are only good plays and bad s, and no good play can be y and no dirty play can be d."

free, shows, in other words. That seems almost shocking after ears have been so long taboo in polite society. To accentuate the bare ear, a strand of hair is combed conspicuously straight down in front of it.

Some say the mannish bob is waning, and milady—she who does not aspire to the above rather vampish style—will wear now loose "shadow waves," resembling the hair with a natural kink rather than an artificial curl.

Flat pasted feather trims with buds and flowers the motifs are often seen in the Avenue shops showing the new hats.—Dry Goods Economist.

Unusual Wrap Appears

There Has Been Created for Formal Occasions a Cape or Coat Which Glitters and Features Fur Trimming.

The unusual triumphs in the mode for evening. The wrap which now goes smartly to the opera, dinner dance, night club or theatre up North also glitters with the same distinction as the formal cape which covers the chiffons of the South. There also appears with equal sumptuousness elaborate additions of fur—and frequently furs of snowy whiteness.

Wraps, it appears, should glitter with equal beauty beneath the stars as under the electric bulbs. There is a brilliancy about the formal wrap which demands either elaborate embroidery in beads, tinsel thread or a foundation of lame in the exquisite color combinations which the new season features.

When the wrap is a coat, the sleeves assume unusual importance in creating a beautiful effect. Sleeves in the lame and brocaded metallic fabrics are apt to be extreme in their dimensions and feature cuffs of deep fur.

Other Paris importations which feature silver lame or brocades are appliqued in beautiful patterns along the border in chiffon velvets of brilliant colors, or feature an applique of flat furs—the newest fancy of the season.

Blanche Sweet, who appears so smartly dressed in a new film, has selected an imported model which possesses the newest features of the mode. It is brilliantly beaded the mode. It is brilliantly beaded of silver cloth and smartly flares, possessing a new feature in sleeves entirely made of ermine. The collar of ermine is upstanding and matches the chiffon velvet lining of snowy whiteness.

Pasted Feather Trims on Hats Very Modish

he new hats, usually French imported, that are being wn in the shops along the Ave- very often employ flat pasted her trimmings. Birds and ers are frequently the motifs. large navy blue Milan hat re- tly shown has a flat pasted rose feathers adorning the crown at side. The model has not, how- r, neglected the vogue for belt- ribbon trimmings, for the ge and band are of belting rib- in shades of navy, red and en, incorporating the colors of feather rose. Another hat in k Bangkok had the crown and n partly covered with feather d flowers in flat, pasted effect.

Bobs Here to Remain

little while back, fashion seers e predicting that the bob would go out because it had no- re else to go. But it seems that y have turned out to be false phets. The bob has taken a lease of life in a new change style. Instead of the frizzly, ffy, loose head of hair, the lat- mode is the compressed, slick, y hair comb. It has a stun- look, to smooth it straight k from the forehead, then give turn to one side, letting one be covered while the other goes

BE HONEST WITH YOUR CHILDREN

ome Parents Deliberately Deceive in Hopes of Making an Unpleasant Duty Less Painful in Anticipation

By DR. D. A. THOM

he importance of honesty in dling children can not be over- phasized. If the early trust and fidence which they have in their nts is carelessly broken down, props are knocked out of their ld, for if what father and her says is not true, what may believed? Many times it has a ct bearing on whether or not dience is obtained. Some par- will deliberately deceive their dren in an attempt to gain dience or in the hope of making unpleasant task or duty less ful in anticipation.

he small lad, though he had siderable fear of pain under the tist's hands, went through the session manfully, shedding a tear or two. He dreaded the nd visit, however, and con- ally fretted about it. In order calm him his mother assured that "This time he will not t you at all." Up to this point mother had always been right, so he believed her. The shock was a severe one when it happened that he was hurt more than on the previous visit. His implicit confidence was shattered and he became timid and fearful in new situations and showed an evident lack of trust in the statements made to him. This was clearly shown on another occasion at the dentist's several months later. There had been some question of extracting one tooth, but his mother definitely promised him that it should not be done on this particular day and that he need have no fear. If it proved necessary, arrangement would be made later to have it done under other. He understood this clearly, yet, when actually in the dentist's chair, he became panic-stricken and could not be pacified. All reassuring statements were met with "You told me before that it wouldn't hurt, and it did. I want to go home. He shan't touch my teeth." It will be a long time, if ever, before this child regains his confidence.

PRESENTS $55.00 | WHO IS WHO IN EUGENE? | PRESENTS $55.00

THE MORNING REGISTER presents today the novel and educational contest, "Who Is Who?" Below in the numbered paragraphs are described a number of live and successful business houses of Eugene.

Ten (10) presents will be given to the first ten (10) correct solutions of all the numbers. Make a list of the firms and answers that are described under the numbers. If none is correct, the first ten lists containing the largest correct number of answers will be awarded the presents. If in doubt, telephone the firm and ask if they are in the contest. Ask the merchants—they will aid you to get the correct answers.

First Present $25.00

Second Present, Mdse. $10.00

Eight Presents, each $2.50 Mdse. 20.00

Address lists to "Who Is Who," The Morning Register, before March 28, 1926. The names of the business houses and answers will be published in The Morning Register, March 28 and April 4, 1926, and present awards April 4, 1926.

SECOND PUBLICATION MARCH 21, 1926

1 Table Delicacies Groceries. Who is your grocer? When you want the best in fresh and staple groceries and table delicacies of quality, the best in fruits and vegetables, then call at Ninth and Oak streets, "The Food Department Store."

By a policy of small profits and quick sales the stock will be turned often and quickly, thus assuring all customers fresh and clean goods at all times at the lowest price for quality. Who is it, and what is his specialty in bread and canned goods?

2 Window Dressing Show Cards A school that teaches you a good trade. Full course is 6 weeks, also 2 weeks and 30 day course, day and evening courses. The slogan of this school is, "Good salary, steady position, interesting work, big demand." Has been established in Eugene for 4 months. Is located in the 900 block near F. W. Woolworth Co. What school? What is the charge for complete course? From what city is the instructor from?

3 Butter Butter Butter is the essence that gives the zest to the meal. When you want the best in BUTTER demand the best, that is SWEET BELL BUTTER made from Sweet Cream in the most sanitary creamery in the county. Be sure and ask your dealer for SWEET BELL BUTTER. The wholesomeness of milk fresh from the cow is delivered to you in this butter. Who makes SWEET BELL BUTTER and what special Ice Cream do they make?

4 Furniture Ranges Good furniture is an investment. You and your loved ones have only one life to live, make every day more enjoyable and comfortable. With furniture prices low, the refurnishing of the home or furnishing the new home is real pleasure. In our wonderful stock, the finding of the right thing is easily and quickly accomplished. They sell the famous Range, combination wood and coal, made for the western trade at 625 Willamette Street. Who is it, and what is their specialty in Ranges?

5 Sewing Machine Supplies No home is complete without a Sewing Machine, preferably the Electric Sewing Machine. When you want a sewing machine that is simple, silent and speedy, used by over seventy-five per cent of the housewives of the world, they come to 640 Willamette and buy a sewing machine. They sell on the payment plan and carry everything in sewing machine parts and do expert repairing of all Sewing Machines. They have the facilities and the experts to do all kinds of fancy sewing. What Sewing Machine? Who is the manager, and how long established?

6 Business College There is always a position at a good salary awaiting a well trained Secretary, Bookkeeper, or Office Assistant. It's all in the training. Put yourself in the right hands and success awaits you. The graduates of the Business College at 992 are eagerly sought because they are thoroughly trained. Balanced training by experts and experienced teachers. Practical business training. What College, who is the principal and what is the College Motto?

7 Merchant Tailor Ever note the impression a well-dressed man makes upon entering an office, business house or home? Yes, it's the clothes that go a long way toward success, and here clothes are designed and made for you. Make your choice from the imported and highest grade woolens at a saving. Men's and Ladies' Suits and Coats also made to order. Quality of materials and workmanship guaranteed at 989 Oak Street. Your suit will fit and drape properly. Who is it? Who is the designer and how many years' experience?

8 Easter Flowers Would you send to a friend a simple, sincere message of good will and cheer? Give flowers. Bring back memories of vanished yesterdays to one who shared them with you. Flowers speak the wordless message of your heart. Flowers are the language of the soul. Nothing can ever take the place of flowers as a gift. They live the sentiment they express. Easter flowers, lilys, hydrangea and asilba at 988 Willamette street. Who is it and what is the special Easter window display?

9 Cosmeticians Hair Beauty is the first gift that Nature gives to a woman and the first it takes away. Here in Suite 642, Miner Building, you will find the experts in all the branches of Beauty Culture; the service and treatment that retains that Beauty. Here their hair treatments will keep the hair beautiful, soft and silky. Here Hair Curling and Tinting. They carry all toilet articles and lotions. Who is it, who are the Cosmeticians and what is the meaning of the word Cosmeticians?

10 Hardware Tools Hardware, tools, cutlery—Hardware of the better kind for every purpose. Tools for every mechanic and trade, Cutlery of the best quality for the home and office are to be found of the standard of quality at Hardware Store at 716 Willamette Street, lately changed owners and name. Their line, Kitchen Utensils, a boon for the housewife. Who is it, what is the new name, who is the manager, and what is their speciality in Tools?

11 Dresses Cloaks The smart dresser knows our Dress Shop. She appreciates latest styles and low prices and enjoys our personal attention and the earnest atmosphere of our shop. SPRING DRESSES are selling fast because they are different, being radiant in colors, in Georgettes and heavy silks, and lovely in their feminine lines. Dresses and Cloaks of special values at 620 Willamette Street. Who is it and what are her Special Spring Dresses and Coats?

12 Real Estate Loans Real Estate is the foundation of wealth and most of the staple fortunes of America have been made in Real Estate. When you want to buy or sell and get expert advice on the adaptability and value of any certain piece of property, then consult the Realtor at 21 8th Ave. West. He has the bargains that will interest you and save you money. Fire and Auto Insurance that insures. Headquarters for City and Farm Loans. Who is it, and what is his specialty?

13 Photographs Portraits All photographs are shadows but some are better than others. The studio on 708 Willamette, "The Busy Photographer," makes the best. It takes skill and experience to do it. Why not have your photograph taken now as some day it will form an important part of the family history—The Portraits made on 708 Willamette are recognized of superior quality. What Studio, who is the photographer, and how many years experience?

14 Druggist Prescriptions The druggist's responsibility. The doctor writes the prescription—the druggist fills the prescription by the ingredients prescribed by your doctor. When filled by us, it is medicine at its best. We are thoroughly trained and are registered pharmacists in the State of Oregon. We buy only the best of drugs and other ingredients—we mix all medicines properly. Bring your prescriptions to 764 Willamette Street. Who is it, and what is their specialty?

15 Ballet Dancing There is much diversity in the talent, ability and art of those that pose as Dancing Instructors. Those that desire to learn to dance gracefully and artistically, should know the expert teacher of all BALLET and MODERN DANCES, whose studio is at 90 9th Street East. Her experience qualifies her to give instruction that insures grace and artistic dancing. Here are taught all latest dances. Who is the dancing instructor and what is her specialty?

16 Home Cooked Foods Bread made and baked in a Modern Kitchen under the most scientific process, is the Bread that you will want. When you buy Model Kitchen Bread you get quality and the kind that pleases. When you want the best in Pastry of all kinds come to the Model Kitchen, 86 West 8th. Home Cooked Foods of quality. Who is it, and what is their special Bread?

17 Meats Meats Better meats, cleaner meats, quicker service. One thing is sure, that you will get the best in Fresh Meats, "government inspected," and the choicest cured meats if you trade at 1040 Willamette Street. They make a speciality of best brand of cured meat, hams, bacon and lard. For the best in everything in the Butcher and Fish line. Trade here. What market, who is the proprietor, and what is his specialty?

18 Engravings Engravings Social engravings—your invitations and announcements must be correct. When you desire Wedding Invitations, Announcements and Cards engraved, have them correct. Then let the Stationers and Engravers at 941 Willamette Street do that engraving and it will be correct and in the latest style. This is the place for high class Engraved Stationery—Social Stationery—Gifts of Distinction. Who is it and how long established?

19 Radio Radio There is no investment for a small amount of money that will give the same amount of pleasure and instruction to the entire family, from dad and mother to the small son than a good RADIO set. With a RADIO you can listen in on news items, concerts, lectures and etc., every day and evening. The best of everything for radio can be purchased at 691 Willamette Street. Who is the radio man and what does he featvre in radio?

20 Jeweler Jeweler Only experts know the value of jewelry and if you are wise, you will buy only from a house that is known for integrity and the highest quality. In every purchase of Gems, Diamonds, Watches, Silverware and fine Jewelry at the jeweler with the large street clock, "The Clock on Time," you get the highest quality and fullest value. He has the ability, tools and materials to do high grade watch and jewelry repairing. Who is it, and how long has the business been established?

21 Insurance Insurance Insurance is that form of protection that when fire happens, and most fires are uncertain, caused by carelessness of some one, you are saved from total loss. Insurance now covers every element of loss. When you want Insurance in strong and reliable companies that pay losses promptly, have that insurance written by the agents of experience, 401-2-3 Miner Building. Who is it and how long established?

22 Transfer Transfer We eliminate the confusion, the irritation from "moving day." Whether your removals are local, intra-state or inter-state, we guarantee our service. Big, padded, box-car vans for your larger jobs; light, fast trucks for your lesser work. Our carriers are bonded, our workmen know how. List your long distance haul with us. Fireproof storage at reasonable rates. Security, service, satisfaction, plus courtesy. If you are leaving the city we will care for your household effects until you need them. Our affiliations provide for us a receiving agent in every state—in all of the principal cities. Pool car distribution, forwarding, drayage. Phone 74. Who is it and how long established?

23 Millinery Millinery The hat to suit the woman—every smart woman has a charming and individual style of her own. It is our policy to fit her with the hat that conforms to her type! Whether a head-fitting, tailored model or a graceful large-brimmed one, we suit the face, the lines and the figure and cut of the hair! If you want an out-of-ordinary hat, you'll find it here, at a price that will suit your pocket book at 8, Ninth Street East. Who is and what is her specialty?

24 Grocer Grocer Who is your grocer? When you want fancy and staple groceries, you will be pleased if you trade at 94 West 8th Street. (They carry a selection of good, clean merchandise and cater to the general trade and want you for a customer. Their motto is "Quality and Service." Their policy is courteous and friendly treatment to all. Free Delivery Service 4 times daily. What store, who is the manager and what is his specialty in coffee?

25 Sporting Goods IF IT IS SPORTING GOODS we have it at 77 9th Avenue East. Everything for every sport for every season. This is the Sporting Goods Headquarters, where you will find a complete and standard line of Sporting Goods. Baseball season opens soon and the sport will go strong. Soon it will be fishing season, get ready. Get your license and that rod and flies at once. Here you will find everything in sportsman's outfits. We give special attention to RE-STRINGING TENNIS RACKETS. Who is it and what is their specialty?

26 Bicycles Bicycles King of the road—they used to say, and call the BICYCLE in the good old days, and so it is to this day. The automobile is all very well, but it does not give you the beneficial healthy exercise you get from pedaling one of our fine and speedy Bicycles. Two essentials for a growing boy—the open air and a Bicycle. Here at 120 8th Street West is everything in bicycle supplies, also repairing. Who is it, and what is his special Bicycle?

27 Bowling Bowling There is no exercise that is so beneficial, healthful and enjoyable as Bowling—and the lovers of this exercise and sport are innumerable. You will find the up-to-date alley at 147 9th East. Here you will find the best of service with complete and up-to-date alleys. All popular teams bowl here. What alleys, who is the manager, and what was the highest score of the season?

28 Kodaks Finishing Kodaks are almost the inseparable companion of every tourist and vacationist, it's half the pleasure. For Kodaks and everything in KODAK supplies of quality and the developing and printing of those films in our own KODAK finishing plant—"The Better Way." Developing and Printing, the same day. Here at 11 7th Avenue West we carry everything in the photographic line. Who is it and what is their specialty?

29 Flowers Vegetables Our flowers are sought after in all seasons. They are the loveliest blossoms you can buy. They are sold while fresh and will stay fresh for many days. Send your order to 9th Avenue and Oak Streets and we will handle it to your satisfaction. Our FLORAL DESIGNS are artistic and the talk of the city. Let us decorate that next occasion with flowers to bring out any effect desired. Growers of greenhouse and garden vegetables. Who is it and what is their specialty in Garden Vegetables?

30 Variety Hosiery Our variety store is different. We carry everything found in a regular 15c variety store, same goods, same prices. Then we sell a large variety of standard guaranteed lines the same way. Pay cash, help yourself and carry it away. Why not buy Hardware, Hosiery Drygoods Notions, open stock Dishes Electrical Goods and everything else the same way you buy your groceries. Pay cash. Pay less. We are at 82 West 9th street. Who is it and what is his specialty in Hosiery?

31 Accident Health Accidents and sickness come without warning. Are you protected? There is an agent at 62 9th Avenue West that writes noncancelable Accident and Health Insurance—covers every disability—life pension, for loss of life, limb, sight or time, additional hospital indemnity—no restriction or indorsements after issue. This agency will give you complete insurance service. Who is it, how long established and what is the name of the Health Insurance Company?

32 Machine Welding When you have any machine or blacksmith work, and want the best work by skilled artisans, then call at 873 Pearl street. We do Oxyacetylene welding. Here you will find solid truck tires; auto and truck springs; auto wheels and rims. We carry carbide in cans; also blacksmith coal, and oxygen in tanks. Who is it and how many years of experience?

33 Building Finish When you are in need of sash, doors, frames, finish, built-ins, consult us. You will be assured of receiving heavy American glass; doors that are No. 1; finish that is thoroughly dry and sanded smooth. We give special attention to all interior and exterior finish for buildings. Who is it and what is their specialty?

34 Lumber Roofing When it comes to lumber and bulding materials, we are just as happy to serve you whether you are going to build a $10,000 bungalow or to replace a board on the back porch. Now is the time to get your estimates and build that home, as lumber has reached its low level in prices. He will assist you with plans and specifications at 555 High street. Who is it, and what is his specialty in roofing?

35 Pressing Cleaning Your clothes look better if cleaned and pressed the modern way. We are equipped to handle your clothes in the modern way which means better looking garments with no offensive odor left in them. All tailors recommend the French dry cleaning process and hand pressing. "We do both." Let us give you a list of our satisfied customers. Call 342 for modern cleaning, and pressing. Who is it, where located, and what is their service, whereby you can be well groomed and be carefree? Ask them.

36 Carbonated Beverages A bottled carbonated beverage is a food. It is composed of sugar, plus pure flavoring, plus carbonated water. It is served to you in perfectly clean, sterilized, hermetically scalded bottles. Federal, state and municipal laws govern its manufacture, insuring the purity of its ingredients and sanitary methods of production. The thoughtful housewife, therefore, will always have a case of bottled carbonated beverages in her home. Supplied by the works at 379-8th east. Who is it, and how long established?

37 Diamonds Jewelry Diamonds have been the favored gems of kings, potentates and the world's fairest women. Diamonds depreciate in value less than money itself, they have a fixed worth everywhere. Here you will find a line of diamonds, watches and jewelry of the highest standard of quality. Now is the time to select that gem for a pleasing gift or birthday present — from the jeweler at the sign of the diamond —790. Who is it and how long established, and where located?

38 Brakes Storage Automobilist—the BRAKES of a car are the mechanical part, that protects you from accidents and damage. Have those brakes adjusted and in perfect condition, then you will be following "safety first." Here at 971 Oak street they are experienced in all auto repairing. Here ample storage and personal service to every car "fireproof garage"—no pillars or posts. The brake specialist of Eugene. What garage, who are the managers and what is their specialty?

39 Storage — Repairs—Welding That overhauling is due. Have us overhaul your car and have a dependable, smooth-running machine that is equal (if not better) mechanically than a new one. Our equipped shop, skilled competent mechanics and strict supervision of all work, insure genuinely satisfactory results. Best of service on storage at all times, day or night. Auto and truck repairing, acetylene welding a specialty on aluminum. Work guaranteed, at 645 Olive street. What garage, new name, and what special service to all cars?

40 Battery Magneto Generator Do you know that the best service and work on the electrical equipment of that car means economy, comfort and satisfaction? The specialist, formerly at 83 7th Avenue East has the equipment and the experience and ability to give real dependable service to the electrical equipment of your car. Mechanical work on all cars. Magnetos and generators overhauled and repaired. All work guaranteed. Who is, what is his new location, and what is his special battery?

41 Cylinder Grinding Cylinder grinding for that automobile the right way. Cylinder bores must be at right angles to crank shaft—true and round. Reground holes—the only right way, gives perfect right angles, true and round—a perfect job is done at 674 Olive Street. Here a complete equipment for all machine work and adjustments. Who is it and how long established?

42 Powder Paints Building material that is economical, Building Material when needed. Builders realize the necessity of quality in material for permanent construction, whether for dwelling or commercial buildings. Our Materials, Paints, Lime, Plaster, Roofing and Brick. If you're planning to build a home we can offer excellent facilities and service that you'll appreciate—with it, the lowest possible prices, at 44 7th East. Who is it, and what is their specialty in Paints, Powder and Building Supplies?

43 Plumbing Heating All the modern, sanitary plumbing and heating—both hot water, steam and hot air—installed or done by the master plumbers at 93-97 7th Avenue East is substantial, strong and durable. Not a single feature do they neglect—everything is done in a most careful and skillful manner. They do plumbing work for the larger property owners and why not for you? Sheet metal specialist. They will give you a little better work for the money than you expect. Who is it and how long established?

44 Overland Overland This six challenges comparison: Side by side with any Six within several hundred dollars of its price, extra-powerful Overland Six Sedan will win your enthusiastic approval. In beauty of color effect, in lustrous finish, in body lines, in room, in equipment. In performance it will out-pull, out-run, out-accelerate any car in its class you want to test against it. Step in and see it. The new FINANCE PLAN offers easy terms. Why pay more? Who sells the Overland and what is the finance plan?

45 Bread Bread Bread—the food for economy—the food for wholesome goodness—the food for every meal. BREAD is your FOOD, eat more of it. When you want the BREAD crispy, dainty, delicious, then always ask for the bread baked in rear 36 9th Avenue East and sold in Grays Cash and Carry Store. Their bread is made in the sanitary bakery where quality and cleanliness prevail. Try the Whole Wheat BREAD—it is a winner. Who is it, and what make of bread is their specialty and how long established?

46 Electric Ranges Do you know of the many conveniences there are for those who have Electrical Appliances in their homes? They are time, labor and money savers. Here you will find everything in electrical appliances of quality. Ranges, Washers, Cleaners, Fixtures, Ironers, etc. and all electrical supplies on display at 878 Willamette Street. They do Electrical Contracting. Get their estimates. Who is it, and what special in Electric Ranges?

47 Service Station Gasoline that will make your motor spry—oils that will give you lubrication that will add miles and service to your motor. If you want the best service and gas—oils for that automobile, drive to the Service Station named after the city on Pearl Street. Here is where the service and the quality of gas and oils will mean less expense in mileage. They have oils, tires and tire accessories. Vulcanizing, crank case and greasing service. Who is it, who is the manager and what is their special Tire?

48 Portraits Commercial Your portrait — a gift that money can't buy, but for you to give, the very thing. To kinfolks your PORTRAIT at any time will carry a thoughtfulness that is next to a personal visit—Have that next Portrait made at the Studio at 992 Willamette. Commercial Photographs, Photo Coloring. What Studio, who is the photographer and what is his slogan?

49 Insurance Insurance Insurance is protection—fire insurance policy—it never goes out of style, never depreciates in value—there is only one premium to be paid during the life of the policy. It stands between you and loss in case of fire. Delays are dangerous—do it now! The agency SPECIALIZES in insurance, everything in insurance, nothing but insurance, and can give you expert advice and prompt adjusting. Located upstairs in Bank of Commerce building. Who is it, and what is his specialty in insurance?

50 Savings Loans Savings and loan associations do not send money out of the community through investment in foreign securities, but by restricting their investments to first mortgages on improved Oregon real estate, greater safety is assured and a stream of gold kept constantly flowing through local channels of trade, benefitting every class in the community. What is the name of the association in the Stanley building? What is its relative size compared with other mutual associations in Oregon; and what were its dividends in 1925?

51 Arts Gifts Picture framing is an art that few have mastered. You can "kill" a really good work of art by placing an inappropriate frame about it. Leave your order at 30 Tenth avenue west for artistic picture framing. You will get it on time, and we guarantee a satisfactory effect. We have a splendid showing of many art goods and appropriate and pleasing gifts and souvenirs. We color mouldings, refinish cane furniture, etc. Who is it and what is their specialty?

52 Music Mu- What is there more beau- ful than music, when rendered b one who has been trained a cultivated by a master? It hol the rapt attention of millions a is worshipped by all. Do you kno the Music Conservatory at 731 th is devoting their life teaching a directing those that have natu talent? Those that have be trained in music here have be remarkably successful. Who is and what is their special instru tion?

53 Typewriters Typewrit- A thoughtful, helpful, usef gift—the portable typewriter a u versal gift — welcomed by peop who write, much or little. It saving the time of countless w men, assisting children in th school work. Men find in t portable typewriter a little help always ready to lighten ev writing task. It is the modern w to write. Here at 1047 Willame typewriters for sale or rent, repa ing and adjusting. Who is it a what is their special portable typ writer?

54 Mattresses Upholster- "The best medicine in th world is sleep." You spend o third of your life in bed and your health and happiness in i depends upon your sleep and yo sleep depends upon that mattr We can make mattresses of ha floss and wool to order and stock. Renovate and make o your old mattress, better than ne We specialize in "Kapok" ma tresses, any size or weight. T mattress concern with a repu tion at 391-8th avenue, east. W is it and what is their specialty

55 Tires Tir- The "MASON" means go wear. A mighty Tire built to e cel. The Cord and Balloon Ti have been put to the most ri tests that could be imagined and all tests the Masons have prov their merit. The greatest T value, dollar for dollar. "Val of the West." Compare not o the prices but the long and hu service the tires give. Everythi in Tires and Accessories at 96 E 9th Avenue. Who is it, and wh is their specialty? How long tablished?

56 Wood Woo- THE RIGHT FUEL — TH RIGHT PRICE—and the RIG PLACE to buy is here. That is idle boast but a positive fact. customers have learned the adv tage of using clean, and dry w of all kinds. Why don't you? is a money saving proposit positively! We guarantee qua quantity and quick service. Ph 996 or 1908 for your order. W is it and what is their speciali

57 Automobile Pa- This is the firm that do they say. "We tear 'em up sell the parts." This is the pl to sell that old automobile wrecked car and they will do they say, "We tear 'em up and the parts." Automobilists bear mind that at 625 Willamette St you will find just that part of y car that you want. Thus save t and money. Here they pay highest prices for your used ca "The House of a Million Par Who is it, and how long est lished?

58 Cleaners Dy- Cleaners - Dyers. Can afford to neglect your personal pearance when our prices cleaning, pressing and repai clothes are easily within mean? Can you afford to over the sanitary value of freq cleaning of those outer garme YOU CANNOT. We solicit y patronage and agree to give unexcelled service at 959 Will ette. Who is it and when es lished?

59 Restaurant Restau- Where do you dine? W you want the best service—the c sine—dainty appetizing dishes you will enjoy, then call at Wilson. When you want a luncheon or one of the best cial Dinners you will make no take to meet your friends at Willamette Street. Here everyth is served that is appetizing. is it, who is the manager and w is his specialty?

60 Tires Prote- Who is your tire doctor tire merchant? Bring your to 957 Oak street for inspectio they may have many miles of w Here they have a complete eq ment for the repairing of t tires and all work is done by sk and experienced tire men. T carry the standard line of tire plies. This is the place for protected tires—protected for year against accidents, neglig cuts, bruises, blowouts, rim c wheel alignment, under-inflatio any road hazard. Who is it, what is their special tire?

61 Seeds F- Seeds, feeds, poultry plies. When you want flo vegetable and lawn seeds that fresh, reliable and those that grow—go to 131 East Ninth st Everything in poultry supplies feed — "Save the Babies" Sperry Chick Feed. We sell famous John Deere line of f implements. Who is it and w is their special poultry feed?

62 Building Ma- When you are in the m ket for mantle brick, and firep supplies of all kinds, then ca 45 West Seventh. They dea quality lime, cement, roo Monolith waterproof cem Bishoprick magnesite, stucco, over hard wall plaster, Nati steel fabrick, also building ma ial. Who is it, and what is t specialty in roofing?

63 Automobile Supp- "Everything for the a mobile." Here is the place—" vice without a howl," at 94 T east. For everything to equip car to make driving a pleasu spotlights, batteries, chains, springs, tool sets, car heaters too many things to mention in supplies; tires and accessories. T place to save money. Who and what is his specialty in spr piston rings?