

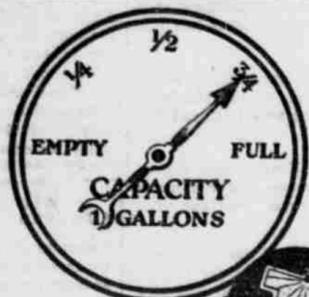
AS GOOD AS YOU CAN MAKE



at home—that's the strongest statement we can offer about our ice cream. When you can get cream like ours which compares in quality and flavor with your own delicious, creamy home-made, why bother with making it at home? The cost is about the same and you save all the fuss and annoyance.

EGGIMANN'S
"Say It With A Brick"

WITH THE TOURISTS ON THE AUTO CAMP Rosalia, Washington, south of Spokane. Last fall they went down to Long Beach, California, for a visit. W. A. Vandecar, wife and several children drove into the camp Friday about the beginning of this summer evening. They had been living about the winter there.



Your gauge will PROVE Red Crown's economy



Stop at the Red Crown sign the next time your tank needs filling, and then keep track of your mileage.

You'll find that "Red Crown" takes you farther on a gallon, and gives you a more powerful, sweeter-running engine.

"Red Crown" vaporizes rapidly and uniformly in the carburetor and is consumed completely in the cylinders. Every gallon is the same, wherever and whenever you buy it.

Fill at the Red Crown sign—at Service Stations, at garages, and at other dealers.

STANDARD OIL COMPANY (California)



It always pays to trade at

GRAY'S

We are headquarters for Fruit Jars—all kinds—low prices

FLOUR

McKenzie Blend, 49s	1.45
Dalles Diamond, 49s	1.98
Kerr Best 49s	2.05

SOAP

Luna White, 10 bars	35c
Crystal White soap, 11 bars	50c
Soap Powder, 3 1/4 lbs. for	25c

We handle the Beaver line of Feeds



OREGON STATE FAIR SALE

Sept. 25-30

A wealth of agricultural displays
Greatest livestock show in the northwest.
Splendid machinery and tractor exhibit
Excellent races, and high class amusements
Best of camping and parking grounds.
Excursion rates on all railroad lines

For particulars write

A. H. LEA, Manager, Salem

ington home. But they liked the country about Long Beach so well that they are going back there.

G. C. and C. E. Moore, brothers, were camped on the ground Friday night. They were brought up in West Virginia. C. E., the younger, had come out to California several years ago, and had ranged through this region. Last fall, he went back to West Virginia. His brother decided to come out with him on his return, partly for his health's sake. They had driven from Southern California as far as Portland on this trip, and thus far back. They had sold some property in West Virginia, and were on the lookout for another settlement. The younger brother said he liked the mountains, and did not want to settle in a wide valley. They thought of tarrying about for a few days.

Other campers reported a family, consisting of a man, wife and two or three children, as having camped here Saturday night. They were from Iowa or somewhere in that region, and were bound for Honolulu. They would probably park their car somewhere about San Francisco while they made the rest of the journey. About

a month ago, we had a couple from Honolulu on a long journey east.

A man and wife from Klamath Falls camped over Tuesday night. They had been out on a summer tour. They came up to Crater Lake, from there down to Medford, Seaside, Oregon, being the turning point in their journey. They experienced considerable difficulty from troublesome detours, the greatest difficulty being between Grants Pass and Roseburg, as was the case last year. They said that in one place in that section, for lack of space for detour, one half of the pavement had been finished, and when it was ready to sustain travel the cars were routed over it while the other side was being laid.

A lone man, apparently a laboring man and a foreigner, camped over Tuesday night. He was from Imperial Valley California. He has been there 12 years, and appears to like the country; but he had spent some

Coming to EUGENE

Dr. Mellenthin
SPECIALIST

in Internal Medicine for the past eleven years.

DOES NOT OPERATE

Will be at the Osborn Hotel, Wednesday September 20th. Office Hours 10 a. m. to 4 p. m.

ONE DAY ONLY
No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He visits professionally the more important towns and cities and offers to all who call on this trip free consultation, except the expense of treatment when desired.

According to his method of treatment he does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

If you have been ailing for any length of time and do not get any better, do not fail to call, as improper measures rather than disease are very often the cause of your long standing trouble.

Remember above date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Address: 326 Boston Block, Minneapolis, Minn.



The modern way!

Turn in at the sign of the bird. Safe, thorough flushing with Calor Flushing Oil and refilling with Zerolene of the correct grade.

Ask for MODERN CRANKCASE CLEANING SERVICE

STANDARD OIL COMPANY (California)

Sanitary MEAT MARKET

T. F. BENNETT, Prop.

Salmon, 15 cents lb.; Sliced, 20 cents lb.

Today, Friday and Saturday

Nice new lot of

Picnic Hams, Minced Ham, Wienies, Pickled Pigs Feet, Dressed Hens, Friers, and Spring Lamb.

Free delivery at 9:30 a. m., daily.

Phone 80 || Corner of 5th and Main

time about Blue River years ago, and the longing for another whiff of the cool mountain air up that way moved him to make this trip. But the heavy showers about the first of this week, heavier there than here, with the broken condition of the road below, warned him that he had better be getting down into the open country. He might go as far as Portland before he turned towards home.

\$10.00 REWARD
By order of the Board of Directors, School District No. 19, a warrant for ten dollars (\$10.00) is hereby offered to any person or persons for information leading to the arrest and conviction of any party or parties who have damaged grounds or buildings, or any school property in this district.
J. J. BRYAN, Chairman.
J. W. COFFIN, Clerk.

FOLLOW THE CROWDS— TO

Western Lane County Fair
FLORENCE, OREGON

September 14, 15, 16, 1922

Low Round Trip Fares \$5.21 from Springfield

Sale dates September 13-16 inclusive, from all agency stations in Lane county. Good until September 18.



See the horse races, the livestock show, the wealth of agricultural displays, the contests and exhibits of various kinds, including home products.

BIG PREMIUM LIST—CASH AND OTHER PRIZES

Amusements and fun for everyone

For further particulars, ask agents or write JOHN M. SCOTT, General Passenger Agent

Something for the Merchant to think about!!

Name ten merchant princes who never advertised.

No? Name nine, then. Six? Two? One. Why, what is the meaning of this?

Your knowledge of history and current affairs is comprehensive; your memory is excellent. Why, then, can't you name the great leaders of commerce who built up their enterprises WITHOL* ADVERTISING?

It never has been done, has it? On the other hand, great commercial successes, since the dawn of history, have been erected largely by advertising of one sort or another. And as the means of advertising improved, the number and extent of business enterprises increased correspondingly. Cause and Effect.

But this has to do with big city successes, you say? Wrong again. Read below.

Newspapers come first on the advertising budget of Fred P. Mann, Devils Lake, N. D., country merchant whose store does nearly a million dollar business a year. This much he told retail dealers who gathered at Boulder, Mont., last week for their annual convention.

He sends out grocery specials and personal letters. Mr. Mann is known the country over for his achievements in building a million dollar store business in

a small community started in business with a \$75 capital. Through a wholesale house he was given "time" on a \$1,600 stock.

A newspaper friend urged him to tell the public about what he had to sell through newspaper columns. He did this when other merchants were satisfied to carry only a card in the paper.

The first year Mr. Mann did a business of \$23,000. He continued to use newspaper space judiciously and has kept at it ever since. Now the fixtures in his store alone are valued at \$40,000.

Mr. Mann said that after taking the presidency of the North Dakota association, he sent out questionnaires from which he learned that seventy-five per cent of the merchants of that state did not advertise and that ten per cent advertised only because they wanted to help out their local papers.

At the same time, he said, the mail order houses were sending seventy-two carloads of catalogues into the state and it was reported by wholesale houses that seventy-two per cent of the merchants were insolvent. He said he took up a campaign to induce the country merchants to go on a cash basis and to advertise, and he has succeeded in bringing 200 of them around to his system.

Mr. Merchant, you can't have to do business in Dakota nor belong to Mr. Mann's association to do business under his system.

Start now. Right here in your own town. TODAY.