

SEARCH FOR ESCAPED CONVICTS IN THIS SECTION

State traffic policemen, with city police of Eugene and neighboring towns patrolled the highways last evening on the lookout for three convicts who escaped from the penitentiary at Salem last night. Two guards and one convict, Oregon Jones, were killed in the break, and Tom Murray, Ellsworth Kelley and James Willos escaped. Two other guards were wounded, and one convict, Tom Murray, is believed to be wounded. The last definite trace of the men was at Pratum, eight miles east of Salem. Murray was sentenced from Lane county for the Florence bank robbery. This is the second time he has escaped.

BAPTIST CHURCH

Bible school 10:00 o'clock. Morning worship at 11 o'clock. Young peoples' service 7 and gospel service at 8, the subject will be "Esther the Faithful."
This being the ladies' night they will conduct the song service and will sing several special selections. Bible study and prayer service each Thursday night.
You are invited.

CHAS. H. BLOM, Pastor

In from Fall Creek—Mrs. L. Morehouse was in town Wednesday from Fall Creek.

Goes to Trent—R. W. Orr, a resident of this city who has been employed at Cottage Grove, left Wednesday for Trent, where he will work.

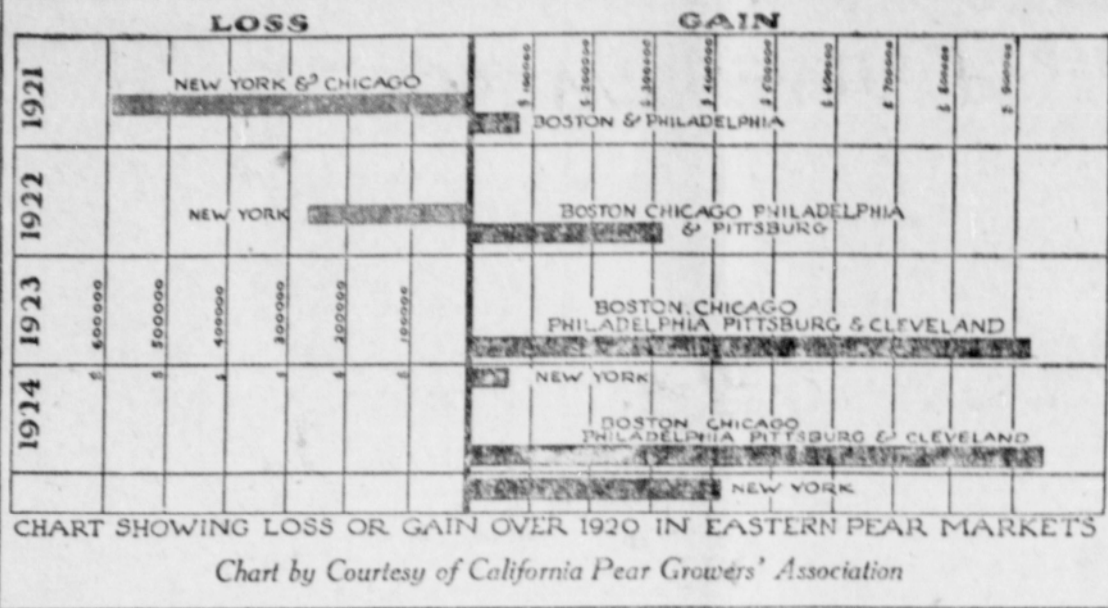
Here from Mohawk Valley — Mr. and Mrs. Ben Chilson and Mrs. Ellen Lajole and Mrs. Nellie Redding and children of Marcola were Springfield visitors today.

Go to Triangle Lake—Mr. and Mrs. B. Lansberry and family, Mr. and Mrs. B. G. Sankey and family and Oswald Olson drove to Triangle lake Sunday.

Preaches at Treatre — Rev. Fred Hornshuh will preach in the Bell theater Monday evening, August 17. Special songs by good singers. You will enjoy the evening if you come. Every body welcome.

New at the Novelty Store—School Supplies, quite complete except books.

Growth of Some of the California Pear Markets Since 1920



THINGS have been looking up in most of the Eastern California pear markets in the past four years. The chart above shows some interesting comparisons in the loss or gain that succeeding years have shown over the year 1920.

It will be seen that last year, 1924, all of the cities shown on the map showed considerable of an increase. In 1923, all of the markets were above the line set by 1920. In 1922, New York fell below. And in 1921 both New York and Chicago show less profits than the year 1920.

What is the reason that some markets, get continually better, some grow slowly better and still others seem to be most erratic.

Here is a large part of the answer. Merchandising Campaigns, advertising California Bartlett Pears, have been conducted in the cities of Boston and Philadelphia during all the years shown on the chart. These two cities have proven consistently good markets.

Advertising was started in Chicago in 1922. Note the jump that the market took as shown on the chart. In 1921 Chicago consumed less pears than in 1920, but in 1922 the first advertising campaign was launched for Chicago. Since then it has run away from New York, its companion city. Advertising in New York did not start until 1924.

In Cleveland and Pittsburgh the year 1921 just held its own with the preceding year. In 1922 Cleveland still held its own without advertising. During this year, however, advertising was started in Pittsburgh with the result that there was a net gain for that year of more than \$40,000. The following two years advertising was continued in both Cleveland and Pittsburgh.

The total net gain, over 1920, in cities in which advertising has been done is more than \$2,000,000.

It is only when it is brought home to us with figures such as these that we realize how large a place advertising holds in our lives today.

Dexter Man Here—H. G. Smith of Dexter was a Springfield visitor Wednesday.

Down from Marcola—Mrs. Frank Purcell of Marcola visited in Springfield Wednesday.

Returning from East—Mr. and Mrs. Frank Sharman, their son Lester, and Mr. Sharman's brother, Harry Sharman, of Bellefield, North Dakota, left there Monday on their return trip to Springfield. They are expected to arrive here Saturday evening. Mr. Harry Sharman will visit here for several weeks.

Visit at Brownfield Home—Mr. and Mrs. Art Johnson of Salem spent Tuesday evening at the home of Mr. and Mrs. Harry Brownfield. They drove on to North Bend Wednesday.

Return from Seaside—Mr. and Mrs. Elvis Taylor with their two children, returned from several days spent at Seaside. Mr. Taylor's parents, Mr. and Mrs. F. M. Taylor, left Sunday for their home in Oklahoma after a five weeks' visit here.

Return from Newport — Mr. and Mrs. T. H. Hulbert and family returned Monday from a trip to Newport.

Spend Day at Triangle Lake—Mr. and Mrs. Frank Sidwell spent Sunday at Triangle lake.

Visit at Waltherville—Mr. and Mrs. L. B. Clift, Mrs. Alvin Clift and son Harlan, all of Yakima, and Mrs. Edna Cooper and her daughter Miss Edna Cooper of Washougal, Washington, with Mrs. May Craft of Springfield spent Wednesday evening at the T. W. Carney home at Waltherville. The Washington visitors formerly lived in the Thurston neighborhood.

Waltherville Man in—Harry Thieme of Waltherville was in town Thursday.

Visit from Pasco — Mr. and Mrs. Victor Barry and family are visiting at the J. J. Wheeler home. They are from Pasco, Washington.

Time to CAN HOME-GROWN!

Every day we are buying and selling large quantities of fruit and vegetables, all home-grown. Our large volume and quick turn-over makes *White Front Grocery* the logical place to secure your fresh food supplies.

"ALL AT A SAVING"

PHONE 9 - WHITE FRONT GROCERY - 9

You will never pay more at your home printshop than elsewhere for printing
You will get prompt service.
Workmanship and material that is of the best; and another chance at your \$

IF IT IS DONE WITH TYPE OR CUTS WE CAN DO IT

The Willamette Press