PAGE FOUR

THE SPRINGFIELD NEWS

THURSDAY AUGUST 4, 1927

THE SPRINGFIELD NEWS ADVERTISERS' PAGE DOES IT PAY TO ADVERTISE?

Advertising made the Edison famous.

It is displacing the truck horse with horse-power Who would know of Gold Medal flour if it were not

It has helped yout o an appreciation of a certain

It has put Polarine motor oil in your car.

It has made Westclox, Big Ben and other clocks famous all over the world

Advertising has put Gillette against your hayfield.

А

It has jammed your feet in Holeproof socks, put Paris garters on your legs, and Tiffany rings on your fingers.

It has put Pepsodent on your teeth.

In such cases, there is no public

Go where you want to, do anything you wish, and advertising has had a hand in it-absolutely.

AND THEN SOME PEOPLE ASK, "DOES ADVERTISING PAY?" The Springfield News Presents to its Readers a Series of Sketches of Prominent Business Men and Concerns

BOOTH-KELLY LUMBER CO.

trucks.

for advertising'

brand of shoes.

Extensive Dealers in All Kinds of Lumber and Building Material

reached a high stage of perfection. houses differ. A concern which will have much to do with the future development and upbuiking of Springfield and surrounding country is the Booth-Kelly Lumber Co. with office on 7th street, and who carry a most complete line of lumber from their own mills, also all sorts of mill work and building material. They are prepared to fill orders promptly and quote prices that are most satisfactory Their facilities for delivery is of the very best, and customers do not suffer any inconvenience by delays. In every way, the Booth-Kelly Lumber Co. is a credit to Springfield, and The Springfield News takes pleasure in commending them to the readers of this progressive number. Phone

GROWERS ASSN.

Manufacturers of Ice, College

Ice Cream In All Flavors of

the Highest Quality

In presenting this progressive num-

did service and the excellent products

W. F. WALKER Is Known In This Section as a Funeral Director Out of

the Ordinary

The vocation of a funeral director and embalmer is a most delicate one. The lumber business as it is con- and requires the services of a man ducted under modern methods has with strong human sympathy-one who is not only widely experienced change their methods, and today, the in the profession, but who strives to if any, cemeteries hereabouts that do ing. business is as radically different from alleviate the sorrow of those left beformer years as the construction of hind. A concern which does this and from his place of business, a fact that one which has gained success in this profession in Springfield is that of W. F. Walker at 228 Main street, Spring- large and the very modest prices he concern has long catered to the people located at 10th and Willamette streets, field. He is thoroughly schooled in his calling and takes complete charge of all funeral arrangements as most people are at a loss how to proceed in such matters. By telephoning 62-J you will get immediate attention. conducted by W. F. Walker, attest the splendid service rendered in each incharges and a strong bond of human sympathy for his fellow men has gainfor, him the present high elsewhere. Phone 415. ed standing in his profession. The Springfield News commends his up-todate funeral directing methods to the U. S. NATIONAL readers of this progressive number.

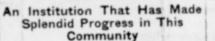
BANK

E. C. LAKE Conducts One of the Most Com-

plete Monumental Plants in the State of Oregon

Mighty few cities no larger than Eugene support a more up-to-date monumental works than that conducted by E. C. Lake at 58 11th W. But then he draws trade from every part of this entire section, there being few. not contain monuments or headstones. is due to his carrying such an unusually large and varied stock, his ability to fill special orders, no matter how Lake and to your entire satisfaction. plat anything in the monument line. terest to first consult Mr. Lake before

BANK



Community

living in Eugene and surrounding country thoroughly appreciate the convenience and accommodations offered

located at 8th and Willamette, is shown in its large and growing list of depositors and customers. The

PETER PAN WILLAMETTE Cafe and Confectionery One of VALLEY the Most Appreciable Places TRANSFER to Eat When in Eugene Very Reliable Concern With When one is hungry there is no

one

Most Modern Service place like home, of course, but then,

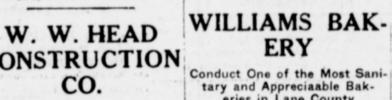
It doesn't pay to experiment in most This is especially true in roof when the time comes to appease things. work or long distance haul- the appetite transfer It is pleasing to note that one not take the least sort of a eating house in Eugene where the does chance when empoying the Willam- cooking more nearly approaches that ette Valley Transfer at 265 W 8th of mother or wife than that of the St. to do this work for this responsible Peter Pan Cafe and Confectionery charges for his work. There is no of this section of the state in a most for this place is fast becoming very thing in stone work for cemeteries satisfactory manner. They do a genthat cannot be obtained from Mr. eral transfer business and their many splendid cooking, the cleanly and inhis monuments and headstones at the and Portland, Salem, Corvallis, Juncmand. niture packed. No matter what time find a quick response and action. They it to the readers of this progressive ers of this progressive number.

enjoy a splendid reputation and never number. Phone 1096. do things by halfs, hence their success.

CO.

Contractors

Progressive General



tary and Appreciaable Bakeries in Lane County

If you are not a patron of the pro ducts of the Williams Bakery at 1716 It is almost needless to inform our 13th street, you ought to be for the Co., at 5th and Mill street is doing its was first established in 1883, and bank's depositors are many of the readers of this progressive number fresh and delicious "Malted Milk and share in causing Eugene to be known that Eugene is the home of a number Butter Krust Bread" they manufac- as a good city in which to buy or derstands the making of pure ice and most faithfully from its first inception, ness houses of Eugene and surround- of efficient contracting firms, one of ture is of the very best sort, the most sell grain is shown in the splendid serstands the making of pure ice and ice cream in all its different branches and is a striking example of its sub-ing country and many of whom find a them is the W. W. Head Construction perfect that much experience and the business enjoyed by them every day

NEW SERVICE LAUNDRY

A Concern That is Rapidly Expanding

٠

The above laundry is one of the best equipped in Eugene and all surcannot always be under his own rounding country, and the reputation for the general excellence of their work is spreading far and wide through this section. The New Ser vice Laundry's slogan is; "Quality, Service and Fair Treatment." All their work is turned out in such an excellent manner that you will be more than pleased with it. The rapid increase in this up-to-date laundry popular for its good meals served, its is modern throughout is due to the autos, vans and trucks are kept busy viting appearance of the place, with more than ordinary ability of its as he is noted for not only turning out making daily trips between Eugene its lovely private booths, also the management. Patrons have come to general air of welcome that is always know that only the highest grade of Many people who have had funerals minimum cost, but also insists upon tion City and Monroe. This splendid accorded patrons, to say nothing of work is turned out, and by reason a satisfied customer. If you contem- service is always at the public's de- the general excellence of service. of this fact the general public is more All goods insured while in Everybody about the place, from the than pleased with it. You can either stance. Kindly, attentive, reasonable it will surely prove to your best in- transit. The Willamette Valley Trans- owners down, Martha and Walter drop your work in as you go by at fer is a good one to remember when Hummel is anxious to please, and do 839 High Street, or phone 825 and closing a contract for a monument you want to move anything, such as please, that's why the Peter Pan does your work will be promptly called for household goods, planos, safes, or fur- such a splendid business. In every and delivered to your entire satisfacway it is a credit to Eugene, and The tion. The Springfield News commends of the day you telephone 135 you'll Springfield News wants to commend the New Service Laundry to the read-

WILLIAMS BAK- EUGENE MILL & ELEVATOR CO.

Manufacturers of Kerr's Quality Poultry and Dairy Feeds. Most Reliable and Progressive Concern of Its Kind in Lane County

That the Eugene Mill and Elevator its different branches and in progress. Its officers and checking or savings account at what Co, and who make a specialty of road purest ingredients can possibly pro- in the week. The Eugene Mill and

EUGENE FRUIT FIRSTNATIONAL That the business people and others CONSTRUCTION Offers the People of Engene and Surrounding Country a Most Complete Banking Service by the U. S. National Bank which is Most

One of the most relibale banks in ber of The Springfield News, it wishes this part of the state is that of the to make special mention of the splen. First National Bank of Eugene which manufacture. The management un- which has been serving the people most substantial residents and busi-

the most up-to-date modern appliances for insuring their customers with absolutely the finest quality of ice and ice cream and other products. The Eugene Fruit Growers Association is exceptionally well patronized by knowing people and that their efforts in this direction has been appreciated by the people of this community, is evidenced by the splendid patronage they are enjoying. In every way the Eugene Fruit Growers Association at 8th and Férry is a credit to this com- munity and The Springfield News com- mends their splendid products to its readers of this progressive number. Fhone 1480. HOTTEL OSBURN & APAARTMEENTS	are: W. W. Calkins, President; F. N. McAlister, Vice-President; fiDavid Auld, Vice-President; fiDavid Cashier; H. H. Hobbs, Assistant Cashier; N. E. Barrett, Assistant Cash- ier; Mabelle Russell, Assistant Cash- ier; M. Ethel Taylor, Assistant Cash- ier; C. E. Lombard, Assistant Cashi- ier; C. E. Lombard,	out fresh Malted Milk and Butter Krust bread and other bakery pro- ducts daily under the most sanitary condition. You will be more than pleased with the results, if you ever become a patron of Williams bakery products. It is quite likely that you will quit the arduous task of home baking, a trial order will convince you. Williams Bros, have had much experi- ence in the bakery line, having well earned the splendid reputation and success they are enjoying from many of the best families of the entire	on it, and as the farmers of this sec- tion have long placed every confidence in them, knowing they will find ready sale for their grain and always at the top market price, they haul or ship products to them with the realization that they will receive the best results All of their feeds are of the known quality kind and prices right toget- her with courtesy and accommodation most pleasing, with business such as to make a one-time customer a regu- lar one. The next time you are in need of anything in the feed, dairy poultry line just phone 15 and your order will be promptly filled and de- livered to your entire satisfaction. The Springfield News takes pleasure in commending this up-to-date mill
<text><text><text><text></text></text></text></text>	 Weld, how re they coming: the captain for the nine asked him a little fames and Bertha James, his wife, Ethel M. Mahany and C. Arthur Mahany her husband, and all persons claiming by, through or under them or any or either of them in and to said premises. FRANK E. TAYLOR, Sheriff of Lane County, Oregon. By BEULAH BRINNICK Deputy. Au. 411-18-25; S. 1: Image: An and the county of the special premises. We pont KNOW WHY THEY ACE CALLED GRASS widows we've NEVER SEEN ONE SO SEEN ONE SO GREEN OF COUNT, CO	me where he lives and I'll fetch him. Sounds Reasonable Collegiate—I beg your pardon, Miss, but would you care to take a ride? Co-ed—Sir, I'll have you know I'm a lady. Collegiate—I know that. If I want- ed a man, I'd go home and get my father! Worth Knowing If all the jokes written about liquor were placed side by side, they would be censored. IRRICATION SYSTEMS ARE TO BE STUDIED Study of supplemental irrigation systems in use in Lane county orch- ards, nurseries and truck farmg will be the feature of a tour to be conduct- ed on Wednesday, August 10, by the Lane county Horticultural Society, ac- cording to County Agent O. S. Fletcher. F. E. Price, extension engineer from Oregon Agicultural college, will at- tend to discuss the systems in help the farmers plan their systems. Here is the itinerary of the tour:	tion system; light galvanized iron pipe distribution system; portable pump and gasoline engine mounted on truck, used in conjunction with can- vas hose; and both electric motors andgasoline engines as sources of power. All persons inteested in irrigation are invited by the horticultural goci- ety to join in the tour and devote a day to studying irrigation systems and