

THE SPRINGFIELD NEWS ADVERTISERS' PAGE

DOES IT PAY TO ADVERTISE?

Advertising made the Edison famous. It is displacing the truck horse with horse-power trucks. Who would know of Gold Medal flour if it were not for advertising? It has helped you to an appreciation of a certain brand of shoes.

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.

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

Extensive Dealers in All Kinds of Lumber and Building Material

The lumber business as it is conducted under modern methods has reached a high stage of perfection. The lumber dealers have had to change their methods, and today, the business is as radically different from former years as the construction of houses differ. A concern which will have much to do with the future development and upbuilding 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 85.

EUGENE FRUIT GROWERS ASSN.

Manufacturers of Ice, College Ice Cream In All Flavors of the Highest Quality

In presenting this progressive number of The Springfield News, it wishes to make special mention of the splendid service and the excellent products such as ice and College ice cream they manufacture. The management understands the making of pure ice and ice cream in all its different branches and has equipped the plant with all 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 Ferry is a credit to this community and The Springfield News commends their splendid products to its readers of this progressive number. Phone 1480.

HOTEL OSBURN & APARTMENTS

The "Homey" Atmosphere of the Osburn Known Far and Wide By Motorists and Travelers

The Osburn is one of the oldest and leading hotels to be found in this part of the state of Oregon, in consequence of which is most favorably known to travelers and motorists who make Eugene. It is centrally located, is well lighted, heated and splendidly furnished throughout, and affords automobilists and travelers every accommodation known to good hotel life. One of its principal attractions is the dining room in connection, and the dining tables are plentifully supplied with clean and wholesome well cooked food, the service throughout being altogether most commendable one of the best hotels to be found anywhere outside of Portland and Sacramento. They specialize in business lunches and chicken dinners.

A proof of the popularity of the Osburn is the fact, that it is nearly always filled, while the excellence of its cuisine draws a large patronage from business men and others who enjoy the wholesome cooking and congenial surroundings for which the Osburn is famous. The Springfield News wants to compliment the management of this splendid hostelry upon its splendid service and meals served at such reasonable prices.

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, and requires the services of a man with strong human sympathy—one who is not only widely experienced in the profession, but who strives to alleviate the sorrow of those left behind. A concern which does this, and one which has gained success in this profession in Springfield is that of W. F. Walker at 228 Main street, Springfield. 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. Many people who have had funerals conducted by W. F. Walker, attest the splendid service rendered in each instance. Kindly, attentive, reasonable charges and a strong bond of human sympathy for his fellow men has gained for him the present high standing in his profession. The Springfield News commends his up-to-date funeral directing methods to the readers of this progressive number.

FIRST NATIONAL BANK

Offers the People of Eugene and Surrounding Country a Most Complete Banking Service

One of the most reliable banks in this part of the state is that of the First National Bank of Eugene which was first established in 1893, and which has been serving the people most faithfully from its first inception, and is a striking example of its substantial progress. Its officers and directors have been many years in the service of the people in local financial matters, being most efficient and with their wide experience thus gained have added to the growth of Eugene as well as the attractiveness of its service to the people.

The First National Bank represents an honorable career under conservative management, and today with better facilities than at any time in the past, is endeavoring to promote the best interests of Eugene and Lane County. They have a capital and surplus of 400,000 dollars also members of the Federal Reserve System, and are installed with the very latest burglar fire proof vault and deposit boxes for the storage of valuables. In this review, The Springfield News wishes to compliment the officers and directors of this splendid banking organization as broad-minded citizens.

NOTICE OF SHERIFF'S SALE ON EXECUTION IN FORECLOSURE

Notice is hereby given that by virtue of an execution and order of sale in foreclosure issued out of the Circuit Court of Lane County, Oregon, on the 1st day of August, 1927, in a suit wherein on the 29th day of July, 1927, in said court. The Pacific Savings and Loan Association, a Washington Corporation plaintiff, recovered judgment against the defendants W. H. James and Bertha James, his wife, for the sum of \$1790.26 and interest thereon at the rate of 10 per cent per annum from February 1, 1927, until paid, and for the further sum of \$200.00 as Attorneys fees, together with costs in the sum of \$17.00, which judgment was entered and docketed in the Clerks office of said Court in said County on the 29th day of July, 1927, and said execution to me directed commanding me in the name of the State of Oregon, in order to satisfy said judgment, interest, attorneys fees, costs of suit and accruing costs, I will on Saturday the 3rd day of September, 1927, at the hour of one o'clock in the afternoon of said day, at the Southwest front door of the County Court House, in Eugene, Lane County, Oregon, offer for sale and sell for cash, at public

E. C. LAKE

Conducts One of the Most Complete 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, if any, cemeteries hereabouts that do not contain monuments or headstones from his place of business, a fact that is due to his carrying such an unusually large and varied stock, his ability to fill special orders, no matter how large, and the very modest prices he charges for his work. There is nothing in stone work for cemeteries that cannot be obtained from Mr. Lake and to your entire satisfaction, as he is noted for not only turning out his monuments and headstones at the minimum cost, but also insists upon a satisfied customer. If you contemplate anything in the monument line, it will surely prove to your best interest to first consult Mr. Lake before closing a contract for a monument elsewhere. Phone 415.

U. S. NATIONAL BANK

An Institution That Has Made Splendid Progress in This Community

That the business people and others living in Eugene and surrounding country thoroughly appreciate the convenience and accommodations offered by the U. S. National Bank which is located at 8th and Willamette, is shown in its large and growing list of depositors and customers. The bank's depositors are many of the most substantial residents and business houses of Eugene and surrounding country and many of whom find a checking or savings account at what may be termed their home bank a decided convenience at times. The bank is officered by men of wide experience in financial affairs. It does a general banking business and is broad and liberal, yet conservative in all its transactions. The U. S. National Bank is growing stronger and stronger each succeeding year. The officers are: W. W. Calkins, President; F. N. McAllister, Vice-President; David Auld, Vice-President; Powell Plant, Cashier; H. H. Hobbs, Assistant Cashier; N. E. Barrett, Assistant Cashier; Mabelle Russell, Assistant Cashier; M. Ethel Taylor, Assistant Cashier; C. E. Lombard, Assistant Cashier. All of whom in many ways have demonstrated their faith in the future of Eugene and Lane county. The Springfield News takes pleasure in commending this splendid banking organization to the readers of this progressive number.

auktion, subject to redemption as provided by law, all of the right, title and interest of said defendants W. H. James and Bertha James, his wife, Ethel M. Mahany and C. Arthur Mahany, her husband, and all persons claiming by, through or under them in any or either of them in and to said premises.

FRANK E. TAYLOR, Sheriff of Lane County, Oregon.
By BEULAH BRINNICK Deputy.
At. 4-11-18-25; S. 1:



Weight Handicap
One of the aspirants for a pitcher's berth on a college ball team had recently arrived from the country. He was told to warm up a bit by throw-

WILLAMETTE VALLEY TRANSFER

A Very Reliable Concern With Most Modern Service

It doesn't pay to experiment in most things. This is especially true in transfer work or long distance hauling. It is pleasing to note that one does not take the least sort of a chance when employing the Willamette Valley Transfer at 265 W 8th St. to do this work for this responsible concern has long catered to the people of this section of the state in a most satisfactory manner. They do a general transfer business and their many autos, vans and trucks are kept busy making daily trips between Eugene and Portland, Salem, Corvallis, Junction City and Monroe. This splendid service is always at the public's demand. All goods insured while in transit. The Willamette Valley Transfer is a good one to remember when you want to move anything, such as household goods, pianos, safes, or furniture packed. No matter what time of the day you telephone 135 you'll find a quick response and action. They enjoy a splendid reputation and never do things by halves, hence their success.

W. W. HEAD CONSTRUCTION CO.

Most Progressive General Contractors

It is almost needless to inform our readers of this progressive number that Eugene is the home of a number of efficient contracting firms, one of them is the W. W. Head Construction Co. and who make a specialty of road building, supplemented by wide experience and honorable fulfillment of contracts. Being progressive and enterprising, they promptly furnish estimates for all kinds of reinforced concrete or paving and construction work. During their career here in Eugene, they have completed many important contracts and built up a most substantial business through their honorable and conscientious dealings. The head of this enterprising concern, W. W. Head, gives his personal attention to every contract that is entered into, and is deserving of a great deal of credit for his past success. Honorable in every way, progressive and public spirited to a degree, Mr. Head is a man that The Springfield News desires to give its hearty commendation and bespeaks for him a fast growing and successful business which he so justly deserves. Phone 1831.

ing a ball around.
"Well, how're they coming?" the captain for the nine asked him a little later.

"Rotten. Sump'n's wrong with my arm boss. I ain't getting the speed I oughta."
"Great Scott, man! That isn't a baseball you're throwing. That's the 16 pound shot."

Consistency

When cigarettes are lacking,
With many sigh and groan,
He takes his sack-o'-backer out,
And calmly rolls his own.
When modern styes are calling,
With puff, sigh and groan,
She grasps her hose below her knee
And calmly rolls her own.
When these two meet they woo and wed,
And built for them a home,
Then in a carriage down the street,
They calmly roll their own.

It's Fact
H—It feels like rain.
She—What feels like rain?
He—Water!

Messenger Service
Householder—So you are out of work, eh? Well, you are just in time. I've a pile of wood I wanted chopped and I was just going to send for a

PETER PAN

Cafe and Confectionery One of the Most Appreciable Places to Eat When in Eugene

When one is hungry there is no place like home, of course, but then, one cannot always be under his own roof when the time comes to appease the appetite. In such cases, there is no public eating house in Eugene where the cooking more nearly approaches that of mother or wife than that of the Peter Pan Cafe and Confectionery located at 10th and Willamette streets, for this place is fast becoming very popular for its good meals served, its splendid cooking, the cleanly and inviting appearance of the place, with its lovely private booths, also the general air of welcome that is always accorded patrons, to say nothing of the general excellence of service. Everybody about the place, from the owners down, Martha and Walter Hummel is anxious to please, and do please, that's why the Peter Pan does such a splendid business. In every way it is a credit to Eugene, and The Springfield News wants to commend it to the readers of this progressive number. Phone 1096.

WILLIAMS BAKERY

Conduct One of the Most Sanitary and Appreciable Bakeries in Lane County

If you are not a patron of the products of the Williams Bakery at 1716 13th street, you ought to be for the fresh and delicious "Malted Milk and Butter Krust Bread" they manufacture is of the very best sort, the most perfect that much experience and the purest ingredients can possibly produce. The plant is modernly equipped with all the latest machinery to turn out fresh Malted Milk and Butter Krust bread and other bakery products 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 experience in the bakery line, having well earned the splendid reputation and success they are enjoying from many of the best families of the entire community. And when you patronize Williams Bakery, you will not only be getting the best bread for your money, but you'll also be showing your loyalty and doing your "bit" toward the support of a worth home industry. Phone 914-J.

man to do it.
Tramp—Okeh with me, sir. Tell 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 wanted 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.

IRRIGATION SYSTEMS ARE TO BE STUDIED

Study of supplemental irrigation systems in use in Lane county orchards, nurseries and truck farms will be the feature of a tour to be conducted on Wednesday, August 10, by the Lane county Horticultural Society, according to County Agent O. S. Fletcher.

F. E. Price, extension engineer from Oregon Agricultural college, will attend to discuss the systems and help the farmers plan their systems. Here is the itinerary of the tour: 9:30 Truman Chase farm on the north side of the Willamette river

NEW SERVICE LAUNDRY

A Concern That is Rapidly Expanding

The above laundry is one of the best equipped in Eugene and all surrounding country, and the reputation for the general excellence of their work is spreading far and wide through this section. The New Service 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 is modern throughout, is due to the more than ordinary ability of its management. Patrons have come to know that only the highest grade of work is turned out, and by reason of this fact the general public is more than pleased with it. You can either drop your work in as you go by at 839 High Street, or phone 825 and your work will be promptly called for and delivered to your entire satisfaction. The Springfield News commends the New Service Laundry to the readers of this progressive number.

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 Co., at 5th and Mill street is doing its share in causing Eugene to be known as a good city in which to buy or sell grain is shown in the splendid business enjoyed by them every day in the week. The Eugene Mill and Elevator Co. has sufficient capacity to meet all demands that are made upon it, and as the farmers of this section 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 together with courtesy and accommodation meet pleasing, with business such as to make a one-time customer a regular 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 delivered to your entire satisfaction. The Springfield News takes pleasure in commending this up-to-date mill and its products to the readers of this progressive number.

about one mile below the Ferry street bridge, Eugene, and just below the country club.

- 10:30 Prof. E. Thorstenberg place one mile north of Truman Chase.
- 11:30 J. O. Holt place operated by S. E. Fish, one mile north of Ferry Street bridge.
- 1:30 Woodruff's Nursery, two miles north of Eugene city limits on Pacific highway.
- 2:00 Don Schaffner place on River Avenue.
- 2:45 R. V. Rogers orchard on river loop No. 2, lower Santa Clara.
- 3:30 Wilmar Walton garden and orchard on river loop No. 3, lower Santa Clara.

Among the features to be seen on the tour are the following: practically all makes of pumps sold by Lane county dealers; Skinner overhead system, both with and without pressure tank, and with and without oscillator; underground concrete pipe distribution system; light galvanized iron pipe distribution system; portable pump and gasoline engine mounted on truck, used in conjunction with canvas hose; and both electric motors and gasoline engines as sources of power. All persons interested in irrigation are invited by the horticultural society to join in the tour and devote a day to studying irrigation systems and problems.