

# COLLEGE TRADITIONS

**College Traditions and College Needs  
Are Always Carefully Considered  
at this Store**

This store is the only store in Eugene that was in existence at the time that the University was started

## **We have grown up with the University**

As the University increased in size we increased our stock to take care of the student trade. As the wants and desires became more exacting we bettered the quality of our service, and at the same time stocked better and better goods.

## **Class Fobs**

For years we have furnished the students with the traditional class fobs. We furnished them not as an outsider but as a store that knows your class colors. Our fobs are always in the proper class colors.

## **University of Oregon Jewelry**

Our stock of Oregon Seal Jewelry is unsurpassed in the city.

## **Pins, Emblems Etc.**

We gladly furnish designs, in water colors, of special club pins, pledge pins, trophies and other emblems.

# **Luckey's Jewelry Store**

The store that backs every student enterprise and every University need